



# Government Relations 101

All the things you needed to know and more about why advocacy and public policy matter to your work.

# Agenda for Today

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1. Why does public policy and advocacy matter to your work?
2. Defining advocacy, lobbying, education
3. The two sides of government relations: increasing funding and decreasing need
4. Policy analysis and program evaluation
5. Misconceptions about government
6. How does government funding work?
7. How to start
8. Group participation



# Before We Begin

I am not a lawyer or accountant.  
Though I have expertise in this area,  
please feel free to consult a lawyer  
and/or accountant for specific  
matters involving your organization.

# Why Does Public Policy and Advocacy Work Matter?

## What does public policy do

- Addresses/causes societal and environmental changes
- Promotes the normative values of elected officials
- Enhances economic growth and stability while preserving environmental quality

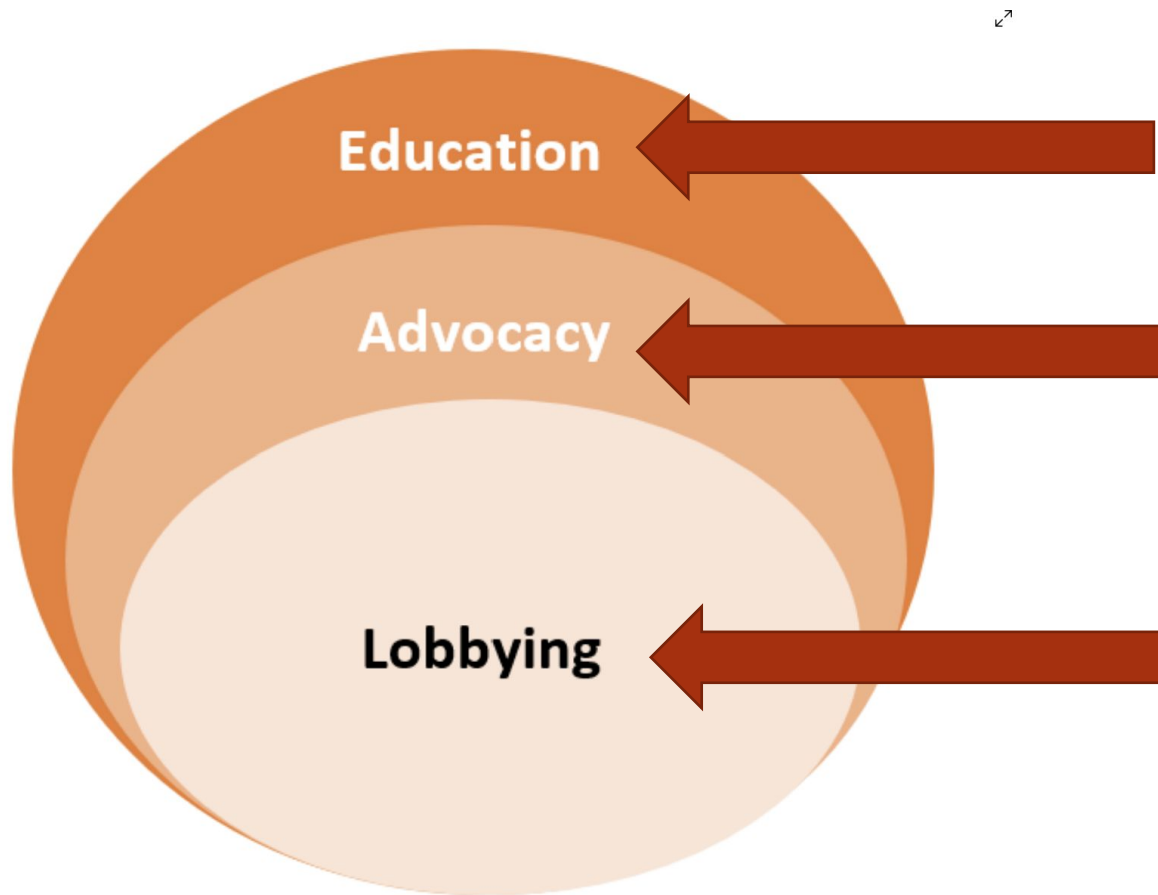
## The role of an advocate

- Amplifies the voices of constituents
- Holds elected officials accountable
- Drives innovation and progress
- Promotes equity and sustainability

**What's the  
difference  
between  
education,  
lobbying, &  
advocacy?**



# Defining Advocacy, Lobbying, and Education



Discussing concerns/issues/values/activities of non-profits with the community, including elected officials.

Public support for or recommendation of a particular cause or policy. Making your case in a way that will change public policy to help your cause.

Working with legislators, Members of Congress, or members of the executive branch to directly influence legislation and actions taking to directly influence legislation.

# Lobbying – IRS Rules

- Two ways to measure for 501(c)3s
  - Substantial Part Test
  - **Preferred:** Expenditure Test
    - Declaring as a 501(h)
- Going over your lobbying limit as a 501(c)3 can result in loss of your 501(c)3 status
  - But that doesn't mean you can't lobby, advocate, or educate. You just need to be aware of the rules.
- If you decide to lobby, you must register as a lobbyist and file quarterly and annual reports of expenses.

If the amount of exempt purpose expenditures is:	Lobbying nontaxable amount is:
≤ \$500,000	20% of the exempt purpose expenditures
>\$500,00 but ≤ \$1,000,000	\$100,000 plus 15% of the excess of exempt purpose expenditures over \$500,000
> \$1,000,000 but ≤ \$1,500,000	\$175,000 plus 10% of the excess of exempt purpose expenditures over \$1,000,000
>\$1,500,000 but ≤ \$17,000,000	\$225,000 plus 5% of the exempt purpose expenditures over \$1,500,000
>\$17,000,000	\$1,000,000

# What Can't You Do As a (c)3?

1

Engage with political parties

2

Engage in elections (outside of ballot measures)

3

Be partisan

4

Put out score cards

5

Spend more than their expenditure limit on lobbying



# Two Sides to Government Relations

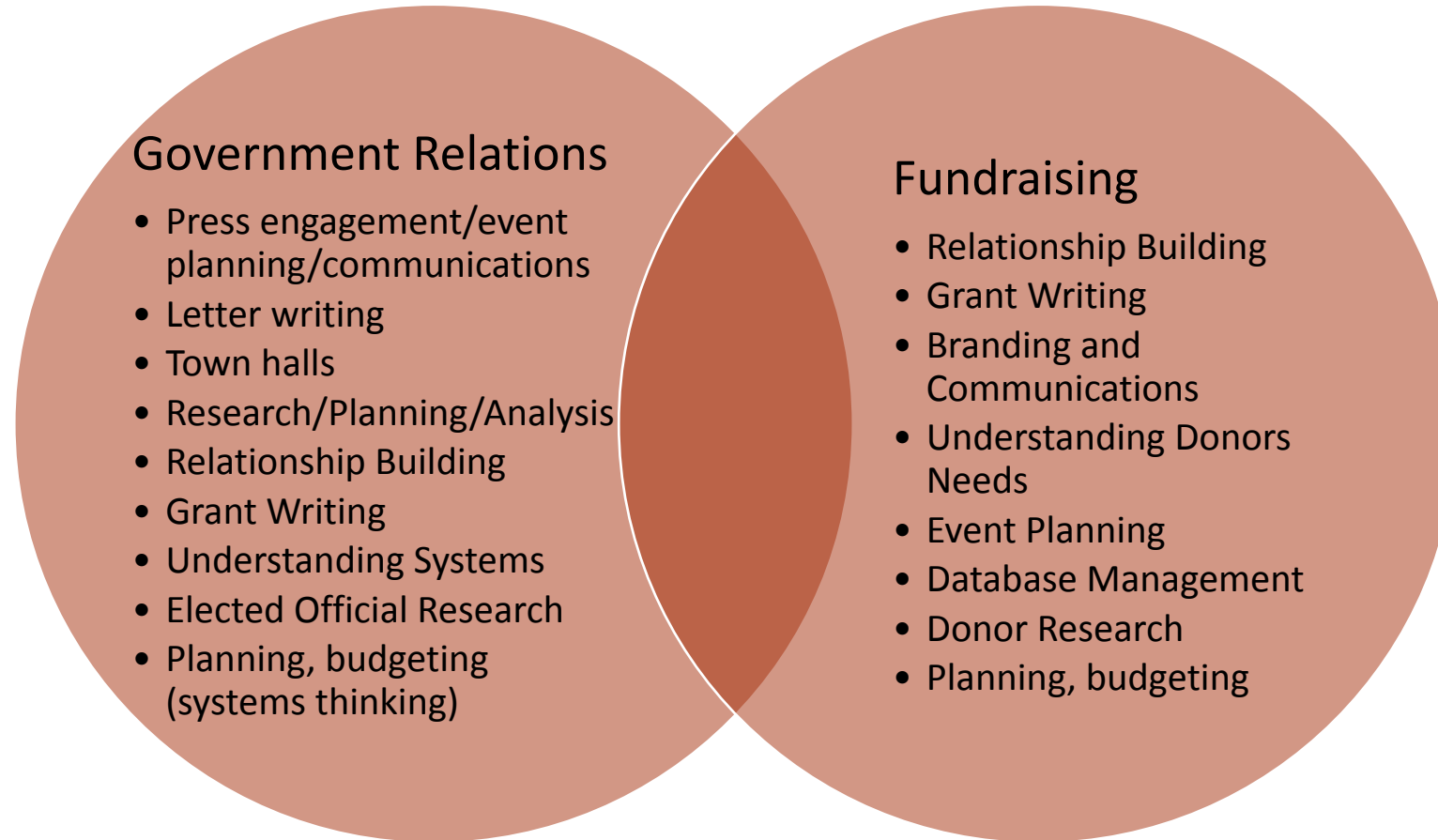
## Reducing Demand for Services

- By utilizing policy and regulatory mechanisms, governments can affect change while also reducing the investment of funds
- Effective arguments for reducing a demand for government intervention is cost/benefit

## Increasing Funding for Services

- To provide government services there is often funding needed
- Reducing the problem and reduce the amount of funding needed, but generally speaking there is increased funding needed to solve most problem

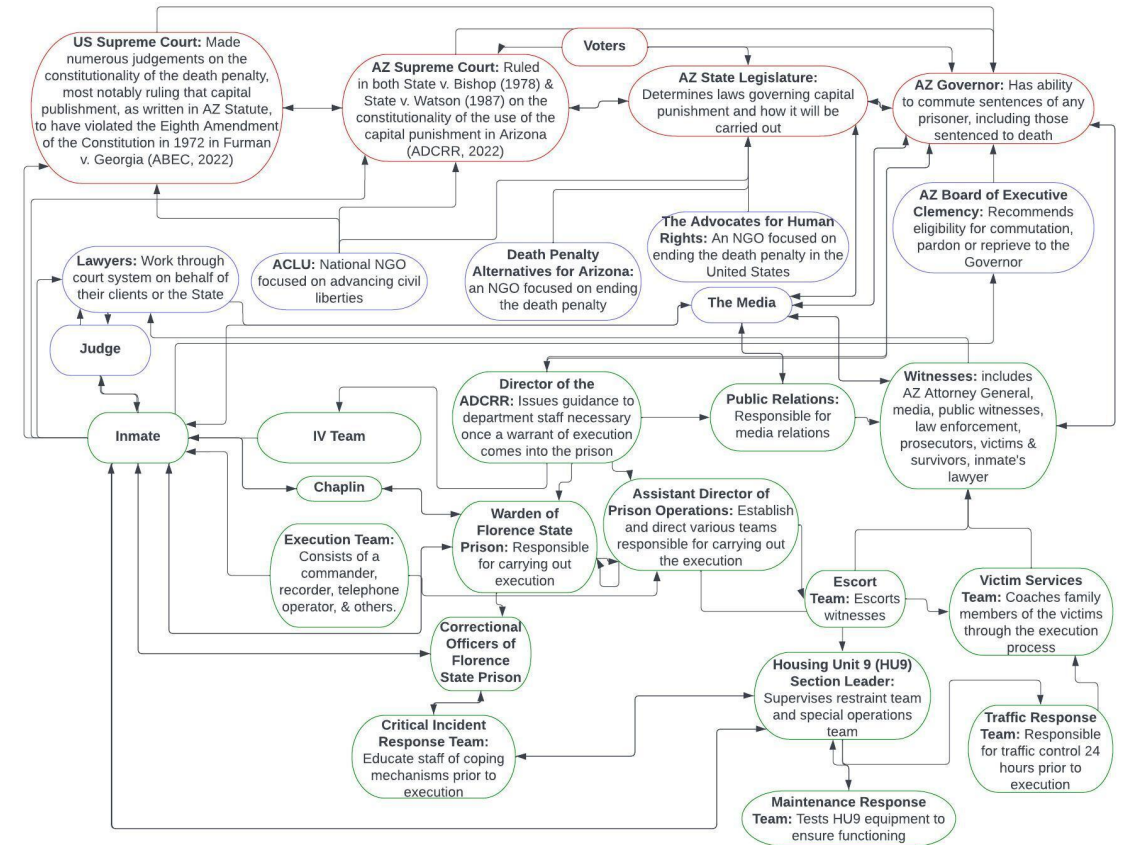
# How is government relations similar to and different from traditional fundraising?



# Policy Analysis & Program Evaluation

Policy analysis will help you in getting quantitative results for the change you want to see in your communities

- Strategic Action Framework
- Quasi-Experimental/Experimental Analysis
- Cost-Benefit/Cost-Effectiveness Analysis
- Feasibility Studies
- Pre-Post Testing
- Community Needs Assessments
- Patched Designs
- Meta Evaluation
- Literature Review
- Interviews & Stories

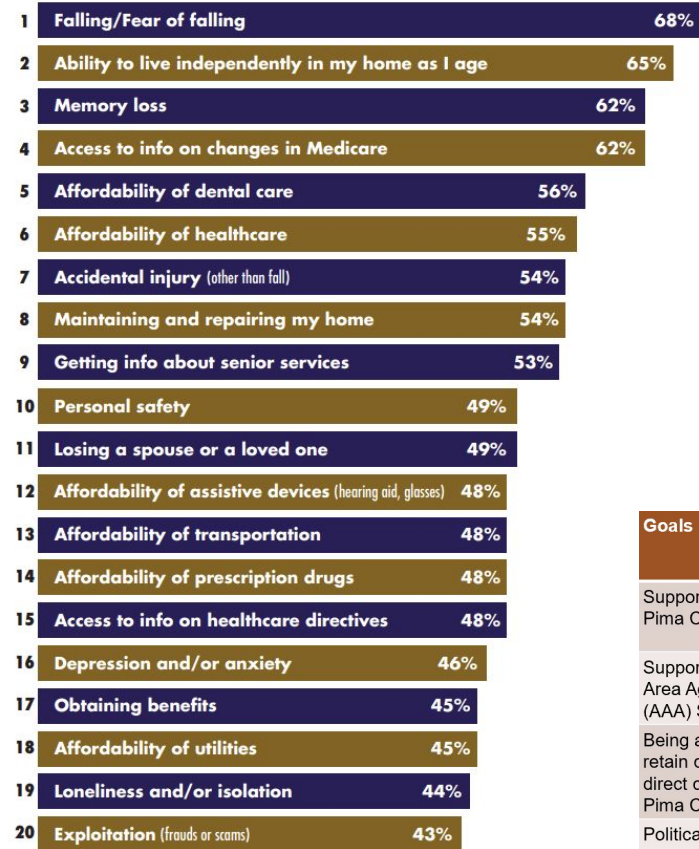


SAF of Death Penalty in Arizona

# Examples

## TOP 20 CONCERNS: Rated Very or Somewhat Concerned

2,269 Responses



Linear regression, absorbing indicators  
Absorbed variable: **state\_fips**

Number of obs = 287  
No. of categories = 48  
F(32, 207) = 4.98  
Prob > F = 0.0000  
R-squared = 0.9961  
Adj R-squared = 0.9946  
Root MSE = 24.5326

	all	Coefficient	Std. err.	t	P> t	[95% conf. interval]
_k_eq_m4		0 (omitted)				
_k_eq_m3		0 (omitted)				
_k_eq_m2		0 (omitted)				
_k_eq_p0		0 (omitted)				
_k_eq_p1		0 (omitted)				
_k_eq_p2		0 (omitted)				
_k_eq_p3		0 (omitted)				
_k_eq_p4		0 (omitted)				
pop_total		-.0014758	.0008689	-1.70	0.091	-.0031889 .0002373
pop_male		.0002514	.0004742	0.53	0.597	-.0006835 .0011863
pop_female		0 (omitted)				
pop_under5		.0006781	.0008931	0.76	0.449	-.0010827 .0024389
pop_5to9		.0012942	.0008709	1.49	0.139	-.0004228 .0030113
pop_10to14		.0011782	.0008654	1.36	0.175	-.0005278 .0028843
pop_15to17		.0029885	.0009272	3.22	0.001	.0011606 .0048164
pop_18to24		.0009971	.0008198	1.22	0.225	-.0006192 .0026134
pop_25to34		.0009141	.0008117	1.13	0.261	-.0006861 .0025143
pop_35to44		.0010779	.0008699	1.24	0.217	-.0006371 .0027929
pop_45to54		.0010872	.0008789	1.24	0.217	-.0006456 .00282
pop_55to64		.0016988	.0008331	2.04	0.043	.0000564 .0033412
pop_65to74		.0010245	.0009285	1.10	0.271	-.000806 .0028551

## Difference-in-Difference of DV Gun Laws

Goals	Current Policy	\$15/Hr. by FY 2023	\$15/Hr. by FY 2025
Supporting older adults in Pima County	No	Worse, without other policy interventions	Potentially worse
Supporting clients in the Area Agency on Aging (AAA) System	No	Worse, without other policy interventions	Worse without other policy interventions, but more time
Being able to hire and retain qualified and skilled direct care workers at Pima Care at Home	No	Likely to remain the same	Likely to remain the same
Political feasibility	N/A	Not feasible	Feasible

## Basic multi-goal policy analysis

Account and Program Name	FY 2022 Final/1	FY 2023 Enacted	FY 2024 President's Budget	+/- FY 2024 PB and FY 2023 Enacted
<b>Health and Independence for Older Adults</b>	--	--	--	--
Home and Community-Based Services	398.574	410.000	500.000	90.000
Nutrition Services	966.753	1066.753	1284.385	217.632
<i>Congregate Nutrition Services (non-add)</i>	<i>515.342</i>	<i>540.342</i>	<i>762.050</i>	<i>221.708</i>
<i>Home-Delivered Nutrition Services (non-add)</i>	<i>291.342</i>	<i>366.342</i>	<i>410.335</i>	<i>43.993</i>
<i>Nutrition Services Incentive Program (non-add)</i>	<i>160.069</i>	<i>160.069</i>	<i>112.000</i>	<i>(48.069)</i>
Preventive Health Services	24.848	26.339	26.399	0.060
Chronic Disease Self-Management Education [PPHF]/2	8.000	8.000	8.000	0.000
Elder Falls Prevention [PPHF]/2	5.000	7.500	10.000	2.500
<i>Falls Prevention from PPHF {Non-Add}/2</i>	<i>5.000</i>	<i>5.000</i>	<i>5.000</i>	<i>0.000</i>
<i>Falls Prevention from Direct Appropriations {Non-Add}/2</i>	<i>0.000</i>	<i>2.500</i>	<i>5.000</i>	<i>2.500</i>
Native American Nutrition & Supportive Services	36.264	38.264	70.208	31.944
Aging Network Support Activities	18.461	30.461	40.000	9.539
<i>Direct Care Workforce Demonstration (non-add)</i>	<i>1.000</i>	<i>2.000</i>	<i>10.000</i>	<i>8.000</i>
<i>Holocaust Survivor Assistance (non-add)</i>	<i>6.000</i>	<i>8.500</i>	<i>8.500</i>	<i>0.000</i>
<i>Care Corp (non-add)</i>	<i>4.000</i>	<i>5.500</i>	<i>5.500</i>	<i>0.000</i>
<i>Interagency Coordinating Committee (non-add)</i>	<i>0.000</i>	<i>1.000</i>	<i>1.000</i>	<i>0.000</i>
<i>RD&amp;E Center for the Aging Network (non-add)</i>	<i>0.000</i>	<i>5.000</i>	<i>5.000</i>	<i>0.000</i>
Subtotal, Health & Independence for Older Adults	1457.900	1587.317	1938.992	351.675

## Funding Analysis

# Misperceptions About Government

- Government officials are **ALSO** in the public sector
  - Treat government officials (elected and appointed) as you would a donor. They are people with families, jobs, feelings, aspirations, and care for their community.
  - Government officials and non-profit leaders need to put on their own masks before helping others in a crisis
- Build government relationships as on-going partnerships
  - Just as with funders, you want to keep government officials engaged. Don't just go to them when you need something, be proactive.
  - If you're successful in this, government will also see you as a partner
- Government grant reviewers are not looking for the same thing as corporate or foundation grant reviewers
  - You don't need a heart strings tugging story to elicit response from government grants.
  - You need to show the effectiveness of the program on the overall community, how your program ties into the funding priorities and plans of that government granting body, etc. (basically zoom out and think systems not people)

# How Does Government Funding Work?

Appropriations

Contracting

Grants

# How Do You Start?

- Understanding government structure
  - Whose ward, LD, CD, etc. are you in?
- Grants.gov
- Keep an eye on MOC websites for appropriations request forms (usually in February)
- Begin inviting government officials to your events & advocating for equitable environmental policy
- Have elected officials do a tour or ride along of your conservation area or project
- Develop an advocacy committee of your board of directors
- Identify policies and funding needed to affect change in your population or environment served (should look to reduce the number of people who even need service in the first place)
- Research policy and analyzing how policy affects your conservation efforts
- Build relationships with staff in administration and elected officials offices

# Public Policy and Advocacy Services We Offer



Public policy analysis



Public policy research



Feasibility and community needs assessments



Advocacy plan development



Advocacy coaching



Policy priority development/working with your Board of Directors



Finding appropriate funding



On-call government relations support





## **Activity**

Break out into small groups of 3-4 people and discuss policies and government funding that you'd like to learn more about that impact your organization or conservation projects.

**BYNES**

**CONSULTING  
GROUP**



**Thank You**

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