

# Advocacy Committee Charter

## Purpose

The Advocacy Committee is dedicated to advancing NRPA's public policy goals with the aim of supporting its mission to enhance quality of life for all through the power of parks and recreation. Guided by the core pillars of equity, health and wellness, and conservation, the Advocacy Committee will support NRPA's public policy goals aimed at strengthening the field of parks and recreation. The Advocacy Committee and its members achieve this through five primary activities conducted in strong partnership with NRPA staff:

1. Assessing and developing legislative agendas in association with each Congress
2. Assessing and developing administrative agendas in association with each Administration
3. Advising NRPA on advocacy campaigns and related strategies such as bi-partisan messaging campaigns
4. Serving as NRPA public policy ambassadors by directly engaging in advocacy, activating others to take action, and supporting NRPA engagement with partners and coalitions
5. Strengthening alliances with other national associations and organizations to increase our influence on critical issues that are mutually beneficial

## Membership

The Advocacy Committee is comprised of the following structure:

- **a governing council** of NRPA Board of Director delegates, appointed by the NRPA Board Chair, which is responsible for information flow between the Advocacy Committee and the Board of Directors, including recommendations for Board action
- **chair** appointed by the NRPA Board Chair, whose role is to partner with NRPA staff to set meeting agendas, facilitate committee meetings, administer voting, engage committee members, and support recruitment of new members
- **individual committee members/committee membership body** recruited from the NRPA membership in accordance with criteria determined by the committee
- **Key representatives** from designated partner associations

The Advocacy Committee reflects a hybrid structure, part NRPA Board and part member volunteer committee. This ensures that the goals of the committee are rooted in the NRPA strategic plan, achievable, and supported within the annual fiscal year budget. It also ensures that the engagement goals of NRPA advocacy benefit from a robust "grasstops" that inspires a broad and active "grassroots."

Recruitment of individual committee members will be managed within the NRPA volunteer structure and in accordance with criteria identified by the committee.

## Authority

The advocacy committee is commissioned to advise and consult on the development of NRPA's legislative agenda, assess progress towards goals, plan for advocacy opportunities, and inform overall plans and strategy.

## **Responsibilities**

Advocacy Committee should have a strong personal interest in civic activities, public policy issues, promoting parks and recreation as essential, and advocacy. Committee members are responsible for:

1. Regularly attend monthly NRPA Advocacy Committee meetings and provide relevant information to facilitate shared knowledge and constructive discussions for planning advocacy activities
2. Actively engage with NRPA staff to contribute to and promote advocacy-related activities that support our mission
3. Report on the status of action items
4. Commit to attending and documenting relationships and meetings (e.g., dates and discussion topics) with congressional offices in support of NRPA public policy goals
5. Help identify future members for the committee, and
6. Participate in an annual evaluation survey of the committee.

## **Diversity, Equity, and Inclusion Commitment**

The Advocacy Committee will ensure the legislative agenda developed focuses on reaching underrepresented communities and improving access to parks and recreation. The committee will include diversity in membership such as race and ethnicity, gender, and geographic representation. The committee will stay abreast of the latest research in the sector to inform future policy and legislative opportunities specific to addressing health and racial disparities.

## **Meetings**

The Advocacy Committee meets bi-monthly for one hour. In addition, there will be an in-person meeting to kick off the new committee cycle aligned with the NRPA Conference, (Sept./Oct. timeframe).

The *governing council* meets at least once a year to review the annual agenda and structural recommendations from the Committee and staff. The *governing council* presents their final recommendation to the Board.

## **Approvals**

This charter was drafted by the Advocacy Committee in December 2002 and was updated in May 2023. It will next be reviewed in 2024.