

GOVERNMENT RELATIONS 101

FOR NON-PROFIT FUNDRAISERS AND EXECUTIVE DIRECTORS

Presented by Derwin Dubose

North Carolina Philanthropy Conference

Durham, NC

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ABOUT DERWIN DUBOSE

- Lieutenant Governor, State Treasurer
- North Carolina Democratic Party
- Ronald McDonald House Charities
- Conservation Trust for North Carolina
- State Employees Combined Campaign



2011 CUTS TO NONPROFITS

- 10%
 - 12.3%
 - 20%
 - 22%
 - 46%
 - 87%
- \$5 million
 - Eliminated



CLASS OBJECTIVES

- Infrastructure needs for government relations
- Art of relationship building for advocacy work
- Additional resources for legal compliance, grants, and communications



INFRASTRUCTURE FOR GOVERNMENT RELATIONS



INFRASTRUCTURE

- Board Approval
- Legal Review
 - 1976 Lobby Law
 - 1990 IRS Regulations
 - OMB Circular A-122
 - State Statute on Lobbying and Ethics



INFRASTRUCTURE

- Case Statement
- Legislative Liaison or Lobbyist
- Surrogates
- Advocates or Activists
- Communications



“We take a series of initiatives or ‘moves’ to develop each prospect's awareness of, knowledge of, interest in, involvement with, and commitment to the institution and its mission.”

David Dunlop

Retired Senior Development Director, Cornell University

MOVES MANAGEMENT AND THE ART OF RELATIONSHIP BUILDING



MOVES MANAGEMENT

- Identification
- Research

Project
✓
Vote
Smart



MOVES MANAGEMENT

- Cultivation
 - Use surrogates
 - Initial meeting
 - Ask for advice
 - Role of political staff



SIDEBAR ON EVENTS

- 3-4 weeks for scheduling
- Don't be open-ended
- Give details, incl. number of people
- Look at public calendars
- What's in it for them?
- Press



MOVES MANAGEMENT

- Solicitation
 - Clear, succinct written ask
 - Specifics (amount, use, why)
 - Refute opposition
 - What's in it for them?
 - Timeline



MOVES MANAGEMENT

- Solicitation
 - Follow-up by advocates/activists
 - Press (if needed)
 - Lobby Days/Action Days



MOVES MANAGEMENT

- Stewardship
 - Annual awards
 - Thank you notes from advocates/activists
 - Press
 - Follow-up meetings



“In theory, there is no difference between theory and practice. In practice, there is.”

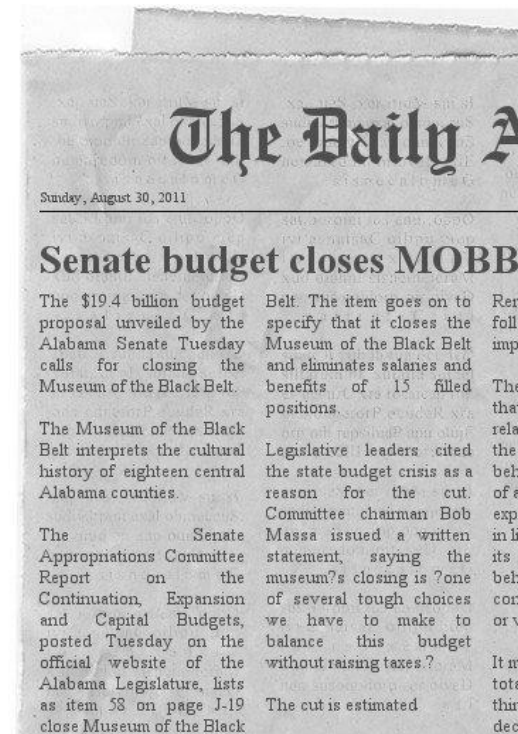
Yogi Berra

APPLYING BEST PRACTICES FOR GOVERNMENT RELATIONS WORK



CASE STUDY

- Read the news alert.
- Using what we have learned, give advice to the Museum of the Black Belt.
- 10 minutes until report.



SPECIFIC RESOURCES FOR GOVERNMENT RELATIONS



NEXT GEN ADVOCACY BLOG

- Guide to federal technical and legal issues
- NC lobbying and registration guidelines
- NC Ethics Commission guidelines
- NC legislative process
- Local government relationships
- Information on obtaining government grants



NEXT GEN ADVOCACY BLOG

- This presentation
- Blog posts about the ideas presented today
- Perspective from accomplished contributors
- iContact's 4-1s



iCONTACT NONPROFIT WORKSHOP

Friday, November 11th

10:45 AM - 3:30 PM

Morrisville, NC

CSRProgram@iContact.com

Designed for North Carolina non-profits taking advantage of free email marketing as part of their 4-1s Corporate Social Responsibility Program.



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