

Remaining Resilient: Refocusing Our Advocacy in a Changed Landscape

| | |
|-------------|---|
| GOAL | What can your organization accomplish in pursuit of funding local procurement programs? |
| | |

Who are the people in your state who are deciding what foods to buy for schools, early childhood education? Identify if they are opposed to, aligned with, or persuadable. What stories or arguments may persuade them to support our cause?

Consider: state, local, and federal legislators, advocacy organizations, food banks, aggregators, distributors, consumers, philanthropists, mutual aid organizations, etc...

| Opposed | Persuadable | Aligned |
|---------|-------------|---------|
| » | » | » |
| » | » | » |
| » | » | » |

Identify your organization's current strengths, weaknesses, and opportunities in making those arguments. What factors outside of your control threaten your success?

| | | | |
|----------------------|---|--|-------------------|
| Strengths | ex. sense of community within farmer base, refrigerated truck fleet | ex. loss of funding, loss of farmer trust, lack of admin funds | Weaknesses |
| | | | |
| Opportunities | ex. connect with new donors through community partners | ex. SNAP reform, Affordable Care Act cuts | Threats |
| | | | |