



Advocating for Public Policies to Support your Organization's Vision

June 27, 2023 | 11:00 to 12:30 pm

8th Annual Native CDFI Capital Access Convening

Turning the Tide

Sponsored by:



Speaker Introductions



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Session Objectives

- What is public policy?
- Strategies to build meaningful relationships with policymakers
- Resources available to support your strategies
- Examples of successful advocacy campaigns



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What Is Public Policy?



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What is public policy?

Policy is what the government chooses to do (or not do) about a particular issue or problem.

We are NOT talking about your organization's policies and procedures.

Who are policy makers?

- Tribal government
- State government
- Federal government
- Local government



LEGISLATIVE



- ★ Makes laws
- ★ Approves presidential appointments
- ★ Two senators from each state
- ★ The number of congressmen is based on population

EXECUTIVE



- ★ Signs *and implements* laws
- ★ Vetoes laws
- ★ Pardons people
- ★ Appoints federal judges
- ★ Elected every four years

JUDICIAL



- ★ Decides if laws are constitutional
- ★ Are appointed by the president
- ★ There are 9 justices
- ★ Can overturn rulings by other judges

Tribal Policy

- Tribal ordinance or resolution
- Tribal court decision
- Agency regulations or certification requirements
- Lease and/or mortgage approvals



State Policy

- State law
- Tax ruling
- Compact
- Allocation of program resources
- State court decisions



Federal Policy

- Laws
- Regulations
- Executive Order
- Federal court decisions



What is policy advocacy?

An attempt to influence public policy by identifying and promoting a cause.



Strategies to Build Relationships with Policy Makers



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How can Native CDFIs advocate?

- Know who your policy makers are *(and make sure they know who you are!)*
- Share your story, both anecdotal and impact data



Building Relationships

- Add them to your newsletter mailing lists
- Share press releases with them
- Invite staff to provide legislative updates at your events



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Building Relationships

- Host site visits and tours to showcase your projects
- Invite policy makers to your events during Congressional recess
- Schedule staff briefings year-round



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Mazaska's Relationships with Policy Makers



***First 502 relending loan closings with
USDA Washington and SD staff***



***VA site visit with Senator Rounds
staff***



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Non-Lobbying Activities

- Meet with legislators to educate them on a broad social or economic problem
- Make research data available
- Provide testimony (if requested)
- Advocate general support for programs
- Comment on regulatory actions

Planning DC trips

- Plan your presentations
- Introduce yourselves and your organizations
- Share leave behinds and maybe small gifts (less than \$20)
- Know your meeting purpose – “get to know you” or specific ask



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Planning DC trips

- Give yourself plenty of time between meetings
- You can take taxis or Ubers but expect lots of traffic.
- Wear comfortable clothes and shoes



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Resources



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Native CDFI Advocacy Allies



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Do Research Before Meetings

- Know if they are in the majority or the minority and consider their committee assignments
- Have they sponsored any bills that help your community?
- What caucuses are they on?
- Read their website!



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Senate Community Development Finance Caucus

Democrats

U.S. Senator Mark Warner (D-VA, Caucus Co-Chair)

U.S. Senator Amy Klobuchar (D-MN)

U.S. Senator Jon Ossoff (D-GA)

U.S. Senator Jack Reed (D-RI)

U.S. Senator Tina Smith (D-MN)

U.S. Senator Chris Van Hollen (D-MD)

U.S. Senator Raphael Warnock (D-GA)

U.S. Senator Gary Peters (D-MI)

U.S. Senator John Hickenlooper (D-CO)

Republicans

U.S. Senator Mike Crapo (R-ID, Caucus Co-Chair)

U.S. Senator Mike Braun (R-IN)

U.S. Senator Steve Daines (R-MT)

U.S. Senator Cindy Hyde-Smith (R-MS)

U.S. Senator Cynthia Lummis (R-WY)

U.S. Senator Jerry Moran (R-KS)

U.S. Senator Mike Rounds (R-SD)

U.S. Senator Roger Wicker (R-MS)

U.S. Senator Bill Cassidy (R-LA)



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Congressional Native American Caucus

Co-chairs

- Rep. Tom Cole (R-OK)
- Rep. Sharice Davids (D-KS)



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Policy Advocacy Tools

- Policy Recommendations
- Membership Resolutions
 - Regional
 - National
- Legislative Conferences
- Sign-on Letters



Advocacy Tips for DC Hill Visits

1. Don't be intimidated – recognize that you are the expert about your community.
2. Email meeting requests early to scheduler.
3. Don't forget about agency meetings.
4. Know which committee policy maker sits on.
5. Be clear about the reason for the meeting request. Be specific with your ask.

Advocacy Tips for DC Hill Visits

6. Avoid being partisan, but tailor your message to party ideology.
7. Consider your messenger and take time to plan your presentations.
8. Develop clear, concise “leave behinds.”
9. Follow up after meetings.
10. Be ready to respond.

Examples of Policy Successes



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USDA 502 Native CDFI Relending Program



SOUTH DAKOTA
Native Homeownership
Coalition

www.sdnativehomeownershipcoalition.org



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Overview of Policy Efforts in South Dakota

- Worked with SD State Rural Development Office to propose demonstration
- Worked with USDA Washington office to get approval
- Implemented \$2 million demonstration with two Native CDFIs
- Tracked impact and celebrated successes



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Senators Supporting Authorizing Legislation



Senator Mike Rounds (R-SD)



Senator Tina Smith (D-MN)



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Congress Appropriated \$7.5 Million for Demonstration Nationally in FY2023



- 502 Native CDFI Relending NOFA
- Applications due on July 17, 2023
- Borrow home loan capital at 1% and relend to eligible 502 borrowers
- Agency website [here](#)



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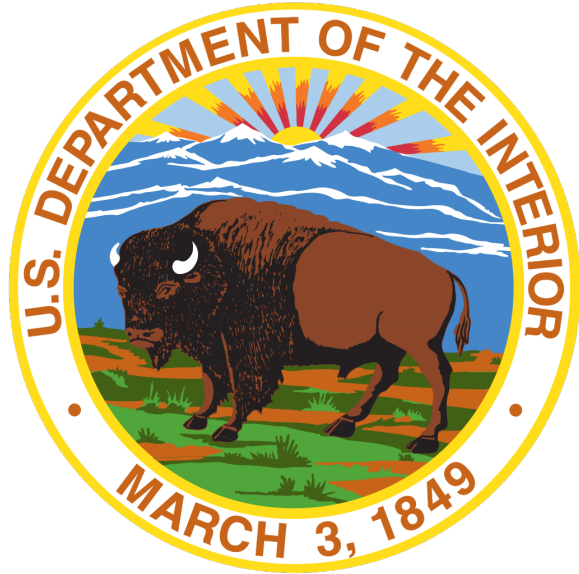
Role Play Exercises



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