

Conscious Inclusion Considerations for Association Advocacy

The following document is designed to provide key considerations for associations seeking to be more consciously inclusive in their advocacy efforts. By addressing these questions, tracking these measures of success, and implementing the recommended action plan association leaders can make significant strides in implementing conscious inclusion at their association. The emphasis should be on *inclusion* and engagement with stakeholders who bring a broad range of experiences, backgrounds, and perspectives, and no stakeholders should be excluded from participation, opportunities, or benefits based on demographic characteristics.

Advocacy

Associations should have a core focus to ensure that advocacy efforts are inclusive, representative of diverse perspectives, and consider the impact on all stakeholders.

Key Questions for Leaders

- Who else, beyond our members, will be impacted by our advocacy efforts?
- What elements of our work will help or hinder our ability to support our members and stakeholders in the current (local, state, federal) policy landscape in which we operate?
- Whose perspectives have we gathered to inform our policy directions? What perspectives are we missing?
- How can we ensure that all interested parties can engage in our advocacy efforts?

Key Considerations for 2025

- What public policy issues should the association be concerned about?
How will these issues impact the association?
How will they impact the association's membership?
- Are there coalitions or groups that the association could join to support various advocacy efforts?
- Is there a Political Action Committee that can be engaged to support key advocacy efforts?





Discussion Guide

- Have we fully considered the impact of our policies on all groups?
- How are we making policy information accessible to all stakeholders, even beyond members?
- What metrics will we use to measure the success of our advocacy efforts in terms of inclusivity?

Measures of Success

- Increased diversity in stakeholder input for advocacy initiatives.
- Improved alignment between advocacy efforts and member needs.
- Higher engagement rates from underrepresented groups in advocacy activities.
- Positive feedback from various subgroups of stakeholders on the inclusivity of advocacy efforts.

Action Plan

- Determine the public policy issues facing your association and develop a strategy to address them.
- Talk to your legal team when determining your association's strategy.
- Work with your association's board and/or executive committee to determine the best strategy to engage in public policy issues. Consider various methods including forming or joining coalitions, providing PAC support or filing amicus briefs.