



2025 Advocacy Series

Series Overview

Nonprofit organizations across Florida are providing vital services that benefit and strengthen our communities. But sometimes there are barriers that interfere with our mission work that can only be solved by changing policy or educating decision makers through advocacy and lobbying. This series from Florida Nonprofit Alliance will help you better understand what your nonprofit organization can legally engage in and how to do it in the most effective way possible.

This spring, advocacy experts will lead you through how to set advocacy goals from allowable activities, how to engage your Board and staff leadership in advocacy, how to communicate with elected officials, and the best ways to identify and work in coalitions to maximize your efforts.

The workshops are interactive and allow time for discussion and planning.

Who Should Attend

This series is ideal for nonprofit leaders, both staff and Board, who want to kickstart their advocacy work. You can register for each of the workshops individually, but we recommend participating in all four. This will give you a clear starting point for planning your advocacy work and allow you to meet other nonprofit leaders who are doing the same – the cohort-like experience is an added bonus!

Investment

To participate in the sessions, your investment will be:

	FNA Members	Non-members
Cost per session	\$20	\$40
Cost for 4-session series (a 25% discount)	\$60	\$120
Bonus workshop: The Board's Role in Successful Advocacy	One free spot with series purchase*	\$15 spot with series purchase*

**Regular pricing for this event is \$15 for members, \$30 for non-members*

If you have any questions about the series or individual sessions, please contact [Leah McDermott](#).

To Register

Click on the links below for each workshop and enter your information. If you are registering for the whole series, enter the code ALLFOUR25. Once you are registered for all four, we will send you a promo code to register for the bonus webinar, The Board's Role in Successful Advocacy.

If you are an FNA member and you are having trouble logging into your account, please email Yackie Faneyte at yfaneyte@flnonprofits.org.

About FNA

Florida Nonprofit Alliance is the statewide association for nonprofits in Florida, focused on research, collaboration and advocacy. FNA's mission is to serve as the state's collective voice, respected advocate, effective connector, and powerful mobilizer for the nonprofit sector. For more information on membership, please [click here](#).

Series Workshops

Session 1: Advocacy 101

Tuesday, April 8, 2-3:30PM ET

Cost: \$20 for FNA members; \$40 for non-members (discount available for participating in the series)

[Click here to register.](#)

This workshop is an overview of ethical and legal advocacy and lobbying for nonprofits, including why it's important, implications for your organization to consider, and how to do both effectively. The interactive training includes:

- Definitions and clarifications about advocacy, lobbying, and the difference between the two
- The value of advocacy
- How to legally advocate and lobby for your organization, your mission, and your community
- Steps to prepare for advocacy work
- A focus on different target audiences, including elected officials and the media
- Practical tips on how to effectively advocate and lobby

Session 2: Working in Coalitions

Tuesday, April 22, 2-3:30PM ET

Cost: \$20 for FNA members; \$40 for non-members (discount available for participating in the series)

[Click here to register.](#)

One of the easiest and most successful ways to do advocacy work as a nonprofit organization is through coalitions. This workshop walks you through how to identify a coalition with goals similar to yours (or what to know to start your own!), what to expect when working with coalitions, and how to maximize your coalition success.

Session 3: Communicating with Elected Officials

Tuesday, May 6, 2-3:30PM ET

Cost: \$20 for FNA members; \$40 for non-members (discount available for participating in the series)

[Click here to register.](#)

Don't miss this brand new workshop! Advocacy is key for nonprofits, but influencing policy requires strategic communication. This workshop will equip nonprofit leaders with the skills to engage elected officials effectively. Join us to learn best practices for crafting persuasive messages and building relationships. We'll cover how to structure advocacy campaigns, leverage data to support your cause, and engage officials through meetings and public testimony. We'll also explore digital tools and social media strategies to amplify your message.

Session 4: Setting a Policy Agenda

Tuesday, May 20, 2-3:30PM ET

Cost: \$20 for FNA members; \$40 for non-members (discount available for participating in the series)

[Click here to register.](#)

This workshop teaches you how to develop a policy agenda that identifies the legislative and advocacy priorities for your organization, clarifies the actions you will (and won't!) take, and reassures decision makers and stakeholders that your advocacy work will be legal, ethical, and effective.

Bonus Session: The Board's Role in Successful Advocacy

Wednesday, June 4, 12-1PM ET

Cost: \$15 for FNA members; \$30 for non-members (series participants get a free or discounted registration for this workshop)

[Click here to register.](#)

Advocacy is vital to a successful nonprofit organization. It strengthens your mission work, your reputation, your name recognition, and your fundraising efforts! But many Board members are unsure of or uncomfortable with advocacy. Join Florida Nonprofit Alliance for this overview of how to build your Board's capacity for legal and ethical advocacy that supports the mission of your organization.