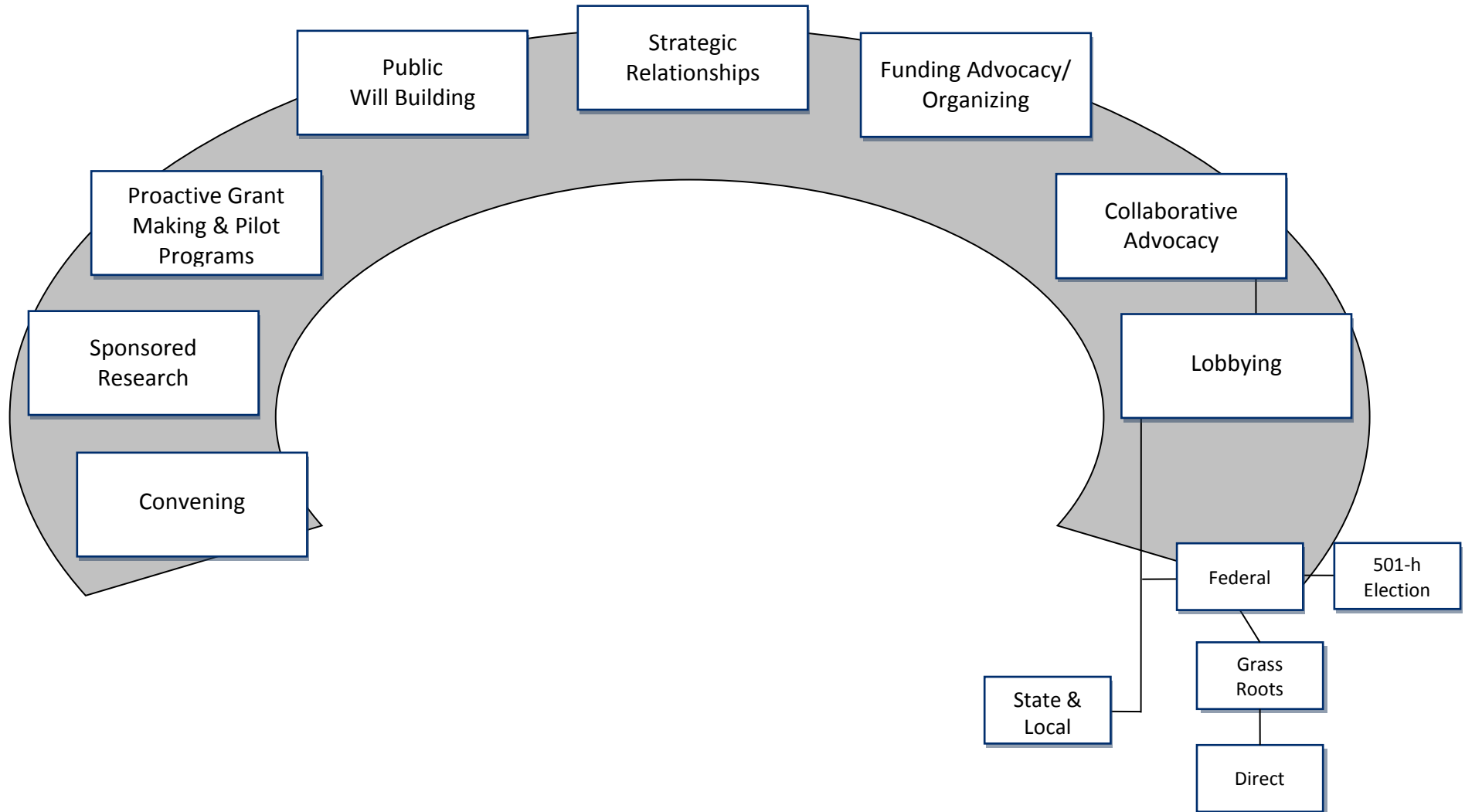


The Public Policy Engagement Continuum



Public Policy Continuum Definitions

Convening: Bringing people together to allow the broader community to contribute its voice to an issue.¹

Sponsored Research: Conducting, commissioning or sponsoring formal inquiry into a public policy matter or issue.² Note: Under federal lobbying rules, activities such as “nonpartisan analysis, study or research that presents all sides of an issue,” and “examination and discussions of broad social, economic and similar problems” are exempt activities from lobbying requirements of the IRS.³ (see below, Lobbying)

Proactive Grant Making & Pilot Programs: Raising issues to a new level of importance by using grant funds creatively; crafting and supporting new initiatives, including demonstration or pilot projects and/or programs.

Public Will Building: Conducting activities or processes intended to build public awareness support to address a public issue.⁴

Strategic Relationships: Establishing, on a more formal basis, collaborations and/or alliances that link organizations to address a public issue.⁵

Funding Advocacy/Organizing: Using grant funds to support and finance 501(c)3 tax exempt organizations that conduct organizing and/or advocate addressing public policy issues.⁶

Collaborative Advocacy: Establishing a formal process and mechanism by which philanthropic organizations develop, articulate, and advocate various public policy issues. In some cases, this may include formal lobbying efforts as part of the work to influence public policy. (See below, Lobbying)

Lobbying: Lobbying is defined under federal law as, “communications that are intended to influence specific legislation.”⁷ Under federal rules, *Direct Lobbying* means contacting legislators and government staff to effect legislation. *Grass Roots Lobbying* means seeking to influence legislation by encouraging the public to contact legislators. Connecticut law is different. In Connecticut, communications of any kind to influence government action by anyone who is paid (\$2,000) is lobbying and requires registration, and such activities are not restricted to the Legislature, but extend to the Executive Branch and to quasi-public agencies.⁸

¹ Foster, Janis, “Community Foundations on Public Policy.” Council on Foundations & ProNet Public Policy Work Group, 2000

² Ibid.

³ Alliance for Justice, “Handbook for Funders and Grantees, P. 6, 2003

⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

⁷ Alliance for Justice, “Handbook for Funders and Grantees, P. 6, 2003

⁸ Connecticut General Statutes, Sec. 1-91 (k)