



Developing Winning Local and Regional Funding Programs

Advocacy Training
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What is the Perfect Team?

- Well-resourced NGO, or coalition of NGOs, in support
- Local Elected support
- Regional or National NGO support
- Public Opinion Research
- Campaign Expertise
- Policy/Expenditure Plan Expertise

We Never Start with a Perfect Team

- Therefore, it is important to develop a basic check list to guide you through the process.

Understand Your 'Bubble'

- Is there a problem, or are you a solution to a problem that doesn't exist?
- Are you the only group that believes there is a need?
- How broad is your coalition?
 - can you build a supportive coalition?
- Who would oppose?
 - *There is always someone opposed.*

Understand Your 'Bubble'

- What other issues exist in your community?
 - water supply/quality
 - parks
 - transportation
 - jobs
 - etc...
- How would your elected officials rank your interests?

Are you the Engine or the Caboose?

- Are you prepared to be the lead?
- Is your resource issue important enough to pull voters?
- Are there other investment needs in your community?
- Are those organizations developing a campaign for their issue? (Think Labor and/or Industry)
- Is it possible to combine efforts?

Setting the Stage

- Do you know what the need is? And, does your polling suggest what ballot you should aim for?
- Has there been a study, plan, or governmental action that shows need?
- What resources do you have. What can you afford to spend to establish viability?
- Has there been a recent funding campaign in the your county, city, or region recently?

Setting the Stage

- What agency should administer your program/funding?
- Is there an agency leader/champion that will assist you?
- How much time do you have to prepare?. Can you develop a plan or assessment with community outreach first? Can your city or county lead that effort?

Developing the Funding Plan

- How much is needed?
- How much can your region bear?
- What does your public opinion research tell you?
- How many years?
- What Agency or Agencies should administer?

How to fund

- Funding Source
 - Sales Tax
 - Parcel Tax
 - General Fund obligation (bonding)
 - Revenue bond tied to a new fee
- Do you have the authority to raise the money and spend it?