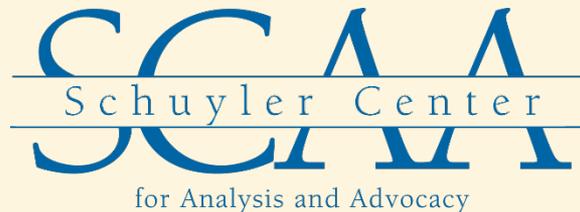


Advocating for a Better New York

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Public policy can make the ground fertile
for opportunity....



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...or contribute to its desolation.

Nonprofit organizations and public policy advocacy

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- Offer unique perspective – often represent constituencies that do not have voice
- Focus on issues
- Nonpartisan
- Don't endorse candidates
- Clarity on what funders allow

Advocacy vehicles

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- Invited technical assistance
- Nonpartisan research and analysis
- Discussion of broad social issues
- Regulations and regulatory bodies
- Site visits and case studies
- Enforcement of existing laws
- Earned media, op-eds
- Stakeholder convenings

NYS Budget Basics

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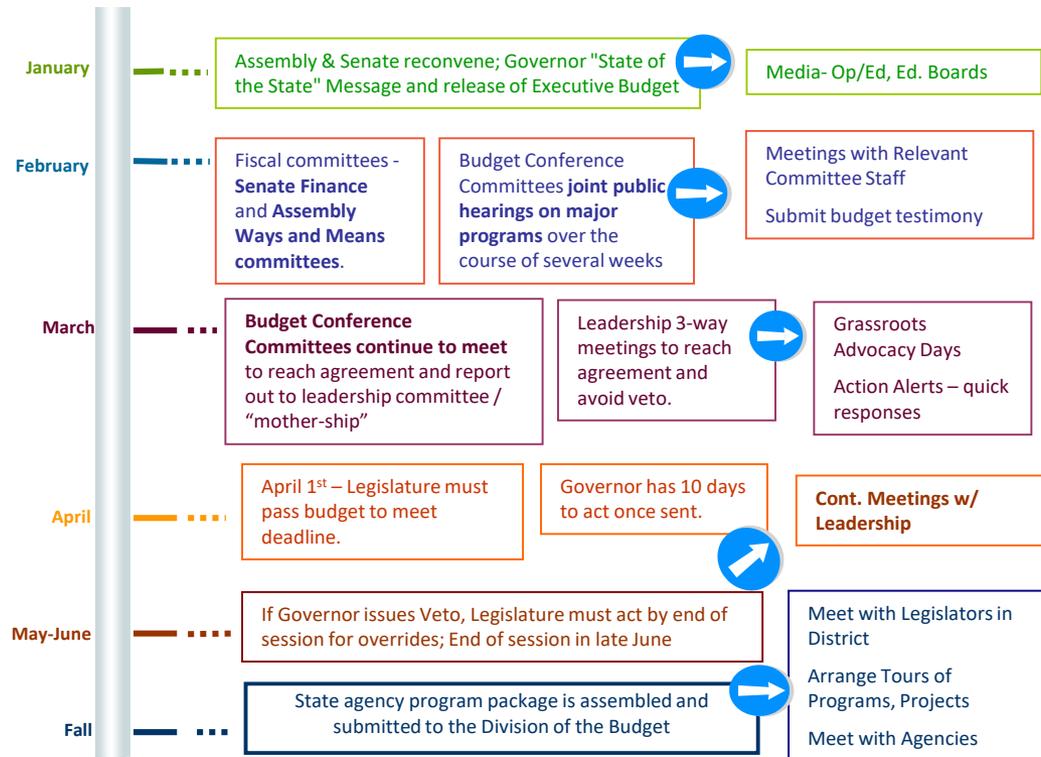
- NYS fiscal year begins April 1, ends March 31
- According to Article VII of the NYS Constitution:
 - Budgetary responsibility lies with the Governor.
 - State Agencies submit annual budget requests.
 - The Governor submits to the Legislature a single budget covering all anticipated spending & revenues (*Executive Budget*).
 - The Governor can veto spending added by the Legislature.

Who's who

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- Executive: Governor, Div of Budget, Agencies, Commissioners
- Legislative: Senate, Assembly, Leaders, Committees
- Others involved in legislative, budget, policy discussions: Comptroller, providers of services, labor, business and industry, schools, local government, media, contract lobbyists, nonprofit organizations, individuals

New York State Budget Process



System of Advocacy Framework

- Coalition and stakeholder alliance building
- Educational, nonpartisan research and policy analysis
- Communications, including the development of effective messaging to build timely public and political support
- Non-lobbying grassroots organizing to engage community members affected by policy and systems-change decisions, including development and use of new tools, training, and supports for consumer engagement
- Fundraising and organizational sustainability, including efforts to sustain advocacy over time
- Campaign development, including identifying key decision-makers, building alliances to expand support or opposition to a proposal, and strategic timing for moving different elements of a campaign
- Evaluation, including monitoring progress, outcomes and impacts

Social Justice Advocacy

No final victories and no final defeats

- Seeks structural and enduring changes that increase the power of those who are most disadvantaged politically, economically, and socially.
- Tackles the root and avoidable causes of inequities for those who are systematically and institutionally disadvantaged by their race, ethnicity, economic status, nationality, gender, gender expression, age, sexual orientation, or religion.
- Aims for better participation in, alignment with, and adherence to, international human rights treaties.
- Policy advocacy - most common route to achieving the structural and sustainable changes that social justice typically requires.

Not all advocacy is social justice advocacy. Much advocacy happens without consideration of disadvantaged groups' needs or perspectives.

Harnessing Technology

- Internet activism has fundamentally altered civic participation and advocacy
- Email, Facebook, Twitter, Instagram..
- Individuals mobilized online to take concrete action to take concrete action offline.
- Empowering with information. Significant impact can be achieved in certain cases simply by making information more readily accessible to a larger audience.
- Organizing and matchmaking. Connects people with causes and roles that suit them. Allows for fast and broad organizing and information sharing.
- Reaching hard to reach people, communities.
- Raising money.

Why advocate?

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“Let us never forget that government is ourselves and not an alien power over us. The ultimate rulers of our democracy are not a President and senators and congressmen and government officials, but the voters of this country.”

–Franklin D. Roosevelt