Advocacy Users Group

State-based advocacy and organizing

4/14/2016



AGENDA

- Welcome and Introductions
- Blackbaud Announcements
 - New Luminate Advocacy Community
 - DC Advocacy event May 4 @ the Spy Museum
 - Communicating with Congress Update
- State-based advocacy and organizing
 - Speaker Caitlin Seeley George, Food & Water Watch
 - Speaker Chris Widelo, AARP
- Discussion

INTRODUCTIONS



Sally Heaven Lead Client Success Manager



Caroline Stuart-Freas
Senior Advocacy Client Success Manager

ADVOCACY USERS GROUP

- A space for all of our Advocacy clients to come together to discuss their advocacy work, using Luminate Online and best practices
- Open to all advocacy clients
- Meeting the 1st month of the quarter, the third Thursday of the Monday
- Next Meeting: July 21st, 2016

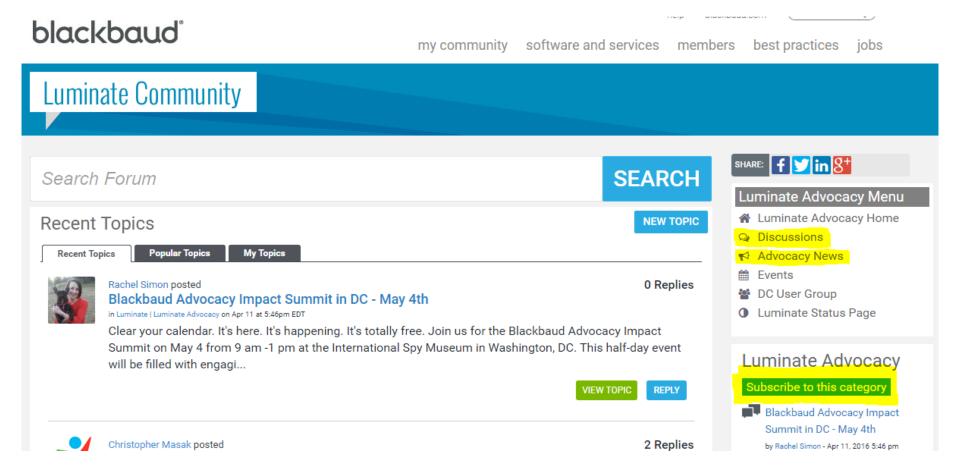
BLACKBAUD ADVOCACY IMPACT SUMMIT

- Join us for the Blackbaud Advocacy Impact Summit May 4 from 9am -1 pm at the International Spy Museum in Washington, DC.
- Engaging sessions led by advocacy experts from Congressional Management Foundation, epolitics.com, and M+R
- Free!
- Lunch!
- Networking!
- Spy Museum Passes!
- Check out the full event agenda and register today: https://blackbaudadvocacyimpactsummit.splashthat.com/

NEW ADVOCACY COMMUNITY SECTION!

- We have a new Advocacy Community section https://community.blackbaud.com/products/luminateadvocacy
- Dedicated area in the Community for our Advocacy clients
- Post about anything advocacy related
- Connect with the Advocacy User Group members and Blackbaud Staff
- Steps for you to take to get notifications;
 - Subscribe to the Advocacy Discussion board https://community.blackbaud.com/forums/viewcategory/4
 - Subscribe to the Advocacy News Blog https://community.blackbaud.com/events/category/44
- You can create your own events!
- Please use it!

SUBSCRIBING TO NOTIFICATIONS



SUBSCRIBING TO NOTIFICATIONS

blackbaud^{*}

my community software and services

memb

Luminate Advocacy News





Blog Posts

New Class, Luminate Advocacy™ Action Alerts

Resolve to make the world a better place by advocating for causes you care about most! Learn how to create compelling alerts, motivate constituents, and reach powerful decision-makers—all for the sake of creating positive change—in our new course, Luminate:® Luminate Advocacy™ Action Alerts.

Space is limited so reserve your spot here today.

Posted by Kristen Gastaldo on Apr 14, 2016 8:54 AM EDT

Like ☐ Comments (0) ☐ Send as link ☐ Report

COMMUNICATING WITH CONGRESS UPDATE

- 436 US representatives currently use CWC forms:
 - Luminate Online Advocacy fully supports all migrated reps
 - Delivery rates are consistently at or above 98% across all client sites
 - All Reps have been moved to CWC although delivery issues exist for:
 - Puerto Rico
 - Samoa
 - Illinois (1 rep)
 - Northern Mariana Islands

State-based advocacy and organizing



FOOD & WATER WATCH



Caitlin Seeley George
Online Campaign Organizer

Caitlin Seeley George is the Online Campaign Organizer for the Western states, based in Denver. She works with field organizers in CO, NM, OR and CA to develop and implement online campaigns at the state and local level, and with our national team on email outreach for Food & Water Watch federal campaigns. Before joining Food & Water Watch Caitlin worked as the director of the Direct Mail program for USPIRG and Environment America, and as a field organizer in New England working on environmental campaigns.

Stop the DARK Act and Protect Our Right to Know What's in Our Food



National Campaign



Monsanto's Dream Bill Was Just Intro Tell Your Senators to Support Real GMO Lab

Dear Sarah.

Senator Roberts (R-KS) just released Monsanto's Dream Bill to prohibit state labeling of genetically engineered (GMO) foods

Ask your Senators to oppose this bill and any attempt to prohibit labeling of GMO foods.

Even if you've already taken action, it's really important that your Senators hear from you again now that the bill

food&water watch

Senat Comr hearir

has b

Time throu Senat prote Sena

In pol

don't

GMO

food& **water** watch

> Monsanto is Counting the Days Until the Vermont Labeling Law Goes Into Effect Tell Your Senators to Support Real GMO Labeling, Not the DARK Act!

Dear Sarah,

Thankfully we kept "Monsanto's dream bill" from passing last year, but with less than 5 months until the Vermont law requiring GMO food labeling goes into effect, the industry is in a panic and pushing harder than ever!

Ask your Senators to oppose any attempt to remove labeling for genetically engineered foods, and to fight for a clear, on-package mandatory labeling solution. Even if you've already taken action, it's really important that

your Senators hear from you again.

DONATE

Petition - Stop Monsanto's Dream Bill!

Update 03/16/16: Monsanto's Dream Bill was blocked on a Senate procedural vote, but could be brought back for a vote in April. Please take action below even if you have before.

The latest version of Monsanto's Dream Bill (S. 2609) would prohibit any state efforts to require labeling of genetically engineered foods (GMOs) and would create a voluntary labeling program that is desiged to fail and it already passed in the House of Representatives and has passed through the Senate Agriculture Committee. We have to stop this bill in the Senate!

The Grocery Manufacturers Association, an industry group that represents Monsanto, Nestlé, Dow and Pepsi, is pushing this bill because it would let them continue to keep quiet about their production and use of GMO

We need to make sure our Senators hear from their actual constituents, since they're already hearing from the industry lobbyists. It's our right to know what is in our food, and corporations should not be allowed to keep us

Sign below to send an email to your Senators. Personalize it to tell them why this issue is important to

*Your elected officials require the contact information below in order to receive your message,



This Is Not a Good Way to Label GMOs:



Ask Your Senators to Oppose Any Bill Prohibiting GMO Labels or Creating QR Codes as a Solution to Labeling!

on a

ach:

eered

now. ushing

right is

app and

d some

d foods.

would be required to read QR codes. ude a QR code, they could easily update a label gineered Ingredients."

State Targets



Our Right to Know or Monsanto's Dream Bill? Tell Senator Bennet to Protect Coloradans, Not Monsanto

Sen

Dear Caitlin.

A bill that would block state efforts to label genetically engineered foods (GMOs) passed out of the U.S. House — and will soon go to a vote in the Senate.

Tell Senator Bennet to stand with Coloradans and our right to know what's in our food.

This bill has been called the DARK (Denying Americans the Right to Know) Act, and it is Monsanto's Dream Bill. It would prohibit states from requiring labels for GMO foods and would stop states that have passed GMO labeling laws, like Vermont, from implementing them.

GMO labeling is an important issue for Coloradans. In 2014, g labeling law, generating tens of thousands of signatures to ge spent millions in misleading advertisements, Coloradans cont our food.

Now, we need Colorado Senator Michael Bennet to support o know, by voting against Monsanto's Dream Bill. **The good ne** labeling in the past, and we know that he can make the right of Senator Bennet votes the right way, he needs to hear from



Tell Colorado Senator Bennet to Protect Our Right to Know!

Senator Bennet is deciding whether he will support or oppose a bill that would prohibit any state efforts to require labeling of genetically engineered foods (GMOs). This is Monsanto's dream bill!

The Grocery Manufacturers Association, an industry group that represents Monsanto, Nestlé, Dow and Pepsi, is pushing this bill because it would let them continue to keep quiet about their production and use of GMO foods.

We need to make sure Senator Bennet hears from his constituents that we need him to protect our right to know what's in our food.

Fill out the form below to send an email to Senator Bennet. Personalize it to tell him why this issue is important to you! Personalized letters have a greater impact, so please take an extra moment to edit the message.

Learn more about Genetically Engineered Foods (GMOs)

*Your elected officials require the contact information below in order to receive your message.

Yo	our information	Message
0	Required fields	Subject:
9	Title:	Protect our right to know - Oppose the Senate Version of the "Safe and Accurate Fo
	*	Dear Senator Bennet,
0	First Name:	
		Personalize your message

State Text Message Sign Up



Any Day Now, Monsanto's Dream Bill Could Become Law
Sign up for Food & Water Watch Texts to Get Urgent Updates to Help Defeat This Bill!

Dear Caitlin,

Thanks for signing the petition asking Senator Bennet to protect state efforts to label genetically modified foods (GMOs)!

This fight is far from over. The Safe & Accurate Food Labeling Act, more accurately coined the "Deny Americans the Right to

If We Move Fast We Can Stop It!



Make Sure to Get All the Updates on How YOU Can Stop the DARK Act!

Sign up for text updates!

Texting is a great way to be among the first to hear breaking news or about a last minute event that a legislator is attending!

We likely won't know until the last minute when Monsanto's Dream bill will be introduced, and we will need to act quickly to make sure it is stopped.

We will also keep you posted on other big issues in Colorado, like our campaigns to protect antibiotics for people and to ban fracking. You can expect one or two texts per month.

Enter your mobile number to get fun and urgent actions right to your mobile phone!

Mobile Phone Number

By entering your **mobile number** into the *Mobile Phone Number* box, you will begin to receive fun/urgent text alerts, approximately three per month. (<u>Terms & Conditions</u>) If you do not wish to receive texts, leave this field blank. <u>Read more.</u>



Call Asks



Monsanto Doesn't Want You to Know If You're Eating GMOs

Call 866-772-3843 and Tell Your Senators to Reject Monsanto's Dream Bill!

Dear Amanda.

Monsanto's dream bill is dangerously close to becoming law. This bill to block state efforts to label GMO foods passed in the House in July, so all eyes are on the Senate to stop this terrible bill this fall.

Call 866-772-3843 to tell your Senators to reject any bill that prevents mandatory GMO labeling.

Big Ag lobbyists are working hard to sway Senators in their favor, so it's critical that your Senators hear from you too. That's why we're joining with allies to flood Senate offices with calls — calls are the fastest, most effective way to get your message through to Congress.

- Call 866-772-3843 to be connected to your Senator's office.
- When a staffer answers, tell them your name, where you're from, and say:

"I'm a constituent and I care about my right to know what's in the food I eat. I want my Senator to vote NO on any bill that would take away mandatory labeling for GMO foods."

3. If you call again, you will automatically be routed to

Ninety percent of Americans want genetically engineered (GM are fighting hard to keep us in the DARK about what we're

ods. aler watch FWWatch Colorado @FWWatchColorado · Feb 26

#DARKAct introduced: would stop states from labeling GMOs! Call @SenBennetCO & ask him to oppose it: 866-772-3843.



4

w

000

cut into their profits if we're able to make more informed choices about what we buy at the grocery store.

That's why they're eager to pass the misleadingly named Safe and Accurate Food Labeling Act, which would allow companies to keep putting GMOs in our food without telling us and prevent states that

Petition Deliveries



Hi Katy,

Following up on Sarah's email below: we're hearing that the sintroduced any day — or worse, a back-room deal in D.C. oblock state efforts to label GMOs behind closed doors.

You and over 200,000 others have sent messages to Congret that's not enough. With the stakes so high, we need volunte your Senator's office to make sure they get the message.

Your Senator has a key role to play in whether or not GMO la on the fence about which way to vote. Can you help? Host of the DARK Act!

To make matters worse, we just got word that **GMO salmon** ignoring opposition from scientists and consumers. That mea We need to demand GMO labeling now!

We're looking for someone to lead this effort by picking a tim Senate office. We suggest going in next week, while Senators Thanksgiving recess. Once you set up a Delivery Event, it'll s your community will be able to find your event and join you in

Can you lead the delivery event to your Senator's office?

Let me know if you have any questions!



Katy Kiefer Activist Network Manager Food & Water Watch katy(at)fwwatch(dot)org



Dear Katy,

Monsanto's allies in Congress are scheming to block efforts to label genetically engineered foods (GMOs). The bill we're calling the DARK Act — because it would **Deny Americans the Right to Know** — passed in the House over the summer and could move in the Senate before the end of the year. **Or worse**, a back-room deal in DC could undermine GMO labeling efforts behind closed doors.

We've collected over 160,000 petition signatures against the DARK Act — **including yours.** Over the next couple of weeks, volunteers are delivering petition signatures to key Senate offices across the country, and **there's a delivery planned near you.** Most deliveries are happening this week, before Thanksgiving.

Can you join a petition delivery to stop the DARK Act and demand mandatory GMO labeling on food packages?

What: Petition Deliveries to Senate Offices Across the U.S. to Stop the DARK Act When/Where: Search for your zip code on the map and find the delivery near you!



Photo Petitions



No Weak Compromises, Only Transparency

Show Senator Bennet With a Photo Petition Why He Must Vote NO on the DARK Act,
Again!

Dear Caitlin,

Your calls, e-mails and letters helped stop the DARK Act in its tracks, and pushed Senator Bennet to vote NO on this bad bill — twice!

But, the fight isn't over yet. Big food corporations are trying to bring the DARK Act up for a vote in the Senate again, this time with "compromise" language — including a confusing, technology-reliant system that uses "QR codes."

But what's a QR code? Take a picture and ask Senator Bennet this question.

QR codes are those squares with black and white dots that you have to use a special app on a smartphone to scan, and then it will take you to a web page with more information. These are not GMO labels — they don't give you any information, and many people don't know what they are or don't know how to use them!

Since a picture is worth a thousand words,

Sen. Bennet,
What is a area
Please vote no on to
DARK Act!

Show Senato

compromis

The DARK Act is back! Sen Bennet might support a "compromise" that would block clear GMO labels and use confusing QR codes!

Reply ACT to take action!
-Lisa@FWW

This is the text message you're going to send.

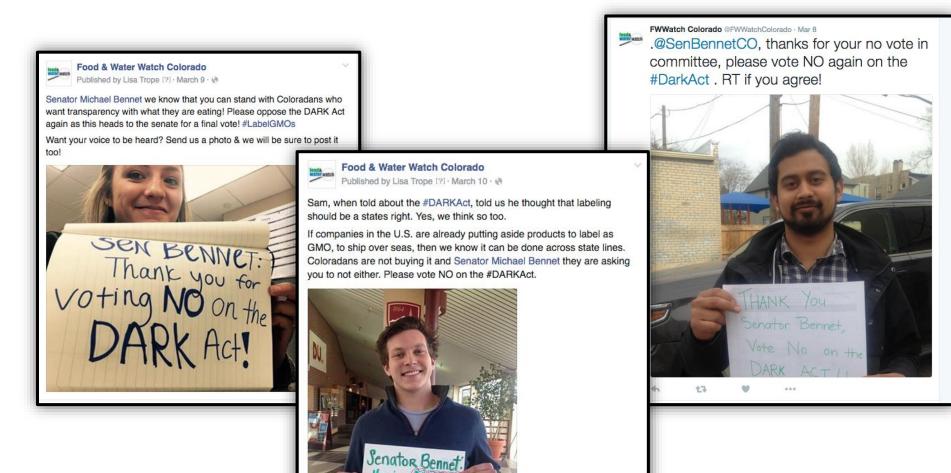
Lorem ipsum abracadabra! This is my response.

Joe User can respond with anything they like. Their responses will be in the inbox and in their profiles.



Can you take a photo like this one and post it on Facebook, asking Sen. Bennet to not compromise on the DARK Act & to not support QR codes? Reply YES for instructions

Photo Petitions



Vote Updates Ag. Committee Vote

Dear Sarah,

Update: One of your Senators voted against the bill to ban GMO labels in the Senate Agriculture Committee earlier this week.

Unfortunately the bill ended up passing out of committee by a 14-6 vote and is rumored to be taken up by the full Senate next week.

Can you send a message to your Senator right now, thanking them for their vote and asking them to continue to oppose Monsanto's Dream Bill when it comes up in the full Senate?

Thanks for taking action,

Sarah Alexander Deputy Organizing Direct Food & Water Watch act(at)fwwatch(dot)org

P.S. Want more information out our website for the lat

The DARK Act passed out of the Senate Ag
Committee: (BUT Sen. Bennet voted no! Text
CALL or dial 888-498-2945 to thank him & tell him
to stay strong!
-Lisa FWW

You're sending this to Joe User. Ask them to reply and/or include your VoIP number in the message. They will be connected to CO DARK Act thank you calls Bennet LT0316.

Vote Updates Senate Vote—DARK Act Blocked!



Together, We Blocked Monsanto's DARK Act!

Take Action: Find Out How Your Senators Voted and Send a Message.

The Bill to Ban GMO Labels was blocked! Find out how your Senators voted and send a message —

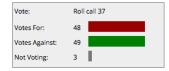
We won a vote in the Senate that temporarily blocked the DARK Act! If passed, this bill would ban state laws to label genetically engineered foods.

This vote was a major setback for the Big Food lobby, but we know that Monsanto is on Capitol Hill right now trying to figure out how they will bring this back up before Vermont's mandatory labeling law goes into effect in July.

See how each of your U.S. Senators voted on the DARK Act — then click the link below their photo to send a message to thank them for their vote or hold them accountable.

Advancing Monsanto's DARK Act in the Senate

Mar 16, 2016 Senate Roll call 37 114th Congress 2nd Session Failed: 48-49



This bill would ban state laws to label genetically engineered foods (GMOs), and is a blatant attempt to keep consumers in the dark about what we're eating.

To find your elected officials, please enter your ZIP Code. If you live in a split district, you may need to enter your full address.

ZIP Code:

You can search the list by legislator name or by the state code.

Records 1 - 10 of 100 First Previous Next Last



How Did Your Senators Vote? Find Out!

Roberts, sponsor of the Senate bill, claiming ridiculous increases in food prices that were put out

by an industry group and simply not true.² And **many high points**, like Senator Merkley from Oregon exposing each of the fake labeling schemes that are being considered as "compromises"— like a 1-800 number, QR codes and websites that severely limit access to labeling information.

Thanking Sen. Bennet



DARK Act Vote Center -- Food & Water Watch

Take action with Food & Water Watch to help keep our food and water safe, clean, and sustainable.

ACT.FOODANDWATERWATCH.ORG

AARP NEW YORK:

STATE SUCCESS, LOCAL SUCCESS





Angela Neal

Grassroots Advocacy in the Campaigns Unit at AARP working mostly in direct mail and on-line fundraising.







Chris Widelo, Associate State Director - Outreach 212-407-3737 cwidelo@aarp.org



Statewide Issue: Paid Family Leave



New York

ABOUT AARP | ADVOCACY | CAREGIVING | PRESS

AARP: Paid Family Leave Will Provide Critical Support to NY's Family Caregivers Comments: 0

ALBANY, New York – Statement by AARP NYS Director Beth Finkel on the paid family leave provision in the 2016-17 State Budget: "This strongest-in-the-nation paid family leave program announced by the Governor and legislative leaders will undoubtedly provide critical support to New York's family caregivers, allowing them to take care of our aging parents, spouses and other family members without worrying about losing their job or all their income. "AARP applauds Governor Cuomo and the Legislature for their bold leadership ...



Local Issue: NYC Affordable Housing



New York | New York City

ADVOCACY | HOME & FAMILY | LIVABLE COMMUNITIES

AARP Continues Affordable Housing Advocacy for Last Leg of City Council Negotiations Comments:0

200,000 seniors are currently on waiting lists for affordable housing in NYC. And right now, the NYC Council has the opportunity to pass a commonsense measure that will give aging adults the chance to access affordable housing, by supporting Mayor de Blasio's Affordable Housing plan which will create at least 10,000 new affordable units for seniors and 200,000 total affordable units throughout the city over the next decade. Senior housing is too vital — we can't allow the status quo, antiquated ...



Aarp McNally with Christopher Widelo and 8 others.

January 14 - Albany - @



Yesterday, AARP NY volunteers and staff from around the state gathered to watch Governor Andrew Cuomo's State of the State address and listened for how he would propose to help family caregivers, make New York State more age-friendly, and create ways for more people to have access to workplace savings. Today, AARP NY volunteers and staff will fan out across the state advocating to have these issues addressed in the final state budget.













DON'T LEAVE THE NEEDS OF THE 50+ OUT OF THE STATE BUDGE



TELL YOUR LEGISLATOR THAT THE STATE BUDGET SHOULD REFLECT THE NEEDS OF OLDER NEW

Governor Cuomo just unveiled his Executive Budget. As legislators and the Governor begin budget negotiations, let's ensure the need York's 50+ are not forgotten! Send a letter to your Senator and Assemblymember today.

RECIPIENTS

Targeted recipients based on your address

CONTACT	
Required fields	
Title:	_
First Name:	

MESSAGE

Don't Leave New York's 50+ Out of the State Budget!

Dear Legislator,

As you begin budget negotiations, don't forget the needs of New York population.

Many older New Verkers are family caregivers, providing uppaid care

ADVOCACY ALERT



New York

Dear Angela,

Nearly 2.6 million New Yorkers perform a great labor of love, caring for older parents, spouses and other loved ones so they can live independently at home. These family caregivers provide unpaid assistance with activities including bathing and dressing, as well as complex medical tasks like administering medication and wound care. Most also hold down full-time jobs. These unsung heroes need our support. Please tell lawmakers to support caregivers by passing Paid Family Leave.

Family caregivers who work shouldn't have to worry about losing pay - or losing their jobs - when they need to take their loved one to the

Support Family Caregivers



Click here to tell your lawmaker to bring Paid Family Leave to NYS!

doctor. Your legislator can help by adopting Paid Family Leave, an insurance program that would allow family caregivers access to a limited amount of paid time off from work. This commonsense solution would support family caregivers so they can provide the best care for their loved ones, without worrying about losing their pay - or their jobs.

We're just days away from the budget deadline in Albany, and that means we could be just days away from supporting family caregivers by establishing a Paid Family Leave insurance program in New York. We need your help to get it over the finish line!

Please click here to urge your state legislators to support family caregivers by including Paid Family Leave in the final state budget.

.aarp.org





CI

Early toda NYC May Quality &

> AARP Plan –

STATES.A





AARP rallies on the steps of City Hall to ask asks members of the NYC Council to support the Mayor's affordable housing plan. Lend your voice: http://spr.ly/6188BeQtm









dorse ning for

ing



AARP Continues Affordable Housing Advocacy For the Last Leg of City Council Negotiations



TAKE ACTION! Title* First Name* Last Name Your Email* Mobile Pho Address 1* Address 2 City* State* Please keep in touch with me by e-r AARP activities, events and membe SUBMIT (By entering your mobile number above, you are opting in to messages on your phone. Msg & Data Rates May Apply. C

200,000 seniors are currently on waiting lists for



Dear Angela,

New York is a GREAT CITY, but it is an expensive and aging city. 200,000 seniors are currently on waiting lists for affordable housing in NYC.

And right now, the NYC Council has the opportunity to pass a commonsense measure that will give aging adults the chance to access affordable housing, by supporting Mayor de Blasio's Affordable Housing plan which will create at least 10,000 new affordable units for seniors and 200,000 total affordable units throughout the city over the next decade.

Please Call Today:

Council Member Paul Vallone!

Tell Council Member Vallone: "We need affordable senior housing for NYC's rapidly aging population. The status quo cannot continue. Please vote to pass ZQA and the Mayor's affordable housing plan!"

Phone number: 718-619-8611

Senior housing is too vital -- we can't allow the status quo, antiquated ideas about parking space, or unreasonable building height restrictions to get in the way of affordable senior housing.

We need the City Council to pass ZQA (Zoning for Quality and Affordability) as part of the Mayor's affordable housing plan!

Today, please call your City Councilor, <u>Paul Vallone</u>, at 718-619-8611 and ask him to support ZQA as part of Mayor de Blasio's affordable housing plan!

We need affordable housing to help keep our aging adults remain in their community.

Sincerely,





ADVOCACY ALERT



New York

Dear Angela,

Yesterday I sent out an email asking you to join us at an affordable housing rally on Wednesday, December 16th. There has been a change in the time for the rally on Wednesday to coincide with a hearing happening on the affordable housing proposal also happening at Bowling Green.

9:00 – 10:15 a.m. – Hearing on the NYC affordable housing plan at the Museum of the American Indian (Bowling Green)

10:30 – 11:30 a.m. – Affordable housing rally on Bowling Green. We will meet in front of the Museum of the American Indian.

If you already RSVP'd, I hope that you can still join us for the rally and come to the hearing as well. No further action is needed.

Affordable Housing Hearing

Wednesday, December 16th 9:00-10:15 a.m.

Museum of the American Indian Bowling Green

Affordable Housing Rally

Wednesday, December 16th 12:00 – 1:00 p.m. Bowling Green

RSVP NOW!

For the rally we will meet in front of the <u>Museum of the American Indian</u> on Bowling Green.

4,5 Trains to Bowling Green N,R Trains to Whitehall X27, X28 Bus to BDWY/Battery PI. M5 Bus to Broadway/Morris St.

If you have not responded yet, I hope you can join us for the hearing, rally, or both!

Register to join us!

Last week AARP issued a statement of support for the Mayor's affordable housing plan. The rapid growth in the population of older residents requires the city to keep pace in supporting affordable housing for seniors, many of whom already struggle to pay rent on fixed incomes.

An AARP survey this year found over 60% of the city's Generation X and Baby Boomer voters are concerned about affording their rent or mortgage in the coming years, with



ADVOCACY ALERT



New York

Dear Angela,

On Wednesday, January 27th, AARP will join New York City Mayor Bill de Blasio and Manhattan Borough President Gale Brewer for an important forum on affordable housing for older NYC residents. We hope that you can attend!

Register for this event now! Seating is limited.

Affordable housing is one of the biggest concerns facing NYC residents. This is your opportunity to hear from Mayor de Blasio and other elected officials on their plans to create and preserve affordable housing for older NYC residents.

Wednesday, January 27th 5-6:30 p.m.

Lincoln Square Neighborhood Center

250 West 65th Street New York, NY (b/t West End and Amsterdam)

1 Train to Lincoln Center M11, M57 & M66 Buses

REGISTER NOW!

It is important that our voice is heard at this crucial forum on the Upper West Side on Wednesday, January 27th at 5pm. To register for this free event, <u>click here.</u>

Sincerely,

Chris Widelo, Associate State Director

AARP New York City

Thanks!



Chris Widelo, Associate State Director - Outreach 212-407-3737 cwidelo@aarp.org

