Developing Winning Local and Regional Funding Programs

Advocacy Training by Reed Addis with EEC
What is the Perfect Team?

- Well-resourced NGO, or coalition of NGOs, in support
- Local Elected support
- Regional or National NGO support
- Public Opinion Research
- Campaign Expertise
- Policy/Expenditure Plan Expertise
We Never Start with a Perfect Team

• Therefore, it is important to develop a basic check list to guide you through the process.
Understand Your ‘Bubble’

- Is there a problem, or are you a solution to a problem that doesn’t exist?

- Are you the only group that believes there is a need?

- How broad is your coalition?
  - can you build a supportive coalition?

- Who would oppose?
  - *There is always someone opposed.*
Understand Your ‘Bubble’

- What other issues exist in your community?
  - water supply/quality
  - parks
  - transportation
  - jobs
  - etc…

- How would your elected officials rank your interests?
Are you the Engine or the Caboose?

- Are you prepared to be the lead?
- Is your resource issue important enough to pull voters?
- Are there other investment needs in your community?
- Are those organizations developing a campaign for their issue? (Think Labor and/or Industry)
- Is it possible to combine efforts?
Setting the Stage

- Do you know what the need is? And, does your polling suggest what ballot you should aim for?

- Has there been a study, plan, or governmental action that shows need?

- What resources do you have. What can you afford to spend to establish viability?

- Has there been a recent funding campaign in your county, city, or region recently?
Setting the Stage

- What agency should administer your program/funding?

- Is there an agency leader/champion that will assist you?

- How much time do you have to prepare?. Can you develop a plan or assessment with community outreach first? Can your city or county lead that effort?
Developing the Funding Plan

- How much is needed?
- How much can your region bear?
- What does your public opinion research tell you?
- How many years?
- What Agency or Agencies should administer?
How to fund

- Funding Source
  - Sales Tax
  - Parcel Tax
  - General Fund obligation (bonding)
  - Revenue bond tied to a new fee

- Do you have the authority to raise the money and spend it?