



Assessing Your Advocacy Capacity

The following is a list of activities or capabilities that might typically be found in a high-functioning non-profit public policy/advocacy program. Review each activity and indicate whether you think your organization already has this capacity or undertakes the activity. For each one of these questions, answer yes, no, for each question that you answer yes give yourself one point. There is a total of 18 points possible.

	Activity/Capability	Y/N
1	Organization has a written advocacy/public policy plan in place.	
2	Organization has paid staff whose responsibilities include advocacy/public policy.	
3	Senior leaders devote 10% of their time to advocacy/public policy.	
4	Senior leaders/volunteers participated in at least two policy maker visits locally last year.	
5	Senior leaders/volunteers participated in at least two state and or federal policy maker visits last year.	
6	Organization understand follows relevant lobbying regulations.	
7	Organization has a board public policy/government relations committee.	
8	Organization understands relevant legislative process.	
9	Organization has a defined budget for public policy/advocacy activities.	
10	Organization has retained a contract lobbyist.	
11	Organization leads or participates in at least one coalition that is supportive of organization's public policy agenda.	
12	Organization participates in public policy/advocacy activities of their national and or state association.	
13	Organization has a network of supporters that it can activate for advocacy purposes.	
14	Organization supporter list can be sorted by local, state, and federal districts.	
15	Organization is able to break down service stats by city, county, state, and federal legislative districts.	
16	Organization monitors media coverage of issue and responds when needed.	
17	Organization maintains a social media presence and uses it on behalf of advocacy agenda.	
18	Organization has identified, educated and is able to activate community leader to advocate on its behalf.	

14-18 points, you are an advocacy superstar and are likely to be successful in your advocacy efforts.

9-13 points, you are doing great, but think about how you can accomplish one or two of additional tasks.

1-8 points, you have some of the fundamentals in place, but need to develop a plan for expanding capacity to move your agenda forward.