



Campaign Objective: To use the individual and collective voices of Long Island's non-profit community to educate and convince New York State, Nassau and Suffolk counties that funding to organizations addressing critical health and human services issues must be maintained and investments even increased.

Long Island Non-Profit Coalition Advocacy & Communications Strategy

CHANNELS & TOOLS

For more information

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SOCIAL MEDIA

A coordinated social media campaign among 100+ agencies across Long Island has tremendous potential. For example, if every agency (and all their clients, volunteers, donors, etc.) used a common hashtag (#longislandunited or #NYSsmart – one may even already exist), there's a good chance it'll go viral and your target audiences will know people are paying attention. Agencies should post similar messages on their social media platforms with graphically compelling images that are easy to share and repost.

FACT SHEETS

Each agency should produce a simple fact sheet based on their sector and organization. A basic fact sheet should be no longer than a page and include both words and graphics/images. Consider including some or all of the following:

- Organization mission/vision
- What you do/brief description of organization
- Who you serve, including numbers and specific examples (a simple case study or two that doesn't breach any confidentiality)
- How you operate
- Some basic financials, illustrating the dramatic impact of a 20-30% cut
- Some key metrics including measurable impact, results
- Key milestones
- Some sort of powerful infographics and/or images

OPINION PIECES/OPEDS IN BOTH DAILY AND WEEKLY PRESS

In addition to viewing the media as a secondary target (and a means to reach elected officials, who are the primary target), these types of placements and press opportunities are a channel or tool to get your key messages across. Agencies should write opeds reinforcing key messages for dailies like Newsday and patch.com, but also for weekly papers in their communities, which have a high level of readership. As mentioned, the oped can be written by the executive director, board chair/member, volunteer or if appropriate, a client. Below are some examples both of what's already appeared as well as ideas for just of a couple of the columnists who can be pitched to write a strong opinion piece:

- Opeds (see Joe Smith example below)
- Columns/opinion pieces (see Austin Frakt NYT column below; also consider pitching to Joye Brown, God Squad/Rabbi Marc Gellman at Newsday)
- Editorials (see Newsday editorial links below)

<https://www.newsday.com/opinion/commentary/unwise-cuts-needed-programs-pandemic-covid-19-coronavirus-mental-health-addiction-long-island-reach-1.50101438>

<https://www.newsday.com/opinion/editorial/mental-health-crisis-jobs-uncertainty-future-coronavirus-covid-19-1.44858510>

<https://www.nytimes.com/2017/04/24/upshot/spend-a-dollar-on-drug-treatment-and-save-more-on-crime-reduction.html>