



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

IDENTIFY AND COORDINATE **WITH PARTNERS**

For more information

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CIVIC ORGANIZATIONS

Consistent with one of the key messages, this is more than a health and human services issue; this is also a business issue that's critical to the economic sustainability of Long Island. There are more than 150 civic organizations across Long Island, including village by village civic associations, Rotary Clubs, etc. Then there are some pan-Island groups including the following: CAALI (Civic Association Alliance of Long Island); Nassaucivic.com (Nassau County Civic Association); Vision Long Island (visionlongisland.org); longislandassociation.org (Long Island Association). Do a quick audit to see if any board members, staff or engaged volunteers are involved with these organizations.

FAITH-BASED ORGANIZATIONS

Often times, local churches, mosques, synagogues and other places of worship are a safe space where community members turn during times of crisis. These faith-based organizations generally know and value the work you and your agencies do and the support you provide. Some need only be approached to reach out to state and local legislators, write a letter to the editor or even speak on your agency's behalf to the press or another party. Identify them and reach out to them to gage.

NYS ASSOCIATIONS/ORGANIZATIONS

There should be a coordinated communications effort with statewide organizations and associations that address the same issues on a statewide levels (local cuts are obviously different). This list is far from exhaustive but should be a good start: NAMI, MHANYS, NYMHCA, ASAPNYS, NYS Children's Alliance, NYSCADV. Agencies know best who the organizations/leaders are.