

Communicating Your Mission: *Gaining Support of Public Officials*

How does your nonprofit communicate with public officials without jeopardizing your nonprofit status? Do each of your lead staff and board members know what they are allowed to say or do? Are your clients affected by state and federal programs? Does your organization receive grants or contracts from the government? Do you or your board want to be able to help shape the outcomes of policies, as well as programs?

Participants will learn about:

- Public policy 101 — What is it and why is it important to my nonprofit
- An advocacy plan — How and why my organization develops a plan and guiding principles
- Lobbying — What is it and how to stay out of trouble
- Examples of successes and trials with public policy efforts
- Framing an argument
- Meeting with a public official

Participants will leave with:

- Concise list of dos and don'ts
- Tips for advocating your mission—legally, safely and on a shoestring
- List of resources for more information

Audience: This workshop is geared toward nonprofit organization staff and board leaders. **Format:** Interactive exercises to illustrate real-life scenarios.

Join us!

July 29, 2009

Evansville

Time: 11:15 AM - 2:00 PM EDT

Registration fee: \$10.00 (includes lunch)

Registration Deadline: July 20, 2009

Location: Visiting Nurse Association
601 Walnut Street, Evansville

For questions or more information, contact: June Miller, Southern Director
812-421-7482 (p) 812-421-7474 (f)
E-mail: south@inrn.org

Make checks payable and mail to:
Indiana Nonprofit Resource Network
P.O. Box 18, Evansville, IN 47701-0018

Co-Sponsored by

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Evansville, IN 47701-0018
Phone: 812-422-4100
Fax: 812-421-7474

Web Site: <http://www.unitedwayswi.org>

Registration Form

First Name: _____

Last Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Email: _____

Phone Number: _____

Fax Number: _____

Sandwich choice:

Turkey Vegetarian

Additional participants representing the same organization:

Check amount enclosed: \$ _____



Workshop Instructor: Lucinda Nord, Vice President, Public Policy, Indiana Association of United Ways. Nord monitors legislation and policies, educates members and partners, and represents members' views to state and federal lawmakers and other policy makers. Lucinda Nord served as the executive director of Indiana 211 Partnership 2000-2007. Nord previously managed I&R and crisis intervention services since 1991. Nord is a frequent conference presenter about public policy and 2-1-1.

Indiana Nonprofit Resource Network

The Network is a statewide service providing affordable, accessible, and high quality public and private workshops, board retreats, and resource referral to Indiana nonprofits. The Network is the premier leader in delivering practical easy-to-use information for all levels of nonprofit staff and volunteers.

Core Services

- Workshops
- Consulting & Custom Training Services
- Executive Coaching and Technical Assistance
- In-Depth Series
- Major Events
- Library Referral

Check www.inrn.org for information about each region and for a searchable calendar for upcoming public workshops.



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