The Role of Philanthropy in Public Policy Campaigns

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Strategic Framework for a Campaign

Campaigns must be rooted in core values and bring value to the organization(s); target audience(s); and/or the community at large.

Campaign definition:

An Initiative that uses coordinated strategies to achieve SMART goals for short-, medium-, and/or long-term outcomes.

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SMART Campaign Goals

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When is a campaign a campaign?

Analytics to consider

✓ Is there a distinct value(s) (competitive advantage) added with this campaign? To whom?

✓ Does the campaign mobilize, benefit, and/or further unify stakeholders involved, and/or build public will toward the goals it is trying to achieve?

✓ Do stakeholders involved have the capacity and resources to deliver results?

✓ Is the campaign of such broad importance that to be disengaged would render less relevance?

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### Our Values

| JUSTICE                  | Justice Reform  
|                         | 21st Century Policing  
|                         | Advancing Immigrant Rights  
| INCLUSION & OPPORTUNITY | Economic Security  
|                         | Education Equity  
|                         | Fighting Hate & Bias  
|                         | Equity and Access in Media & Tech  
| DEMOCRACY               | Fair Courts  
|                         | Voting Rights  
|                         | Civic Engagement  
|                         | Fair & Accurate Census  

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- The leadership commitment
- Your advocacy campaign
- Supporting advocacy campaigns
MCF Public Policy
Decision-making Framework

The “Leadership” Commitment
The Advocacy Toolkit
Direct Engagement in Public Policy

- Research and dissemination
- Policy Development
- Evaluation
- Convening Networking
- Coalition building
- Leadership Development
- Resource Development
- Lobbying
- Grassroots Lobbying
- Public Education Media Advocacy
Levels of Commitment

1. Lead – Unique, significant and sustained commitment.
Your Advocacy Campaign

MCF Leadership Commitments
25% tax credit for contributions to permanent endowments held by community foundations.
2012 – Hired lobbyist. Introduced the bill.

2018 – Expand charitable giving; increased awareness about the role of community foundations.
Endow MN

House File 2339
Charitable contributions tax credits provided, Endow Minnesota program established, reports required, and money appropriated.
Minnesota Census
Mobilization Partnership

Fully-inclusive, Honest and Accurate Count

Minneapolis is better
when everyone counts

The count starts now.
2020 Census / American Community Survey
Advocacy

Awareness Engagement Strategy

Enumerate!
The Case for the Census
The Case for the Census
Promote civic engagement

Create a permanent Census/ACS advocacy infrastructure
Supporting Advocacy Campaigns

Capacity for All
RESTORE
THE
VOTE MN
Core Value(s)

Coordinated strategies

Short term
Medium term
Long term
2020 CENSUS AND AMERICAN COMMUNITY SURVEY

MINNESOTA CENSUS MOBILIZATION PARTNERSHIP

The Minnesota Census Mobilization Partnership (the Partnership) is a cross-sector collaboration of organizations and individuals working together to advocate for policies and resources and engage Minnesotans to achieve the goal of fully including, honest and accurate 2020 Census in Minnesota. Join the Partnership.

The Partnership next meeting is March 2 - 10 am in New York, NY. Click for info.

Minnesota is better when everyone counts.

www.mcf.org
Questions and Conversation