Advocacy 101: An Introduction to Lobbying and Advocacy for Child Care Advocates
Welcome!

**Our Goal:** to expand the advocacy capacity for CCR&Rs, providers, and family advocates at the state level.

**Housekeeping:**
- Ask questions throughout via the chat box.
- The webinar will be recorded and available soon after the completion of the webinar.
- Everyone will be on mute.
- We will have poll questions, be ready to participate throughout!

Join the movement: childcareworks.org
Agenda

• Welcome/Introductions
• Lobbying vs. Advocacy
• Electoral Work
• State Examples
• CCAoA Resources
• Next Steps
Introductions

- **Michelle McCready**, Chief of Public Policy and Research
- **Chrisi West**, Director of Advocacy
- **Lauren Robertson**, Digital Advocacy Manager
- **Stephanie Berglund**, CEO, thread Alaska

Poll: What best describes your role?

Poll: I feel ______________ about my understanding of advocacy.
Opportunities to influence legislation (Federal level - Regular Order)

- Early February: President submits budget request to Congress
- April 15: Congress completes action on budget resolution
- May-July: House consideration of appropriations bills
- June 30: Target date for House completion of all appropriations bills
- June-September: Senate consideration of appropriations bills
- September 30: Last day of current Fiscal Year
- October 1: New Fiscal Year begins
Opportunities to influence legislation – State Level

http://www.pewtrusts.org/stateline
What’s the difference between advocacy and lobbying?

Poll: How would you define advocacy?

How would you describe lobbying?
What is "advocacy"?

Advocacy
Public support for or recommendation of a particular cause or policy

- Standing up for what you believe
- Sharing your passion
- Sharing what you see
What is "lobbying"?

Lobbying
Two Kinds of Lobbying: Direct & Grassroots

Direct Lobbying
Communication with a legislator or staff:
• Refers to specific legislation
• Takes a position
Types of lobbying

**Lobbying**

**Grassroots Lobbying**
Communication with the public that:
- Refers to specific legislation
- Reflects a view of the legislation, and
- Contains a call to action

**Call to action**
- Asking the public to contact legislators or staff
- Providing contact information & providing the means
Types of lobbying

Nonprofit Lobbying

The Facts:

• The IRS does NOT prohibit lobbying by nonprofit agencies (except those funded solely by the government)
• The tax code restricts lobbying expenses based on an agency’s budget.
• Nonprofit agencies have choices about tracking.
• Tracking is for an agency’s protection.
Allowable electoral activities

**NO**
- Endorse candidates for office
- Contribute money to candidates
- Let candidates use office space, equipment, mailing lists, or other 501(c)(3) resources
- Rate candidates
- Publicize which candidates share the organization’s view on contested issues

**YES**
- Register people to vote
- Distribute nonpartisan materials on candidates or ballot measures
- Sponsor nonpartisan candidate forums or debates
- Help new voters understand elections and the voting process
- Provide briefings to all candidates on the organization’s issues
- Encourage and help people get to the polls on election day
Electoral Work

- Candidate surveys
- 1:1 interviews with candidates
- Host a public forum or debate
- Showing up to existing open forums, candidate events, roundtables, debates
- Working with hosts of already scheduled forums, roundtables, debates to include questions on ECE
- Sending out electoral messages to parents and educators on our list
- High-traffic canvassing
- Supporter surveys
- Voter pledge cards
thread Action Center

Action Center Goals
• Build capacity
• Raise awareness
• Make a difference

Current Actions

• Support Child Care for Working Families
  Child care plays an important role in the U.S. economy, helping to generate 15 million jobs and more than $500 billion in income annually. Yet, on average, millions of working families pay more for child care than they do for mortgage or rent, transportation, or even food every month. That’s why it’s critical to fund child care and early learning programs so all families can afford care.

• Congress: Tax Reform Should Include Child Care
  The Promoting Affordable Childcare for Everyone (PACE) Act has been introduced in both the House and the Senate, and would support working families struggling to afford child care by modernizing the Child and Dependent Care Tax Credit (CDCTC) and strengthening Flexible Spending Accounts (FSAs).

• Thank You to Alaska Policy Makers
  Say thank you to Alaska State Legislators and the Governor for working together to pass a state operating budget and avoiding a state shutdown on July 1.

• Best Starts for Juneau Kids
  Tell the Juneau City and Borough Assembly to let the public vote on Best Starts for Juneau Kids - to dedicate 1/2 of 1% of the existing sales tax when it is on the ballot this October for a five year re-authorization. This would give five years to prove this works, with NO local tax increase. This is a full solution so all children and families will have access to high quality child care and early learning, plus stronger family and youth services.

• FY 2018 Budget: Protect Programs Serving Children And Families, Don’t Cut Them
  The working version of the budget currently includes cuts to programs like the 21st Century Community Learning Centers (CCLC), campus child care, and nutrition programs – all of which help working families and children. The current plan also includes flat funding for the Child Care and Development Block Grant (CCDBG), which means some families will lose child care subsidies so that the state can use current funding on implementation of new regulations at the state level.
thread Action Center

Common actions/campaigns run through the action center platform:

- **Action alerts** – constituents send a message directly to their legislator
- **Petitions** – gathering constituent sign-ons that can then be given to a legislator or state elected official online or in person
- **Questionnaires** – collect data, information, opinions, etc from constituents
- **Emails** – use the integrated email platform to message contacts and drive users to take action
Voter Registration

The ask should always be "Are you registered to vote at your current address?"

DID YOU KNOW?

Up to 90% of brain development happens before age 5, making the early years the most important time to invest in quality education.

Investments in high quality learning, especially for high need children, bring a high rate of return to the public—saving up to $12 for every $1 spent—resulting in children ready to learn, a stronger economy and more responsible, engaged citizens.

Minnesota has one of the worst opportunity gaps in the nation. When children enter school not prepared to learn, it impacts not only their personal achievement, but the learning experience of all children in their classroom.
Voter Education & Turnout

Advocacy in Action

Campaign season is upon us! Engaging with candidates and making informed voting choices are powerful ways to advocate and have your voice heard.

In this section of the email update you'll find tips and information to help you engage in different ways.

Primary Elections are just over one week away on Tuesday, August 14.

Use your sample ballot as a helpful tool. View your sample ballot here. You can print it, make notes, and bring it with you to the polls if you want. Find information about candidates by clicking on links to their websites.

You can vote early up until August 13. Or, find your election location. Be a voter on (or before) August 14!
Voter outreach to candidates

Advocacy in Action: State Fair Style

The Minnesota State Fair is a great time to put your advocacy skills to work! The fair starts this Thursday, August 23 and runs through Labor Day, September 3.

Many candidates spend time at the fair, spreading their message and connecting with constituents. In between the rides, food checklist, and people-watching, take a little time to learn about candidates and the offices they seek.

For instance, use these questions from the Minnesota Future Voter Card to learn about the candidate’s commitment to high-quality early care and education opportunities.

If elected, what will you do to:

- Support parents to be their children’s first and best teacher?
- Increase the number of infants and toddlers receiving the resources needed for a secure and healthy start?

On the Calendar

August 23: September 3
Minnesota State Fair
September 24
Advocating for Young Children Training

On the Blog

Use Your Advocacy Skills at the Great Minnesota Get-Together
Early Learning
Sincerely
Change Lives

Primary Election Results

Great job to everyone who voted in last week’s primary election! Nearly 22% of eligible voters participated, the highest turnout percentage in a primary since 1994. Below are the candidates who advanced for statewide office:

Governor
Jeff Johnson & Donna Bergstrom
Tim Walz & Peggy Flanagan

U.S. Senate
Karen Housley
Tina Smith

Attorney General
Keith Ellison
Doug Wardlow

Find breakdowns of other key races here.
The Secretary of State has all the race results.

Resource: Elections Calendar

Check out the Minnesota Council of Nonprofits’ Election Calendar for information on public forums, debates, and community events with policymakers.
Candidate Education

Guest Post: Candidates for Governor Speak Out About Early Education Issues

By Erica Maas, Close Gaps by 5

Excerpts from July 2018 MN Gubernatorial Candidate Questionnaire Responses

Q: “How big of a priority is closing achievement gaps?”

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<tr>
<td>“It’s a huge priority. Our gaps are an embarrassment and a shame, and unacceptable. It’s important to me for two reasons. The first is that everyone should be able to succeed and our public school system simply has to be the place Minnesotans can go to get a great start. Anything else is not good enough. Second…every child that doesn’t reach their potential misses the opportunity to thrive in a way that could help and support their community and our economy as well.”</td>
<td>“Substantial gaps between the environments of advantaged children and those of disadvantaged children raise serious concerns about the life prospects of disadvantaged children and the state of social mobility in America. Minnesota pays dearly when it has such an achievement gap. We pay with societal costs such as unemployment and underemployment, increased chemical addiction, low self-esteem, and poverty entrapment...The state needs to make early education a priority as a means to lessen the societal effects of poverty.”</td>
<td>“Closing racial, ethnic and income gaps in educational attainment will be my top priority as Governor. Minnesota’s history of investing in education is one of the most significant components of our historic economic success, and something where we are consistently identified as a leader. Closing these achievement gaps isn’t just a moral imperative; it’s an economic necessity as our workforce demands are ever increasing. Using an equity lens when making decisions will be a priority...”</td>
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Minnesota’s Primary Election Day is Tuesday August 14

For a full verbatim account of the questions and answers: www.closegapsby5.org/work/candidatesurvey

Child Care Works
Powered by Child Care Aware® of America
Candidate Education: Example Questions

- How big of a priority is closing achievement gaps?
- How would you close early education opportunity gaps?
- Which children would you prioritize with limited funds?
- How would you reform the existing early education system?
- How would your agenda impact the child care shortage?
- What will you do to help more families afford high-quality child care?
- What will you do to ensure a living wage for child care providers?
- How will you make sure no family pays more than seven percent of their income to child care?
- How do you plan to make early care and education a priority in your administration?
Candidate Education: Resources for Candidates

2018 State Child Care Facts in the State of: New York

<table>
<thead>
<tr>
<th>CHILD CARE NEED</th>
<th>NEW YORK</th>
<th>UNITED STATES</th>
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<tbody>
<tr>
<td>POPULATION</td>
<td></td>
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<tr>
<td>Total residents</td>
<td>19,977,457</td>
<td>31,958,162</td>
</tr>
<tr>
<td>Children age 0 to 4 years</td>
<td>1,198,120</td>
<td>10,883,211</td>
</tr>
<tr>
<td>Children age 4 to 9 years</td>
<td>270,648</td>
<td>4,614,933</td>
</tr>
<tr>
<td>Children age 9 to 11</td>
<td>3,107,970</td>
<td>28,723,602</td>
</tr>
<tr>
<td>Total families with children</td>
<td>1,986,730</td>
<td>33,866,062</td>
</tr>
<tr>
<td>Single parent families</td>
<td>668,944</td>
<td>10,504,258</td>
</tr>
<tr>
<td>Families in poverty</td>
<td>543,320</td>
<td>8,543,087</td>
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<tr>
<th>CHILDREN UNDER AGE 6</th>
<th>POTENTIALLY IN NEED OF CHILD CARE</th>
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<tbody>
<tr>
<td>Children in two-parent families, both parents in labor force</td>
<td>514,024</td>
<td>8,627,436</td>
<td></td>
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<tr>
<td>Children in single-parent families, parent in the labor force</td>
<td>358,021</td>
<td>6,341,151</td>
<td></td>
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<tr>
<td>Total children under age 6 potentially needing child care</td>
<td>872,101</td>
<td>14,968,587</td>
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<table>
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<tr>
<th>NUMBER OF WORKERS</th>
<th>NEW YORK</th>
<th>UNITED STATES</th>
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<tbody>
<tr>
<td>With infants under one year</td>
<td>146,448</td>
<td>2,492,109</td>
</tr>
<tr>
<td>With children under age 6 only</td>
<td>335,303</td>
<td>6,899,717</td>
</tr>
<tr>
<td>With children age 6 to 17</td>
<td>884,830</td>
<td>14,802,900</td>
</tr>
<tr>
<td>With both children under age 6 and children age 6 to 17</td>
<td>248,455</td>
<td>4,397,390</td>
</tr>
<tr>
<td>Married working mothers</td>
<td>917,779</td>
<td>15,768,714</td>
</tr>
<tr>
<td>Single working mothers</td>
<td>414,237</td>
<td>6,757,924</td>
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<tr>
<th>AVAILABILITY OF CHILD CARE</th>
<th>NEW YORK</th>
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<tbody>
<tr>
<td>Total spaces available</td>
<td>793,067</td>
<td></td>
</tr>
<tr>
<td>Percent of spaces in child care center programs</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Percent of total spaces in licensed FCC homes</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Percent of total spaces in school-age care programs</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Percent of total spaces in other programs</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Percentage spaces of licensed programs</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Percent of licensed spaces for infants</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Percent of licensed spaces for toddlers</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Percent of licensed spaces for school-children</td>
<td>30%</td>
<td></td>
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<tr>
<td>Percent of licensed spaces for school-aged children</td>
<td>48%</td>
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<tr>
<th>TYPES OF AVAILABLE CHILD CARE</th>
<th>NEW YORK</th>
<th>UNITED STATES</th>
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<tbody>
<tr>
<td>Number of center-based child care programs</td>
<td>4,795</td>
<td>3%</td>
</tr>
<tr>
<td>Percent of centers nationally accredited</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Do faith-based programs need to be regulated?</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Number of regulated faith-based programs</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Number of family child care (FCC) homes</td>
<td>11,190</td>
<td></td>
</tr>
<tr>
<td>Percent of FCC homes nationally accredited</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Number of school-aged care programs</td>
<td>2,633</td>
<td></td>
</tr>
<tr>
<td>Percent of licensed programs with slots for school-aged children</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Percent of licensed programs with slots for ONLY school-aged children</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Number of other regulated FCC homes</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Number of other regulated child care centers</td>
<td>0</td>
<td></td>
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<tr>
<th>CHILD CARE WORKFORCE</th>
<th>NEW YORK</th>
<th>UNITED STATES</th>
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<tbody>
<tr>
<td>Child care workers (in centers)</td>
<td>40,280</td>
<td>502,420</td>
</tr>
<tr>
<td>Average annual income of child care workers</td>
<td>$27,770</td>
<td>$22,290</td>
</tr>
<tr>
<td>Total paid early childhood workforce</td>
<td>NA</td>
<td>2.2 million</td>
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<th>FOR FURTHER INFORMATION</th>
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<tbody>
<tr>
<td>CCRF CONTACTS</td>
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<tr>
<td>Early Care &amp; Learning Council</td>
<td><a href="http://www.earlycarelearning.org/">Website</a></td>
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<tr>
<td>Child Care Aware® of America</td>
<td><a href="http://usa.childcareaware.org">Website</a></td>
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<thead>
<tr>
<th>NOTES</th>
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<tbody>
<tr>
<td>NA: Not Applicable</td>
<td></td>
</tr>
<tr>
<td>NR: Data Not Reported or Not Available</td>
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CCAoA Resources

- Action Centers
- Social Media
- General TA
Next Steps

• Sign up for next webinar in series (Social Media 101): [https://childcareworks.org/resources/webinars/](https://childcareworks.org/resources/webinars/)
• Follow Child Care Works on social media
• Be on the look out for our follow up email with resources and the recording.
• Contact us if your organization is interested in setting up a digital action center
Share Your Voice

• Poll: Now I feel __________ about my understanding of advocacy.
• Poll: I want to learn more about...
Questions?

- Chrisi West, Director of Advocacy
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- Lauren Robertson, Digital Advocacy Manager
  lauren.robertson@usa.childcareaware.org