



This document, approved in December 2024, outlines ACT for Alexandria’s guiding principles and methods of engagement for advocacy, reflecting our mission to make Alexandria a just, vibrant, and equitable community.

**Purpose:** To inform the Board and stakeholders in understanding ACT’s advocacy approach, ensuring transparency and alignment with our organizational values and strategic priorities.

**Focus:** To advance racial equity, support nonprofits, amplify community voice, and promote community and economic well-being through advocacy initiatives that support our mission.

### **Guiding Principles for Engaging in Advocacy:**

1. Reflects ACT’s mission, values, and strategic plan while prioritizing the voices of marginalized or underrepresented communities to address disparities.
2. Builds strong relationships with community members, local government, funders, and nonprofits to achieve shared goals and empower the community to engage in advocacy.
3. Grounded in data, research, and community-specific evidence to support informed decision-making, effective solutions, and sustainable, long-term change that addresses the root causes of social issues.
4. Maintains flexibility to respond to emerging issues, challenges, and opportunities that impact the community while staying aligned with ACT’s mission and priorities.
5. Ensures clear communication about objectives, strategies, and progress to internal and external stakeholders, fostering trust and accountability.
6. Upholds a non-partisan approach, focusing on issues rather than ideologies, and adheres to 501(c)(3) guidelines to ensure compliance while advocating effectively for ACT’s mission and values.

### **Potential Methods of Advocacy:**

Capacity building, convening, education and awareness building, narrative change and storytelling, highlighting or leveraging research and data, partnerships and working with or supporting coalitions, and relationship building with City government staff and local and state elected officials.

*These principles and methods of engagement serve as the foundation for an advocacy strategy to be developed by ACT staff and the Community Investment Committee in 2025.*

*The Board of ACT for Alexandria reserves the right to approve an advocacy initiative that poses a potential reputational risk to the organization or requires financial resources that would have a significant impact on the organization’s budget.*