

Capacity-Building: Advocacy

Resources Sought by Nonprofit Leaders

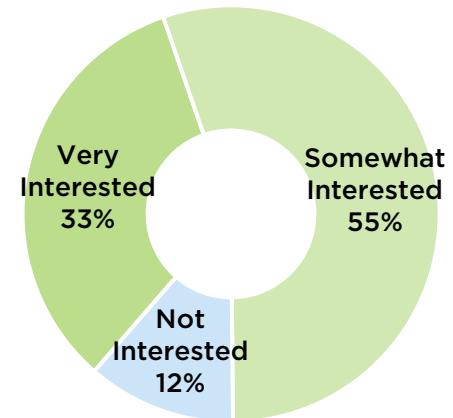


In light of recent public funding cuts, many nonprofit leaders told the Sacramento Region Community Foundation that advocacy training and resources are among their top needs. To learn what kind of support would be most helpful, we asked nonprofit leaders to share how their organizations define and approach advocacy — or aspire to. Fifty-four leaders responded.

What We Learned

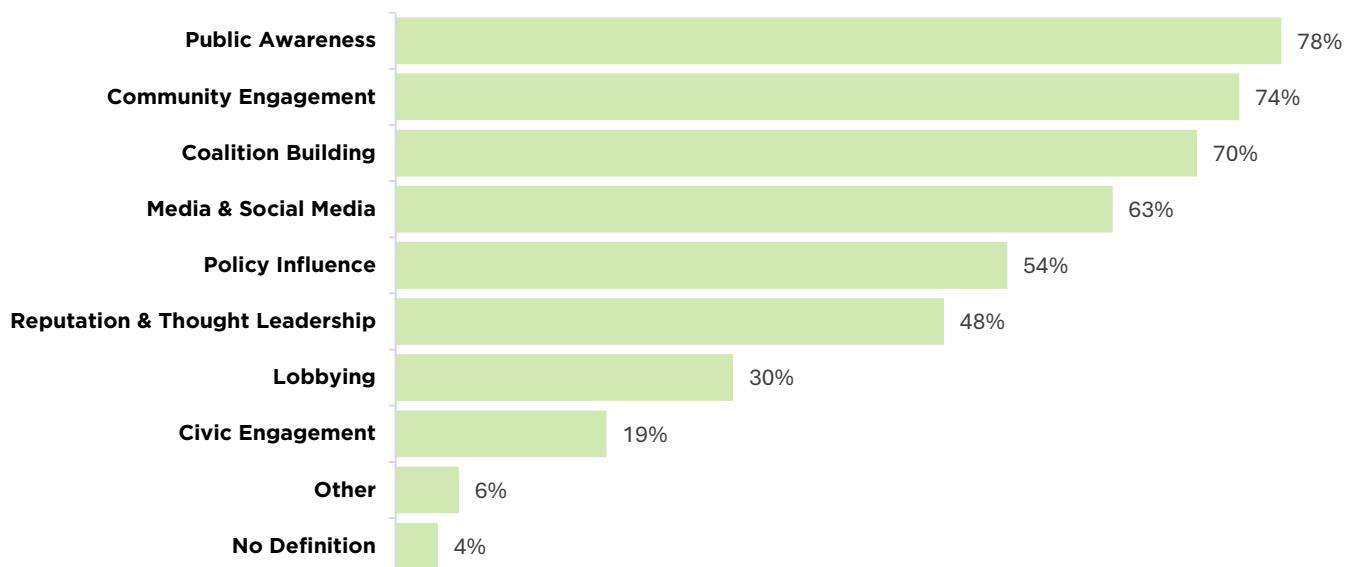
INTEREST IS HIGH

Nearly 90% of respondents expressed interest in advocacy-related training and resources. Interest is strong among nonprofit leaders, regardless of their experience with advocacy efforts, though those with the greatest amount of experience were most likely to report the highest amounts of interest.



DEFINITIONS ARE MULTIFACETED

Most nonprofit leaders see advocacy as public awareness, community engagement, and coalition building. Respondents who identify as very interested in receiving training were significantly more likely to include policy influence and lobbying within legal limits in their definitions of advocacy than those who are somewhat or not interested in receiving training.

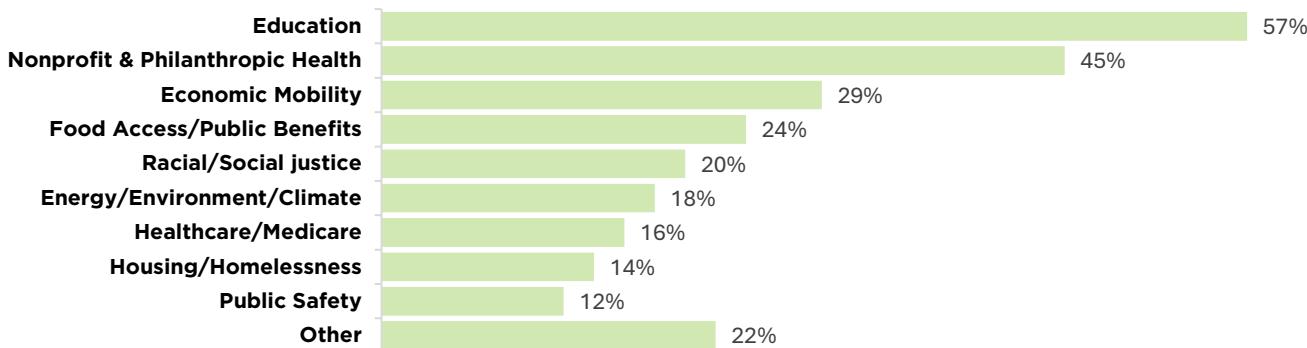


BARRIERS MUST BE NAVIGATED

Limited staff capacity, funding, and confidence were the most frequently cited challenges to advocacy engagement. Though interest was strong across organizations of all sizes, smaller organizations most often cited capacity constraints but still expressed interest in learning.

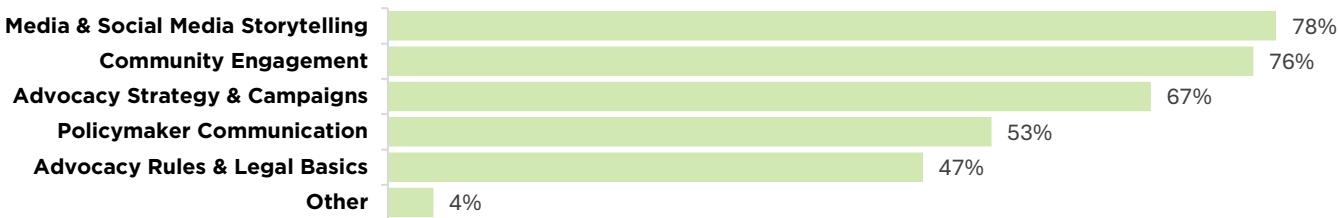
IN FOCUS: ISSUES

Education and the overall health of the nonprofit and philanthropic sector were the most frequently mentioned areas of interest in which organizations would like to expand their advocacy.



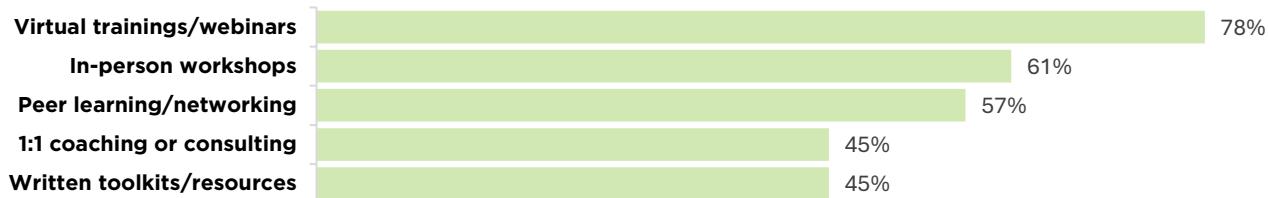
IN FOCUS: TOPICS

Respondents were especially interested in training and resources that focus on storytelling, stakeholder engagement, and advocacy strategies.



IN FOCUS: FORMATS

Virtual trainings, in-person workshops, and peer-learning/networking were most frequently cited as valuable formats for training. The most interested respondents were more likely to prefer the latter two options.



Stay Engaged



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