



## Friends in High Places: Why Your Success Depends on Government Relations

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## Learning Outcomes



1. Why you and your organization need to be involved in Government Relations
2. Understanding the Role of AFP in Government Relations
3. How to make your organization Government Relations ready
4. How have a successful meeting at the municipal, provincial and federal levels
5. Learning from past successes
6. Current sector issues and partnerships

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## Learning Outcome #1



Why you and your organization  
need to be involved in  
Government Relations



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## Why Government Relations?



Who can name some fundraising and/or charity-related government relations issues that have arisen in the last 2 years?

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## Why Government Relations?



7 Environmental Charities Face Canada Revenue Agency Audits

Harper government to revoke charitable status of Catholic Church

"Bill C-470 and the Backlash Against Fundraising" - by Malcolm Burrows

Surrey advocate for donor's rights aims for charitable transparency

Charities Judge Their Fundraising Costs? Shocking!

Grading Canadian charities: Does your donation go where you think?

Cancer Society spends more on fundraising than research

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## Why Government Relations?



A few of the recent government relations issues related to Fundraising and Charities. Would you be able to answer a question related to:

- CASL – Canadian anti-spam legislation
- Canada Post rate increase
- Hospital parking hospital GST
- Advocacy spending
- CRA audits
- First-time donor super tax credit
- Federal budget measures for charities
- Bill C470
- Credit card fees
- Mobile fundraising



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## Why Government Relations?



Government Relations is critical to the success of the fundraiser and charity executive because:

- Good relations with government can be a way to **increase the credibility of your organization** with stakeholders, including donors.
- Issues relating to fundraising and charities are **governed by provincial and federal legislation**.
- Even **municipal governments** can impact us (e.g. land development).
- Governments are essential to providing **environments where fundraising and charities can thrive**.

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## Learning Outcome #2



### Understanding the Role of AFP in Government Relations



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## The Role of AFP



Who can name an issue where AFP played a key role in influencing a significant government relations issue?

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## The Role of AFP



### Past Successes:

- CRA Guidance
- The Cost of Fundraising
- Bill C470
- CASL

AFP works to create an environment where Canadian Fundraisers and Charity Executives can be successful.

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## The Role of AFP



### Case Study: C-470 Private Members Bill

#### How was AFP involved?

- Bill C470 was a Private Members' bill proposing a cap on charity salaries at \$250,000/year.
- A reaction to negative press when a charity executive received an exit package of over \$1M.
- Received 2<sup>nd</sup> and 3<sup>rd</sup> readings in the House of Commons and was about to receive reading in Senate. Received all party support.
- It evolved to propose full disclosure of all charity salaries.
- Bill died when election was called.

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## The Role of AFP



### Case Study: C-470 Private Members Bill

#### What did we learn?

- Canary in the coal mine
- Don't underestimate political will
- Time is of the essence
- Size matters: coalitions and partnerships are key
- Policy needs to be fact-based not emotional
- Pre-existing relationships are critical



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## Learning Outcome #3



### How to make your organization Government Relations ready



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## AFP GR Tool Kit



- AFP recently developed a new tool kit to help fundraisers develop Government Relations expertise
- Available online at [www.afpnet.org](http://www.afpnet.org)
- Content includes
  - Know your parliament
  - Framework for engagement
  - Meeting with a Parliamentarian
  - Elevator pitch



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## AFP GR Tool Kit



### Scenario:

- You are a fundraiser for Nonprofit X based in City Y.
- Although you are a great fundraiser, your cost-to-raise-a-dollar is \$0.40.
- This is due to the fact that your Nonprofit X is small and just starting up.
- You learn that a new Bill has been put forward in the House of Commons that would cap fundraising expenses at 10%.
- You are very concerned about how this will impact your organization and want to meet with the MP of City Y to discuss your concerns
- **What do you do next?**



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## AFP GR Tool Kit



### 1. Know your Parliament:

- Which party does your MP belong to?
- Do they hold any key positions (e.g. Ministers, Parliamentary Secretary, etc)?
- Are they part of any government committees?
- What are the key issues of their party's platform?
- Where might they lean on the issue you wish to discuss?
- Have they had any contact with your organization?



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## AFP GR Tool Kit



### 2. Build Relationship:

- What homework is required to know your MP before the meeting?
- What is the objective of your meeting?
- How can you engage in 2-way dialogue on your issue?
- How can you establish your and your organization's credibility?
- What can you leave behind regarding your issue?
- How can you keep in touch and have some next steps?



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## AFP GR Tool Kit



### 3. Getting the Meeting You Want:

- When is the best time to be in touch?
- Who should you speak to when setting up the appointment?
- When is the best time to meet?
- Who should you meet with?
- Should you meet with government officials or just MPs?



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## AFP GR Tool Kit



### 4. Handling yourself with a Parliamentarian:

- Who should be in your delegation?
- How can you best represent your organization?
- How much casual vs. formal conversation should you have?
- Should you meet alone or bring others with you?
- How much should you listen vs. talk?
- Can you give examples?
- Should you leave on time?



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## AFP GR Tool Kit



### Remember to...

Answer the basic questions:

- Who are you (your organization, your role)?
- Why are you there?
- What do you want?
- How can they help you?
- How can you help them or their constituents?



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## Learning Outcome #4



How to have a successful meeting at the municipal, provincial and federal levels

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## Meeting with MPs



Top 10 “Must-Dos” when meeting with a Parliamentarian



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## Meeting with MPs



Politicians are Funny!

“Facts are stupid things.” – *Ronald Reagan*

“A Zebra doesn’t change his spots.” - *Al Gore*

“My conduct had nothing to do with me.” – *Al McLean*

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## Meeting with MPs



10. Convey what’s in it for them
9. Show support from your constituency
8. Be helpful not defensive
7. Be prepared for the meeting
6. Be informed on your issue
5. Do your homework
4. Be proactive not reactive
3. Define success beforehand
2. Aim for smaller changes not just radical change
1. Appeal to their objectives in addition to your own

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## Meeting with MPs



- Research what people are saying about your issue.
- Understand the context around the issue you are presenting – media, public, etc.
- Evaluate the links to broader public policy initiatives.
- Understand your constituency.
- Be patient, brief and concise in your presentation and written submission.

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## Learning Outcome #5



Learnings from past successes



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## Past Successes



- Bill C-470
- Anti-Spam Law
- New Tax Incentives



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## Learning Outcome #6



### Current sector issues and partnerships



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## Sector Issues



**Current Government Relations issues affecting fundraisers and charity executives:**

- CASL
- CRA Audits
- Advocacy spend
- Fundraising guidance
- Mobile regulations
- Sector collaboration



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## Sector Issues



**What to do if you have a Government Relations issues?**

1. Develop your organization's position on the issue and document the background.
2. Determine if it is relevant to the national, provincial or municipal level.
3. See if there are other organizations interested in the same issue.
4. Contact your local AFP chapter's government relations committee.
5. Contact other para-sector partners.

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## Sector Issues



Other Sector Collaborators for Effective Government Relations:



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## In Closing...



### Dispelling the Myths:

- Advocacy is not complex.
- Change is possible through concise messaging, patience and mobilization.
- Complacency is never the answer.



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## We Want You!



Please be in touch if you are interested in contributing to AFP's advocacy for the Fundraising Profession and Charitable Sector.

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## Thank you

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