

Advocacy vs. Lobbying:
What's the Difference?



Roots of Change

Justin Rausa



Think & Do Tank

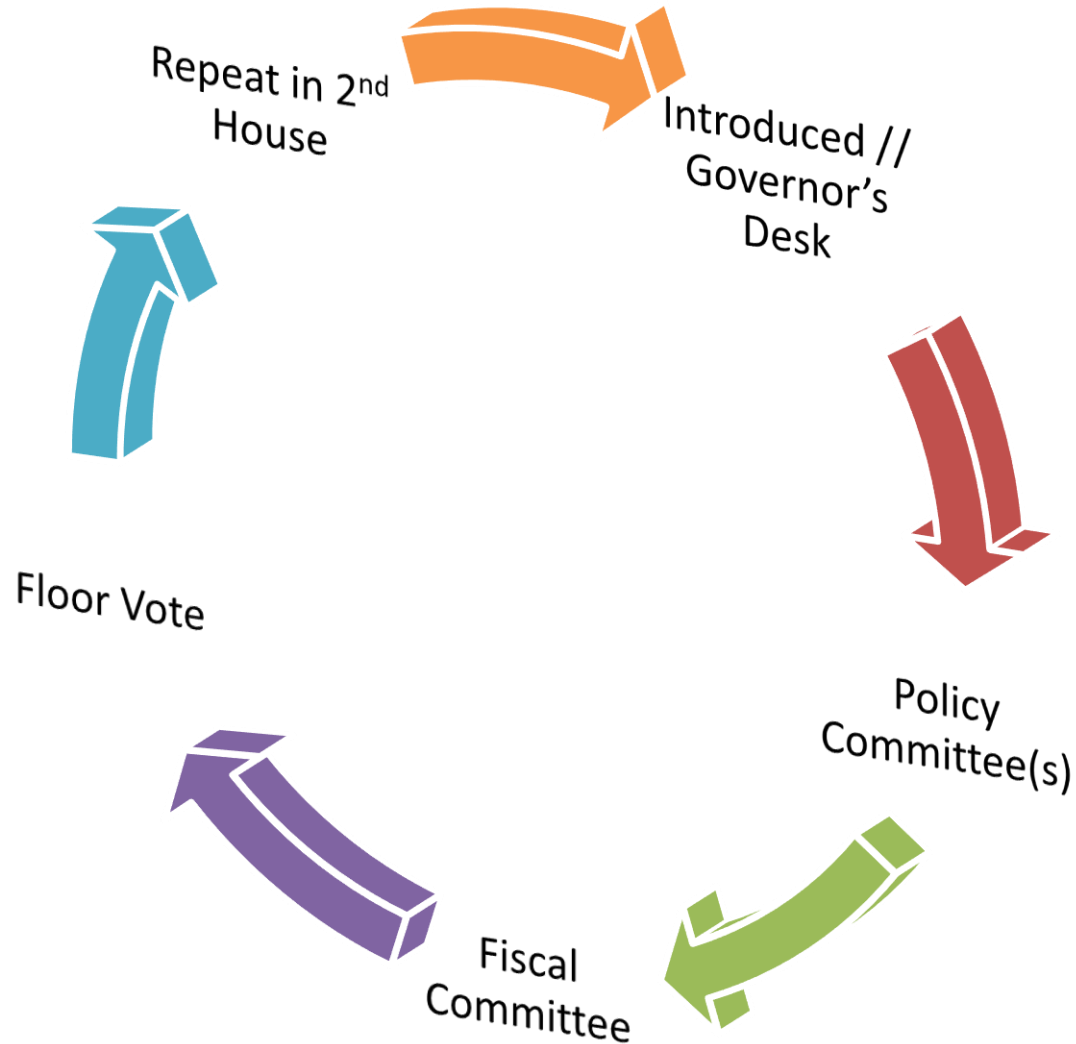
Road Maps to Victory

Backbone for CA Food Policy Council

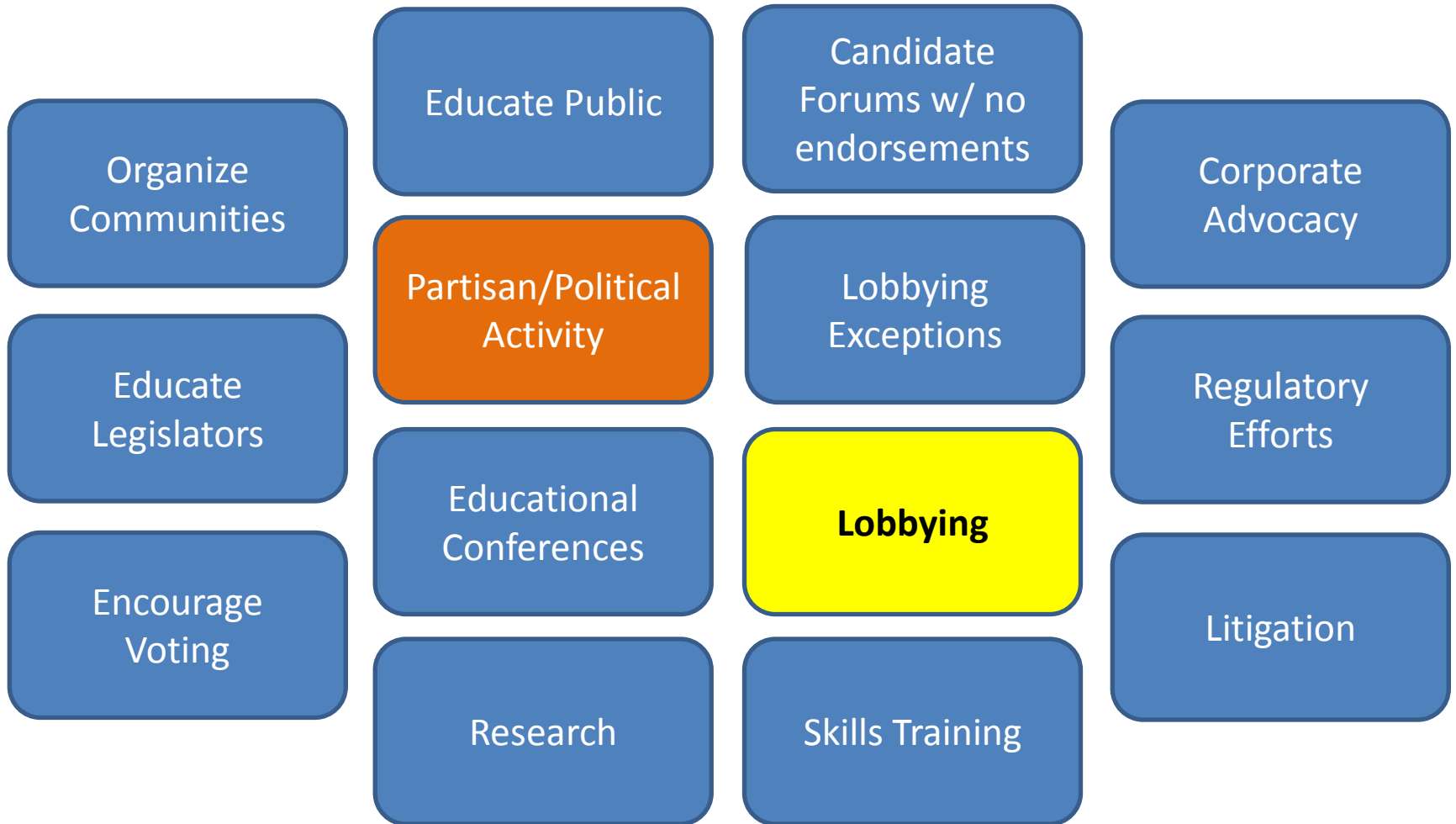
New Rules & Incentives to Guide Food & Farming

Model a 21st Century Food & Farm Policy in California

Legislative Cycle Intro



Advocacy



Source: Alliance for Justice

Example of Advocacy

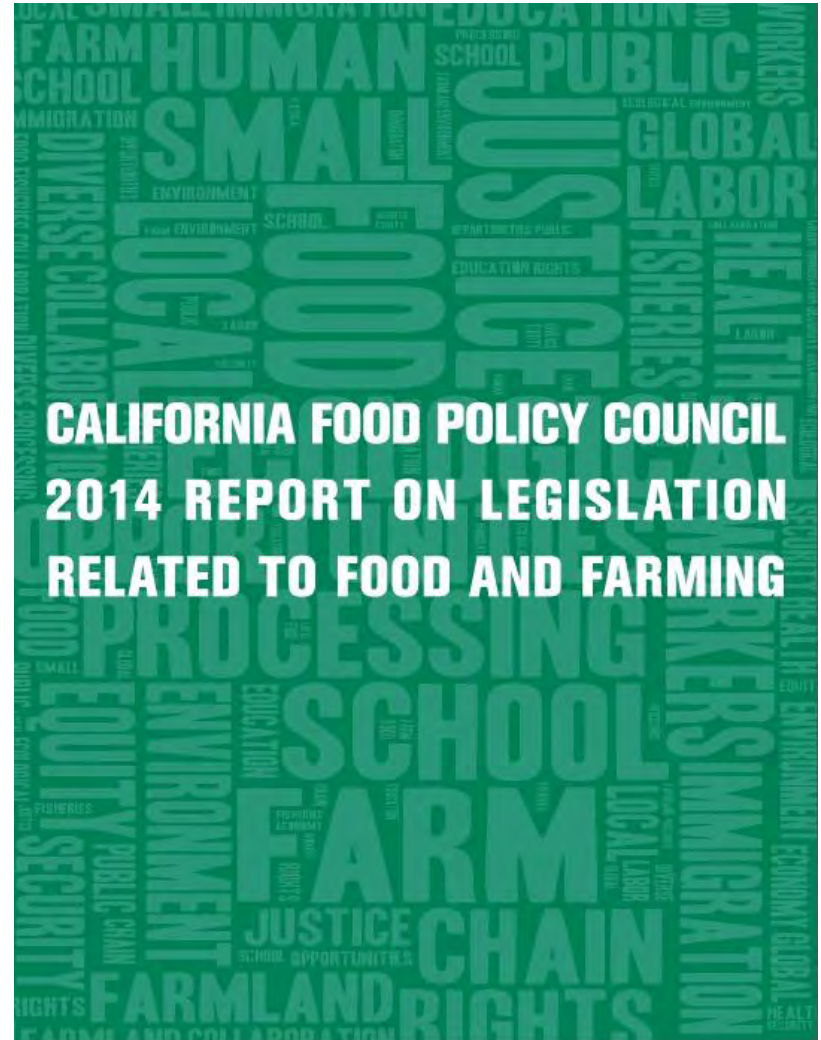


2013 REPORT on California Legislation Related to Food and Farming

Produced by the California Food Policy Council



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Lobbying is Legal for Most...

- “501(h) Expenditure Test” vs. “Insubstantial Part Test”
- Exemptions for our public employees..
- As a private citizen, there are no restrictions on the type of activity you can do

Lobbying Basic Checklist

1. Communication?
2. Legislation involved (specific pending or proposed legislation)?
 1. Includes confirmation of nominees
3. Reflecting a view?
4. To whom?
 1. Legislator?
 2. **Public (w/ a “call to action”)?**

Pop Quiz

- The CAFPC supports legislation, AB 1321, that would create a statewide Nutrition Incentives Matching Grant Program. Based on an action alert you got from Roots of Change, you call your legislator and ask them to support AB 1321. Does this count as direct lobbying?

Exceptions

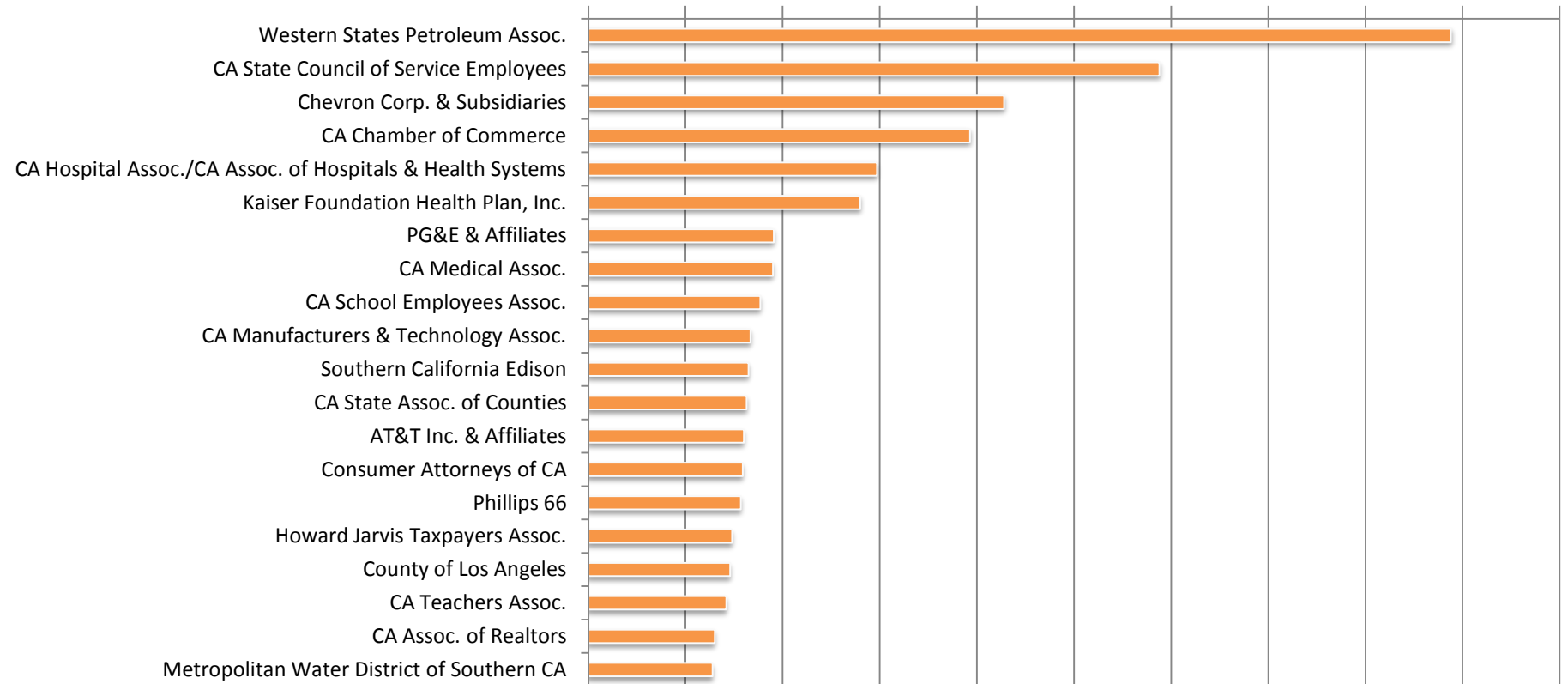
- **Broad policy talk**
 - No specific legislation and “call to action”
- **Organizational self-defense**
- **Non-partisan reports**
 - Can advocate on specific legislation but must not include a “call to action” + post-6 months
- **Technical assistance**
 - Legislative body initiated request w/ response available to all members of that body

Other Considerations

- Special rules re: elections
- For trip expenses, if lobbying is more than 1/3 of your activity, attribute it to lobbying
- Advocating to an executive, judicial or administrative/regulatory body **is not** lobbying
- And many more...

Spending on lobbying by CA interest groups, 2014 (in millions)

\$0.00 \$1.00 \$2.00 \$3.00 \$4.00 \$5.00 \$6.00 \$7.00 \$8.00 \$9.00 \$10.00



Source: Sacramento Bee

Resources

- LegInfo leginfo.legislature.ca.gov
- Cal Channel www.calchannel.com
- California Budget www.ebudget.ca.gov
 - Also check out CBP's and LAO's related work
- Find Your Rep findyourrep.legislature.ca.gov
- Check the “Daily File”

Great Resource:

- Bolder Advocacy Initiative
 - Insubstantial Part Test vs. 501(H) Expenditure Test
- <http://bolderadvocacy.org/>



ALLIANCE^{FOR} JUSTICE

 **Roots of Change**

Leadership in Sacramento



Statewide Advocacy Groups

- Making asks is a two-way road
- <http://www.rootsofchange.org/who-we-are/networks/nonprofit-allies/>
- CAFPC advocating members + policy work group



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Setting the table for better food policy

BY THE EDITORIAL BOARD -

11/27/2014 4:01 PM | Updated: 11/28/2014 12:01 AM



Thank you!

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