



ADVOCACY 101

VOLT STRATEGIES, LLC

Agenda

- **ICC Overview**
- **Commissioner Benefits**
- **2025 Expanded Benefits**
- **Advocating in Your Community**

INDIANA COUNTY COMMISSIONERS (ICC)

The Indiana County Commissioners (ICC) is a non-profit organization dedicated to providing the best education, leadership support, and advocacy services for our County Commissioners to strengthen county voices throughout Indiana. The ICC educates county officials and employees by offering programs, training opportunities and resources, to enhance skills, knowledge and best practices. In addition, the ICC serves as an influential advocate for county governments at the state and national levels, ensuring that Indiana counties are represented and heard in the legislative process.



MISSION

To provide the best education, leadership support, and advocacy services for our County Commissioners to strengthen county voices throughout Indiana.

Commissioner Benefits



Educational Material

- Commissioner Handbook
- Monthly Newsletters



Leadership Support

- Commissioner Database



Networking Events

- District Meetings
- Annual Conference



State-Level Advocacy Services

- Statehouse Advocacy
- Call-to-actions
- Legislative Updates

2025 Expanded Benefits



Local-Level Advocacy Services

- Relationship building with district Representatives and Senators.



Targeted County Support

- Assistance with navigating complexities as it relates to community development.



Preliminary Strategic Planning

- Local, State, Executive-level relationship building opportunities.
- Introduction to funding opportunities

Advocacy at Home - Why Does it Matter?



What Does Local Advocacy Entail?



Community Planning

- Helps guide development, land use, and infrastructure
- Ensures plans reflect changing demographics, economic shifts, market trends.
- Ensures that diverse voices (residents, businesses, anchor institutions) are represented in



Building Relationships

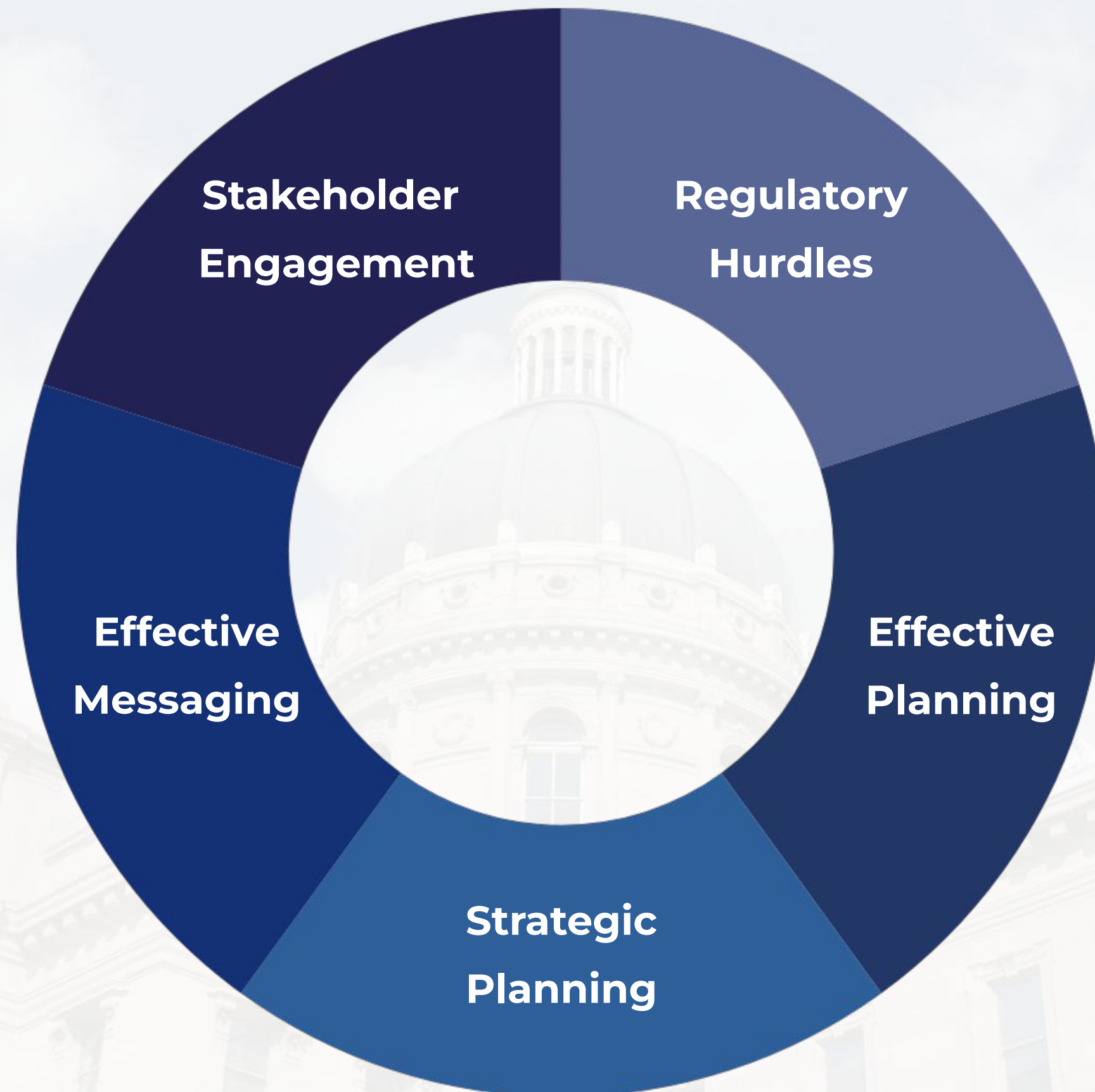
- Effective engagement strategies lead to stakeholder buy-in and community support.
- Long-term relationships with state agencies allow local governments to stay informed and position themselves to take advantage opportunities.
- Elected officials can act as champions for local projects, advocating for funding or policy changes on behalf of the community.



Securing Funding

- Ensures applications highlight the community's unique strengths and align with grant requirements
- Use compelling narratives to connect the grant's purpose with your community's challenges and goals.

Navigating Local Challenges



Navigating Local Challenges

Regulatory Hurdles

- Identifying key stakeholders
- Gather input using town halls, community surveys, focus groups, etc.
- Ensure transparency by providing regular updates (newspaper articles, public posts, website, etc.)

- Build relationships with regulatory agencies
- Align projects with state and federal policies.
- Advocate for exemptions or tailored solutions when necessary.

Effective Planning

- Develop project plans with timelines and budgets.
- Align plans with state or federal strategic priorities to maximize funding opportunities.

Strategic Partnerships

- Identify potential partners across all sectors.
- Create joint initiatives
- Leverage partner networks for additional funding and resources

Effective Communication

- Develop targeted messages for appropriate audiences.
- Use anecdotal data to create personalized story
- Adapt communication methods to reach a diverse audience.
- Leverage partner networks for additional funding and resources

Best Practices for Successful Advocacy

Develop Clear Goals

**Build Stakeholder
Support**

**Tailor Your
Approach**

**Ensure Effective
Communication**

How an Expert Can Guide Your Community



Strategic Planning

- Community Development Planning
- Grant Identification and Writing
- Advocacy Action Plans
- Implementation Strategy



Relationship Management

- Stakeholder Identification
- Introductions and Meeting Facilitation
- Partnership Development
- Targeted Messaging



Policy Navigation

- Legislative Advocacy
- Local, State, and Executive Level Engagement
- Policy Development
- Regulatory Monitoring

What You Can Do Right Now

①

**Identify
Priorities**

②

**Build
Relationships**

③

**Research Funding
Opportunities**

④

**Develop
a Plan**

Questions and Discussion



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