

# Government Relations: Getting Started

## 1. What is GR and how does it relate to you in fundraising?

AFP Canada's Government Relations Committee advocates for an environment that strengthens effective and ethical fundraising to encourage giving with a vision that more asking will lead to more giving and great impact.

As fundraisers, we want to be viewed by policy makers as issue experts and trusted advisors. We need government stakeholders to understand the valuable role fundraisers play in creating a stronger, more resilient and impactful charitable sector.

By positioning the fundraising profession as a valuable partner to government, we can make the case for the policies, programs and investments needed to support a strong charitable sector.

## Case Study for Change: Juniper Lociento, MPNL, CFRE, 2021 Chair, AFP Canada Government Relations:

**Identify the problem you are trying to solve:**  
Reviewed the [five-year vision](#) for government relations and the annual plan for 2021, identified the need for additional support for the charitable sector as a priority.

**Reviewed opportunities with government:** Budget 2021 offered a number of opportunities for AFP members to advocate for support. The following actions were taken:

- Submitted a [revised pre-budget consultation](#) advocating for additional support for charities during the pandemic;
- Identified three specific actions the government could take to support our sector (outlined in our [Take Action Campaign](#));
- Identified other sector leading organizations with similar goals and worked to amplify their message (incorporated Imagine Canada's online letter writing campaign to MPs into our initiative);
- Activated AFP members to reach out to their MPs about including support for our sector in the budget; and
- Engaged AFP leaders to reach out to MPs who could potentially influence the budget.

**Result:** SUCCESS! Inclusion of COVID relief measures for charities in the federal budget ([published post-budget article](#)).

**Currently:** Continuing to advocate for additional funding for our sector through pre-budget submissions, election campaign advocacy efforts and other government submissions.

1.

2.

## Why anyone can participate in GR

AFP Canada provides resources to all members to help them advocate for public policy changes in our sector. All voices—chapters, organizations, and most especially, yours and your colleagues—should be heard on issues that affect fundraising and philanthropy. It's not hard to voice your thoughts to policy makers at all levels of government and start creating change.

3.

## How can you advocate? Consider the following:

- What problem are you trying to solve? Build your case.
- Research upcoming opportunities to have your voice heard.
- Reach out to AFP for opportunities to collaborate/amplify.
- Identify others within AFP who are trying to solve a similar problem.
- Meet and present to Members of Parliament (MPs) or other elected officials in your community.
- Create a working group and collaborate.
- Participate in the [AFP Canada GR online community](#).

4.

## Helpful Links:

- [AFP Canada Government Relations Vision and Pillars](#)
- [Asking Matters: Charitable Fundraising in Canada](#)
- [AFP Canada Impact and Advocacy](#)
- [AFP Canada Government Submissions](#) and [Articles](#)
- [AFP Canada Policy Positions](#)

5.

6.

## Need more information?

You can reach out to AFP Canada  
[Lisa.Davey@afpglobal.org](mailto:Lisa.Davey@afpglobal.org)