ADVOCACY & COALITION BUILDING

Pennsylvania Immigration and Citizenship Coalition
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Advocacy

Promoting a cause or principle that will create large-scale or systemic change.
Overview

Advocacy can be:

- Community Organizing
- Public Education
- Community Mobilization
- Educating Legislators
- Nonpartisan voter mobilization
- Litigation
- Lobbying
Advocacy Tips

- Know the facts
- State your message clearly
- Build relationships
- Engage the public
In-person visits are an opportunity for legislators to hear directly from constituents about key issues affecting the communities they represent.
Visiting Legislators

Before Your Visit:
- Make an appointment!
- Don’t go alone!
- Prepare!

At Your Visit:
- Introductions and Who You Are
- Why You Are There
- Personalize It
- What You Want
- Thank You
A way for community members to express their opinions and help guide the public conversation about important topics.
Planning and Writing Your Letter

Plan:
- Research the publication
- Choose a messenger

Writing Your Letter:
- Grab attention
- State your position/Call to action
- Your evidence
- Closing
Petitions and Sign-On Letters

Show how much support your issue has, and for building a list of individuals or organizations that support you and may be willing to take future action.
Collecting Signatures

Types of Petitions and Sign-On Letters:

Targeted Petition: Addressed to a specific person asking for a specific action.

Issue-Based Petition: Shows the level of support for a particular idea or policy proposal.

Collecting Signatures

- **Paper:** Ask people to sign at events, go door-to-door, or ask people at a busy intersection.

- **Online:**
  - Collects all the signatures in one list to print or deliver all at once
  - Automatically send an email to your target every time someone signs.
How to Use a Petition/Sign-On Letter

Ways to Use a Petition:
- Deliver a physical copy of the petition and list of signatures.
- Publish your petition or sign-on letter with the list of signatures in a local paper or on your website.
- Hold a press conference.

Following Up:
- Invite signers to a community meeting to discuss the issue and ask them to get involved with your organization.
- Ask signers to participate in lobbying efforts to advocate on behalf of the issue or policy.
- Ask signers to attend a meeting with the targeted official.
Coalition Building

A coalition is a group of organizations, and sometimes individuals, with a common interest who agree to work together toward a common goal.
Forming a Coalition

- Why build this coalition? What is the purpose of creating this coalition?
- Do members have a shared vision or shared principles?
- Which organizations or individuals should be included?
- What coalition structure would be best? How will the coalition make decisions?
- What resources does the coalition need? How will they be allocated?
- How long should the coalition last?
Tips for Success

- Communicate openly with all coalition members
- Choose a realistic strategy and set reachable goals
- Be inclusive and participatory
- Acknowledge and use the diversity of the group
- Agree to disagree in the process
- Share risks and responsibility
- Improve trust and communication among members
- Exchange knowledge, ideas, and strategies
Coalition Models

- **Spokes council**: A loose association of organizations; any coordination is voluntary.

- **Collaborative**: A collection of organizations formed to coordinate activities, develop shared materials, and/or coordinate allocation of resources.

- **Campaign**: A close association of organizations that work together on a specific issue; engage in collective decision making, allocation of resources, and strategies.

- **Formal Coalition**: A stand-alone organization with its own leadership, mission, and resources.
Coalition Examples
Examples

**PA is Ready!**

- Collaborative model
- Defined membership structure
- Indefinite lifespan – mission oriented

**Pennsylvania United for Immigration Reform (PUIR)**

- Campaign model
- Loose membership structure
- Limited lifespan

**Pennsylvania Immigration and Citizenship Coalition (PICC)**

- Formal coalition model
- Formal membership structure
- Indefinite lifespan – stand alone organization
Thank You!

For more information about this presentation:
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