



NONPROFITS & OFFICIALS

Strengthening the Relationship

Agenda



WELCOME AND WHY
WE ARE HERE



WHAT CAN
NONPROFITS DO?

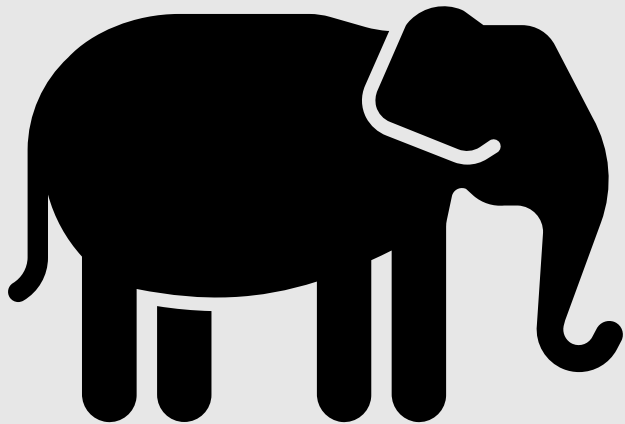


WHAT MAKES THESE
EVENTS IMPACTFUL?

The Elephant in the Room: Advocacy and 501c3s:

There is often a lot of concern that talking to elected officials, talking to candidates or engaging with them in public will put you in a tough spot with the IRS.

This simply isn't the case. The vast majority of what any of you do, will fall under the designation of education.



Additional Resources (there are so many!):

[Afterschool Alliance Advocacy Tool Box](http://www.afterschoolalliance.org/documents/Toolbox/Election%20Do%27s%20&%20Don%27ts%20for%20NonProfits%2008%2014%2008.pdf)

<http://www.afterschoolalliance.org/documents/Toolbox/Election%20Do%27s%20&%20Don%27ts%20for%20NonProfits%2008%2014%2008.pdf>

[Non-Profit VOTE Guidance on Permissible Activities:](https://www.nonprofitvote.org/resource/staying-nonpartisan-permissible-election-activities-checklist-2/)

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[Bolder Advocacy: Election Engagement Checklist:](https://www.bolderadvocacy.org/wp-content/uploads/2018/06/Election_Checklist_for_501c3_Public_Charities.pdf)

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Why strengthen the relationship?

We KNOW you're all doing a lot. But with some small tweaks, you can increase your engagement of elected or appointed officials in a way that builds your reputation and power; and ultimately your impact.

- Building a relationship with an elected official **BEFORE** you need something is just good practice.
- When you engage an elected or appointed official at an event, feel like a part of the solution- you'll get more buy in this way.
- These activities position you and your organization as an expert and a community leader. Someone it's important for these folks to know and consult.
- Leverage election cycles – This is when folks are looking for good media coverage about positive outcomes in their communities. You deliver.

Who do you engage?

- Key Questions:

- Who controls the purse strings?
- Who makes regulatory or policy decisions?
- Who influences people with the pursue strings or the regulatory decisions?

- Key Office Holders to Consider:

- Agency Directors or Deputy Directors
- City Managers, County Clerks or other hyper local government leaders
- City Council
- Mayors (or their Deputies)
- State Representatives – Know the reps for the regions your serve
- Governor or Gubernatorial Appointees (with decision making power)
- Federal Representatives- House and Senate
- Those running for any of the above offices (think about it this way- you're educating a future leader)

What can nonprofits do?



Ground Breaking and
Ribbon Cuttings



Hill Days and Walk Arounds
(bring friends!)



Site Visits



Host Debates or Town Halls



Educational Events & Sit
Downs with Clients



Publish Candidate
Questionnaires



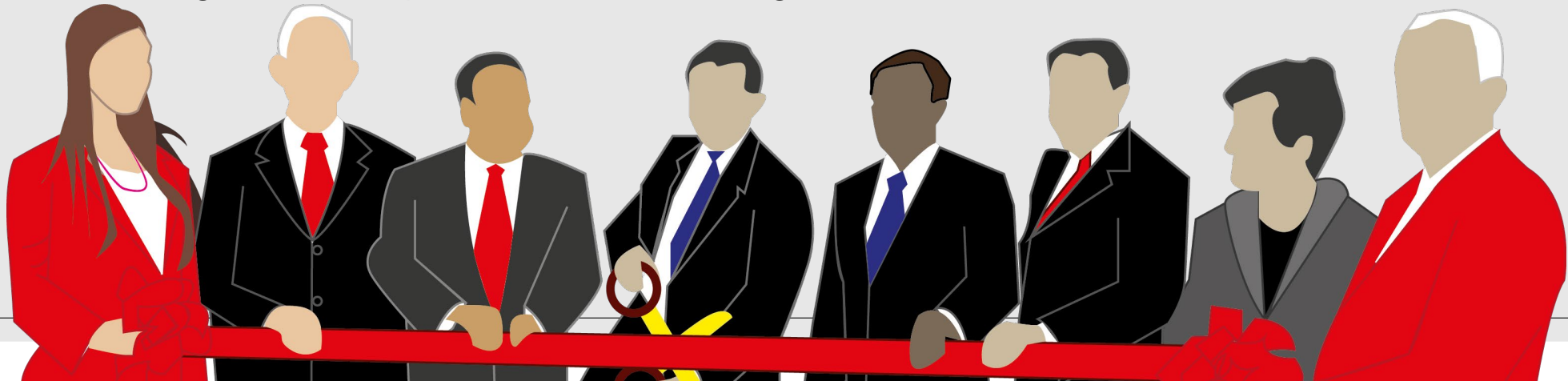
Guest Speakers at Events

**What else have panelists tried?
What works, what doesn't?**

Building Influence Through Media Events

Elected officials are incentivized to engage in public events

- Officials are generally inclined to want to show participation in community development activities that benefit their constituents
- Events that celebrate, advertise, or commemorate notable community development projects, programs, announcements, and initiatives offer several opportunities:
 - Connect impact & community outcomes with positive political incentives for decision-makers
 - Build goodwill and relationships with policymakers
 - Position your organization as an influential expert & leader in programmatic or policy areas
 - Elevate organizational profile and showcase good work



Targeting Earned Media Outlets

- In order to maximize the political currency from these events (and thereby the incentive for officeholders to participate), earned media coverage should be prioritized

- **State/Regional Newspapers**

Lexington Herald-Leader or Roanoke Times

- **Local Newspapers**

Hazard Herald or Grainger Today

- **Local/Regional Network TV Affiliates**

WAAY-TV Birmingham or WBIR-TV Knoxville

- **State Wire Services**

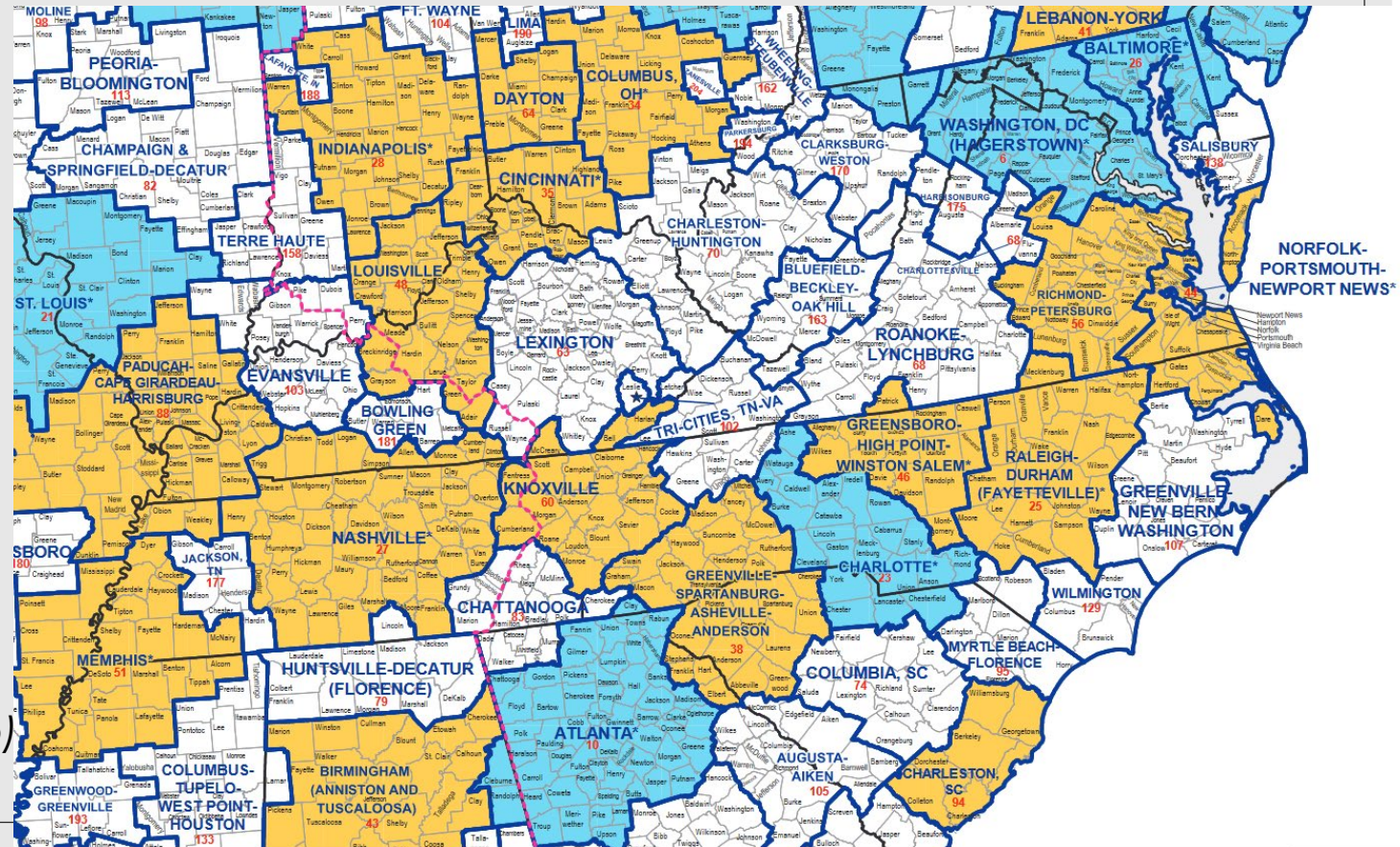
Associated Press

- **Online/Digital News Services**

Tennessee Lookout or Virginia Mercury

- **News Radio Broadcast Stations**

WVPB 88.5 FM Charleston (WV Public Radio)



Getting the Word Out: Media Advisories

A. Organization's Logo

B. Media P.O.C. Designee, Contact Info, & Date Sent

Designate an authorized point-of-contact for reporters to ask questions; provide direct contact information

C. Title (sub-header optional)

Be clear, concise, compelling, & newsworthy; make it sound interesting to a journalist

D. Body

Spell out the "5 W's" in a way that is easy for a layman to quickly understand; explain why it is significant

E. Organizational Boilerplate

Give a brief 2-4 sentence backgrounder on your organization, its mission, & impact



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FOR IMMEDIATE RELEASE
November 5, 2021

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MEDIA ADVISORY: Fahe to Announce Research Findings of Case Study on Community-Based Substance Use Recovery Support Program in Appalachian Kentucky

Webinar to Highlight Findings from University of Tennessee College of Social Work Researchers on Efficacy, Impact, and Enrollee Outcomes of Kentucky Access to Recovery

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WHO: Aubrey Jones, PhD, MSW
Jayme Walters, PhD, LCSW
Aaron Brown, PhD, LCSW
Michelle Kilgore, Kentucky Opioid Response Effort (KORE)
Vanessa Lominac Haste, JD, Vice President, Kentucky Access to Recovery
Katy Stigers, MA, Vice President of Research, Fahe

WHAT: [Kentucky Access to Recovery](#) (KATR) is a multi-sector partnership among Fahe, the Kentucky Cabinet for Health and Family Services, and the Kentucky Opioid Response Effort. Established in 2019, KATR offers wrap-around support in areas such as housing, childcare, dental care, transportation, and other similar services to at-risk and economically disadvantaged individuals in recovery from substance use disorders. An academic study on the quantitative and qualitative outcomes of the program, as well as recommendations for improving community-based recovery support strategies, was conducted by a team of social researchers then-affiliated with the University of Tennessee focusing on case outcomes in and around Letcher County, KY. Fahe will host a webinar for the media, partners, and other interested parties to evaluate and discuss the findings of the study.

WHERE: Virtually via Zoom: [REGISTER HERE](#) for the Zoom webinar.

WHEN: 2:00 – 3:30 PM EST on Friday, November 12, 2021

WHY: Kentucky has the 12th-highest rate of opioid overdoses nationally, with Letcher County specifically measuring 60% more overdose-related deaths than the national average. As the pandemic contributed to [record spikes](#) in overdose mortality, communities have struggled to implement programmatic and policy solutions to address the interdependent dual challenges of economic dislocation and financial insecurity paired with rising incidents of substance abuse to reverse these trends. The findings of this study on the KATR program offer timely insights about the role of community-based recovery support systems and comprehensive care approaches in effectuating successful individual and community-level outcomes for America's disadvantaged rural places.

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About Fahe: Fahe is a multistate network of community development experts and local leaders serving Appalachia through transformative investments that help families build their American Dream. For 40 years, the Fahe Network, consisting of 50+ Members, has cultivated deep-reaching localized platforms to connect economic and community investments with "boots-on-the-ground" leadership throughout one of the most difficult places to serve in the country. Since 1980, Fahe has invested \$1.05B, generating \$1.61B in finance. This investment was channeled through their Members and community partners, directly changing the lives of 687,183 people. Learn more at <http://www.fahe.org>

Getting the Word Out: Following-Up

- Media advisories should ideally be sent ~**1-2 weeks in advance** (no less than 48 hours)
- Around 48-72 hours prior to your event, set aside time to **pitch the event** by personally calling the journalists & outlets to whom you sent the media advisory
 - Explain why the event is newsworthy; how does it relate to interesting current events?
 - Offer to set up 1-1 interviews with organizational leadership and/or event featured speakers
 - Explain parking, media logistics, any audio/visual accommodations for broadcast, etc
 - Ensure reporters have cell phone number for designated media P.O.C.



Media & Official Engagement During the Event

- Position attending officials to be included in photo-ops, video footage, and in noticeable roles during the event ceremony or presentation
- Designate a separate area for media interviews (use a branded backdrop if available)
- Designate a staff member to take photos and/or video footage for your organization
 - Even if media doesn't cover your event, photos can be deployed via website & social media
 - Photos should also be sent directly to participating officials for them to use in constituent newsletters
- Produce/distribute one-pager synopsis of the event, your organization, and/or how it relates to your mission and impact (helps give journalists more background for story writing)

Media & Official Engagement After the Event

- Write thank-you notes to participating officials and journalists who covered it (handwritten is always preferable, but email is better than nothing)
- Post photos or video footage to social media and website, tagging the officials who participated in or attended the event ceremony (and other relevant stakeholders)
- Consider using the event as a newsworthy “hook” to author an op-ed or LTE to your local or regional newspaper
 - Briefly recap the main highlights/themes of the event (and include a photo in your submission)
 - Persuasively discuss why the event fits within your mission and how it addresses a newsworthy issue or notable challenge for your community
 - Give background about your organization and its impact with the programs/projects your event highlighted
 - Acknowledge officials who attended/participated by name (their press offices may be able to help pitch and place the submission if you run into obstacles with editors)

Questions? Comments? Discussion?

Remember, Fahe staff are here to help you plan, design, and execute each of these steps along the way:

- Identifying the right officials to engage
- Targeting and contacting the appropriate media outlets/journalists
- Templates, tutorials, and technical assistance
- Planning your messages & delivery strategy
- Converting events into relationship cultivation and sustained influencer engagement

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