



ADVOCACY & THE UNWLA

SEPTEMBER 13, 2024

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МАРІЯННА ТРЕТЯК
CHAIR, ADVOCACY COMMITTEE

AGENDA

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WHY US?



ADVOCACY 101



A

ADVOCATE (v)

Give voice to or speak in favor of.

ADVOCACY (n)

Any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

SPEAKING FOR UKRAINE

**UNWLA ADVOCACY HAS ONE GOAL –
EMPOWERING OUR MEMBERS TO USE THEIR
VOICES FOR UKRAINE.**

Whether it is with co-workers, neighbors, civic organizations or elected officials, we aim to represent Ukraine, it's culture, people & truth here in the US.





**UNWLA
ADVOCACY
ROOTS**



FORGED IN CRISIS

NOV 1933

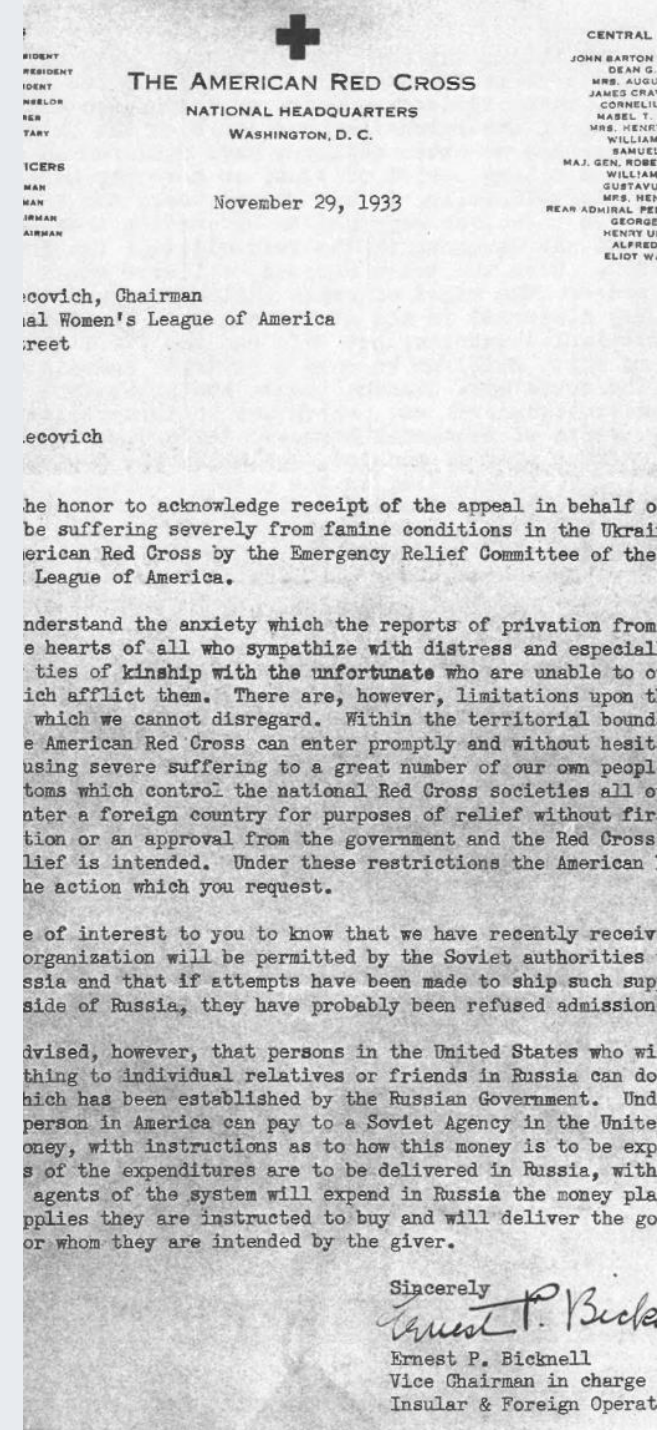
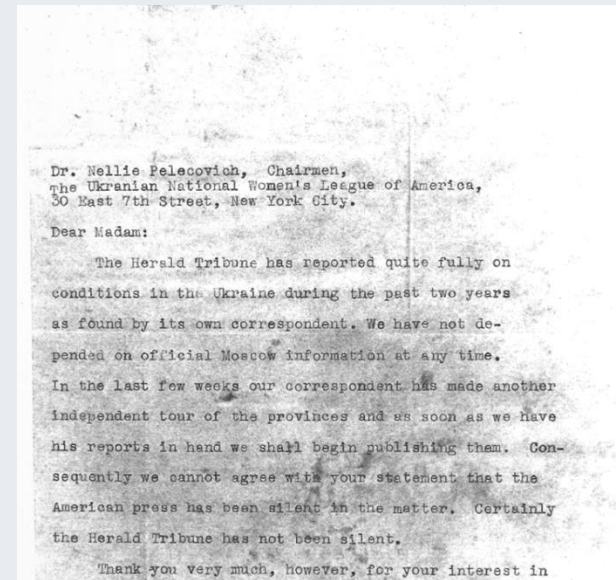
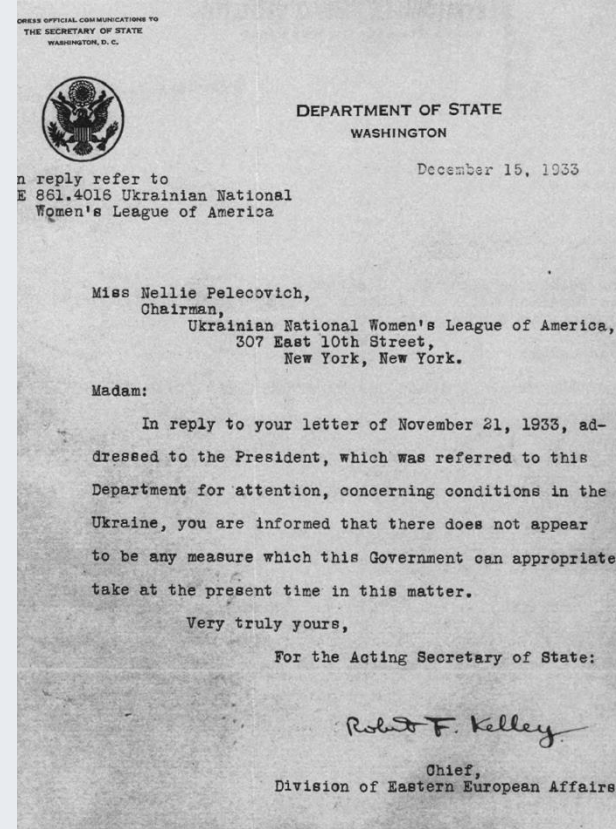


EMERGENCY RELIEF COMMITTEE

"We, American women of Ukrainian descent, respectfully submit for your kind & sympathetic attention certain facts concerting the present unbelievably terrible famine in Ukraine under Soviet Russia



Persistence amid setbacks



REPRESENTING UKRAINE AMID STRANGERS

“Пропаґанди
Української справи
між чуженцями.”

UNWLA Convention Book.
3rd Convention, 1937

ЩО ТАКЕ СОЮЗ УКРАЇНОК В АМЕРИЦІ?

Союз Українок в Америці це особна і зовсім незалежна від інших товариств організація, яка має завдання:

Згуртувати Українок і сполучити всі українські жіночі товариства в Америці в одну центральну могутню організацію, для:

1. Просвітнього й економічного піднесення українського жіноцтва в Америці.
2. Ведення рідної школи в Америці.
3. Пропаґанди української справи між чужинцями.
4. Поширення українського мистецтва в Америці.
5. Помочі моральної і матеріальної в часі недуги, страйку і безробіття українського населення в Америці.
6. Творення молодечих відділів Союзу Українок.
7. Постійної помочі моральної і матеріальної у визвольній боротьбі рідного краю.

Члениці Союзу Українок Америки повинні при кожній нагоді ширити цю організацію.

Союз Українок повинен ширитися по усій Америці. Не повинно бути ні одної української громади, де бракувало б відділу Союзу Українок Америки.

**“I Belong to the
S.U.A. to help spread
the Ukrainian cause &
the language and
culture...”**

*Amelia Bochey ,
“Why I belong to the S.U.A”
UNWLA Convention Book, 7th
Convention 1945*

Why I 'belong to the S.U.A.



I belong to the S.U.A. so that I can convene with other young Ukrainian women, and with them enjoy common social and beneficial activities, —

I belong to the S.U.A. to work for the betterment of Ukrainians both here and abroad —

I belong to the S.U.A. to help spread the Ukrainian cause and the Ukrainian language and culture, so that people won't persist in asking me, "Well, aren't you really Russian?" —

I belong to the S.U.A. to suggest ways and means, and also carry them out, of earning the funds so necessary to undertake almost any project —

I belong to the S.U.A. because I am proud that I am American of Ukrainian descent and because the S.U.A. is proud of the fact that it is an American-Ukrainian organization.

Amelia Sywulak Bochey,
member of Junior Branch 52, Philadelphia.



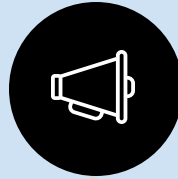
**UNWLA
ADVOCACY
COMMITTEE**



**FORGED
IN CRISIS
PT. 2**



ADVOCACY COMMITTEE TIMELINE



FEB 2022

7 DAY ADVOCACY CHALLENGE



MAY 2022
COMMITTEE FORMALIZED



AUGUST 2022

UKRAINIAN INDEPENDENCE DAY

SEPT 2023
UKRAINE ACTION SUMMIT



JANUARY 2023
RETURN UKRAINE'S CHILDREN



WINTER 2024
SUPPLEMENTAL AID



NOW

ADVOCACY FOCUS



Empowering members on how to communicate with their elected officials & advocate for Ukraine.

Proclamations & Commemorations.
International Exchanges & Partnerships.
Outreach to Local Orgs & Officials

“Soft Advocacy” Sharing Ukraine’s culture.
Advocating for correct representation of Ukraine.

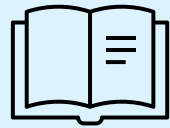
OUR WORK

HOW DOES THE COMMITTEE SUPPORT POLITICAL ADVOCACY?



MEET

Advocacy Meetings.
Coordinate Campaigns
& Exchange Ideas.



INFORM

Info on legislation.
Background on
procedures &
outreach.



WRITE

Draft templates for
Outreach & Letters.



TRAIN

Guide members on
how to take legislative
meetings. Give
feedback on outreach.

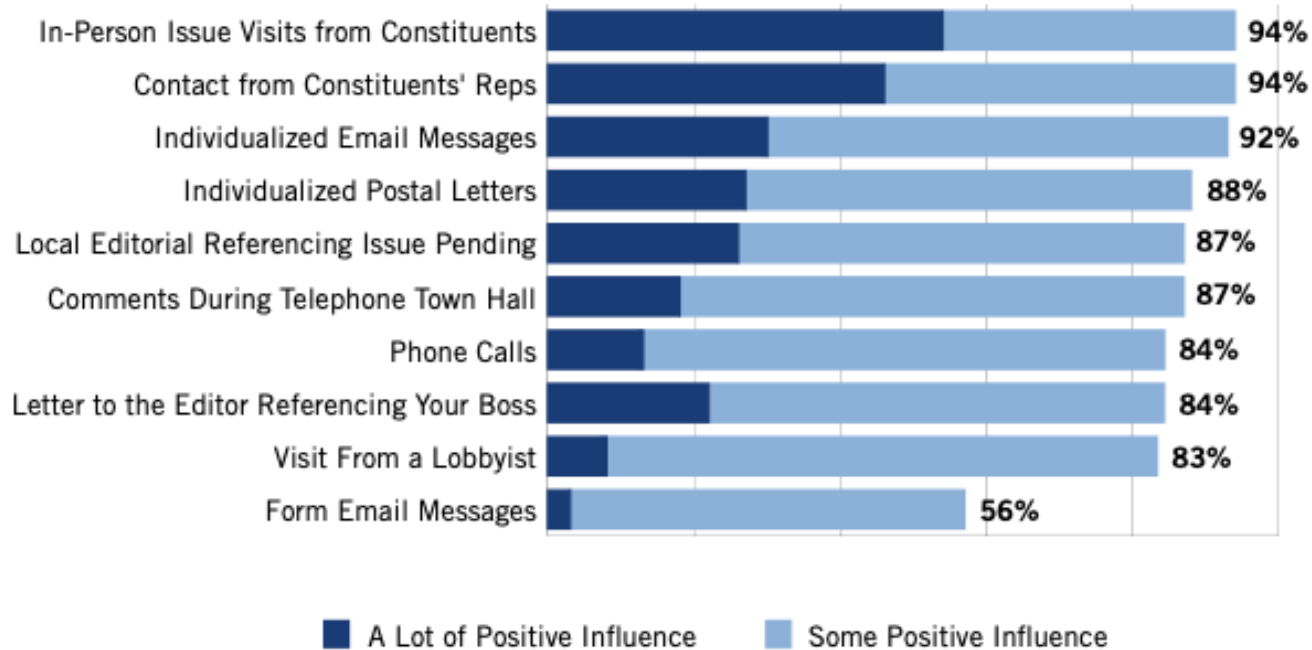


FACILITATE

Support in-person
meetings with elected
officials*

FIGURE 1.

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?



(n = 190-192)

Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.

WHICH ADVOCACY STRATEGIES HAVE THE GREATEST IMPACT?

In Person Visits, Personal Letters/Emails & Letters to Editor are the most impactful ways to reach your elected official.

ABOUT THE COALITION

American Coalition for Ukraine— for all Americans who want to raise their voices in support of Ukraine.



+ 500

Attendees at the last Summit

+ 100

Member organizations

+ 350

Meetings with Congressional Offices

SUPPLEMENTAL AID
PASSED

UKRAINE ACTION SUMMIT & UNWLA

ADVOCACY LEADERS

UNWLA members trained & cultivated to lead state delegations.

UNWLA members have lead CA, NJ, PA, TX, RI & MA delegations

PROCLAMATIONS

From Independence Day 2022 to Independence Day 2023 we've seen greater number & variety of proclamations.

KEY LEGISLATION PASSAGE

H. RES 149 - PASSED

MEMBER OUTREACH

Opportunities

~10

UNWLA member
Attendees
April/March 2022

40

Summit
Attendees
April 2024

LOCAL ADVOCACY

WHAT IS IT?

Work locally to represent Ukraine and its people. Build relationships with local stakeholders. Broadly promote Ukraine & Its culture to those around you.

Independence Day Proclamations. City Light-Ups. Community Service Campaigns of Gratitude.



UNWLA CELEBRATES 8.24.24



UNWLA CELEBRATES 8.24.24



LOOKING FORWARD



COORDINATION

Regional Organization of Advocacy with Specific Follow-through. Coordination w/ Coalition.



OUTREACH

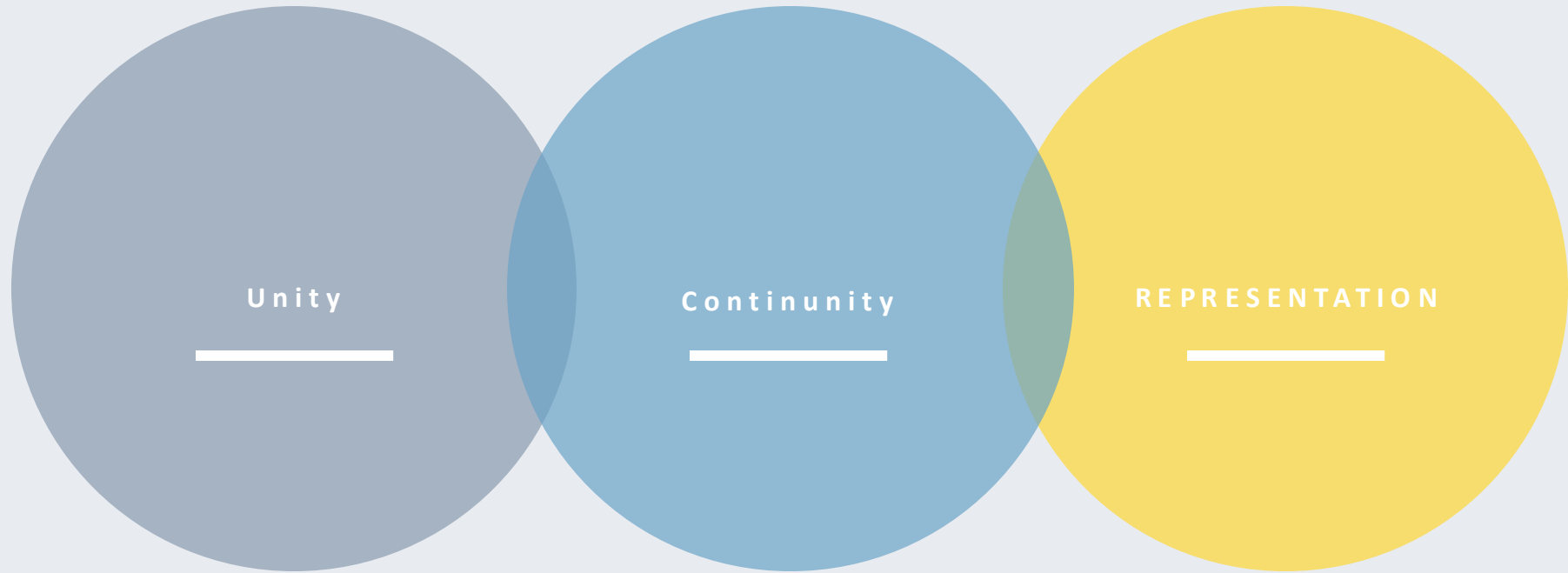
More Events engaging w/ American Community.



GUIDANCE

Clear guidance on rules for 501c3s so our members can advocate freely.

WHY US?



Unity

Continuity

REPRESENTATION



THANK YOU!
ДЯКУЮ!
