

DUE DILIGENCE GLOSSARY

Advocacy: Public support for or recommendation of a particular cause or policy; is the act of building public support for a certain cause or policy. While all lobbying is advocacy, not all advocacy is lobbying. Advocacy is any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others. It includes public education, regulatory work, litigation, and work before administrative bodies, lobbying, voter registration, voter education, and more.

Advocacy campaign: The activities supporting making an ask and making sure action is taken to solve a problem.

Advocacy due diligence: Information gathering to help assess the community's policy environment that decisions are made in.

Advocacy strategy: A strategy is a means of building power to persuade a specific decision-making body to take a particular action.

Advocates: A self-identified individual or an organizational-identified person who cares about a specific issue or cause.

Allies: A group of more than two organizations, governments, corporations or individuals that have a common advocacy or organizing goal.

Ask: The specific request or action to be taken that an organized body of people makes to a decision-maker. Sometimes referred to as a request.

Assessment: The evaluation or estimation of the nature, quality, or ability of someone or something.

Awareness level: Accurately informed of the issues/causes/solutions: Aware and correctly informed of your issue/causes/solutions.

Awareness level: Aware but inaccurately informed: Has heard of the issue, causes, and/or solutions but may have information that is outdated or inaccurate.

Awareness level: Aware of the issue but mostly uninformed: Has heard of your issue, causes, and/or solutions but may not have much information.

Awareness level: Unaware: Not familiar with your issue, causes, and/or solutions.

Awareness level: Undecided or neutral: The person doesn't have an opinion or position yet. They could just need more information. They may not be opposed to your goal but also not likely to be an active supporter either.

Campaign plan: A plan to achieve an objective, usually of a large-scale, over an extended period of time.

Campaigns: Time-bound activities that drive a specific goal.

Causation: The action of causing something.

Coalition: Usually a group of two or more organizations that are working together jointly on a specific issue or cause.

Correlation: A mutual relationship or connection between two or more things.

Decision-maker: A person who is responsible for making strategically important decisions based on several variables, including time constraints, resources available, the amount and type of information available and the number of stakeholders involved (such as an elected official or department head.) Individuals in positions of power to make policy related changes. For example: legislators and legislative staff in legislative work, agency heads and staff in administrative work, judges in litigation, elected officials, business leaders in work with corporations, or the voters themselves in elections and ballot measures.

Digital Organizing: Digital Organizing is the process of using technology to mobilize people.

Due diligence: The exercise of reasonable care before, during, and after an action made.

Elevator pitch: A brief (think 30 seconds!) way of introducing yourself, getting across a key point or two, and making a connection with someone.



Grassroots: Grassroots refers to a bottom-up approach in which ordinary people, rather than established organizations or leaders, drive change. Grassroots movements often involve community-based initiatives, local activism, and decentralized decision-making processes.

Grasstop: Describes an individual who has extra influence at the campaign level, can mobilize support and has a relationship with politicians of influence.

Initiatives: A concerted or coordinated effort, often in collaboration with other organizations to achieve a specific goal or action.

Legislation: A law begins the process as legislation. It can be a law or set of laws enacted by a governing body, such as Congress or a state legislature. Legislation provides a framework for regulations, policies, and procedures that govern various aspects of society.

Legislative process: The rules, ethics and customs that constitute the decision-making process. The process is the journey of a bill from introduction into the house or senate, through mark-ups, until a vote before the full legislature.

Lobbying: The act of influencing or attempting to influence the decisions of policymakers, typically through direct communication, advocacy campaigns, or other means. Lobbyists may represent various interests, including corporations, nonprofits, trade associations, or individuals.

Media: A person, organization or corporation whose main goal is to share information with the public. This includes traditional media and social networking sites.

No-kill: When every shelter in a community achieves a save rate of 90% (or more) for all cats and dogs, that community is designated as no-kill. This provides a simple, effective benchmark for measuring lifesaving progress in shelters across the country.

Non-traditional allies: A group of two or more organizations or individuals that work together for a common advocacy goal who may not share a similar mission or service-provision agenda.

Opponents: A person who disagrees with or resists a proposal or practice. Organizations, corporations, governments and individuals that work against each other's advocacy or organizing goals.

Opportunity: A chance is anything that unexpectedly happens to you, a potential is something that could be done or gained in the future, and an opportunity denotes that something has a good probability of happening.

Opposed: A person who is clearly committed against your viewpoint. You are not likely to change their mind.

Partisan: Strong, unwavering support for a specific political party or ideology. A partisan individual or group is often fiercely loyal to their chosen party, prioritizing party loyalty over compromise or collaboration. Partisanship can lead to a highly polarized political climate, where opposing parties struggle to find common ground on key issues.

Policy: Plans about how a social, political, or economic vision will be achieved and how ideas will be implemented as actions.

Policy or issue advocacy: The deliberate process of informing and influencing decision-makers in support of evidence-based policy change and policy implementation.

Public policy: A set of guidelines, principles, or courses of action that are adopted by governmental entities to address specific societal issues. Public policies can take the form of laws, regulations, or programs, and are designed to achieve certain objectives or outcomes. The development of public policy involves research, analysis, and input from various stakeholders, including the public, interest groups, and government officials.

Public relations: The practice of managing and shaping the public perception of an individual, organization, or entity. PR professionals employ various strategies to communicate key messages, influence opinions, and build a positive public image. Public relations tactics include press releases, media relations, event management, and social media campaigns.



Regulation: A rule or order that has the force of law that originates from the executive branch (usually from an agency), and deals with the specifics of a program.

Resolution: An official but non-binding expression of a legislative body's will or preference expressed to the public or other governments or agencies. An official communication of an intent by a legislature or a chamber.

Risk: Implies future uncertainty about deviation from expected actions or expected outcomes.

Stakeholders: A person, group, organization, or system who affects or can be affected by an advocacy or organizing action.

Strategic plan: For community organizing, a campaign plan that describes the goals, organizational considerations, support and opposition, targets and tactics to achieve one or more specific goals.

Supporter: You don't need to spend time trying to persuade them because they are in favor of your position.

Tactics: An action or strategy carefully planned to achieve a specific end.

Target: The person or people to whom an organization is advocating or trying to address through their organizing campaign. This may include legislators, administrative officials, the courts, voters, candidates for public office, corporations, segments of the public, etc.

Win: A major accomplishment of the organization. An organization achieves a win when one of its demands is met by a decision-maker.

