



Friends of Pheasant Branch Conservancy

Advocacy Policy

A. Purpose This document represents the policy of FOPBC with respect to identifying, developing, adopting, and acting on formal policy positions related to public organization decisions and selected private sector decisions related to our mission within the Pheasant Branch Creek Watershed.

B. Administration

B.1 Responsibilities of the Administrator

The Chair of the Watershed Committee shall be the administrator or "owner" of this Policy. The associated responsibilities shall include keeping it current and valid, and assuring timely review.

B.2 Responsibilities of other parties involved

This Policy also relates to the responsibilities of the Board of Directors, President/Co-Presidents, and Executive Committee.

C. Policy

C.1 Advocacy Through Formal Policy Action

Advocacy and outreach to influence public policy and private decision-makers are important parts of the work of the FOPBC. We are a key advocate for the conservancy lands and the related resources in the Watershed. Accordingly, it is the policy of the FOPBC to provide information and commentary in appropriate written and verbal forms up to and including "formal policy positions". Advocacy may also take the form of communications, or action programs for outreach and building support.

C.2 Process

1. Only the Board of Directors, by a majority vote, can decide on formal policy positions for FOPBC. Any advocacy shall be represented as a formal policy position of the FOPBC only if it has been considered and adopted by the FOPBC Board of Directors (or Executive Committee acting in its place), and direction has been provided to any identified spokesperson(s).

2. Formal policy positions can be proposed by any member in good standing for Board of Directors review. These suggestions should be sent in writing to the Board of Directors. While

they can always speak publicly on Conservancy issues, present and past FOPBC Board of Directors members, as well as general members, must recognize that only within the constraints of this Policy can they do so in the name of FOPBC.

3. The President or the Executive Committee can bring the suggestion to the Board of Directors meeting for discussion or can refer the issue to a committee or taskforce. If a position is suggested, the Board will determine how to respond (for or against a particular public or private decision affecting Pheasant Branch or its watershed resources). The Executive Committee and/or Board of Directors may suggest any action within its authority, including taking no action, selecting a spokesperson, or conducting a possible discussion at a full board meeting, or at a full membership meeting.

4. Letters to officials, letters to editors, and open letters to the public on this formal policy positions will be signed by the President or Vice-President of the Board. This information and suggestions on behalf of the Conservancy and resource-base of the watershed will be presented as appropriate to the circumstances.

5. When urgent conditions so warrant, the President of the Board may work with the Executive Committee to act on behalf of the Board of Directors under the authority provided in Article 6, Section 2 of the Bylaws.

C.3 Principles

The decisions by the Board of Directors and any assigned committee or task force will be based on the following framework:

1. We will consider taking an organizational position if at least one of the following applies:

- a) The issue directly or indirectly affects our constituents or our organizational mission, values, programs, history or commitments.
- b) The issue draws on our expertise and knowledge as an organization, and we have the resources and expertise to pursue it.
- c) There is a reasonable prospect that the objective will be successful.
- d) Along with the formal policy positions, we address how to implement and communicate our position to the appropriate parties. (In some cases, FOPBC will want to take a leadership role on an issue and thus assess its ability to play that role and identify possible partners. In other cases, the board may decide that taking a policy stand will be encouraging and strengthening to members and staff; it will be heartening to clients, audiences, and donors, and is simply the right thing to do; therefore, a large campaign on the issue will be realistic and appropriate.)

2. The policy position could, for example, include four different levels or degrees of effort.

- a) Provide update information /newsworthy item (give email notice, no action).

b) Educate about an issue (via email, web site).

c) Take a formal policy position about an issue, encourage members to become involved - via email, web site, Facebook, ask members to contact their political representatives.

d) Take a formal policy position, encourage members to actively advocate - via email, web site or Facebook; ask members to actively advocate, to contact their political representatives, to collaborate with other organizations, to write letters, to attend meetings, to testify at hearings.

C.4 Reviews

Formal policy positions adopted under this process will be reviewed, and reconfirmed or revised, at least once per year. The Board of Directors will review this policy (as articulated in this document) at least once every three years.

E. Attachments and/or related documents:

- None; reserved for future use.

Version History:

- Adopted and approved by Board of Directors on January 23, 2014
- Revised and approved by Board of Directors on October 18, 2021
- Revised and approved by Board of Directors on August 18, 2025 – formatting and minor content updates