ADVOCACY
How organizations can be advocates for plant conservation

The Goal
Sharing and communicating an organization's mission in order to promote public policies, laws, and regulations that support plant conservation.

Defining Advocacy
Advocacy refers to public support for or recommendation of a particular cause or policy. It can mean a wide range of activities from voter education to direct lobbying to grassroots lobbying.

Advocating as a Non-Profit
Due to their 501(c)(3) tax status, non-profit organizations can freely participate in advocacy activities with limitations on direct lobbying activities. A 501(c)(3) is forbidden from engaging in political activities on behalf of or in opposition to a candidate for political office but may still participate in a variety of nonpartisan activities. 501(c)(3) organizations should contact their tax lawyer to ensure any advocacy activities fall within legal guidelines.

Proposed Legislation

Recovering America's Wildlife Act
H.R. 2773, S. 2372

The Recovering America’s Wildlife Act will provide states, territories, and tribes with $1.39 billion annually to catalyze proactive, on-the-ground, collaborative efforts to restore essential habitat and implement conservation strategies.

Native Plant Species Pilot Program Act
H.R. 1548, S. 557

The Native Plant Species Pilot Program Act will create a pilot program to utilize native plant materials in projects within National Park Service units to protect native plant biodiversity.

Examples of Non-Profit Advocacy Activities

- Educating members of the public, agencies, and legislators about issues impacting organization's mission
- Canvassing the public on issues
- Publishing legislative scorecards and preparing candidate questionnaires
- Advocating in connection with party platform issues
- Conducting nonpartisan get-out-the-vote activities, voter registration drives, and voter education activities

Advocating as a Private Citizen

Individuals seeking to take part in advocacy can contact their state and local representatives on behalf of a particular piece of proposed legislation. Individuals can also join forces with one of many organizations advocating for plant conservation. Some examples of what to request from legislators are listed below.

- Introduce, vote for, or vote against specific proposed legislation
- Write or add signature to drafted letter regarding proposed legislation
- Contact another legislator in higher-ranking position
- Hold a meeting or town hall regarding issue
- Address House or Senate about issue
- Submit a statement to Congressional Record or official state record of legislative action

Organizations Advocating for Conservation

State and Regional Native Plant Societies
State and Regional Plant Conservation Alliances
State and Local Botanical Gardens

American Public Gardens Association
American Society of Naturalists
American Society of Plant Taxonomists
Association for Zoological Horticulture
Botanic Gardens Conservation Intl
Botanical Society of America
Center for Plant Conservation
The Conservation Foundation
Garden Club of America

Institute for Applied Ecology
Institute for Regional Conservation
The National Audubon Society
National Wildlife Federation
Native Plant Conservation Campaign
Nature Areas Association
NatureServe
Society for Ecological Restoration

"It is our collective and individual responsibility to preserve and tend to the environment in which we all live."

DALAI LAMA

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