



# LONG BEACH GRAY PANTHERS

## GOALS AND OBJECTIVES 2020 - ADVOCACY

### Goals with Objectives for Advocacy

**1. IDENTIFICATION OF STRATEGIC ISSUES** for advocacy are determined after input from LBGP members and will be selected to represent local, regional, statewide and national issues using research techniques and evaluation techniques to identify key issues of the membership.

**OBJECTIVES:**

1. Eight topics will be selected for advocacy per year from among local, regional, statewide and national issues
2. Issues will deal with Social Security, housing, a health issue, a social justice issue, an education issue and an environmental issue within these categories
3. Some issue campaigns will be short-term and some will be long-term

**2. STRATEGIES WILL BE DEVELOPED** for approaching each of the selected issues.

**OBJECTIVES:**

1. Key partners will be identified to collaborate with within each issue to support advocacy and education
2. Membership will vote to determine each issue selected
3. Campaign strategies will be developed on each issue
4. White papers and position papers will be produced and distributed

**3. A WRITTEN PLAN WILL BE DEVELOPED** for each strategy and strategic partners will be recruited to assist in developing and implementing the strategy.

**OBJECTIVES:**

1. A minimum of three strategic partners will be recruited to implement the advocacy strategy developed on each issue
2. All members will receive training to understand what is legally allowed in advocacy as part of orientation
3. Each member will receive advocacy training as a member benefit, and 90% will complete training

**4. STRATEGIC LEGISLATIVE ALLIANCES** will be established and maintained to further the corporate mission and goals

**OBJECTIVES:**

1. Each legislator will receive communication from LBGP at least 4 times per year notifying legislators of issues important to LBGP members
2. California Alliance for Retired Americans will be a partner in advocacy at least twice during the year, one of which will be legislative visit day and the other will be leadership development
3. At least two issues of CARA will overlap with LBGP issues



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4. Position papers will be sent to each legislator on issues deemed critical by the membership
5. Local legislators will attend at least one LBGP event per year

**5. STRATEGIC ALLIANCES WITHIN THE COMMUNITY** will be established and maintained to further the corporate mission and goals

**OBJECTIVES:**

1. Ten organizations will become strategic partners through activities, events, and collaboration
2. Ten community groups will attend advocacy meetings of LBGP at least 2 times per year
3. Each strategic partner will rate the partnership at 85% or higher on an evaluation survey

**6. IMPACT AND EFFECTIVENESS** is continually measured and outcomes are tracked for all advocacy efforts

**OBJECTIVES:**

1. Successful policy changes will be tracked and reported on the Dashboard Report
2. LBGP will be invited to the table when policies impacting seniors are discussed and will actively represent members' interests
3. LBGP will have satisfaction ratings of 90% or higher on member surveys conducted annually