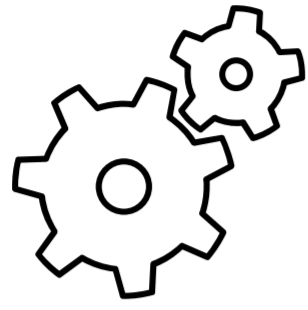




ADVOCACY ON A(N EXTREME) BUDGET

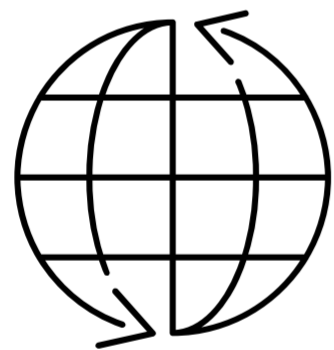
Kate Tremont, Founding Board Member & Policy Committee Chair

About the American Coalition for Ukraine



NEW ORGANIZATION

While founded in 2022, ACU's board only came together in Jan 2024. We are still building out our organizational infrastructure



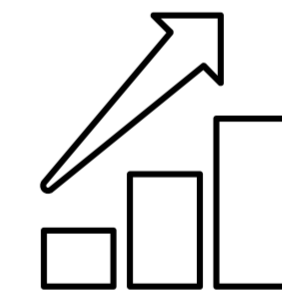
ALLIANCE OF DIASPORA GROUPS & AMERICANS

Our member organizations represent the Ukrainian-American diaspora, other diaspora groups that have dealt with Russian aggression, and Americans who care about this issue



VOLUNTEER-RUN ORGANIZATION

ACU is still in the early stages of developing sources of funding, so we are completely volunteer-run



CONSISTENT GROWTH

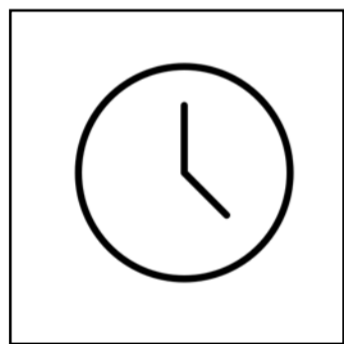
ACU has held five Ukraine Action Summits since September 2022, with consistent growth and steady support. The last three Summits each boasted over 500 attendees. Our modest email list of 2,000 has a 60% open rate

Organizational Timeline



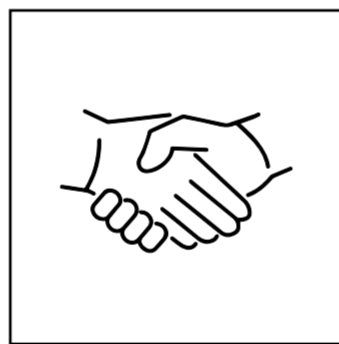


Common Difficulties



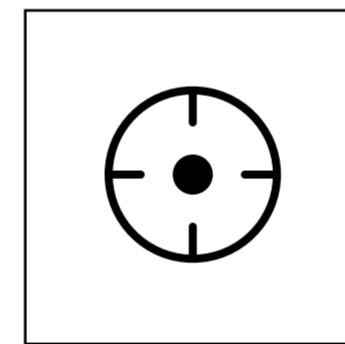
VOLUNTEER TIME CONSTRAINTS

Relying on volunteers for some or all of planning = shifting availability and longer delivery time for tasks



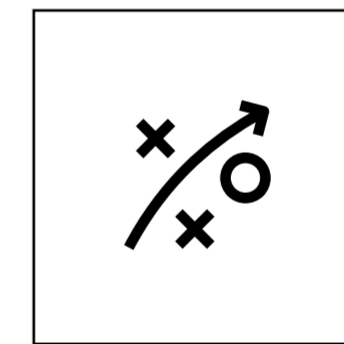
MANAGING EXPECTATIONS

Navigating professional expectations of availability & being realistic about due dates and deliverables



LESS MARGIN FOR ERROR

Beware hidden fees and avoid contracting with companies and firms that are not upfront about cost



STRATEGY MATTERS

Strategic decisions in the planning process can make or break your campaign or event

SO HOW DO WE DO IT?





STRATEGIES

While we have had a lot of luck, we have also relied on solid strategies to get us through these lean years of organizational formation



THINKING OUTSIDE THE BOX

Implementing creative solutions to common fly-in problems, such as renting space or catering a reception



SPONSORSHIPS

Generous corporate & organizational sponsors provide free or discounted software, office space, tools, & materials

Special thanks to our 2024 corporate sponsors: [Aristotle](#), [CiviClick](#), [Yespo](#), & [BaseCamp](#)



DECENTRALIZATION

Building a system of volunteer management and delegating responsibilities to lessen risk of burnout



FOCUSING ON WHAT'S CRITICAL

Acknowledging that we can't do everything & having clear goals for every event & activity (this is a work in progress!)

SPECIFIC EXAMPLES



1 Creative Use of Space

Meeting space for 500+ people is our biggest challenge every Summit. Some ways we've navigated this:

- Non-traditional entertainment spaces
- Donations by local businesses
- Shared coworking office space rental



2 Empowering State Leads

Our growing network of state leads have been given increased responsibilities:

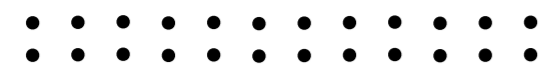
- Managing state communication channels
- Scheduling Congressional meetings
- Tracking disruptive advocates



3 A Little Goes A Long Way

Invest in the details that make advocates and Congressional advocates feel like part of a movement:

- Lanyards, stickers, lapel pins
- Time to gather and share ideas & stories
- Small personal tokens from Ukraine



BEYOND SUMMITS

How do we engage in advocacy outside of our twice-yearly Summits, and how do we save money on that?



LOCAL OUTREACH

Building local networks of advocates and volunteers who can do the important work and report back



POLICY ANALYSIS

Bringing together a committee of subject matter experts, policy wonks, and community leaders to set policy priorities



STORIES FROM THE GROUND

Using our personal connections to Ukraine to collect stories to bring back to Americans



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THANK YOU!

Questions?

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