



FOOD BANK
of **ALASKA**



**What's a
Food Bank
doing in
policy work
anyways?!**

What is Policy?

A course or principle of action adopted or proposed by a government, party, business, or individual.

- Company and organizational policies
- Neighborhood, Borough, State, Federal policies
- **Have you worked on a policy before?**

What is Advocacy?

Advocacy is a process of supporting and enabling people to:

- Express their views, thoughts and concerns
- Access information, advice and guidance
- Explore choices and options for services and care

Why are Policy & Advocacy Important?

P&A work is an impactful way groups can advance the issues they care about and help bring about systemic, lasting change.

- Engaging the right people at the right time with the right message for the right “ask” of the right person/decision maker
- Advocacy gives a voice to an interest or need and allows you to share your personal story and connect experience to policy decisions, in person or by phone and email

2024-25

Policy Priorities



FOOD BANK
of **ALASKA**



- **Protect SNAP**
- **School Meals**
- **Protect & improve programs**
- **Healthcare & Hunger intersection**
- **Administrative improvements**
- **Hunger-Adjacent Policy**
 - **Payday Loans**
 - **Agriculture**
 - **Work & Save Retirement**

BILLS TO WATCH

POLICY BRIEFS

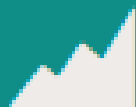
ON THE MENU



In 2025 our key areas of focus are:



SUSTAINABLY GROWING ALASKA'S AGRICULTURE INDUSTRY



INCREASING PROCUREMENT OF ALASKA-GROWN FOODS



ENSURING AND IMPROVING FOOD ACCESSIBILITY



ENSURING TRIBAL SOVEREIGNTY IN ALASKA'S FOOD SYSTEMS

www.akfoodpolicycouncil.org/advocate

What is Advocacy?

Advocacy is a process of supporting and enabling people to:

- Express their views, thoughts and concerns
- Access information, advice and guidance
- Explore choices and options for services and care

It's how we get policy work done!

Good Advocacy Is:



Strategic

To advocate most successfully and efficiently, campaigns should be well researched and planned out.

Persistent

Advocacy can't just be any single action, it should be a set of coordinated activities across many platforms.
ie. Phone calls, petitions and marches.



Persuasive

We must use ideas or provide arguments that convince people that the desired change is important and they will support it.



Good Advocacy Is:



Targeted

Action is most effective when it's targeted to influence people who have the power to make the change we want to see.

Collaborative

Advocacy works best when we work together. We must build alliances with stakeholders to increase the impact of our campaign.

Impactful

Our advocacy campaign must result in positive change in the lives of the people affected by the problem. We must convince the targets of our campaign that...



What we want is what they want!

Your actions are most impactful when they are:

Local

When trying to persuade a particular target, using data and events local to that target works best. You should also bring community members together.

Personable

Activism should not be antagonistic and angry. Advocacy is most effective when all parties involved are respectful of the others position.

Personal

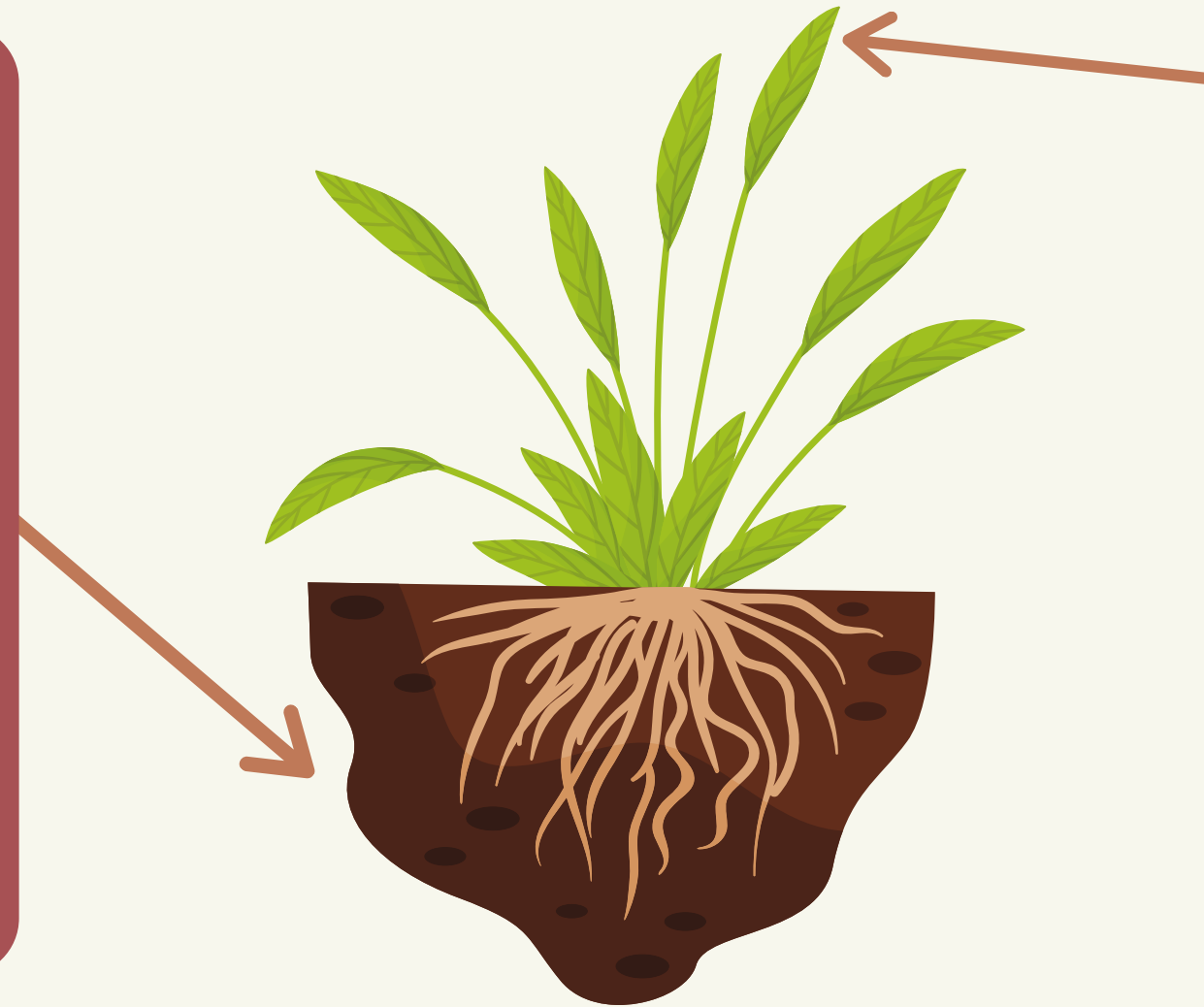
Talk about why this issue matters to you! Facts and statistics are important, but they're unlikely to draw hearts and minds to your cause.



Who can advocate?

Grassroots

- Community members
- Community groups (coalitions)
- Volunteers



Grasstops

- Community leaders
- Experts
- Influential community members
- Community groups (coalitions)

And, of course, you can advocate!

Who are advocacy actions targeted at?

Policy Makers

- State and Federal Legislators
- Legislative staffers- meet with staff can be as beneficial as meeting with legislators!
- State Administrators
- Municipal or borough leaders and staff
- Internal agency/organizational leadership such as an ED or Board of Directors



Community Members

Anyone who is in a position of power to influence a decision that impacts policy and/or your practice environment or issue topic.



Types of Advocacy Actions



**LETTERS TO
THE EDITOR**

**SCHEDULING
FACILITY
VISITS**

**CONTACTING A
POLICY MAKER**

**VISITING A
POLICY MAKER**

**POSTING
ON SOCIAL
MEDIA**

PETITIONS

**SIGN-ON
LETTERS**

RALLIES

**MANY MORE -
WHAT DID I
MISS?**





Dos

- Be friendly and welcoming
- Includes others who are knowledgeable about the issues you plan to discuss
- Use facts/evidence- don't be afraid to admit you don't know something and follow up!
- Focus on just one or two issues
- Express appreciation and send a thank you.



Don'ts

- Don't be critical of personalities. Make your points about the issues. Attack the problem, not the person.
- Never lose your cool, stay calm
- Never tell half-truths – it's okay to say you don't know!
- Don't make assumptions about motives.



Have a clear message

- Know your audience. What do they need to hear from you that matters to them?
- Stay on topic. Describe the problem and who it affects and impacts.
- Clear state the ask and what you want the decision maker to do.
- Come to the meeting prepared- elevator pitch



Follow-ups matter

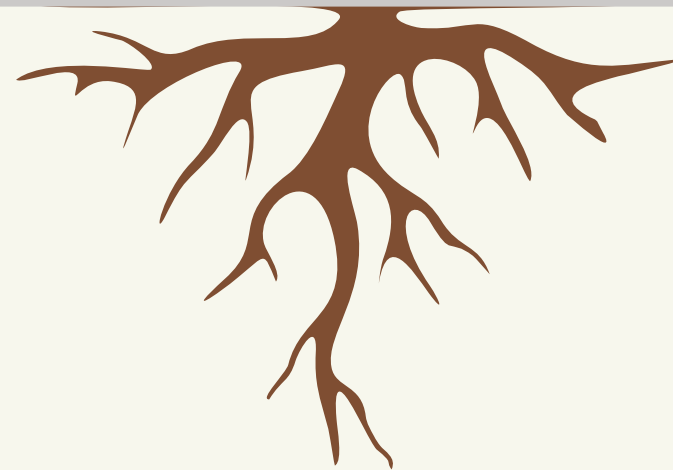
- Provide answers to any questions you were not able to address.
- Invite your legislator to visit you at your facility.
- Add them to your mailing list!
- Make a social media post thanking them for the visit.



What is an Advocacy Coalition?



A network of individuals and organizations that share a common goal or interest and work to influence public policy



What can an *Advocacy Coalition* do?

- **Unite** diverse stakeholders around a common purpose
- **Identify** policy solutions to systemic problems
- **Develop** clear and compelling platforms
- **Build** relationships with decision and policy makers
- **Provide** expertise and information to inform policy decisions
- **Activate** networks and share resources





HISTORY. The Alaska Food Coalition (AFC) was established in 1996 to help agencies and village councils with funding and resource opportunities for food security programs.

Since then, AFC has evolved into a statewide advocacy and education force, working with lawmakers, community leaders, and partner organizations to enact meaningful policy changes.

Food Bank of Alaska has proudly served as the fiscal agent for AFC since 2001. Through advocacy, research and coalition building, AFC aims to address the root causes of hunger and work toward long-term sustainable solutions.



Wondering how to
get involved...



AFC Fall Convening

Thursday, September 18, 2025

1:00 - 3:00 PM | Main Stage, Food Bank of Alaska

AFC Monthly Teleconference

Tuesday, September 23, 2025 (every 4th Tuesday)

2:00 - 2:30 PM | Zoom

AFC Fly-In

Monday, February 9 - Wednesday, February 11, 2026

Juneau, AK

Everybody eats; anyone can advocate!

Takeaways? Questions? Experiences?

