



2020 Advocacy Training Toolkit

Presented by: UNA-USA

UN75
2020 AND BEYOND

**SHAPING
OUR
FUTURE
TOGETHER**



UNA★USA

Today's Agenda

Why the UN Matters Today
Advocacy 101

Putting Advocacy Into Action
Questions





The United Nations

- The UN is an international organization that promotes and facilitates cooperation in international law, security, economic development, social progress, human rights, civil rights, political freedoms, democracy, and world peace.
- Established on June 26, 1945, in San Francisco, the charter entered into force October 24, 1945.
- The UN currently has 193 member states. The United States is one of its founding members.



“Throughout the history of the United Nations, since its founding in San Francisco in 1945, United States’ leadership and generosity have always been indispensable.”

—

“We need multilateralism and the engagement of the U.S. more than ever because we live in testing times.”

His Excellency Mr. António Guterres
United Nations Secretary-General

Every year, the UN >>



PROVIDES FOOD

to 91.4 million people in 83 countries.



PROCURES VACCINATIONS
for 45% of the world's children.



SUPPORTS MATERNAL HEALTH
by helping two million women every
month overcome pregnancy risks.



ASSISTS 71.4 MILLION REFUGEES
fleeing war, famine, or persecution.



KEEPS THE PEACE
with more than 102,000
peacekeepers in 14 operations on
four continents.

Funding the United Nations

**Funding for our UN dues
amounts to about**

0.2%

Of the total federal budget!





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Advocacy 101



Educating someone about a cause, and changing perspectives.

Expressing support for a cause, idea, or policy.

Putting a problem on the agenda, presenting a solution, and building support for the solution.

speaking out

*promoting an issue over dinner
with friends*

MEETING WITH A

letter writing

LEGISLATOR

making phone calls

UNA-USA'S Impact on Advocacy





1,500 AMERICANS

TOOK THEIR SUPPORT STRAIGHT

TO THE TOP OF UN LEADERSHIP



UNA+USA

500 AMERICANS

ADVOCATED FOR THE UN

ON CAPITOL HILL



UNA-USA

UNA-USA CHAPTERS HELD OVER

150 EVENTS

IN COMMUNITIES AND ON CAMPUSES IN

44 U.S. STATES FOR UN DAY



UNA-USA

The background of the graphic features a low-angle shot of several flags flying against a clear sky. The flags include the United States flag, the United Nations flag, and a blue shield-shaped flag with the text 'U.N. WAY' and a globe. In the background, a city skyline with tall buildings is visible.

56,000 LETTERS

TO MEMBERS OF CONGRESS ON

U.S.-UN FUNDING

CLIMATE

HUMAN RIGHTS

GLOBAL GOALS



UNA+USA

THE 116TH CONGRESS



102

women elected to
the House

15

women elected or
appointed to the Senate

23

Freshmen
Representatives are
people of color

10

LGBTI
Members of Congress



**OUR #1 ASK:
FULLY FUND THE UNITED NATIONS**



The FY'20 Budget Explained



- **\$56.6 billion for the International Affairs Budget**
 - \$470 million above the FY'19 enacted level and \$13.3 billion above the President's request.
- **\$9.1 billion for Global Health Programs**
 - \$255 million above the FY'19 enacted level and \$2.7 billion above the President's request.
- **\$1.473 billion for the UN Regular Budget, WHO, IAEA, and other UN specialized agencies**
 - \$113 million above the FY'19 enacted level and \$460 million above the President's request.
- **\$3.4 billion for Migration and Refugee Assistance**
 - equivalent to the FY'19 enacted level and \$3.1 billion above the President's request.
-  **\$390.5 million for voluntary contributions to UNICEF, UNDP, UN Women, and OHCHR**
 - \$26.5 million above the FY'19 enacted level, and \$390.5 million above the President's request.

The Challenges Ahead



- **\$1.526 billion for UN Peacekeeping (CIPA) in FY'20**
 - \$25 million *below* the FY'19 enacted level and \$390 million *above* the POTUS request.
 - The U.S. will owe *over* \$1 Billion in peacekeeping arrears by the end of 2020.

The President's FY'21 Budget Request

- **21%** cut to the overall international affairs budget
- **34%** cut to Global Health Programs Account
- **29%** cut to UN Peacekeeping (CIPA)
- **34%** cut to UN Regular Budget, UN Political Missions, IAEA, WHO, etc
- **100%** cut to UNICEF, UNDP, UN Women, UN Environment, UNFPA, OHCHR, etc

WHEN SHOULD WE ADVOCATE?

President's Budget Request

APPROPRIATIONS SEASON

COMPREHENSIVE SPENDING
AGREEMENT FINALIZED & SENT
TO POTUS FOR SIGNATURE

MARCH-APRIL

AUGUST

FEBRUARY

SEPTEMBER-OCTOBER

CONGRESSIONAL
BUDGET RESOLUTION

RECESS

GETTING STARTED



1. **Who and Where:** Each Member of Congress has an office Washington, DC and (typically) several local offices located throughout the district or state. Be sure to reach out to the office scheduler to get your in-district/state meeting set up!



2. **Reach out to UNA-USA:** Contact us and we will provide you with helpful tips and information such as talking points and suggestions to get you prepared for your meeting.

SETTING UP YOUR MEETING



- **Contact the Scheduler:** Once you get in contact with the congressional office, be ready to provide the following information
 - Who you are and where you are from
 - The issue that you would like to address during the meeting
 - Desire to meet with the Congressperson or a relevant staffer
 - Your contact information
- **Following Up:** If you don't hear back after several days, you can reach out again by email or phone. Remember to be polite and refer to your first communication and reasons for wanting to meet with the Member or a relevant staffer.
- **Confirm the meeting:** Once your meeting has been scheduled, call a few days before the meeting to confirm that the appointment is still on the books.

BEFORE YOUR MEETING



- **Review the Talking Points and Briefing Book:** Use the Talking Points and the Briefing Book to update yourself on the issues you'll be discussing. These meetings should be brief – no more than 15-20 minutes.
- **Decide who is speaking and when:** The individual who lives in the Members' district/ state should be the person that speaks first. If more than one person falls into this category, discuss among your group who might be a good candidate to get the conversation started. From there, decide the order in which members of your group should speak.
- **Know your elected officials:** Do some quick online research to learn more about your Members of Congress – including what committees they serve on and past remarks they've made about the UN. In addition, checking their Twitter, Facebook, and Instagram accounts are helpful ways to see what issues are most recently on their minds.

ADVOCACY BEST PRACTICES

- Introduce Yourself
- Make the Core Ask
- Put Your Story Behind The Ask
- Support The Ask With Facts
- Say Thank You
- Request a Photo



NOW IT'S TIME TO “PRACTICE YOUR PITCH”

PUT YOUR STORY BEHIND THE ASK

Why are **YOU** passionate about the work of the UN?

I am passionate about the UN because...

How did **YOU** get involved with UNA-USA?

I got involved with UNA-USA...

What UN issues are **YOU** advocating for in your community?

These are the UN issues I am passionate about...



“PRACTICE YOUR PITCH” PT. 2

SUPPORT THE ASK WITH FACTS – Pick one or two to share

Funding the UN has bipartisan support. A nationwide poll found that 7/10 voters support paying our UN dues, including majorities of Republicans, Independents, and Democrats.

Funding the UN benefits the U.S. economy. Since 2010, U.S. companies have received more than \$9.5 billion in contracts with the UN overall. The U.S. economy receives more revenue from the UN than the U.S. government spends on our UN Regular Budget and UN Peacekeeping Dues.

Funding the UN is cost-effective. According to the Government Accountability Office, UN-led peacekeeping missions are eight times less expensive than deploying U.S. forces alone. Furthermore, the UN Secretariat is staffed by 38,000 personnel—less than the U.S. Department of Commerce.

The UN Sustainable Development Goals reflect U.S. foreign policy and development priorities and were created with strong U.S. leadership. Issues such as alleviating extreme poverty and hunger, ensuring access to safe drinking water and education, combating infectious disease, empowering women and girls, and promoting employment and economic growth are all bipartisan priorities.



WHAT NOT TO DO



- **Become confrontational or mention your party affiliation:** UNA-USA is a non-partisan organization and we try to work with ALL Members of Congress to build support for the UN. Please don't reveal your party affiliation or discuss who you did or didn't vote for, as this can risk alienating an office and/or weaken the effectiveness of your meeting.
- **Don't make up an answer; it's okay not to know:** If you find yourself in your meeting and you're not sure of an answer to a question, it's okay. Just let the person know that either you or someone from the UNA-USA National Office will get back to them with an answer to their question shortly.
- **Don't record audio or video during your meeting:** Congressional offices typically do not want their meetings with constituents videotaped or recorded. Avoid negatively affecting your meeting before it starts by not bringing audio or video recorders.



**Questions? Contact Marco Sanchez:
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