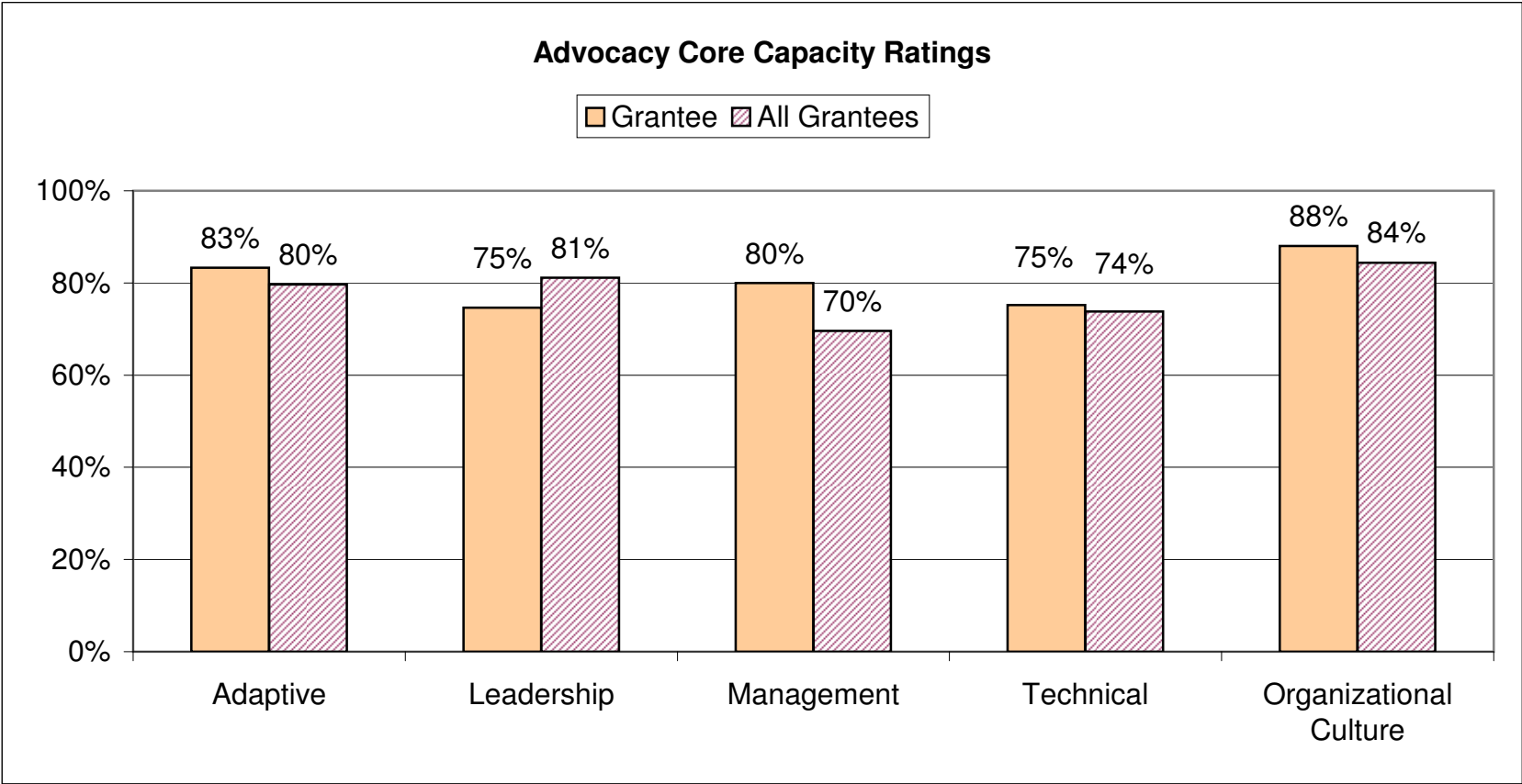
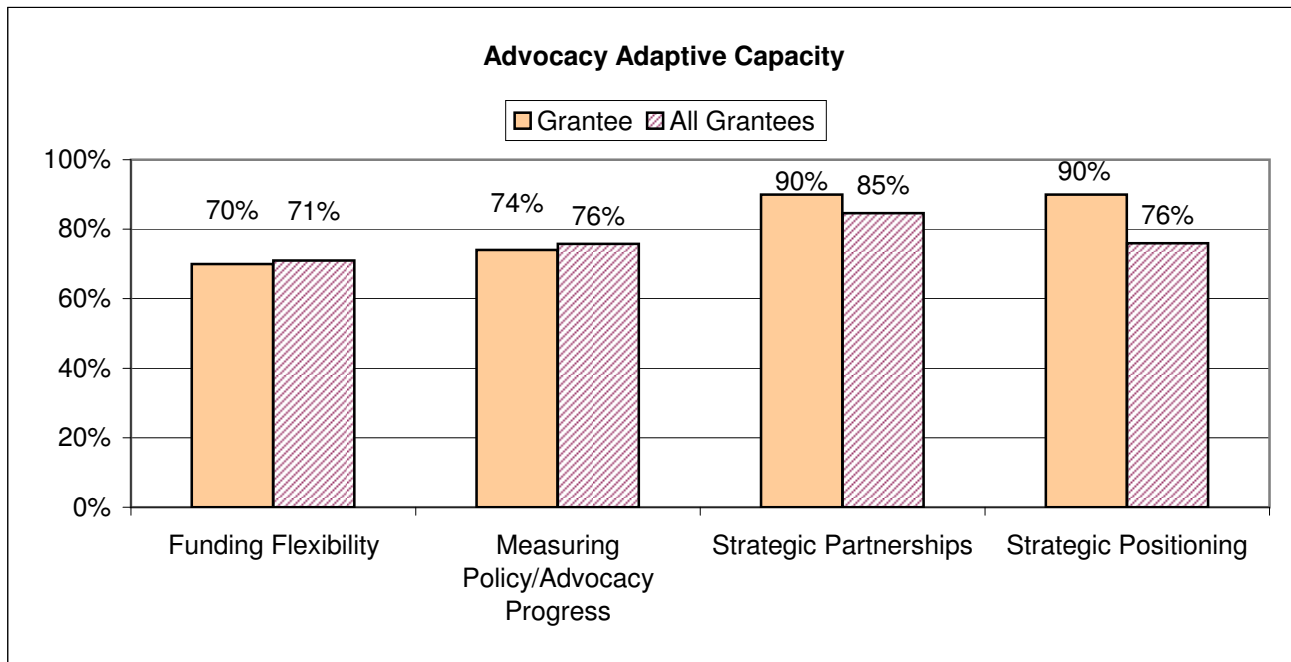


Advocacy CCAT Report

Organization Name: SAMPLE ORGANIZATION

Organization Score: 79%





Recommendations

Ask your organization's financial staff to determine which funding can be flexibly reallocated on short notice if needed and cultivate more funding that allows for flexible use.

Increase use of clearly defined short-term goals and measurable short-term indicators of success.

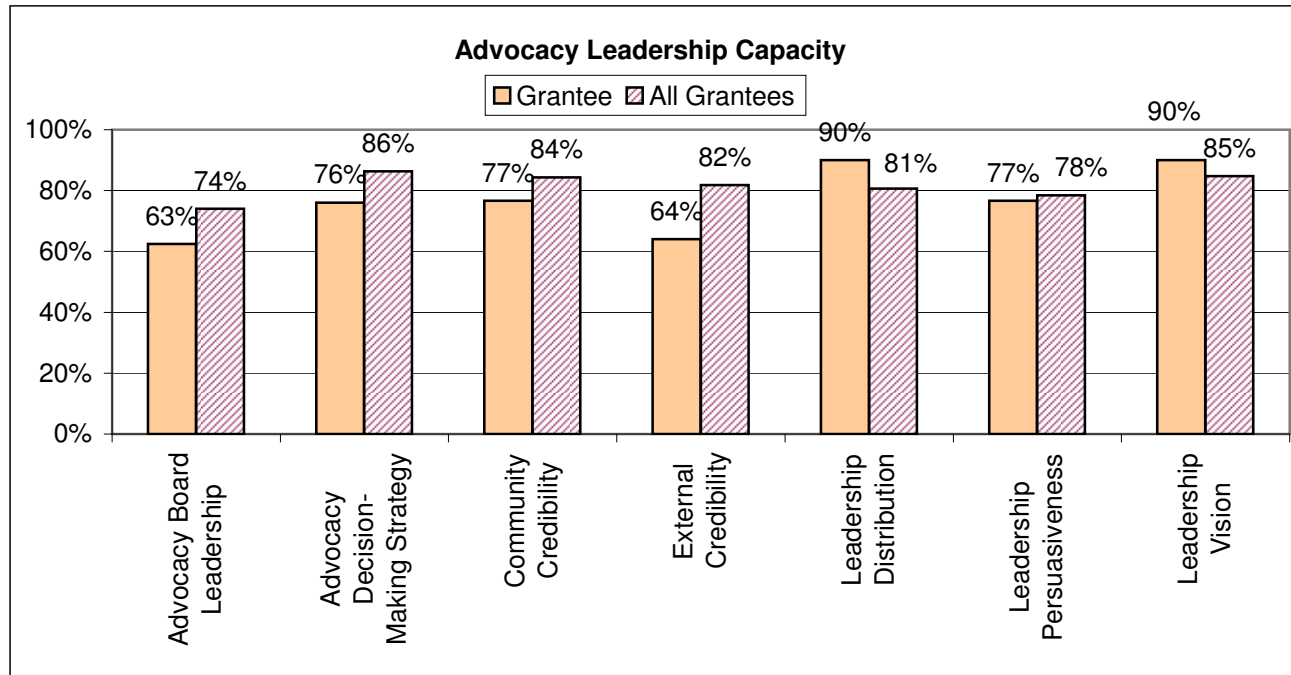
Better develop relationships with key decision-makers.

Subscale

Funding Flexibility

Measuring Policy/Advocacy Progress

Strategic Partnerships



Recommendations

Improve board members' understanding of how your organization's advocacy efforts relate to your mission.

Ensure that board has a long-term and short-term focus on what your advocacy initiatives can achieve.

Ensure that board holds staff accountable using measured progress on goals.

Plan and take steps to improve your ability to sustain advocacy efforts on particular issues over the long-term.

Encourage organizational leaders to take steps that can enhance their standing as thought leaders on specific issues by others in the field (such as developing new proposals, conducting research, contributing writing and scholarship, building coalitions, etc.)

Expand your community outreach efforts to ensure they are aware of your organization's advocacy work and its importance.

Plan to take steps to earn the trust and respect of public policy makers, such as contributing reasoned policy analyses and realistic policy suggestions.

Take steps to earn the trust and respect of policy researchers and experts, such as hiring staff or developing relationships with others that allow them to contribute meaningfully to the researchers' efforts.

Subscale

Advocacy Board Leadership

Advocacy Board Leadership

Advocacy Board Leadership

Advocacy Decision-Making Strategy

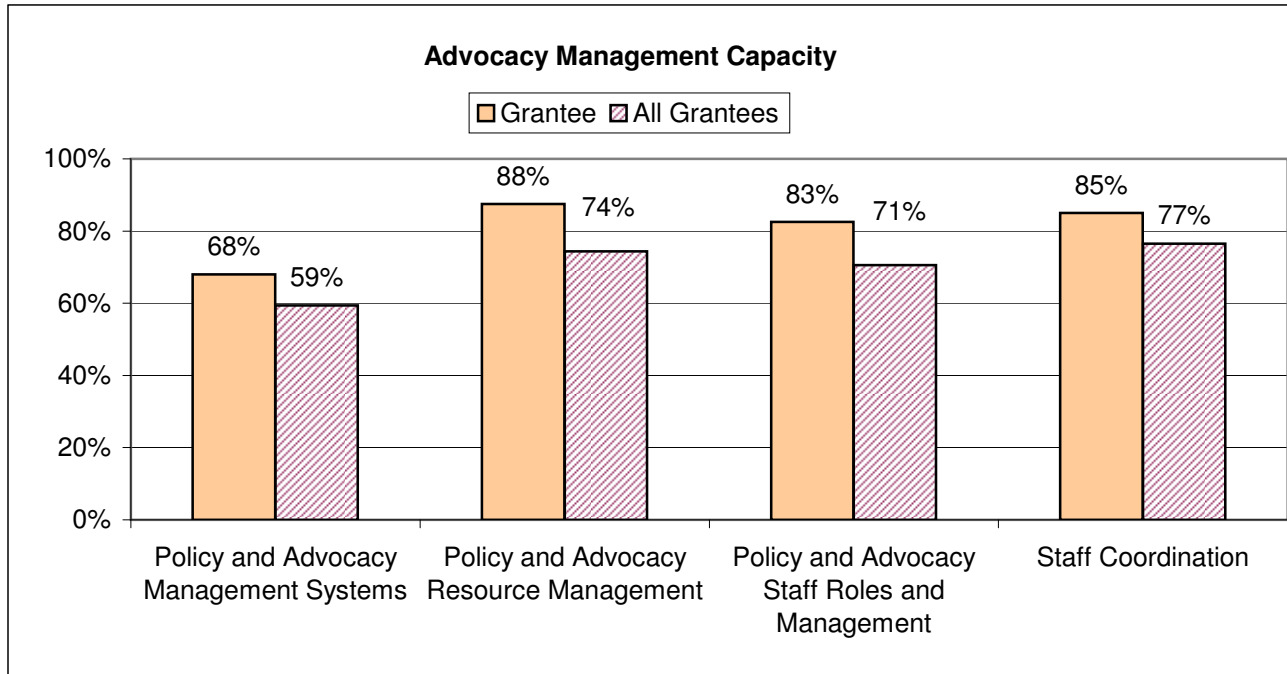
Advocacy Decision-Making Strategy

Community Credibility

External Credibility

External Credibility

Take steps to earn the trust and respect of community groups concerned about your issue, such as sending staff to attend and speak at their meetings or forums.	External Credibility
Increase ability to effectively communicate your organization's policy and advocacy work to the business community.	Leadership Persuasiveness



Recommendations

Create a written media plan with defined objectives and media targets.

Increase strategic use of an effective database to manage your relationships with stakeholders and other decision-makers.

Enhance flexibility of the organization so that you can effectively shift resources.

Create a staffing plan so your organization can effectively respond to advocacy windows of opportunity.

Cross-train staff in multiple advocacy strategies in order to fill gaps/respond to windows of opportunity.

Subscale

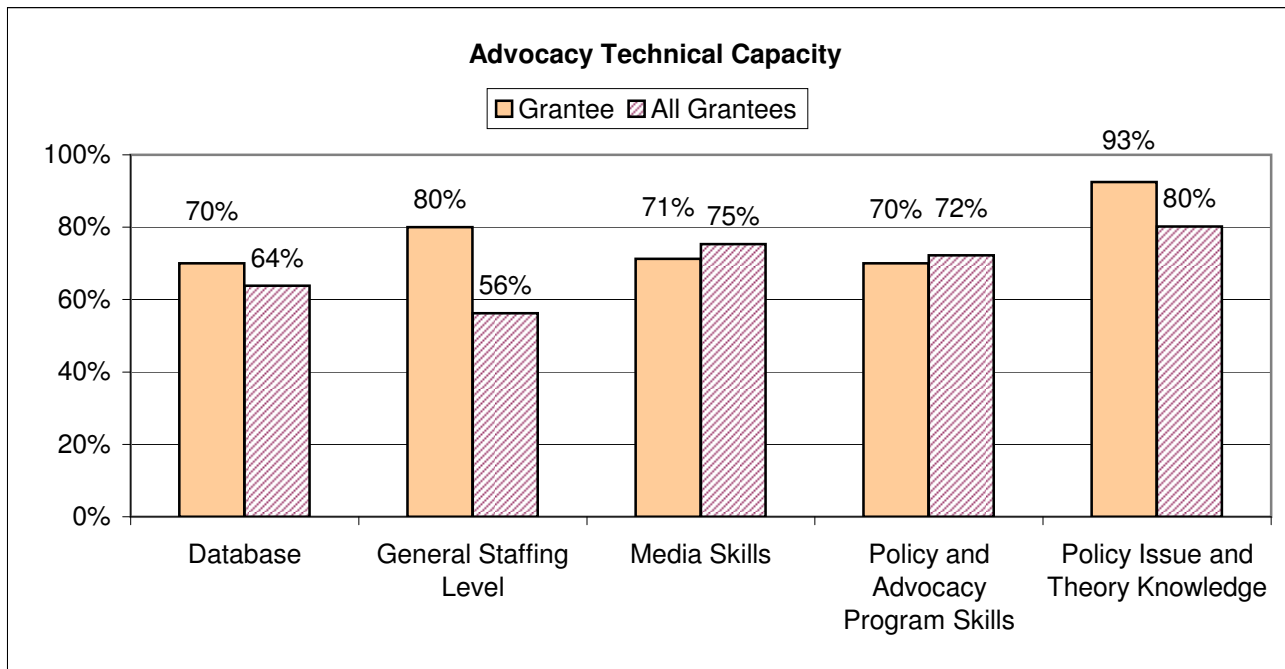
Policy and Advocacy Management Systems

Policy and Advocacy Management Systems

Policy and Advocacy Management Systems

Policy and Advocacy Management Systems

Staff Coordination



Recommendations

Create/Improve database for managing your relationships with stakeholders and decision-makers.

Improve media relations skills and/or hire additional staff skilled in this area.

Improve skills in broadcasting media messages.

Take steps to learn the specific language and issues that will allow you to effectively craft media messages for specific audiences.

Help staff develop the knowledge, experience, and skills necessary to connect with key decision makers.

Build ability to mobilize core constituency/base of support.

Build skills to conduct public policy research.

Build skills to conduct public policy analysis.

Subscale

Database

Media Skills

Media Skills

Media Skills

Policy and Advocacy Program Skills

Policy and Advocacy Program Skills

Policy and Advocacy Program Skills

Policy and Advocacy Program Skills

