

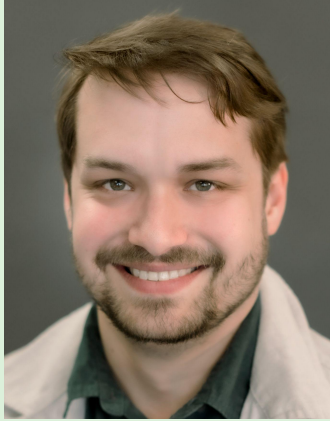


# ENGAGING WITH CANDIDATES 101

**Wednesday, September 14, 10am**



# TODAY'S PRESENTERS



**Luke Elzinga**

*Chair*

Iowa Hunger Coalition



**EJ Wallace**

*Iowa State Manager*

Save the Children Action Network

# ABOUT THE IOWA HUNGER COALITION

- Membership-based 501(c)4 organization
- Volunteer board of directors, no paid staff members
- We use our collective voice to educate and advocate for policies that would eliminate food insecurity and build equitable food systems in our state

**WHAT ARE PERMISSIBLE  
ELECTORAL ADVOCACY ACTIVITIES  
FOR 501c3 NONPROFITS?**

# LOBBYING VS. ADVOCACY

**While all lobbying is  
advocacy, not all  
advocacy is lobbying.**



# LOBBYING VS. ADVOCACY

- **Advocacy** is any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others
  - Educating legislators, candidates, and the public on an issue
  - Telling the story of your organization to public officials
  - Non-partisan voter registration
  - **Lobbying** for a particular piece of legislation

## LOBBYING VS. ADVOCACY

- **Direct Lobbying** - communication with a legislator that expresses a view about specific legislation
- **Grassroots Lobbying** - communication with the general public that expresses a view about specific legislation and includes a call to action
- 501c3 nonprofits **CAN** lobby, as long as it is not a “substantial part” of an organization’s activities

# ELECTORAL ADVOCACY FOR 501c3 NONPROFITS

## DO NOT...

- Endorse/oppose a candidate
- Donate to a candidate
- Rate candidates

## DO...

- Educate candidates about your organization and issue
- Extend invitations to all candidates
- Distribute non-partisan questionnaires to candidates



**For more resources on this topic, please visit:**

**[bolderadvocacy.org](https://bolderadvocacy.org)**

**WHO IS RUNNING  
FOR OFFICE THIS FALL?**

# 2021 REDISTRICTING - IDENTIFY YOUR DISTRICTS

- **Be aware: your legislative districts may have changed**
- This affects US House of Representatives and Iowa House and Senate
- Incumbents may be running against each other, retirements, etc.
- Find your new districts:
  - <https://arcg.is/11GLze>

# WHO IS RUNNING FOR OFFICE?

- **Statewide Offices:**
  - Governor & Lt. Governor, Secretary of State, State Auditor, State Treasurer, Secretary of Agriculture, Attorney General
- **Federal Offices:**
  - US Senate, all four US House of Representatives races
- **Statehouse Races:**
  - All Iowa State House seats, some Iowa Senate seats
- **Find a list of candidates here:**
  - <https://sos.iowa.gov/elections/pdf/Candidates/generalcandidatelist.pdf>

# STATEHOUSE RACES ARE IMPORTANT!

- **Iowa's State Representatives and Senators make important decisions.**
- This includes “welfare reform” efforts of the past 5+ years that aim to restrict access to the Supplemental Nutrition Assistance Program (SNAP)
- We need anti-hunger advocates in every part of the state building relationships with their State Representatives and Senators

# PLANNING YOUR MEETING

## HOW WILL YOU MAKE CONTACT?

- Do you or a supporter have a personal connection to a candidate?
- Visit their website, social media, etc. to learn more about them
- Attend a coffee meet up, town hall, or other event to make contact and offer a personal invitation to meet with you further
- Start making contact **NOW!**

## WHERE WILL YOU HOLD YOUR MEETING?

- **Invite candidates to see first-hand where and how you do your work**
- This could be at a food bank, food pantry, soup kitchen, delivery ride-along, distribution center, main headquarters, etc.



# WHO ELSE WILL ATTEND THE MEETING?

- **Organizational Leadership and Supporters**
  - Staff, board members, key donors and volunteers
- **People with Lived Experience**
  - Food pantry clients, SNAP recipients, people you assist, etc.

# WHAT WILL YOU TALK ABOUT?

- **Your Organization and Mission**
  - General education about who you are, what you do, and who you serve
- **What Issues Are Affecting You Right Now**
  - Increased use? Food and transportation costs increasing?
- **How Policies Impact Your Work**
  - Loss in additional SNAP benefits, affordable housing and childcare, etc.

**PRESENTING IHC'S 2023**

**STATE LEGISLATIVE AGENDA**

# IHC'S 2023 STATE LEGISLATIVE AGENDA

- **Protect and Enhance SNAP**
  - Expand income eligibility to 200% FPL to better reflect the prevalence of food insecurity in Iowa
  - Invest in Iowa's Double Up Food Bucks (DUFB) program to support the purchase of locally grown fruits and vegetables by SNAP participants
  - Reject additional administrative barriers to access SNAP

# IHC'S 2023 STATE LEGISLATIVE AGENDA

- **Provide Universal Free School Meals**
- **Address root causes of hunger and food insecurity**
  - Increase access to economic resources including quality affordable housing, utilities, transportation, child care, and health care
- **Divert food from Iowa's landfills to people facing hunger**
- **Promote the purchase and distribution of locally grown fresh produce**

**MAKING “THE ASK” DURING  
YOUR MEETING**

# MAKING THE “ASK” DURING YOUR MEETING

1. Share an anecdote about the hunger crisis
2. Share one direct example of how your organization is experiencing the hunger crisis
3. Offer a policy solution and ask for their support

## **EX. QUESTION: CANDIDATES FOR FEDERAL OFFICE**

“Next year, Congress will be debating the 2023 Farm Bill, which provides funding for the Supplemental Nutrition Assistance Program, or SNAP. Congress has an opportunity to strengthen the program and reduce food insecurity. What will you do to make SNAP more robust in its support for lowans hunger and food insecurity?”



## EX. QUESTION: CANDIDATES FOR STATE OFFICE

“The Double Up Food Bucks program is a triple win - it increases access to nutritious food, supports Iowa farmers, and keeps dollars in the local economy. Iowa has an opportunity to expand and improve this program through a \$1 million appropriation. Can we count on your support for a state investment in the Double Up Food Bucks program?”

## TELL US HOW YOUR MEETING WENT!

- Did you get an answer to a question you asked?
- Did any other important topics come up?
- **Let us know!** Email us at [iowahungercoalition@gmail.com](mailto:iowahungercoalition@gmail.com)

**HOW ARE YOU FEELING?**

**SHARE YOUR MEETING PLANS OR**

**QUESTIONS IN THE CHAT!**

## IN CONCLUSION...

- You can advocate (and lobby), and **it's necessary**
- Engaging candidates is an opportunity to tell your story
- IHC has tools to assist you and we're happy to help
- **Let's go make a difference!**

## IN CONCLUSION...

- Sign up for IHC's email newsletter
- “Like” us on Facebook
- Questions? Email us at [iowahungercoalition@gmail.com](mailto:iowahungercoalition@gmail.com)

**THANK YOU!**