

# POLICY ADVOCACY TOOLKIT



NATIONAL  
ASSOCIATION FOR  
LATINO  
COMMUNITY  
ASSET  
BUILDERS



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## ADVOCACY: WHAT IS IT AND WHY DO WE DO IT?

Advocacy, is the act or process of supporting a cause or proposal.

Organizations and individuals engage in advocacy to increase awareness of issues they care about, to engage the public and shape public opinion around those issues, and ultimately, to promote action that results in a change to the status quo.

Advocacy outcomes include:

- Systemic change
- Constituency and community empowerment
- Policy maker relationships
- Organizational branding and positioning
- Leadership development

### **How is lobbying different from advocacy?**

Lobbying is a form of advocacy. The determination of when an organization or individual is engaged in lobbying varies by state and from the state to the federal level. A generally accepted definition is when an organization or individual, either directly or through a public call to action, contacts a public official with the intent of influencing legislation.

## BUILDING EFFECTIVE ADVOCACY CAMPAIGNS

### **An Overview**

Depending on the underlying issues and desired goals, effective advocacy can take many forms, but there are a few basic elements that are key to any successful advocacy campaign:

#### **TARGETING**

1. The individuals and entities that are potential allies and who can be engaged and mobilized to support the cause or proposal.
2. The decision makers/public officials that have the power to address or take action on the cause or proposal.



## RESEARCH

Research generates relevant evidence and arguments that can be used to support a specific cause or position and research-backed data is key to developing a compelling narrative that engages the public.

## COMMUNICATION

While targeting and research should be the foundation for an advocacy campaign, framing the findings into effective messages and delivering them in an impactful way is critical.

## ORGANIZING

With research-informed data, arguments, a target universe and messaging in place, strategically building power and momentum for change through organizing and mobilization is the next step.

# Strategic Planning

Ultimately, advocacy is a series of activities that influence the public debate and mobilize resources to bring about change on key issues. Effective advocacy driven systemic change requires a strategic approach, but don't let the need to develop a strategy intimidate you.

Dr. Marshall Ganz, Senior Lecturer in Leadership, Organizing, and Civil Society at the Harvard University Kennedy School of Government describes strategy simply as “turning what you have into what you need to get what you want.”



### WHAT YOU HAVE

Resources  
*(people, skills, experience,  
credibility, your leadership)*



### WHAT YOU NEED

Power to achieve  
change



### WHAT YOU WANT

Your goal

To begin outlining a strategic plan, you/your team should answer the 3 simple questions that address the targeting and research elements of building a successful advocacy campaign:





### 1. Who are our PEOPLE?

- a. Supporters
- b. Opposition

### 2. What is the PROBLEM?

- a. Challenge
- b. Solution

### 3. What is our GOAL?

- a. Public Impact
- b. Policy Outcome

This process will help you generate the basic outline of the approach to addressing your issue and that will serve as the foundation for building the communications frame around which you/your team will develop and deliver specific asks and clear calls to action. Your frame should be specific to your problem and goals as outlined above and should accomplish the following:

1. Identify what is at stake and why should your target audience care.
2. Clearly explain the problem.
3. Define the solution.
4. Determine the action your target audience can take to resolve the problem.
5. Develop the short call to action narrative that tells your story.

## ADVOCACY TOOLS FOR ORGANIZING

With targeting, research and a communication frame in place, you/your team are prepared to move forward with organizing your community and engaging your public.



As referenced earlier, effective advocacy can take many forms. Outlined below are a few effective advocacy tools with examples of how they can be used to mobilize allies, build momentum and influence your target policy makers.

## 1:1 Meetings for Advocacy

Establishing and developing relationships is a fundamental component of advocacy and one-on-one meetings with key government officials is critical to advancing policy goals. Though this is often the most effective form of advocacy, opportunities to speak directly with elected officials at the state or federal level are limited. Therefore, it is important to develop a plan for each of your one-on-one meetings: Below are some basic tips:

- **Make an Appointment:** Contact the target legislator's scheduler to submit a formal request for a meeting. Include the specific purpose of the meeting and list attendees.
- **Prepare for Your Meeting:** Develop an agenda and meeting memo with clearly defined messages and ask. Research the officials record on the issue – including public statements and previous votes. Know the opposition's arguments and prepare a response.
- **All Politics is Local:** Take time to localize your issue and your ask. Elected officials are responsible to their districts and their constituents. Connecting your issue directly to local needs and/or highlighting local impact will increase the likelihood of engagement.





- **Develop a Clear and Direct Ask:** You/your organization should be prepared to make a specific and direct actionable request. Securing generic support for an issue is insufficient when your goal is for the official to introduce, co-sponsor or vote for a specific bill.
- **Make Your Argument and Stay on Message:** Outline the issue. Explain the solution. Make your ask. It is critically important to keep your one-on-one meetings narrow in scope and focused.
- **Be Prepared to Follow-Up:** Sending a “thank you” note following the meeting is polite, but more importantly it is an opportunity to restate your case, reinforce your ask and remind the official of any commitments he/she made in the one-on-one meeting.

#### *Templates*

- *Draft elected official scheduling request (page 11)*
- *Draft meeting memo (page 12)*

## **Writing Letters/Emails & Making Calls to Elected Officials for Advocacy**

Like one-on-one meetings, writing letters/emails or making calls directly to elected official’s can be a powerful tool for creating a relationship and advancing policy goals. A compelling personal letter or personal ask that outlines observations or experience with an issue and explains how it affects the elected official’s constituents will often open the door between you/your organization and the official personally or the official’s staff/office.

It is important to keep in mind that in addition to outlining your issue, explaining the solution and making clear what you are asking the elected official to do, the next most important factor when using these tools is that constituents matter most. Residents of the elected officials district, or organizations working on behalf of those residents, will be the best messengers and most likely to receive a response.

#### *Templates*

- *Draft email to an elected (page 13)*
- *Draft letter to an elected (page 14)*
- *Draft phone script (page 15)*



## Earned Media for Advocacy

Earned media is news/media content featuring your organization's advocacy efforts, including mentions of your issues, policy goals, calls to action and/or organizational announcements. Historically, earned media has been viewed as traditional news mentions or stories on television, radio or in print. More recently though, earned media has expanded to include digital media amplification of your issue by third-parties, such as social media influencers and even traditional media reporters using their social media platforms to amplify stories.

As opposed to paid advertising, earned media is technically “free,” but in practice, securing media coverage of your advocacy campaign requires significant resources to build media relations and leverage them to amplify your message. Therefore, it is important to determine how you/your organization will manage relationships with key members of the media as well as the development of the various content pieces needed by members of the media to tell your story.

### *Templates*

- *Draft press statement (page 16)*
- *Draft event announcement (page 17)*
- *Draft press release (page 18)*

## Social Media for Advocacy

Using social media for advocacy is the process of using online or digital platforms to engage with, inform and mobilize an individual or group around your specific issue or cause. Today, social media platforms such as Facebook, Instagram, Twitter and various other outlets are commonly used by individuals and organizations to amplify their message, build their ally community and deliver direct calls to action to their targets.

Of these, Facebook, Instagram and Twitter are heavily utilized for advocacy purposes due in large part to reach of each platform. Over 169.5 million people in the U.S. – more than half the population -- use Facebook, making it by far the largest social media platform with the most diverse audience. Now owned by Facebook, Instagram is another popular platform with over 100 million monthly active U.S. users. Twitter is another social media platform used for advocacy because of its tremendous reach. In the first quarter of 2019 alone, Twitter reported 68 million monthly active users.





When utilizing social media platforms for advocacy, it is important to familiarize yourself with the various social networks to (1) ensure that you/your organization is prepared to maximize the platform for your purposes and (2) understand how and when to post on social media to ensure maximum impact.

Some helpful background and reading materials:

- How To Set Up a [Facebook Page for a Cause](#)
- How To Set Up an [Instagram Account](#)
- How To Set Up a [Twitter Account](#)
- [The Best Times to Post on Twitter for Maximum Effectiveness](#)

*Templates*

- *Draft tweets (page 19)*
- *Draft Facebook posts (page 19)*
- *Draft Instagram posts (page 20)*

## Letters to the Editor & Op-eds for Advocacy

Letters to the Editor (LTE) and opinion articles (Op-Eds) are powerful tools for communicating with your target group, including allies and elected officials, via local newspapers or magazines. LTEs and Op-Eds should be considered part of your organization's media strategy as both are vehicles for shaping public opinion and making calls to action via story telling. LTEs are shorter than Op-Eds, but both are subject to length and content limitations determined by individual media outlets. For your own advocacy planning purposes, you should expect that the average length for an LTE will be between 150 and 250 words and for an Op-Ed it will be between 600 and 800 words. For example, the Minneapolis Star Tribune provides the following guidance on its [website](#):

*We welcome letters and commentaries from readers. Letters to the editor are 250 words or less in length. Commentary submissions should be no more than 700 words. Submissions must be exclusive to the Star Tribune. All must include the author's real, legal name. Letters and rebuttals to other articles become the property of the Star Tribune and may be republished in any format.*



Below are some basic writing tips:

- **The Opening:** Give the reader a concise overview of why you are writing and make your key issue point(s).
- **Explain Why This is Important:** Use simple language to explain why the public should care about your issue.
- **Make the Ask:** What should be done about the issue you outlined and identify who can make that change.
- **The Closing:** Include your full name (and title, if relevant) your address, phone number, and e-mail address. Generally, newspapers will not print anonymous letters, though you may request to withhold your name. Keep in mind that media outlets may connect with you prior to printing your LTE or Op-Ed to verify that you submitted the letter or opinion piece.

### *Templates*

- *Draft LTE (page 21)*
- *Draft op-ed (page 22)*

## **Issuing Action Alerts and Developing Advocacy Materials**

Action alerts are powerful tools to bolster support for your movement. An action alert is a timely call to action distributed by email, social media or website posting that requests the recipient takes specific action on a particular issue. Action alerts are effective tools for urging officials to vote a certain way on legislation, to call for the introduction of new policies, or to petition change in another fashion. The aim of an action alert is to add as many voices to the call to action as possible, so target audiences should always be large and broad.

An action alert should be concise and include the information needed to quickly act, including:

- A clear request for action, with clear instructions on how to act and a deadline for action
- Background information on the issue, with links to sources to learn more
- Identification of decision-makers and contact information
- [If applicable] Draft language for the advocate to use in letter or phone call with elected



Common calls to action are:

- Sign a petition
- Call/Email your official
- Donate to the cause
- Post on social media, using our hashtag

### *Templates*

- *Alert (page 24)*
- *Fact Sheet (page 25)*
- *Issue Brief (page 26)*





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## ADVOCACY TOOL TEMPLATES

*Note: Samples below are provided as examples to be modified by individual organizations.*



## 1:1 Meetings for Advocacy

### *Sample Elected Official Scheduling Request*

Subject: MEETING REQUEST: Enacting Consumer Protections

Dear [SCHEDULER NAME] –

I am a constituent of [DISTRICT] and [MEMBER/TITLE] of [YOUR ORGANIZATION]. My colleagues and I would like to schedule a half-hour meeting with [SENATOR/REPRESENTATIVE] to discuss the very important issue of consumer protections for the underserved residents of [DISTRICT].

[STATE] is one of only twenty-two states that has no protections against payday lenders disproportionately targeting the minority and low-income community. [YOUR ORGANIZATION] seeks to correct this issue by working with [SENATOR/REPRESENTATIVE] to create policy that encourages fair lending, increases the minimum wage, and enhances financial education programs for Latinos and the traditionally underserved. We are eager to meet with [SENATOR/REP] to determine how we can best work together to correct this systematic issue.

We are available to meet at the following dates and times: [SUGGEST THREE to FIVE OPENINGS]. If none of these work for the [SENATOR/REP] please suggest another time, and we can be flexible.

I am happy to provide you with any additional information you might need ahead of the meeting.

Thank you for your time, and we look forward to hearing from you.

Sincerely,

[YOUR NAME]

[YOUR CONTACT INFO]





## *Sample Meeting Memo*

### **Memorandum**

To: [SENATOR/REP]

From: [YOUR ORGANIZATION]

Date: [MEETING DATE]

Subject: Initial meeting on Enacting Consumer Protections

On [DATE] at [TIME] [YOUR ORGANIZATION] will meet with [SENATOR/REP] to discuss the following agenda items:

### **STATEMENT OF FACTS**

Current State-led initiatives obstruct minorities from developing small business, as access to capital is extremely limited.

### **Issue**

Payday Loans: “Payday lending” is a short-term loan with a high interest rate; with the principal being a portion of a borrower’s next paycheck. Payday lenders disproportionately target minority and low-income communities.

[YOUR STATE] is one of only 22 states that does not yet have protections in place against this type of borrowing.

### **Proposed Solution**

[YOUR ORGANIZATION] would like to work with [SENATOR/REP] to introduce legislation that eliminates or dramatically restricts payday loan centers and its online counterparts, while promoting fair and non-discriminatory lending practices.



## Writing Letters/Emails & Making Calls to Elected Officials for Advocacy

### *Sample Email to an Elected Official*

Subject: Supporting Bill [X]

Dear [SENATOR/REPRESENTATIVE],

As your constituent and a resident of [YOUR TOWN/CITY], I am writing to ask for your support of new small business policies that would promote the well-being of Latinos across the state. As you know, small businesses are the backbone of our state's economy. Supporting these integral businesses should be one of our greatest priorities, and in that vein, I hope you will vote to pass [BILL NAME/NUMBER].

[BILL NAME] supports increasing the capacity of Latino-serving organizations to strengthen immigrant communities and support small businesses across [YOUR STATE]. It includes measures that would increase consumer protections and financial empowerment; increase access to capital for small business and expand opportunities for immigrant and Latino-owned small business; encourage expansion of federal programs to stimulate businesses; and initiatives that provide reduced barriers to entry for minority small businesses.

For the sake of [YOUR STATE] families and businesses, I urge you to support these proposed policies which would ultimately provide a better future for all by creating meaningful changes that promote fair and non-discriminatory business practices. [BILL NAME] is a step forward in making our democracy safe for all people, including the growing Latino population and underserved populations of [YOUR STATE]. Your vote in support for [BILL NAME] is a vote for the growth of communities across the state.

[NAME]

[CONTACT INFO]



## *Sample Letter to an Elected Official*

[DATE]

[SENATOR/REPRESENTATIVE]

[Mailing Address]

Dear [SENATOR/REPRESENTATIVE]:

I am a constituent of yours and resident of [CITY/TOWN]. I am writing to ask you to support new policies that develop a thriving small business ecosystem and advance Latino economic mobility and access to capital.

Currently, due to lack of access to capital, there are significant barriers for Latinos entering the small business marketplace. [BILL NAME/NUMBER], which is being introduced on the House floor next week, addresses these issues by streamlining local zoning processes, reducing payday loan centers, and setting a prevailing minimum wage.

If passed, this bill would afford Latinos and other underserved communities the opportunity to achieve their American dream: to open a small business and earn an honest living. Not only that, but an increase in local businesses would also benefit the state economy.

As the Latino population in [YOUR STATE] grows so does their potential to grow businesses and our economy. A yes vote on this bill is a vote to support our community and your constituents.

I hope we can count on your support.

Thank you for your time.

Sincerely,

[YOUR NAME]

[YOUR CONTACT INFO]



### *Sample Phone Script*

Good Morning(afternoon)

My name is [NAME]. I am the [TITLE] at [YOUR ORGANIZATION] and a resident of [CITY/TOWN]. I am calling to ask for your support of new policies that develop a thriving small business ecosystem and advance Latino economic mobility and access to capital.

Currently, due to various issues, including payday lending and lack of access to capital, there are significant barriers for Latinos entering the small business marketplace. [BILL NAME/NUMBER], which is being introduced on the House floor this week, addresses these issues by streamlining local zoning processes, reducing payday loan centers, and setting a prevailing minimum wage. As the Latino population in [YOUR STATE] grows so does their potential to grow businesses and our economy. A yes vote on this bill is a vote to support our community and your constituents.

I hope we can count on your support.

Thank you for your time.



## Earned Media for Advocacy

### *Sample Press Statement*

**For Immediate Release:** DATE

**Press Contact:** [YOUR NAME] at [YOUR EMAIL] or [YOUR PHONE NUMBER]

### **[YOUR ORGANIZATION] Celebrates Today's Vote**

*The [YOUR STATE] State House Today Passed the Bill to Raise the Minimum Wage*

*[YOUR CITY, STATE] – The following is a statement from [NAME], [TITLE] of [YOUR ORGANIZATION] regarding today's passage of the minimum wage bill:*

We are elated to hear the House has passed the bill to raise the minimum wage and support small businesses in [YOUR STATE]. Over the last few months, the people of [YOUR STATE] have made countless phone calls, sent thousands of emails, and rallied together to call for long-overdue change. Today, we took our first step towards achieving it. As the Senate now prepares to vote on the bill, they too must look at the facts: the state economy and success of local businesses depends on them.

###





## *Sample Event Announcement*

**For Planning Purposes:** [DATE OF EVENT]

**Press Contact:** [YOUR NAME] at [YOUR EMAIL] or [YOUR PHONE NUMBER]

**\*\*\*MEDIA ADVISORY\*\*\***

**DATE**

**TIME**

**LOCATION**

### **Small Business Groups, Community to Rally for New Small Business Policies *Initiatives Currently in Place Create Barriers to Entry for Minority Small Businesses***

[YOUR CITY, STATE] – On [DATE] at [TIME] [YOUR ORGANIZATION] alongside local and diverse small business owners and community members will rally outside the State Capitol to call for new small business policies that stimulate economic development and local business.

Current State-led initiatives obstruct minorities from developing small business, as access to capital is extremely limited. To correct this systemic issue, [YOUR ORGANIZATION] and local business owners are calling on lawmakers to pass policies that promote fair, non-discriminatory lending practices, set a prevailing minimum wage and expand financial education programs for Latinos and traditionally underserved communities.

In the midst of the busy 2020 election cycle, and ahead of the start of the new legislative session, the rally highlights the need to refocus efforts on [YOUR STATE] Minnesotan constituents.

**WHO:**

[SPEAKERS & TITLES]

**WHEN:**

[DATE]

**WHERE:**

[LOCATION]

###



## *Sample Press Release*

For Immediate Release: [DATE]

Press Contact: [YOUR NAME] at [YOUR EMAIL] or [YOUR PHONE NUMBER]

**At Rally, YOUR ORGANIZATION] Calls for New Small Business Policy**  
*Alongside hundreds of local small business owners, the group demands change as the new legislative session begins*

[YOUR CITY, STATE]– Today, [YOUR ORGANIZATION], joined by hundreds of local small business owners and community members, rallied in front of the State Capitol to advocate for new small business policy.

The rally kicked off the new legislative session as 800 people gathered on the Capitol lawn to call on lawmakers to create and pass new small business policies. State business owners unable to attend in person relayed their support, with over 50 restaurants, shops, and bars tweeting about the rally [CITE CLAIMS BY HYPERLINK].

Currently, [YOUR STATE] policies minimize opportunities for minority-owned businesses to develop and expand as access to capital is extremely limited. [YOUR ORGANIZATION] and local business owners are calling on lawmakers to pass policies that promote fair, non-discriminatory lending practices, set prevailing minimum wage and expand financial education programs for Latinos and traditionally underserved communities.

[INSERT QUOTE FROM SPEAKER]

[INSERT QUOTE FROM DIFFERENT SPEAKER]

Today's rally proves that state policies are tired, and no longer serve small business owners. [YOUR STATE] is ready for change.

###



## Social Media for Advocacy

### *Sample Tweets (280 character limit)*

Did you know **[YOUR STATE]** is one of only 22 states that doesn't have consumer protections in place? That means minority and low-income communities are disproportionately targeted by payday lenders. It's a new day, and we need new small business policies. **[LINK]**

The Latino population in **[YOUR STATE]** is growing by the day, but state small business policies still leave us behind. We need new policies that reduce barriers to entry for minority small businesses, like business diversity ordinances and economic development incentive programs. **[LINK]**

It's simple: when local businesses thrive, so does the economy. Call your representatives and tell them **[YOUR STATE]** NEEDS to pass new small business policies. **[LINK to contact page]**

### *Sample Facebook Posts*

“Payday lending” is a short-term loan with a high interest rate; with the principal being a portion of a borrower's next paycheck. Payday lenders disproportionately target minority and low-income communities. **[YOUR STATE]** is one of only 22 states that does not yet have protections in place against this type of lending.

We're advocating for the elimination of payday loan centers, and the promotion and enhancement of non-discriminatory lending practices. By passing policy that accomplishes these two things, we can reduce barriers for Latino and immigrant entrepreneurs in the marketplace and bolster local economies.

Will you join us? **[Sign our petition/call your senator]** **[LINK]**



### *Sample Instagram Posts*

#### **[Picture of rally]**

Today over 800 people showed up & showed support for passing new small business policies that improve financial education programs for Latinos and the traditionally underserved. It's clear the people want more diversity in their local business. Current laws stand in the way of that. Will you join us in the fight for new small business policies?

#### **[Picture of people at work]**

We're working to strengthen the workforce so small businesses are better able to compete in the marketplace. It's simple: when small businesses thrive, so does the local economy. Will you join us? Follow along for updates!



## Letters to the Editor & Op-eds for Advocacy

### *Sample LTE*

[XX] years ago, I came to this country because of my belief in the American Dream. I believe there are opportunities for prosperity and success through hard work and persistence. It did not take long for me to realize the obstacles that lie between me and my dream business. The lack of support for Latino and other entrepreneurs in society makes achieving the American dream harder for marginalized communities in the state and across the country. Immigrants who are starting their businesses have less access to capital and policy assistance. These challenges are discouraging to the potential small business creators which are key to the economic vitality of our community. That's why I support the efforts made by [YOUR ORGANIZATION] to advocate for local and state policies that will help develop, expand and support small businesses owned by Latino immigrants and communities. [YOUR ORGANIZATION] is urging the government to focus on incorporating immigrant communities into the general landscape of policy making. At the local level, the government can make tangible changes that will benefit the Latino community: streamlined local zoning processes that promote small business and business diversity ordinances, equitable participation in the contracting and procurement process and reduced barriers for Latino and immigrant entrepreneurs in entering the marketplace. I hope my fellow community members can join me to support [YOUR ORGANIZATION] and the proposals that help Latino small business owners, so that everyone has the chance to realize the American Dream.





### *Sample Op-Ed*

[XX] years ago, [I / my family] came to this country because of our belief in the American Dream. [I/We] strongly believe that there are opportunities for prosperity, success and achievement through hard work, diligence and persistence. As a young immigrant, I grew up in an environment where community members all worked towards their own American Dreams, and this planted a seed in me to achieve my highest aspiration: become a small business owner that serves my community.

It didn't take long for me to realize the obstacles that lie between me and my dream business: the lack of support for Latino and other entrepreneurs in the society is making achieving American dream harder for marginalized communities in the state and across the country. Immigrants who are starting their business have less access to capital, less federal and local policy assistance, and fewer chances to recruit a competitive workforce. These difficulties are discouraging the growth of small businesses, which are critical to the economic vitality of our community.

That's why I support the efforts made by [YOUR ORGANIZATION] to advocate for local and state policies that will help develop, expand and support small businesses owned by Latino immigrants and Latino immigrant communities. Through my engagement in the organization, I have become aware of the importance of my own voice in speaking up for the community and for immigrant small business owners, and I want to use my voice to contribute to the collective cause to advocate for policies that benefit small businesses.

[YOUR ORGANIZATION] policy proposals include expanding the ecosystem for Latino and immigrant small business so small business owners have increased access to capital and technical assistance that have previously been hard to find – particularly for Latino immigrants. Currently, there are several federal agencies that help small business directly, including the Small Business Administration and the U.S. Housing and Urban Development, but our lawmakers should support the expansion of the funding levels for these agencies.

[YOUR ORGANIZATION] is also urging the government to focus on the growth of immigrant communities and incorporate them into the general landscape of policy making. At the local level, the government can make tangible changes

that will benefit the Latino community: streamlined local zoning processes that promote small business and business diversity ordinances, equitable participation in the contracting and procurement process and reduced barriers for Latino and immigrant entrepreneurs in entering the marketplace. Recognizing the diversity value that the immigrant community is bringing to the society will enormously empower us small business owners.

In addition to promoting small business growth, our government should also invest in strengthening our workforce. **[YOUR ORGANIZATION]** is promoting incentives for apprenticeships, on-the-job training programs to foster new skill building as well as culturally relevant workforce re-entry initiatives. These incentives will create a competitive workforce and opportunities for members of marginalized communities.

I hope my fellow community members will join me in supporting **[YOUR ORGANIZATION]** and the proposals that will help small business owners and the Latino community, so that everyone has the chance to realize the American Dream.



## Issuing Action Alerts and Developing Advocacy Materials

### *Sample Action Alert*

**Subject:** ACTION NEEDED: Develop a Thriving Latino and Immigrant Small Business Ecosystem

Dear **[Name/Friend]**

Our local businesses need you! Join people from all over **[YOUR STATE]** in **calling on state lawmakers to pass new small business policies** that increase access to capital and technical assistance, streamlines local zoning processes that promote small business and business diversity ordinances, and reduce barriers for Latino and immigrant entrepreneurs entering the marketplace.

Today, we are reaching out to our representatives to demand a change! There's strength in numbers, and together, we can pass policies that reflect and support the modern **[YOUR STATE]** small business marketplace.

Can we count on you? Click here to find a draft email and a list of representative emails. **[LINK]**

In solidarity,  
XXXX



## Sample Fact Sheet

### [YOUR ORGANIZATION]

#### [YOUR ORGANIZATION]: [INSERT ORGANIZATION OVERVIEW]

#### Who We Are

##### [INSERT ORGANIZATION SPECIFIC INFO]

***EXAMPLE ONLY:** CLUES (Spanish for: Comunidades Latinas Unidas en Servicio) is a linguistically and culturally relevant resource and service nonprofit organization that was founded in 1981 by Latinos for Latinos. Our programs and services connect individuals and families to resources, skills, institutions, and systems and create an environment for people to be engaged and empowered.*

#### Who We Serve

##### [INSERT ORGANIZATION SPECIFIC INFO]

***EXAMPLE ONLY:** Our services focus on the Latino family, yet our experience and capabilities enable us to serve individuals and families from all walks of life including new immigrants and low-income families who dream of a better future.*

#### Our Mission

##### [INSERT ORGANIZATION SPECIFIC INFO]

***EXAMPLE ONLY:** To advance the capacity of Latino individuals and families to be healthy, prosperous and engaged in their communities.*

#### Our Vision

##### [INSERT ORGANIZATION SPECIFIC INFO]

***EXAMPLE ONLY:** A thriving multicultural community enriched with confident individuals and families who contribute their voice, skills, entrepreneurial spirit and cultural richness.*

#### [INSERT ORGANIZATION SPECIFIC CONTACT INFO]

###



## *Sample Issue Brief*

# Reducing Barriers for Latino Entrepreneurship

### **Issue**

Current State-led initiatives obstruct minorities from developing small business, as access to capital is extremely limited.

### **Recommendation**

Lawmakers pass policy that promotes fair, non-discriminatory lending practices, sets a prevailing minimum wage and expands and improves financial education programs for Latinos and the traditionally underserved.

### **Relevant information**

“Payday lending” is a short-term loan with a high interest rate; with the principal being a portion of a borrower’s next paycheck. Payday lenders disproportionately target minority and low-income communities.

[YOUR STATE] is one of only 22 states that does not yet have protections in place against this type of borrowing.

### **References**

[SITE YOUR SOURCES]