



## NH LAKES' Lake Advocates Network

NH LAKES has recognized the urgent need to mobilize a well-organized and effective group of Lake Advocates to help initiate and support lake-friendly policy in New Hampshire. We provide advocacy expertise to our supporters and lake associations and seek to maximize our advocacy impact at the state and local level. In order to be truly effective, NH LAKES needs to demonstrate widespread support or opposition to proposed legislation. Interest groups that are working to prevent proactive, protective environmental legislation are well-funded, well-organized, and effective. This new Lake Advocates Network is needed in order to successfully combat this influence and protect our lakes.

**The Lake Advocates Network will support the mission of NH LAKES, which is to keep New Hampshire's lakes clean and healthy, now and in the future. The network will focus on addressing statewide issues that have potential to impact lake health.**

### **A. The Purpose of the NH LAKES' Lake Advocates Network is:**

- a. To harness the power of a grassroots network that is:
  - i. Attuned to the strategy, methods, and actions of NH LAKES' public policy and advocacy program.
  - ii. Responsive to calls, from NH LAKES, for grassroots advocacy action.
  - iii. Active in helping to build greater lake advocacy capacity in local lake communities.
- b. To provide an avenue through which NH LAKES can learn about the issues our lake communities are facing to help inform NH LAKES and shape policy priorities when appropriate.
- c. To provide training and experience for Advocates in order to be effective leaders within their communities to mobilize support for lake-friendly legislation.

### **B. Goals and Objectives:**

- a. The goal of the NH LAKES' Lake Advocates Network is to communicate quickly, efficiently, and effectively with people who are able to provide the grassroots advocacy necessary to move NH LAKES' legislative and public policy agenda forward.
- b. Advocates may be asked to:
  - i. Provide feedback, technical advice, and/or additional information on a particular legislative or policy issue to the NH LAKES Policy and Advocacy Program Manager.
  - ii. Write to, call, or email New Hampshire state legislator(s) on a legislative or policy issue to express support or opposition.

- iii. Travel, at the expense of the participant, to Concord, New Hampshire, to provide testimony on legislation or policy issues.
- iv. Organize a group of people in the local community to complete an advocacy action (write/call/email and legislator, travel for testimony, write Letters to the Editor, etc.).
- c. The means by which this network will be mobilized and communicate is envisioned to be primarily by email and online/mobile Basecamp platform with virtual or in-person meetings during the legislative session.
- d. NH LAKES will provide educational and training resources for Advocates on topics including how to advocate, how a bill becomes a law, how to provide legislative testimony, the formal rulemaking process, talking points for specific issues and bills, etc., as special topics during scheduled meetings or as periodic stand-alone trainings. Meetings will also feature guests such as state representatives, state agency personnel and others who can further Advocates' training, networking, and expertise in the policymaking process.
- e. The Lake Advocates Network will allow Advocates to learn from one another by discussing issues, asking questions, and sharing successes and challenges facing their communities with respect to lake advocacy and public policy. The Network will not formally pursue local or statewide issues that do not align with NH LAKES' core issues.

### **C. Participant Expectations:**

- a. The NH LAKES' Lake Advocates Network will be a group of individuals representing lake associations and other local community groups that share a passion for working to keep lakes clean and healthy and are interested in advocating on the state and local level.
- b. Advocates will be an elected/appointed volunteer position within local community groups who are willing to respond and act in a manner consistent with our advocacy priorities and needs.
  - i. Advocates will commit to a minimum of two years of service with the ability to renew.
- c. Advocates will engage and communicate with NH LAKES through meetings, via email, and through NH LAKES' online Basecamp platform.
  - i. Once NH LAKES' legislative priorities have been established, Advocates will be expected to share advocacy opportunities and requests with their communities as needed, and report back to the network to ensure follow through on committed actions.
  - ii. Advocates will report back to their community regularly with information about law and policy developments at the state level and develop a plan for how to activate their community in the most effective ways possible.
  - iii. Meetings will be held monthly during the legislative session (January-June) and may be called on a more frequent basis during this time as needed when urgent advocacy opportunities arise. There may be optional meetings or trainings

outside the legislative session, but the LAN will not be active during summer months.

- d. To remain in the network, Advocates will be expected to communicate in a constructive, collaborative, and respectful manner, and maintain focus on achieving the goals of the network.
- e. The inclusion of individuals who are not associated with a local community group will be at the discretion of NH LAKES.

#### **D. Local Group Expectations:**

- a. Local groups will identify and nominate someone from their community for the Advocate role.
- b. Local groups will allocate space for Advocates to report back to their group during meetings, in publications, via social media, etc.
- c. Local groups will support their Advocate's efforts to foster a culture of advocacy within their community.

#### **E. Program Rollout and Participation**

- a. Program recruitment will begin fall 2021 and the program will launch in January 2022 with education and advocacy meetings.
- b. Recruitment will be limited to 10 to 15 groups for the first year of the program, with the intention of rolling out the program to more groups after year one.
  - i. The target group of Advocates for the first year will be recruited from established, well-organized lake associations that represent diverse geographic regions of New Hampshire and lakes of different sizes.