

ADVOCACY

How organizations can be advocates for plant conservation



Photo courtesy of Sarah Norris

The Goal

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

Defining Advocacy¹

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-Profit¹

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.



Photo courtesy of Alan Cressler

¹ Schadler, B. H. (2022). *The Connection: Strategies for Creating and Operating 501(c)(3)s, 501(c)(4)s and Political Organizations*. Alliance for Justice.



Photo courtesy of Jeff Talbert

Examples of Non-Profit Advocacy Activities¹

- 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
 Natural 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



Photo courtesy of Atlanta Botanical Garden



CENTER FOR PLANT
CONSERVATION



¹ Schadler, B. H. (2022). *The Connection: Strategies for Creating and Operating 501(c)(3)s, 501(c)(4)s and Political Organizations*. Alliance for Justice.