

February 2012

PLACE and NNA Presents:

Advocacy in a New Funding Environment: More Important Than Ever

PLACE

Practitioners Leveraging Assets for Community Enhancement



**National NeighborWorks®
Association**

Cuts Keep Coming; More Cuts Very Likely for FY 2013 – Last Two Years

FY 2011 Enacted Cuts (\$45 billion total HUD allocation)

- CBDG (grants) **cut 16%**
- HOME **cut 12%**
- Section 202 **cut 52%**
- HUD Counseling **cut 100%**
- USDA Section 538 Rental **cut 76%**

FY 2012 Enacted Cuts (\$43.8 billion total HUD allocation)

- CBDG (grants) **cut 12%**
- HOME **cut 38%**
- Section 202 **cut 6%**
- HUD Counseling **cut 48% (from FY 2010)**
- USDA Section 538 Rental **level from 2011**
- USDA Section 502 Direct (obligation) **cut 20%**
- USDA Section 515 Direct (obligation) **cut 7%**

Cuts Keep Coming; More Cuts Very Likely for FY 2013 – President's Budget

FY 2013 President Request (\$44.7 billion total HUD allocation)

- CBDG (grants), \$3 billion, **level**
- HOME, \$1 billion, **level**
- HUD Counseling, **very slight increase**
- USDA Section 515 Direct, \$0, **100% decrease**
- USDA Section 502 Direct, \$652 million, **27% decrease**

New Debt Law

Over Next 10 Years (FY 2012 – FY 2021)

Two Sets of Cuts:

1

Spending Caps
\$1 trillion

FY 2012: \$24 bn more than House, \$7 bn less than FY 2011
FY 2013: about FY 2012 level
FY 2014 – FY 2012: ramp up on cuts (see next slide)

2

Super Committee
~\$1.2 trillion

- Super Committee (SC) votes on plan by 11/23
- House/Senate vote by 12/23
- SC recommendations would take effect Jan. 2013

- **Deal FAILED:** Now, across the board cuts in FY 2013:
 - Automatic cuts of roughly \$55 bn for non-defense
 - Both entitlement and discretionary
 - Some exceptions: e.g. Medicare cuts no more than 2%
 - Amounts to about 9% to each discretionary program
- FY 2014 – FY 2021 cuts via Appropriations Committees

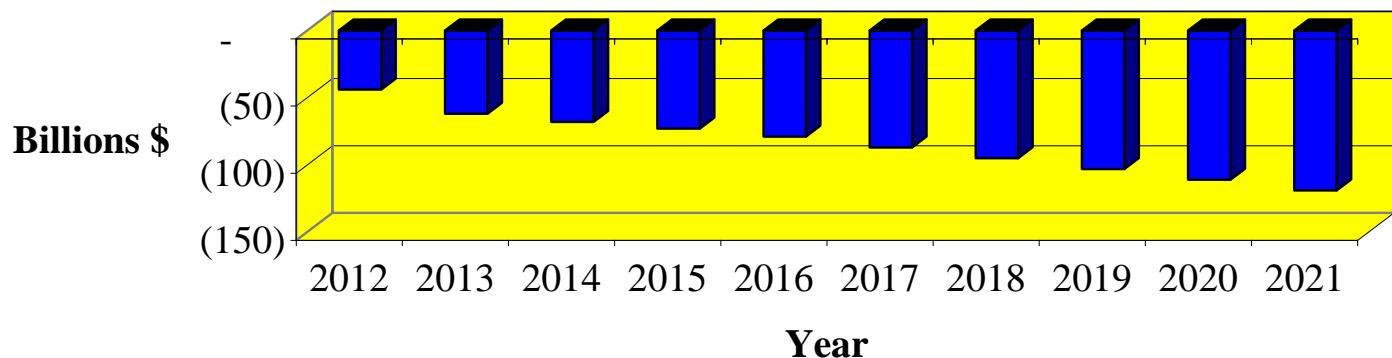
Debt Law Impact on Discretionary Spending Levels (Overall) FY 2012 - FY 2021

Per Congressional Budget Office

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
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Previous Total Spending Caps	1,087	1,109	1,134	1,159	1,186	1,218	1,251	1,285	1,319	1,353
New Debt Law Total Spending Caps	1,043	1,047	1,066	1,086	1,107	1,131	1,156	1,182	1,208	1,234
Difference/Impact on Discretionary Caps	(44)	(62)	(68)	(73)	(79)	(87)	(95)	(103)	(111)	(119)

Difference/Impact on Discretionary Caps



Can You Lobby as a 501c3?

- ❑ Yes.
- ❑ NNA Lobbying Guide – What is “Lobbying”?
- ❑ Specific Legislation vs. Education
- ❑ IRS Form 5768 – 20% of Operating Budget (roughly) Allowable to Spend on “Lobbying”
- ❑ 990 Reporting

What is Constituent-Based Advocacy?

Congressional Management Foundation 2010 Survey of Senior Congressional Staff

- **46%** believe in-person *constituent visits* have “a lot” of influence on undecided members of Congress.
- **20% & 19%** believe individualized letters and emails have “a lot” of influence.
- **8%** believe lobbyist visits have “a lot” of influence.
- **77%** feel attending events in the district are “very important” for understanding constituents’ views
- **70%** feel personalized messages are “very important”

Influencing the Political Process

Educate
and
Motivate

Educate Your Member

- ❑ Know your facts
- ❑ Understand the issue
- ❑ Express the consequences of the problem
- ❑ Know the member, their background, and their concerns

Most Important:

- ❑ Know how this issue effects the member's community – make the "local" connection
- ❑ Become the go-to expert

Educate: An Example

HOME Program Appropriations:

- HOME FY 2012 final appropriation is \$1 billion
- This money supports my organization by...
- ***In your community, this money is used to...***
- As you know, **xxxx**, is a big problem in our community and this funding will help us address it.

Motivate Your Member

- ❑ Build a relationship with members' staff
- ❑ Write letters and make phone calls
- ❑ Meet with members regularly
- ❑ Mobilize board, staff, and volunteers
- ❑ Identify policy and legislative solutions
- ❑ Get to know Congressional staff
- ❑ Invite the member for a visit
- ❑ Get some press attention

Do's and Don'ts

- ❑ Keep it short
- ❑ Stay positive
- ❑ Remember to listen as well as speak
- ❑ Provide recommended solutions
- ❑ Time your visit with the legislative cycle
- ❑ **Educate and Motivate**

Do's and Don'ts

- **DON'T merely contact your member when you need something.**

In truth, telling a staffer that you don't need anything, you just want to inform them, will result in a higher level of engagement. Staffers take requests all day, and hearing good news without an ask is a welcome change of pace for them.

Do's and Don'ts

- ❑ **DO pay occasional visits to Congressional offices.**

If you are planning to be in Washington, DC, think about stopping by your elected officials' offices to say hello. With appropriate advance notice, you might be able to set up a meeting with the Member or their staff, as Members are elated when someone from home makes the journey to see them in our nation's Capitol.

Do's and Don'ts

□ **DON'T assume staffers know what you do.**

Plain English and thorough explanations are important when conveying your message to the Hill. Just as they can't expect you to thoroughly grasp the intricate workings of a Congressional session, you shouldn't expect them to know the value of housing counseling or the creative uses of second mortgages. Ask questions to determine the knowledge level of staffers. Remember, we all have knowledge that others might not have.

What You Can and Should Be Doing...Never Been More Important

- ❑ Reach out to your members today
- ❑ Every constituent counts; so, every member of Congress counts – regardless of party
- ❑ New members are very important
- ❑ Assign a staffer to handle policy and advocacy (even if part-time, even temporarily)
- ❑ Visit DC regularly (at least once/twice per year)

Questions?

Resources

- PLACE: www.placenow.org
- NNA: www.nnwa.us
- Alliance for Justice:
www.afj.org/for-nonprofits-foundations/
- Independent Sector:
www.independentsector.org/advocacy