



TOGETHER WE CAN SOLVE HUNGER

**Next-Level Advocates: Leveraging
Key Contacts and Grasstops**

Thao Nguyen, Director of Advocacy



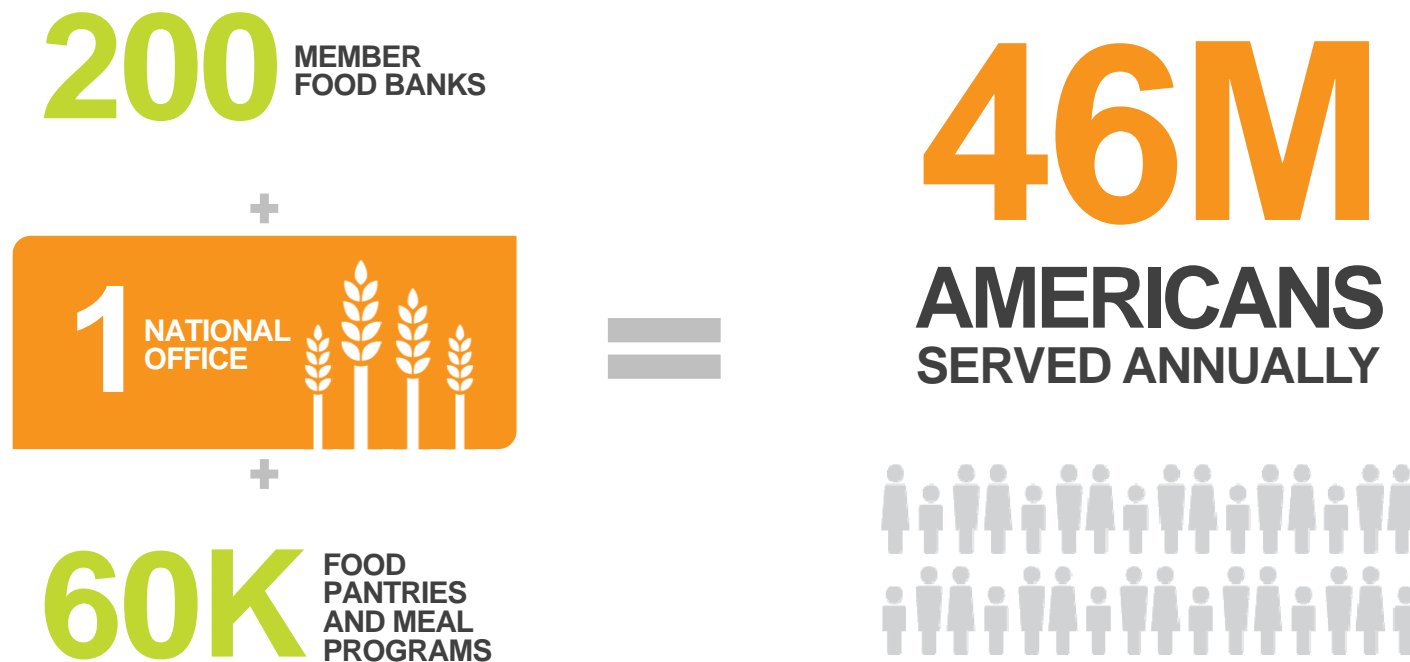


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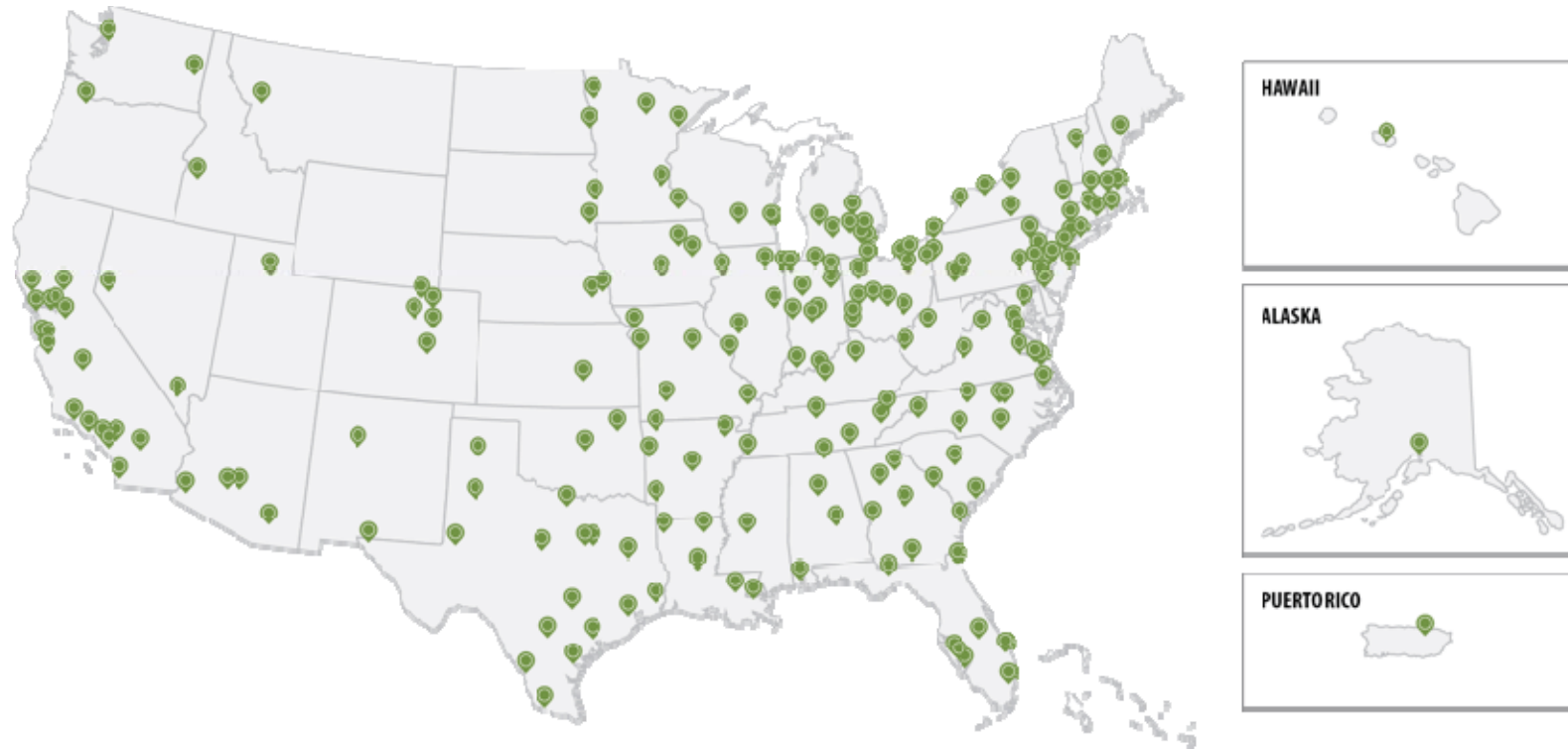
**OUR
CHALLENGE**



The Feeding America Network



Our Strength... and Our Challenge...



**The Feeding America Network Serves Every County in the U.S.
– and if you’ve been to one food bank, you’ve been to one food bank.**

Determining where to put our resources...

Who are our food bank leaders, and what do they need to stay engaged and lead?

Where do we have strategic advocacy gaps and what can we do to build their advocacy capacity?

What can we do to help food banks without advocacy strength the training they need?



The Advocacy Index



Feeding America has developed an award-winning tool called the **Advocacy Index** based on food banks' level of activity in the five key areas of our advocacy strategy.

Each food bank receives a score from zero to three based on their activity level in each of the above advocacy strategy areas, using indicators from the Network Activity Report.

We provide resources and assistance for food banks to increase their advocacy index scores.

Five Critical Components of Effective Advocacy

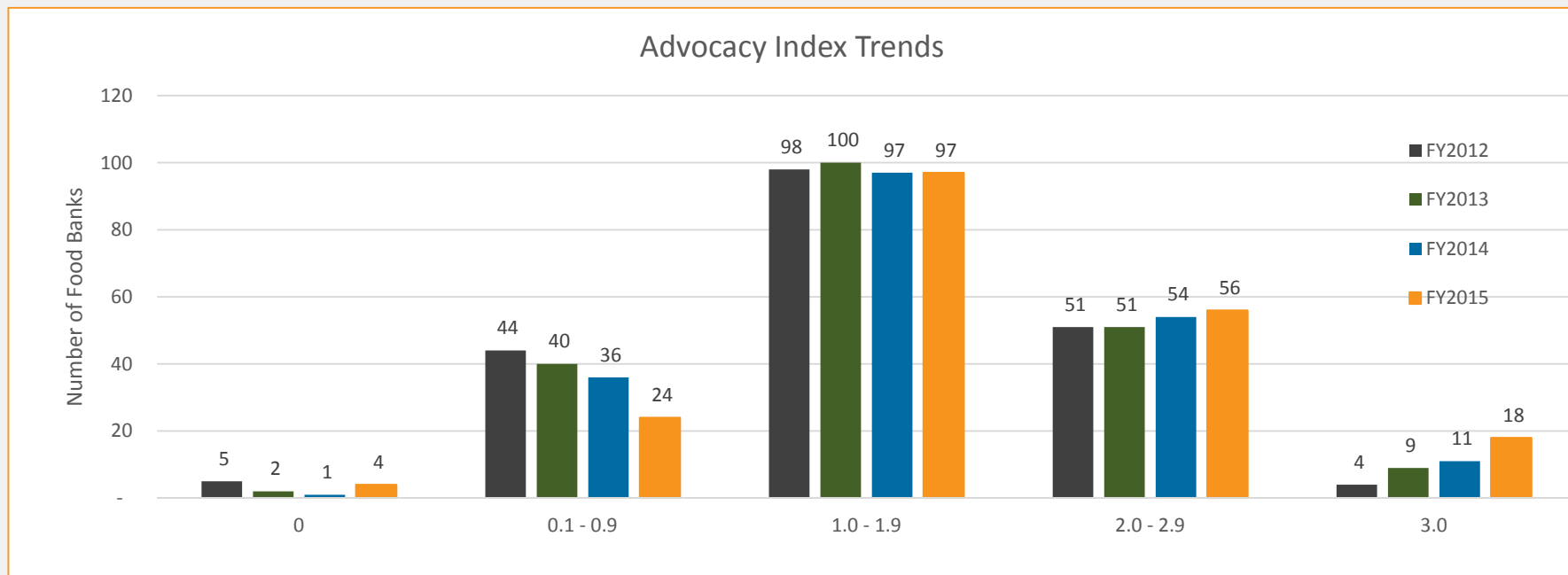


1. Engaging with state and federal elected officials
2. Recruiting and mobilizing grassroots support
3. Recruiting and mobilizing grassroots allies
4. Leveraging local media
5. Building partnerships

What Does the Advocacy Index Show?

Beginner (0.0-0.99)
Intermediate (1.0-1.99)

Proficient (2.0-2.99)
Advanced (3.0)



What Does It Allow Us to Do?



- Determine which food banks we should solicit feedback from for different level products we're trying to produce.
- Target food banks that need additional technical assistance.
- Monitor strategically located food banks and provide them with additional funding and resources to build out their long-term advocacy work.



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**LIFTING OUR
LEADERS**

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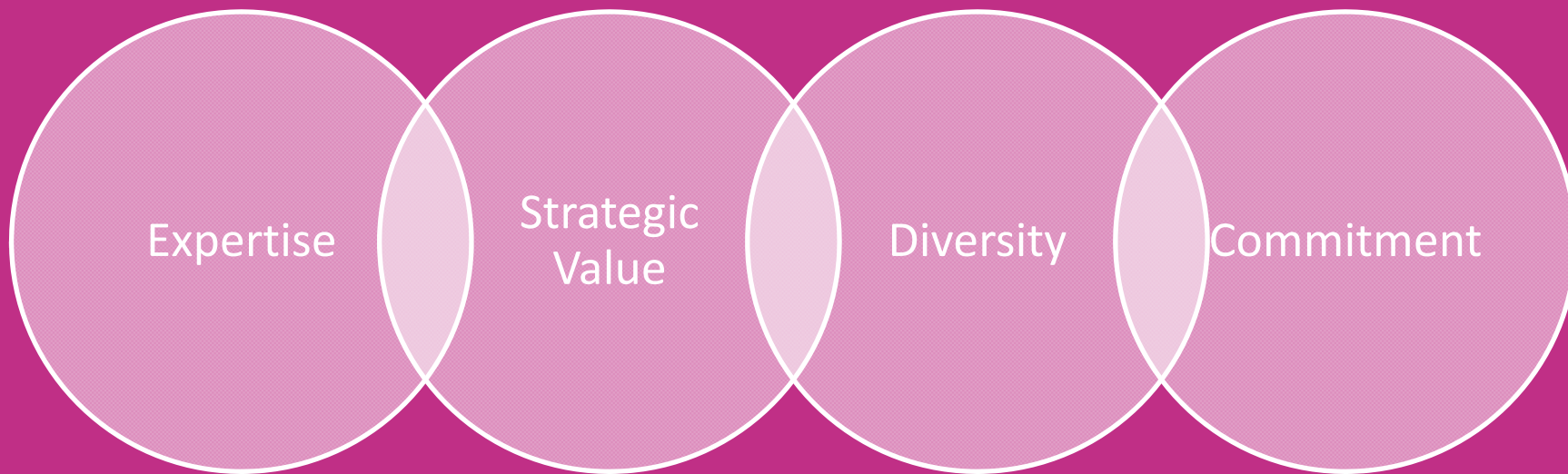
Building a Forum to Engage our Leaders

The Policy Engagement and Advocacy Committee, or PEAC, is Feeding America's network government relations committee.

Provide network input to Feeding America on legislative priorities and strategy as well as strategies to build network advocacy capacity.

Increase and expand network engagement in public policy and advocacy.

Strengthen our collective voice and impact with Congress and the Administration.



**How and why are
PEAC Members chosen?**



PEAC Rapid Response Leaders

PEAC Members will work with food banks in key states to lead them in rapid response advocacy work during critical legislative periods.





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BUILDING A PIPELINE THROUGH TRAINING

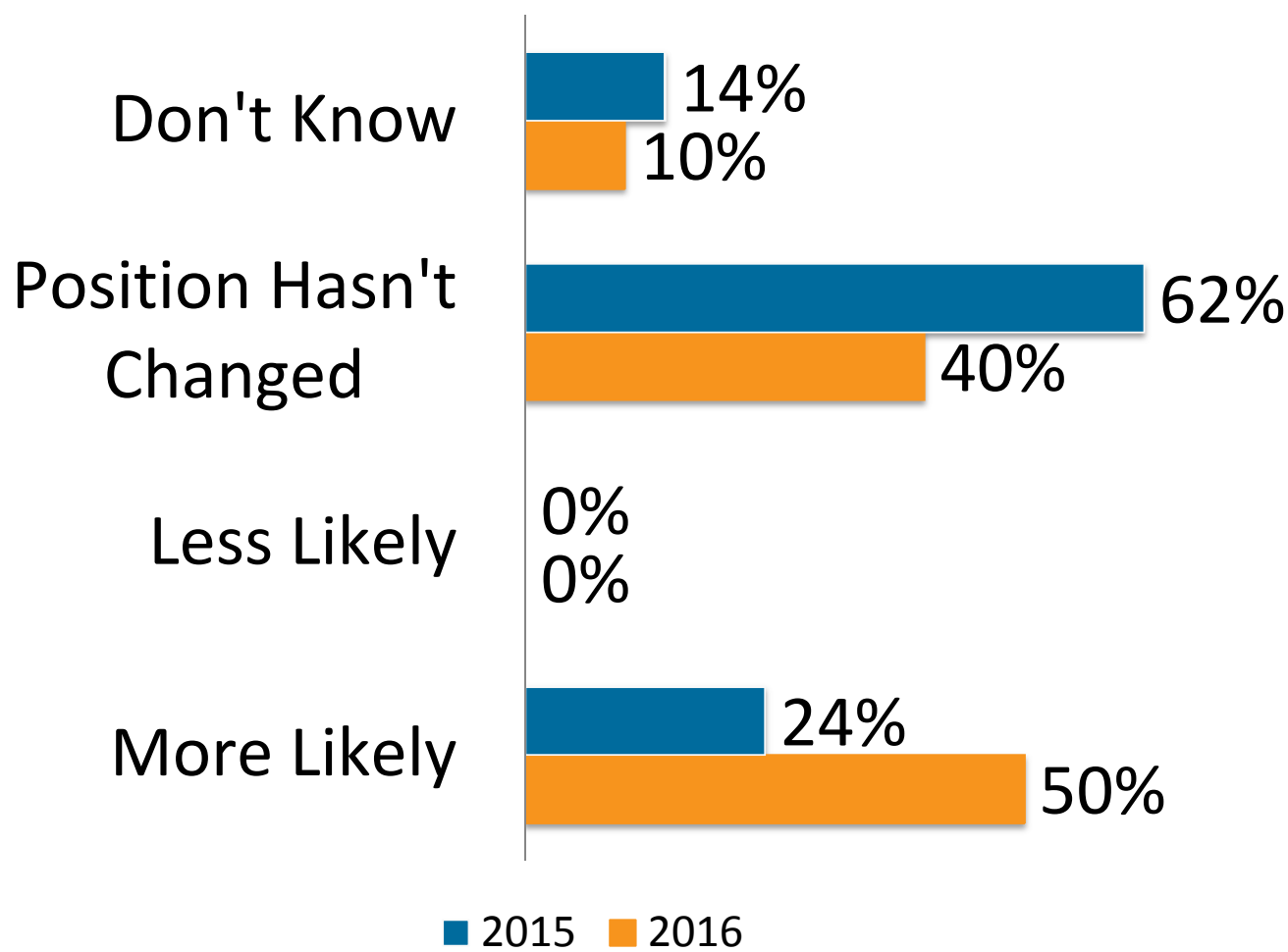
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Feeding America Advocacy Academy

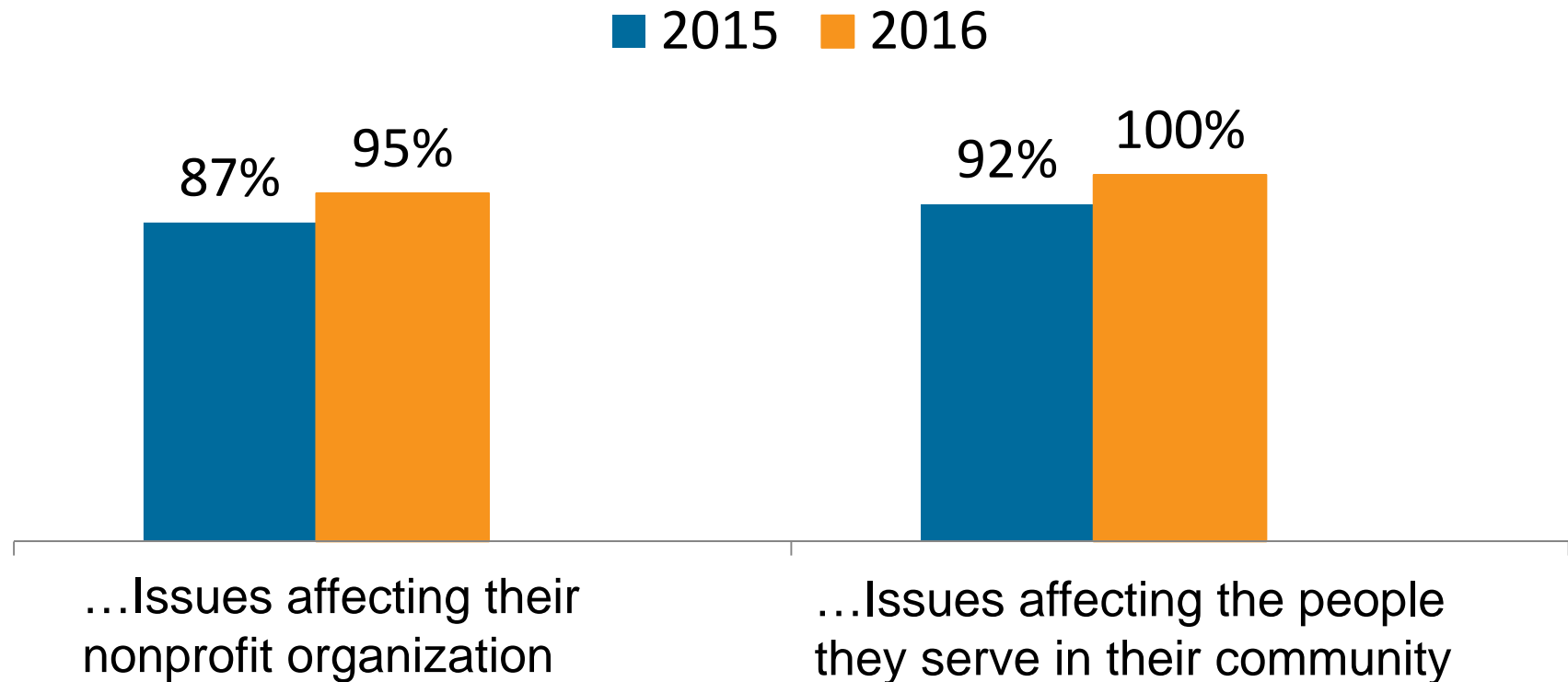


- Innovative and intensive 4 month advocacy training program for 25 food bank staff.
- Curriculum covers the full span of advocacy 101 from asset mapping, story telling, meeting prep and legislative process.
- Staff learn one on one and in small groups with the experts at CMF with their 100+ years of congressional experience.
- The programs post surveys of participants and congressional staff create a unique, powerful and measurable program.

Hill Staffers: Based on your meeting with the food bank representative(s), how likely are you to support the food bank's position in the future?



Hill Staffers: Please indicate your level of agreement with the following statements: “The food bank representative(s) I met with is a trustworthy source for accurate and reliable information on...”



Feeding America Advocacy Academy Sustainable Impact



- In October of 2016 we anonymously polled the participants of the 2015 and 2016 classes.
- We asked them to re-fill out their confidence level in the exact areas they were surveyed after the academy finished.
- Our goal is to see and prove sustainable impact of the academy and prove that the skills and growth in network leaders will continue beyond the length of the program.

Advocacy Academy Alumni October 2016 Survey Results



How comfortable are you with your ability to hold a meeting with a Member of Congress or their staff person about Feeding America's/your food bank's legislative priorities?

2015 Class: 100%

2016 Class 100%

Post Survey: 95%

How proficient do you feel requesting a meeting with a Member of Congress?

2015 Class: 90%

2016 Class 100%

Post Survey: 100%

How proficient do you feel with setting up an event at your facilities for a member of Congress?

2015 Class: 72%

2016 Class 95%

Post Survey: 92%

Lower Capacity Institute

Starting in 2017, we will start our “lower capacity institute” — a structured training series for our beginner level food banks to learn more about advocacy.

Food banks will get to work with Advocacy Alumni participants to learn how they can start becoming advocates.





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**MAKING THE
CASE FOR
ADVOCACY**

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Issue: Tax Credits

St. Mary's Food Bank Alliance, Arizona

- **Background:** St. Mary's worked with a coalition of Arizona organizations to push a state bill this past legislative session that doubled the Arizona Charitable Tax Credit.
- **Impact:** St. Mary's received more than \$1.2 million of donations from the Tax Credit in 2014 and with the advocacy win, has a goal to surpass \$2 million in donations with the increased Tax Credit.



Issue: Hunger Prevention & Nutrition Assistance Food Bank of the Southern Tier, New York

- **Background:** The food bank emailed their partner agencies and digital followers encouraging them to contact their officials to support an increase. Partner agencies made phone calls to their state officials to support the increase, and a group of 8th-grade volunteers wrote letters to their state senator asking him to support an increase.

In late February, they conducted an Advocacy 201 training for 20 Food Bank staff and partner agencies representatives. The next day Food Bank staff members and agency partner representatives took part in a state lobby day in Albany, NY to push for the HPNAP increase

- **Impact:** The state budget included a \$500,000 increase for the program statewide.



What we've learned...

- Build a system that allows you to identify who to invest advocacy resources in.
- Make your leaders the visible, rock star-like advocacy ambassadors they deserve to be.
- Provide targeted, quality trainings to create a pipeline of advocacy ambassadors.
- Use the language of your organization to tell the story of success.



BRAG! It's helped us just in the past six months...

- Had the most PEAC applicants in Feeding America's history.
- Had the most Advocacy Academy applicants in Feeding America's history.
- Doubled the number of people on our network only legislative email list.



THANK YOU!

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