

**UNITED WAY CONSUMER INVESTMENT STRATEGY FOR  
PUBLIC POLICY ADVOCACY**

**Definition of consumer population:**

Local and state level lawmakers/legislators, elected and appointed officials, media, business and nonprofit sector leaders, and indirectly, the population of Cuyahoga County

**Desired outcomes as a result of investing in services for this population:**

- Nonprofit social service organizations have more opportunities to interact and build coalitions and coordinated campaigns to influence public policy on behalf of the social service sector.
- Nonprofit networks of advocates grow over time.
- Local, state and federal public policy and media coverage support and prioritize social services to our most vulnerable and underserved populations

**United Way's Public Policy Advocacy Investment Strategies:**

- A. **Convene and Build Coalitions:** Programs that convene a variety of stakeholder organizations and groups to build synergy, avoid duplicate effort and work together to advocate for social services in Cuyahoga County/Northeast Ohio.
- B. **Policy Research and/or Direct Advocacy:** Programs that provide policy research and/or direct advocacy and communications, to impact legislative, philanthropic and budgetary decisions on issues related to Ohio's social service system.