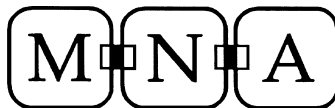


PUBLIC POLICY

strategies  
&  
tactics  
S E R I E S

*February 2007 - July 2007*  
*MNA Metro Detroit Partnership*



**Michigan Nonprofit Association**

## public policy strategies & tactics series

Advocacy has become an increasingly important strategy that helps nonprofits to meet their missions. This series of workshops prepares nonprofit staff, board members, and volunteers to engage in public policy debates at the state and local levels.

Each workshop has a specific focus and is highly interactive. Choose combinations for various leaders in your organization that will strengthen your capacity for advocacy.

Location: MNA Metro Detroit  
Partnership Office - 7375 Woodward  
Avenue, Detroit, MI 48202  
Registration Fee: \$25 for each workshop

Pre-registration is required. To register, complete the form below and mail or fax it to MNA. You can also register online at [www.mnaonline.org](http://www.mnaonline.org). Registration deadlines are one week prior to each of the trainings.

### **February 27, 2007**

*Public Policy 101: The Basics of Nonprofit Advocacy*  
1:00 p.m. – 4:00 p.m.

### **March 19, 2007\***

*Public Policy 201: Advanced Advocacy*  
1:00 p.m. – 4:00 p.m.

\* note that this session is on a Monday

### **April 24, 2007**

*Framing: Developing and Delivering Effective Messages*  
1:00 p.m. – 4:00 p.m.

### **May 29, 2007**

*Approaching Funders for Supporting Advocacy*  
1:00 p.m. – 3:00 p.m.

### **June 26, 2007**

*Following the Dollars: A Guided Tour through the State's Budget Process*  
1:00 p.m. – 3:00 p.m.

### **July 24, 2007**

*Organizing: Building and Sustaining Stakeholder Engagement*  
1:00 p.m. – 4:00 p.m.

## co-sponsors

ACCESS, ArtServe Michigan, Community Legal Resources, ConnectMichigan Alliance, Detroit LISC, Michigan Council for Maternal and Child Health, Michigan Federation of Child and Family Agencies, Michigan Jewish Conference, Michigan's Children, NEW, United Way for Southeastern Michigan

### **Public Policy 101:**

#### **THE BASICS OF NONPROFIT ADVOCACY**

Date: February 27, 2007

Time: 1:00 p.m. – 4:00 p.m.

Registration Deadline: February 20, 2007

Nonprofit advocacy and lobbying are legal and responsible ways to serve your constituencies. Lobbying laws, planning for advocacy, and basic advocacy skills will be introduced in this session. *This is a basic workshop for nonprofit staff, volunteers and board members who are thinking about increasing their capacity to do policy work at the State Capitol.* Definitions of public policy, advocacy, lobbying, and the arenas of influence will be discussed as well as a basic description of the legislative process and how bills become laws. An effective example of nonprofit advocacy efforts by an MNA member organization will be highlighted.

*Presenter: Erin Skene, Michigan Nonprofit Association.*

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### **Public Policy 201:**

#### **ADVANCED ADVOCACY**

Date: March 19, 2007

Time: 1:00 p.m. – 4:00 p.m.

Registration Deadline: March 12, 2007

Ever wonder what a “rider” is? Or how fiscal notes are put together? And can anyone draft a bill? *Come to our Ask-the-Expert session on advanced legislative and administrative processes.* This training will feature speakers who will highlight resources available at the Capitol which assist advocates to engage in the process.

*Presenters: Ed Blews, Association for Independent Colleges and Universities of Michigan; Don Wotruba, Michigan Association of School Boards; and Evie Zois, Dykema.*

**Framing:**

**DEVELOPING AND DELIVERING EFFECTIVE MESSAGES**

Date: April 24, 2007

Time: 1:00 p.m. – 4:00 p.m.

Registration Deadline: April 17, 2007

Messages for internal audiences, opinion shapers and the media, and elected officials and their staff are all important components of nonprofit advocacy. This workshop will focus on framing and developing key messages, identifying target audiences, and selecting communication modes that reach audiences in timely and persuasive ways.

*Presenter: Roger Martin, Martin – Wymire Advocacy Communications.*

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**Fundraising:**

**APPROACHING FUNDERS FOR SUPPORTING ADVOCACY**

Date: May 29, 2007

1:00 p.m. – 3:00 p.m.

Registration Deadline: May 22, 2007

A panel of funders will share the efficient and successful methods of approaching sponsors to fund your advocacy organization and its events for both the short and long term activities.

*Presenters: Sheri Brady, W.K. Kellogg Foundation; Dave Egner, Hudson Webber Foundation; and Peg Taburtt, James A. & Faith Knight Foundation.*

**Following the Dollars:**

**A GUIDED TOUR THROUGH THE STATE'S  
BUDGET PROCESS**

Date: June 26, 2007

Time: 1:00 p.m. – 3:00 p.m.

Registration Deadline: June 19, 2007

In this workshop, you will gain an understanding of the following: the basics of the state budget; the timeline for the state's budget process; how the Governor's budget proposal is developed; how the budget travels through the legislature; opportunities for input and advocacy in the budget process; and bonding or capital investments.

*Presenter: Craig Thiel, Citizen's Research Council.*

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**Organizing:**

**BUILDING AND SUSTAINING STAKEHOLDER  
ENGAGEMENT**

Date: July 24, 2007

Time: 1:00 p.m. – 4:00 p.m.

Registration Deadline: July 17, 2007

This workshop provides the basics of organizing, power analysis, setting goals and objectives for grassroots organizing and advocacy, and methods and exercises in stakeholder analysis. This interactive session will demonstrate ways to engage board members, staff, volunteers and constituents of an organization to advance its mission through grassroots mobilization.

*Presenter: Jean Doss, J.D. Consulting.*

# Metro Detroit Partnership Office

Michigan Nonprofit Association Metro Detroit Partnership  
7375 Woodward Avenue, Suite 2730  
Detroit, MI 48202  
Phone: (313) 309-1650 Fax: (313) 309-1651  
Help Line: (877) 777-7126 or (313) 309-1667

## Directions to our Metro Detroit Partnership Office

### From I-75 (Chrysler)

- Exit at Clay Ave/E. Grand Blvd
- Continue STRAIGHT on Chrysler Drive (Service Drive) if exiting from southbound I-75 or turn over the freeway on to the southbound service drive if exiting from northbound I-75
- Turn RIGHT onto E. Grand Blvd.; Continue STRAIGHT
- Turn RIGHT onto Woodward Avenue; Continue STRAIGHT one block.
- Turn LEFT onto Lothrop
- Park in the Henry Ford Hospital/Lothrop parking garage on the RIGHT
- Guests receive free parking in the (Henry Ford Hospital/Lothrop Garage) with validated ticket (tickets validated at YouthVille front desk)

### From M-10 South (Lodge)

- Exit at W. Grand Blvd
- Turn LEFT at the first light
- Turn LEFT in order to travel NORTH on the M-10 Service Drive
- Turn RIGHT onto Lothrop
- Continue STRAIGHT; look for the parking garage on the LEFT after crossing Second Street
- Guests receive free parking in the (Henry Ford Hospital/Lothrop Parking Garage) with validated ticket

### From M-10 North (Lodge)

- Exit at W. Grand Blvd
- Continue NORTH on the M-10 Service Drive
- Turn RIGHT onto Lothrop
- Continue STRAIGHT; look for the parking garage on the LEFT after crossing Second Street
- Guests receive free parking in the (Henry Ford Hospital/Lothrop Parking Garage) with validated ticket

For additional directions, please visit [www.mapquest.com](http://www.mapquest.com).

# registration

Also available online at [www.mnaonline.org](http://www.mnaonline.org)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: *(required for confirmation)* \_\_\_\_\_

## Please indicate which of the following trainings you will attend:

- Public Policy 101: The Basics of Nonprofit Advocacy*  
February 27, 2007      Registration Fee: \$25.00      Deadline: February 20
- Public Policy 201: Advanced Advocacy*  
March 19, 2007      Registration Fee: \$25.00      Deadline: March 12
- Framing: Developing and Delivering Effective Messages*  
April 24, 2007      Registration Fee: \$25.00      Deadline: April 17
- Approaching Funders for Supporting Advocacy*  
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- Organizing: Building and Sustaining Stakeholder Engagement*  
July 24, 2007      Registration Fee: \$25.00      Deadline: July 17

**Total:** \_\_\_\_\_

Check Enclosed (*Payable to: Michigan Nonprofit Association*)

Credit Card

VISA

MasterCard

Discover

American Express

Credit Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_

Name on the Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Special Needs: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Registration Notes:

1. Please submit a separate form for each participant.
2. Easy option: Register online at [www.mnaonline.org](http://www.mnaonline.org).
3. Seats are limited – register early!
4. Please print or type.
5. The registration form may be copied if needed.
6. Registration fees are nonrefundable; you may designate an alternate registrant if needed.
7. Submission of registration is a commitment to pay. Payment must be received prior to each workshop.
8. A confirmation notice will be sent to all participants registered by the deadline for each workshop.

Michigan Nonprofit Association  
1048 Pierpont, Ste. 3  
Lansing, MI 48911  
(517) 492-2400  
Fax: (517) 492-2410

**Register  
Now!**

*Registration  
form inside*

**PUBLIC POLICY**

# strategies & tactics

S E R I E S



**Michigan Nonprofit Association**

1048 Pierpoint, Suite 3  
Lansing, MI 48911

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