



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 REACH OUT TO **TARGET AUDIENCES**

For more information

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ELECTED OFFICIALS

The primary audience for this advocacy effort is state and local elected officials, including the Governor, NYS Senators and Assembly members, as well as Nassau and Suffolk legislators. Note those who serve on relevant committees, whether at the state or local level, and acknowledge these committee assignments, if possible.

Use the attached email template, key messages and talking points as a start to reach out to all those who represent the district(s) where you provide your services, and where you, your staff, board members, volunteers and, if appropriate, clients live. Below are some easy links to find your state and local legislators along with contact information for the Governor:

By email: gov.cuomo@chamber.state.ny.us

By filling out form: www.governor.ny.gov/content/governor-contact-form

Or by mail: The Honorable Andrew M. Cuomo, Governor of New York State
NYS State Capitol Building, Albany, NY 12224

New York State: <https://www.nysenate.gov/find-my-senator>
<https://assembly.state.ny.us/mem/search>

Nassau County: <https://lrv.nassaucountyny.gov/mni>

Suffolk County: <http://gis3.suffolkcountyny.gov/VoterInformation>



MEDIA

Another important audience is the media – mainstream and weeklies. Identify key news outlets (Newsday, News12, patch.com, even extend into the NYC media market if your pitch is compelling enough), then identify specific journalists and columnists at each outlet to send personalized “pitch” emails followed-up with calls. A draft pitch email is attached for your reference. Research should be done beforehand to see what stories they’ve covered in the past and from what angles. Each pitch should be personalized to your agency, the impact proposed cuts may have and, if possible – always respecting client confidentiality – include a personal story, success, potential impact, etc.

Agencies should start by reaching out to those journalists who’ve covered them or their sector before. Examples are listed below but this list is far from exhaustive.

- **Newsday:** Lisa Colangelo, David Reich-Hale, David Olson, Matthew Chayes, Yancey Roy (Albany Bureau Chief)
- **News12:** Assignment Desk. Also, specific reporters who’ve covered similar issues (Beth Cefalu, Danielle Campbell, Shari Einhorn)

With respect to weeklies, each community has its own weekly paper so just like with legislators, find the papers that cover the communities you serve and reach out to their editors to either propose that they cover this story or submit an agency-specific press release (template attached) or oped from your executive director, board chair, client (if appropriate) or volunteer.