



Michigan's  
**Children**

*Public policy in the  
best interest of  
children and families.*

[michiganschildren.org](http://michiganschildren.org)

▶ August 2021 Lunch  
and Learn:

*In the Know:  
Parsing Advocacy  
with Lobbying*

▶ Welcome Back!

## Housekeeping Items:

Please put your name and organization into the Chat Box

We will be recording today's session and you will receive a copy of all the resources.

Put questions into the Chat Box and let's start talking!

# Agenda

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Welcome and Announcements

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Advocacy and Lobbying Overview

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What do I need to be a good advocate?

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In the Know: Panel Discussion on  
Advocacy vs. Lobbying

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Q and A

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Closing

Have you subscribed to our podcast yet?

# Speaking Kids

Listen on Apple Podcasts, Google Podcasts, Spotify and YouTube.

**PODCAST**

**"WHY MICHIGAN STUDENTS NEED AFTERSCHOOL MORE THAN EVER" WITH HOST MATT GILLARD**



**Matt Watrous, Lead Director,  
Government Relations,  
Boys & Girls Clubs of America**



**Fran Talsma,  
Executive Director, State Alliance  
of Michigan YMCAs**

**Michigan's  
Children**

Available wherever podcasts are found.

## What else is new?

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We've released a new Issues Brief:  
How to Build A Better Childcare  
System

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Shared a recent Action Alert on Kinship  
Care

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Stay Connected with us through our  
weekly bulletin and on social media

# *Understanding Advocacy vs. Lobbying*



## **In the Know: Parsing Advocacy vs. Lobbying**

*Wednesday, April 21  
at 12:00 p.m.*

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**Matt Gillard**

President and CEO  
Michigan's Children

# Advocacy vs. Lobbying

- ▶ Framing Advocacy vs. Lobbying
- ▶ Advocacy means being a voice for issues you care most about
- ▶ Policymakers come in many forms
- ▶ Share updates from your program, capture youth/children/family/practitioner stories, an annual report discuss trends
- ▶ Spectrum of Advocacy



# The National Council for Non Profits:

- ▶ **Advocacy is....** “While all lobbying is advocacy, not all advocacy is lobbying. Advocacy is any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.”
- ▶ **Lobbying is....** Communicating with decision makers (elected officials and staff; voters on ballot measures), about existing or potential legislation, and urging a vote for or against.

## Helpful Resource

- ▶ COABE's Educate and Elevate site:  
[www.coabe.org](http://www.coabe.org)





**Judy Reidt- Parker**

Director of Early Childhood Systems  
Consultation, *Start Early*



**Karie Ward**

Executive Director, *Fostering Success  
Michigan*



**Regina Suitt**

President-Elect and Public Policy Chair,  
*Coalition on Adult Basic Education*

# Reflections:

Reflect on what was presented by Matt Gillard, President and CEO of Michigan's Children around parsing through the differences of advocacy and lobbying



## Call to Action:

- ▶ Is it possible to be a successful advocate without steering into lobbying? Could you offer a successful anecdote.

# Agency and Action

- ▶ **How does your organization advise or support you around advocacy?**



# How To

What are the best strategies to be an advocate?

# Question and Answer

What other questions might you have?



- Thank you for joining us!
- Look for our next Lunch and Learn on September 15th!
- Questions or Follow Up: Please contact Stephen Wallace, Community Engagement and Mobilization:

[Stephen@michiganschildren.org](mailto:Stephen@michiganschildren.org)



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