



**The Board
Advocacy Project**



WASHINGTON LOW INCOME
Housing Alliance

Organization-Wide Advocacy

What does advocacy look like at each level in an organization?

Board of Directors

Board members are personally involved in advocacy, using their knowledge and credibility to further the mission of the organization through involvement in the legislative process. Internally, board members work to institute policies that promote and integrate advocacy throughout the organization.

- Sign the “Pledge to be a Board Advocate,” with the Housing Alliance
- Job descriptions call out advocacy as a required duty
- There is a public policy or advocacy subcommittee that keeps the board informed of advocacy opportunities
- Board members, especially those new to advocacy, receive training and support through the Board Advocacy Project.

Executive Director

The Executive Director is personally involved in advocacy, working with the Board of Directors to identify legislative priorities and opportunities to strategically influence relevant legislation. The Executive Director also supports staff participation in advocacy.

- Knows that advocacy is legal, and understands the limits on lobbying, filing the appropriate paperwork with the IRS if necessary.
- Includes advocacy in the organization’s strategic plan and in staff work plans

Staff

With the support of the Executive Director, staff can add small amounts of advocacy to their work, culminating in a large addition to the broader advocacy movement.

- Staff are signed up for Housing Alliance Action Alerts, and can respond at work
- When applicable, staff are able to collect stories/connect clients with advocacy opportunities
- Staff get to participate in Housing and Homelessness Advocacy Day, attend the Annual Conference on Ending Homelessness, and other advocacy opportunities

Residents & Clients

With the support of staff, residents and clients are offered opportunities to be empowered by participating in the advocacy movement.

- Residents and clients who are interested are connected with the Housing Alliance and offered opportunities to share their stories through letters, interviews, testimonies, blogs, etc.
- Residents and clients are connected with resources and opportunities to enable them to attend advocacy events such as the Housing and Homelessness Advocacy Day and the Annual Conference on Ending Homelessness.

Washington Low Income Housing Alliance

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