

Amplify, Unify, Impact

Advocacy Communications as
a Strategic Superpower

- **PRESENTERS**

- Alaina Kennedy & Kate McNulty
- of Atrómitos, LLC



ATRÓMITOS
CONSULTING DONE FEARLESSLY



Who We Are

Kate McNulty, MA, CHC

Principal Consultant at Atrómitos, LLC

Kate has spent more than two decades guiding nonprofit organizations through the intricacies of the grant funding process to increase their chances of success in what continues to be a highly competitive market. Kate has a strong background in grant development and writing, as well as grant compliance and reporting.

Alaina Kennedy

Principal Consultant at Atrómitos, LLC

Alaina has spent over a decade leading organizations through complex negotiations and strategic partnerships to drive impactful outcomes. She has a strong background in policy, public affairs, and cross-functional project management, with a proven track record of fostering collaborations that yield significant results



What We're Doing Here Today



**Reframing
Advocacy as a
Strategic Tool for
Nonprofits**



**What do we mean
by advocacy?**



**Advocacy & Strategic
Communication: The Foundation**

Advocacy as a Catalyst for Leadership and Change

Pulling people into your vision.





Shaping Advocacy

Mission and Goals

Understanding Where You're At

Using A Power Map To Identify Your Location

- Constant evaluation of your audience
- What does the solution look like when it comes to fruition
- Articulate the problem clearly and compellingly in your mission statement.
- Reviewing and revising your mission statement at a bare minimum every three years

Influential

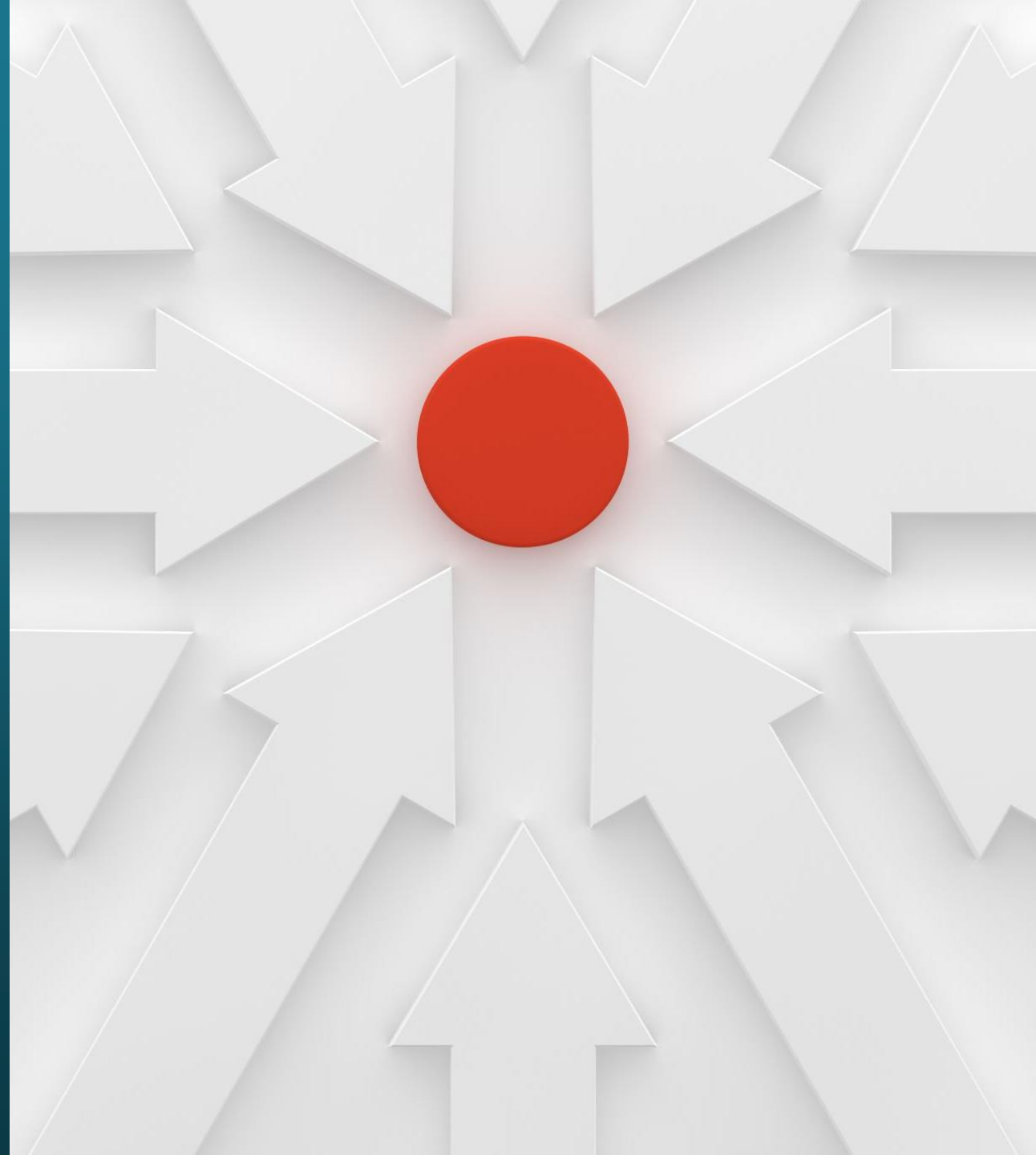
**Strongly
Agrees**

**Strongly
Disagrees**

Not Influential



Theory of Change



Logic Models

Investments/Resources

Activities

Outputs

Outcomes (short and long term)

Anticipated Impact

Input	Activities	Outputs	Short-Intermediate-Long Term Outcomes	Impact
What resources you have	What you did with those resources	What resulted from the activity	What were the short term – intermediate term – and long-term outcomes?	What change occurred?
<i>Staff Volunteers Board Members</i>	<i>Training</i>	<i>Training guide for giving testimony to the state legislature</i>	<i>More people gave testimony More legislators chose to find out more about our cause</i>	<i>A line item in the appropriations bill directed an agency to do discovery about our subject matter.</i>

*Goat
Getters*





Strategic Communication

The Art of Purposeful Messaging



A top-down view of a group of people's hands stacked in a circle, symbolizing unity and teamwork. The image is overlaid with a dark blue semi-transparent filter. The text "The Foundation for Advocacy Success" is centered over the hands in a white, bold, sans-serif font.

The Foundation for Advocacy Success

A campfire is burning brightly in the center of the frame, surrounded by a ring of smooth, grey rocks. The fire is set on a beach, with a calm lake extending to the horizon. In the distance, a range of dark mountains is visible under a twilight sky with soft, wispy clouds. The overall scene is peaceful and atmospheric.

Fireside Chat Time

A hand in a dark suit jacket with a white cuff is shown in the upper right, holding a black chess piece (a knight) and moving it across a chessboard. The chessboard is in the foreground, with various pieces in both white and black. The background is a dark, gradient blue. The text "Integrated Strategic Planning" is centered in white, bold font.

Integrated Strategic Planning

Communication Results

Watch the Dashboard!



Organizational Buy In



It's great to see
how our goals
align!

Let's support the
community's
well-being!



*Collaborative
Campaigns*

How can you unite with like-minded partners to amplify your message and reach broader audiences?



Diversity, Equity, and Inclusion in Advocacy

Amplifying Voices to Exceed

DEI and Differing Perspectives





**Discover
Your
Diversity
Footprint**



Quick Access Link!

Scan the QR Code to be taken to
the session page with today's
slides and templates.





ATRÓMITOS

www.atromitosconsulting.com

[Find Atrómitos on LinkedIn](#)