

FY 2021 ADVOCACY LOGIC MODEL

Agency and Program Strategic Goals:

- Goal 1 (SP#2): Invest in advocacy to create positive changes in participants’ lives, including but not limited to efforts to influence policymaking, increase government funding for services, support ant-racism and LGBTQ+ work, and to build public will for ending homelessness in metropolitan D.C.

- Goal 2(SP #3): Steward and strengthen our relationships with our government partners to ensure effective service delivery, improve the services experience, and support our system’s collective efforts to end homelessness.

- Goal 3(SP #6): Build public awareness of our programs and raise our profile as a flagship provider of high-quality, values-based services and solutions for people experiencing homelessness in the D.C. metro region.

| INPUTS OR RESOURCES | ACTIVITIES | OUTPUTS | SHORT-TERM OUCTOMES | INTERMEDIATE OUTCOMES | LONG-TERM OUTCOMES |
|--|---|---|--|--|--|
| <p>Relationships with Council Members and other elected officials, staff, activists, FP supporters, and other organizations.</p> <p>Advocacy staff</p> <p>Coalitions with other groups</p> | <p>Meetings with elected officials and other advocates</p> <p>Testimony at public hearings and Council Members oversight</p> <p>Centralize and create advocacy database of contacts for Friendship Place</p> <p>Track relevant legislation, monitor local news/SM</p> <p>Participation in conventions, panels, meetings, advocacy</p> | <p>Friendship Place meets with elected officials across our service areas (at least 12 /year) individually and in coalitions</p> <p>At least three (3) testimonies per year</p> <p>Update central datasheet monthly</p> <p>Blog posts, op-eds, literature, presentation pieces and social media (at least 6 per year)</p> <p>Weekly coalitions and group strategy meetings, and monthly department meetings (TWHC, CNHED, NLICH, FBC)</p> | <p>At least 50% of DC Council Members and staff become aware of the services and accomplishments of Friendship Place</p> <p>Friendship Place supports the work of at least three (3) local organizations focused on ending homelessness</p> <p>Outreach to local and national organizations, and coalitions (at least 25 contacts)</p> <p>Outward facing education events raise awareness and increase</p> | <p>DC Council Members introduce and pass at least one piece of legislation that supports Friendship Place goals and objectives.</p> <p>Friendship Place expands its network with other organizations and individuals to include at least three (3) national organizations and events</p> <p>Friendship Place is invited to speak at conferences and meetings, and to lead at least one (1) coalition</p> | <p>Local and national governments increase funding for housing and services for those experiencing homelessness</p> <p>Friendship Place is recognized as a premier provider of services for those experiencing homelessness in greater DC, leading to increased community involvement and financial support of Friendship Place.</p> |

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| <p>Friendship Place Advocacy and Education Committee</p> | <p>initiatives and CM outreach</p> <p>Create audience-specific presentations</p> <p>Brochures and Events to raise awareness</p> | <p>FP participates in 1 outward facing event per month.</p> <p>Committee and Board members help with contacting and meeting with CMs and colitions</p> | <p>commitment to Friendship Place goals in the community</p> <p>FAN members write at least five (5) letters to influence legislation</p> | <p>An increased number of community members become aware of Friendship Place services, and involved in advocacy efforts. Staff and residents reach out for help.</p> | <p>Friendship Place is recognized as a key advocate and player for positive change in preventing and addressing homelessness, anti-racism and LGBTQ+ advocacy in the community.</p> |
| <p>Friendship Action Network</p> | <p>FAN updates and actions to keep supporters and activists informed of advocacy work.</p> <p>Write letters, articles, blog posts promoting FAN and Friendship Place.</p> | <p>At least monthly FAN Update and Action Newsletter</p> <p>Friendship Action Network grows its contacts by 10 percent by 2022</p> | <p>Friendship Place supporters become aware of at least two (2) local and national legislations impacting homelessness LGBTQ+ or Anti-Racism work.</p> <p>Friendship Place supporters gain a broader understanding of racism and LGBTQ+</p> | <p>Friendship Place increases its participation in LGBTQ+ and Anti-Racism advocacy to influence at least one piece of related legislation per year</p> | |
| <p>LGBTQ+ and Anti-Racism organizations, Task Force and program staff supporting advocacy work</p> | <p>Task force meetings, outreach to other groups, internal trainings, literature discussions and presentations (in conjunction with existing structure).</p> <p>Monitor and connect groups with impactful legislation in both of these areas.</p> | <p>Monthly anti-racism and LGBTQ+ Task Force meetings to develop outside relationships as well as internal reflection and discussion groups (at least 12 meetings)</p> | | | |