

Navigating the Stormy Seas of Political Change

**A Government Relations
Workshop for Non-Profit
Leaders**

December 5, 2024



Participants Today

- You are concerned that a possible change in government will have policy / program impacts for your organization and clients
- You rely on government grants and contributions that could be impacted by a change in government or fiscal climate
- You are preparing your organization for potential disruptions



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Kathryn Babcock

- 25-year career in revenue mobilization for charities
- Created capitalW as a fundraising and strategy group to capture best practice from the \$100M + fundraising organizations and use those insights to sustain the growth of community organizations.



Today's Purpose

- Help YOU prepare for 2025: forecast to be an incredibly turbulent year
- Focus on things within your control that will protect your organization.
- NOT about being partisan – especially for non-profits and charities
- Basis for this discussion is that you have government funding to support your organization's activities



Agenda

- Stormy seas: A period of significant uncertainty with multiple elections
- What to do?
 1. Assess your organization and government relations strategy in a changing context
 2. Engage Political Parties to help shape platforms / commitments
 3. Strengthen relationships with Public Service decisionmakers
 4. Diversify revenue sources
- Questions and Answers



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Chris Holz

- 25-year career in the public affairs sector
- Government Relations Advisor to capitalW
- Principal at a government relations consultancy
- Senior advisor to Ontario cabinet ministers, including Chair of Cabinet, Minister of Energy and Minister of Finance
- Corporate and charitable clients, NFPs, associations, citizen and patient groups



Stormy seas:
A period of
significant
uncertainty with
multiple
elections





TRUMP STORMS BACK

Stunning Return to Power After Dark and Defiant Campaign

His Win Opens an Era of Uncertainty for the Nation

- Donald Trump played on fears of immigrants and economic anxieties to defeat Vice President Kamala Harris.
- Ms. Harris's defeat marks the second time in eight years that a woman became the Democratic presidential nominee only to fall short of a victory.

7 MIN READ

LIVE 2m ago

Trump and Supporters Bask in Decisive Win

See more updates >



Doug Mills/The New York Times

Pariah, Felon, President-Elect: How Trump Fought His Way Back to Power

After the Jan. 6 attack on the Capitol, even many Republicans believed the former president's political career was over. He proved everyone wrong.

10 MIN READ

With Political Victory, Trump Fights Off Legal Charges

8 MIN READ

Meanwhile in Canada...

British Columbia (Oct 19):

NDP 47 vs. 46 opposition (CLOSE!)

Saskatchewan (Oct 28):

SP 34 vs. 27 NDP (REDUCED!)

New Brunswick (Oct 21):

Cons 16 to Libs 31 (DEFEATED!)

Nova Scotia (Nov 26):

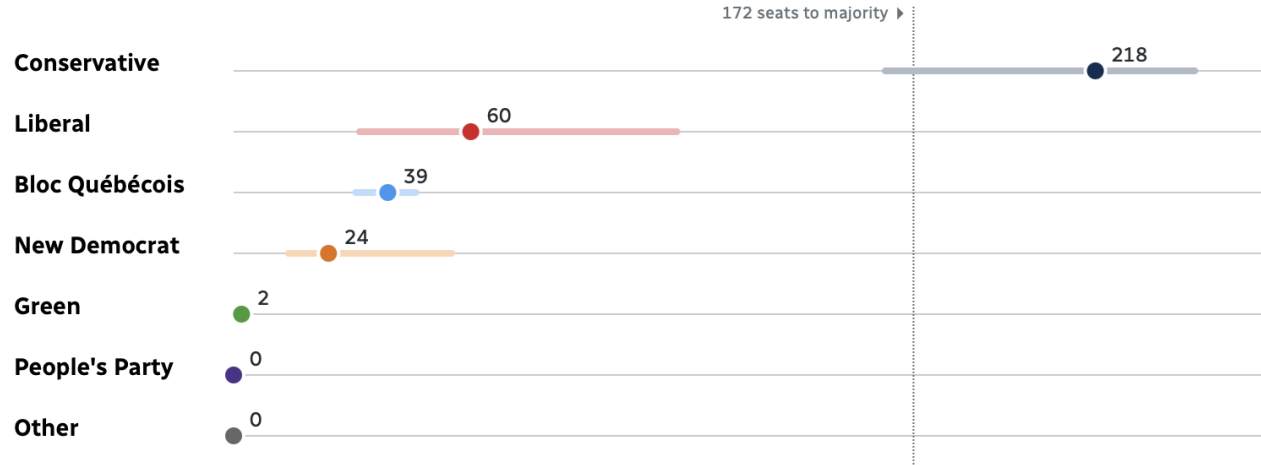
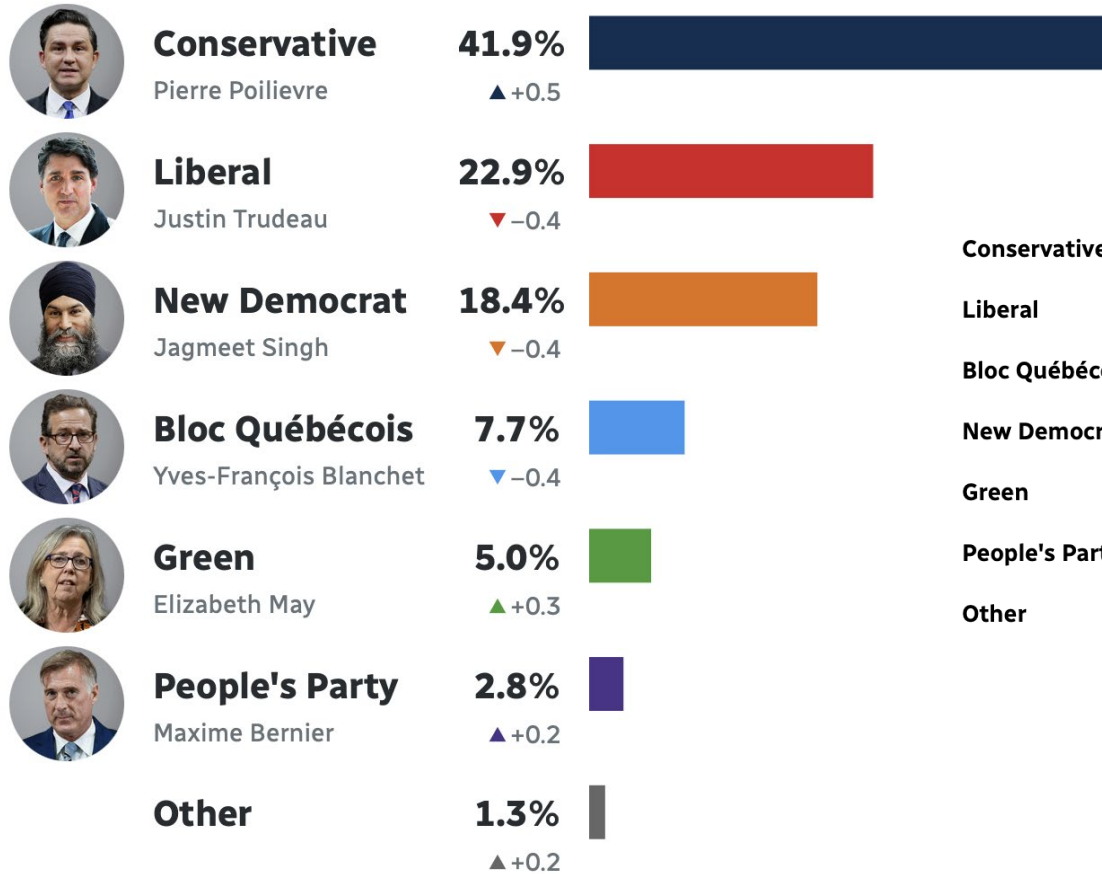
Cons 43 to NDP 9, Libs 2 (INCREASED!)



National



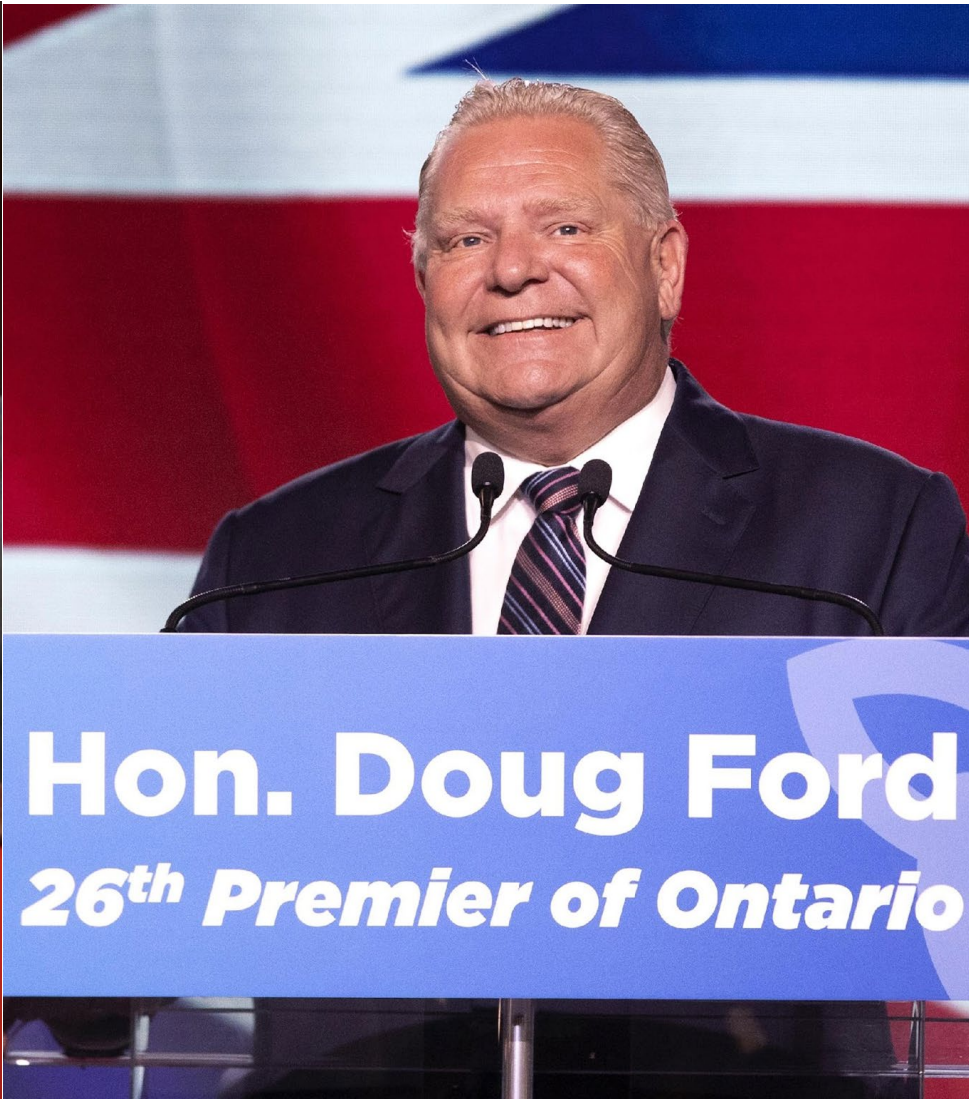
National: Polling trends and seat projections



▲▼ Arrows indicate change in party support since Nov. 25, 2024.

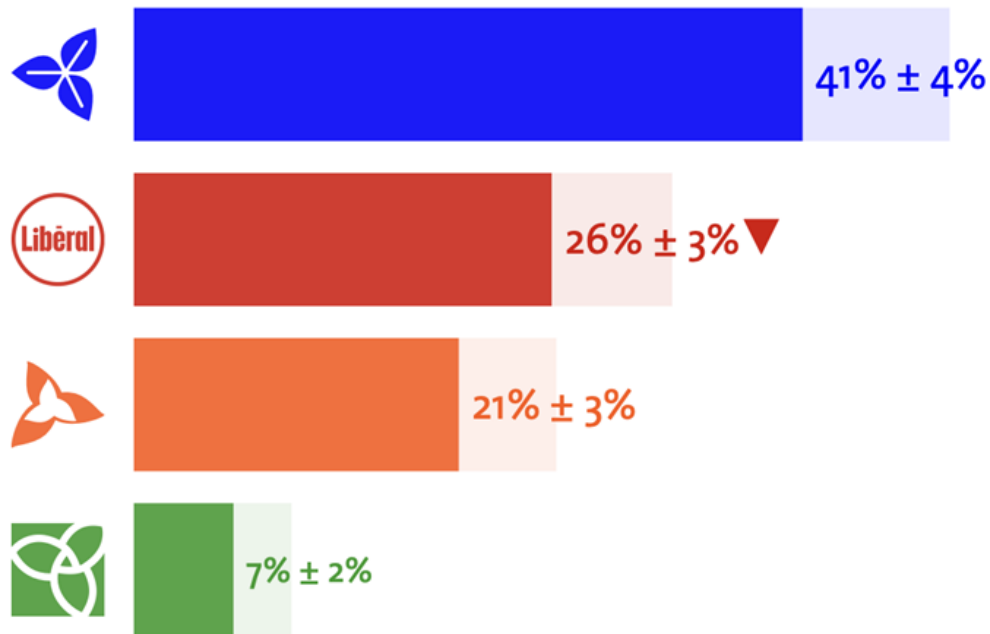
Source: CBC Poll Tracker, as of Nov 25, 2024: <https://newsinteractives.cbc.ca/elections/poll-tracker/canada/>

Ontario



Ontario polling trends and seat projections

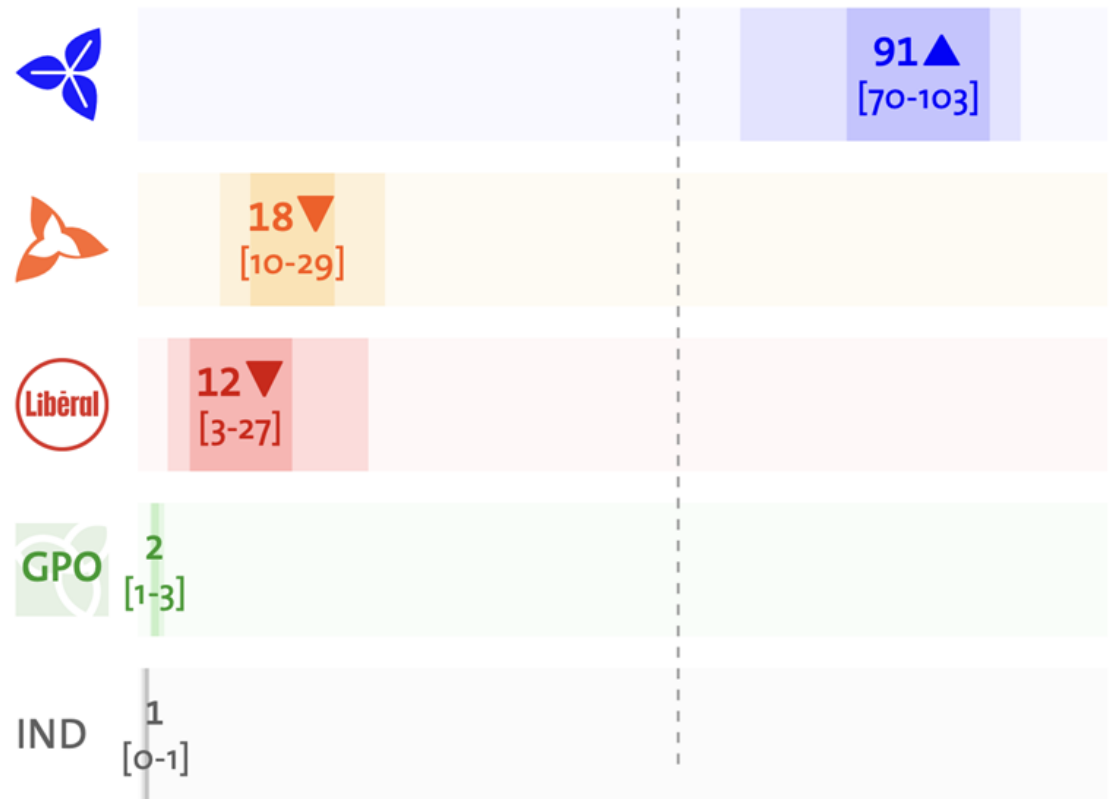
Popular vote projection



338Canada Popular vote projection | November 12, 2024

This projection is calculated using a weighted average of polls by the 338Canada model to estimate current party support. This is *not* a poll, but the result of an aggregation of polls and modelization of various data. Read more on 338Canada's methodology [here](#).

338Canada seat projection | 63 seats for a majority



338Canada Ontario | November 12, 2024

Stormy seas: broken ships?

Potential changes in
government

+

Potential changes in policy
priorities

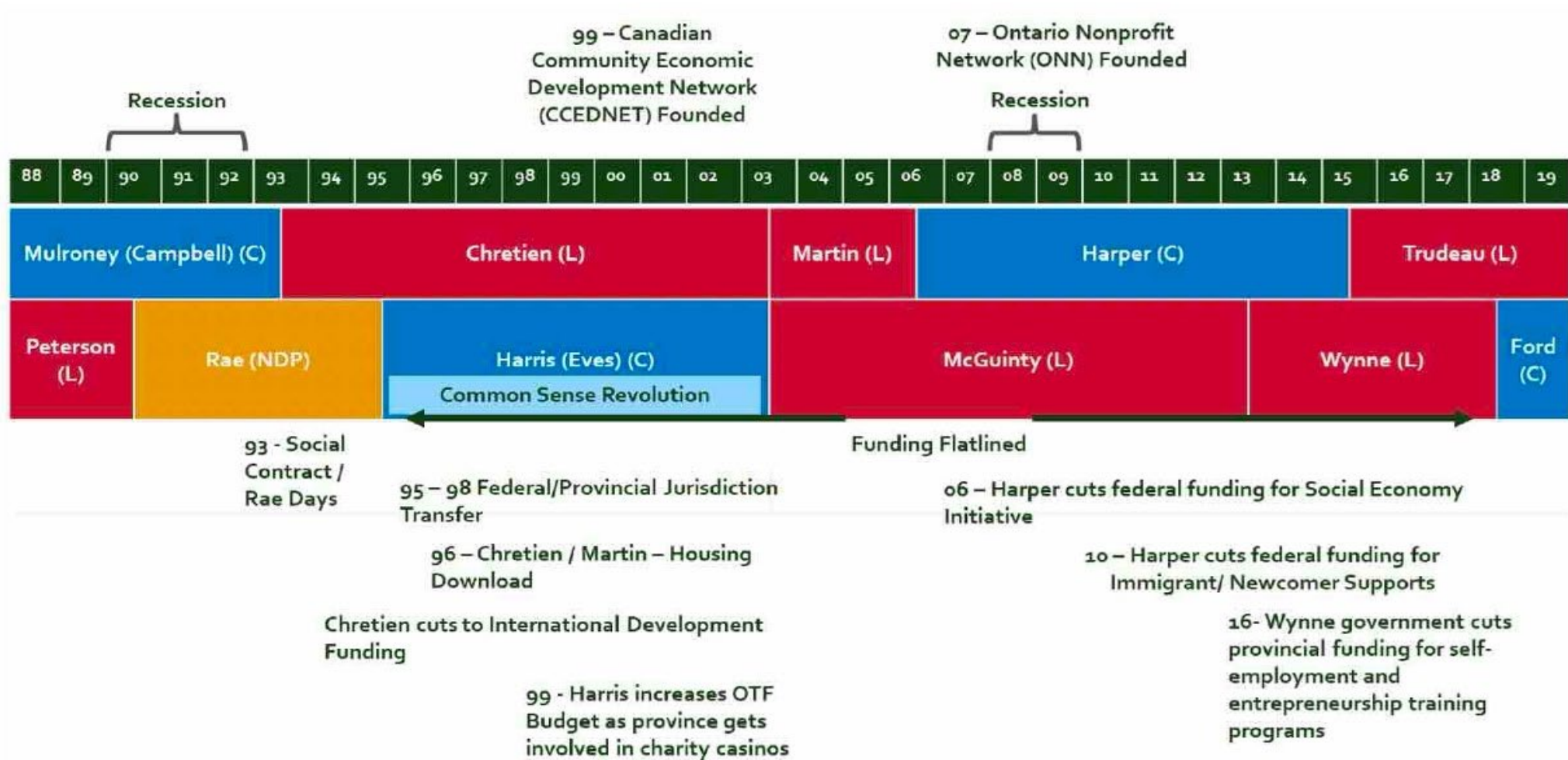
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Uncertainty for charities and
nonprofits:

- Government funding
- Policy goals



Elections matter



Source: Heather Simpson – Strategies for Good

Federal priorities (for the next government)

1. Tariffs, tariffs, tariffs...
2. Canadian Economy, and possible recession
3. Can-US Border
4. Reducing government spending
5. Affordability / Housing
6. Defence spending



Forecast: Federal

"Either you have a government that spends more than we have on things that we don't need or want... or you're going to have a Conservative government who is going to rein in the spending, so we can lower interest rates, lower inflation, and make sure that people can take more home of what they earn."

*Melissa Lantsman, Deputy Leader,
Conservative Party of Canada*

(Source: CTV Question Period:
<https://www.ctvnews.ca/politics/poillievre-s-deputy-says-conservative-plans-to-cut-spending-will-be-outlined-during-next-campaign-1.6695248>)



Forecast: Ontario

Conservatives:

- Tax Cuts / Rebates
- Getting it done: Infrastructure
- Health and role of private/NFP sector in health delivery (within the public system)
- Housing / planning reform

Liberals:

- Every Ontarian to have access to a family doctor
- Cutting taxes for families
- Public safety / crime

NDP:

- Affordability
- New Deal for municipalities
- Affordable Housing (provincial government investment)

(Currency date: Dec 5, 2024)

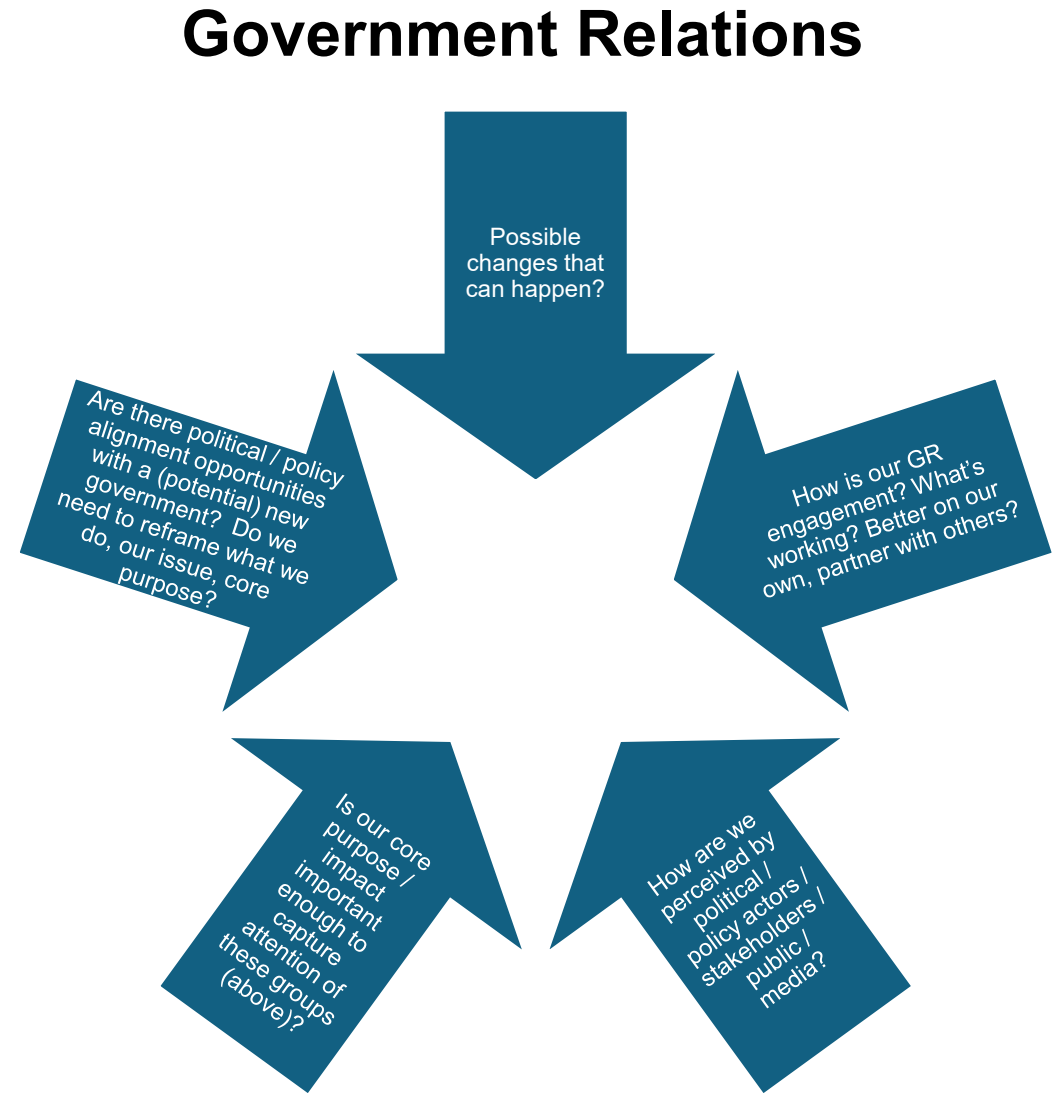


Navigating the storm

1. Assess your GR strategy and organization
2. Engage parties on platform commitments
3. Strengthen relationships with Public Service decisionmakers
4. Diversify revenue sources



1. Assess your government relations strategy and organization in a changing context



The Government Relations Tool Box



Relationship building

Organization events

Government
announcements / events /
consultations

Formal, Informal meetings



Building political / policy “capital”

Coalition building

Grassroots networks

Public relations and Earned
media

Social media (trending and
engagement)

Research / data



Government communication

The Meeting Campaign:
political AND civil service
decisionmakers

Public Relations

Social media

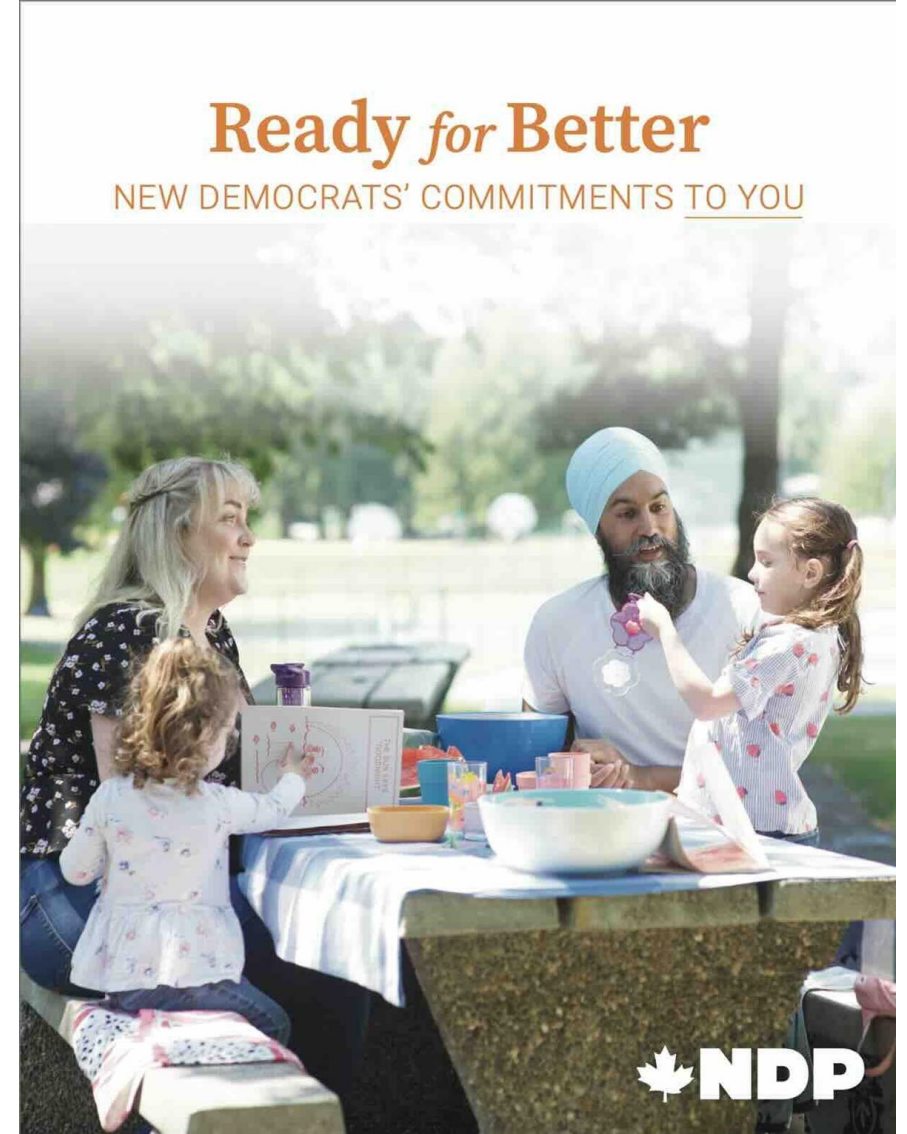
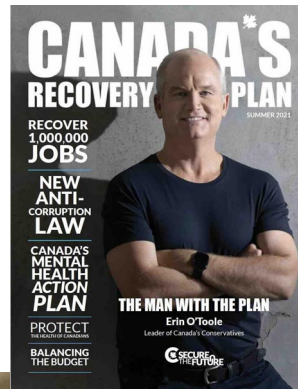
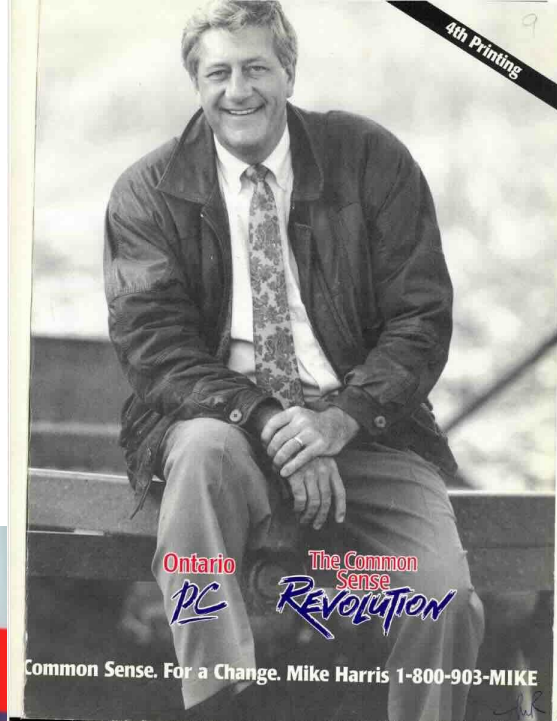
Coalitions and collective action



2. Engage parties on platform commitments



2. Engage parties on platform commitments



How do you go about achieving this?

Engage Minister's Offices / Opposition
Critics for key policy areas

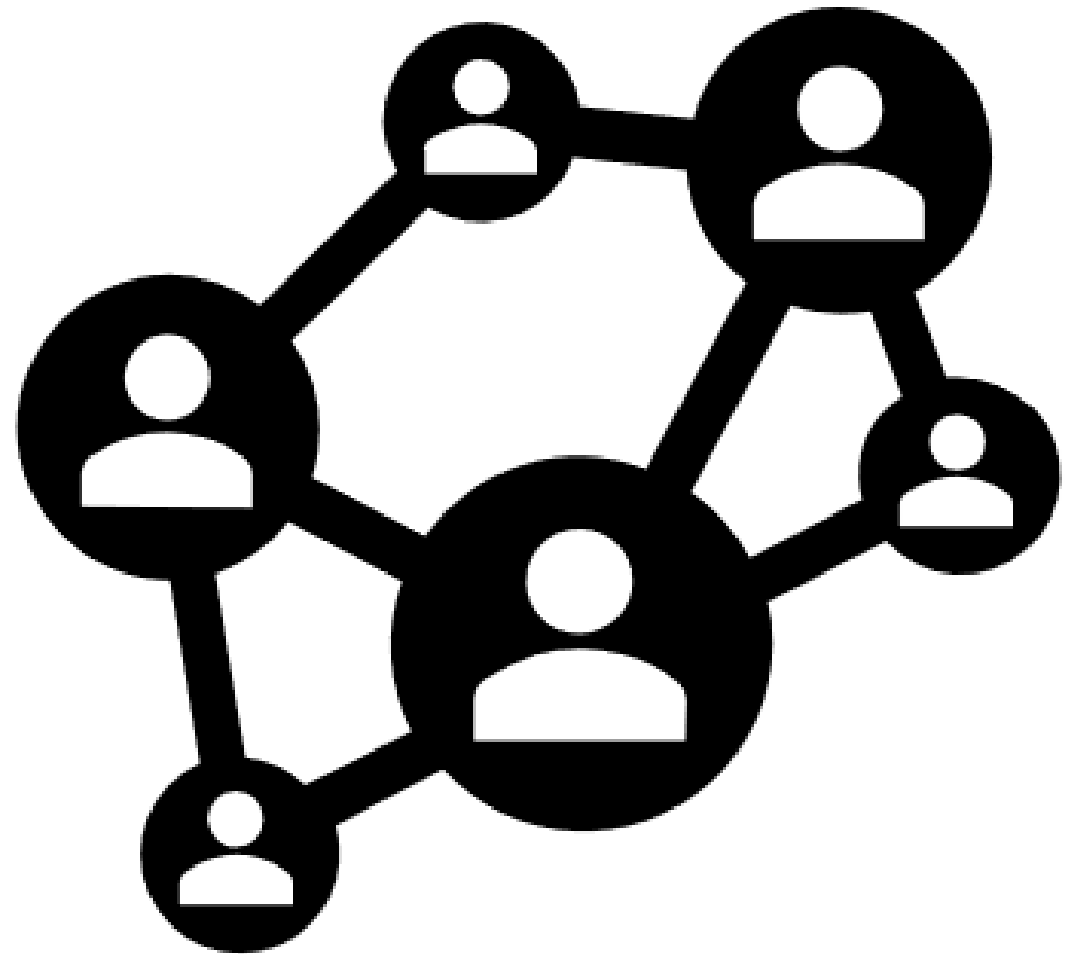
Build relationships with local elected
representatives (MP, MPP) and make them
champions

Use the media to build profile of your issue,
your organization(s), your solution
(sustained coverage)

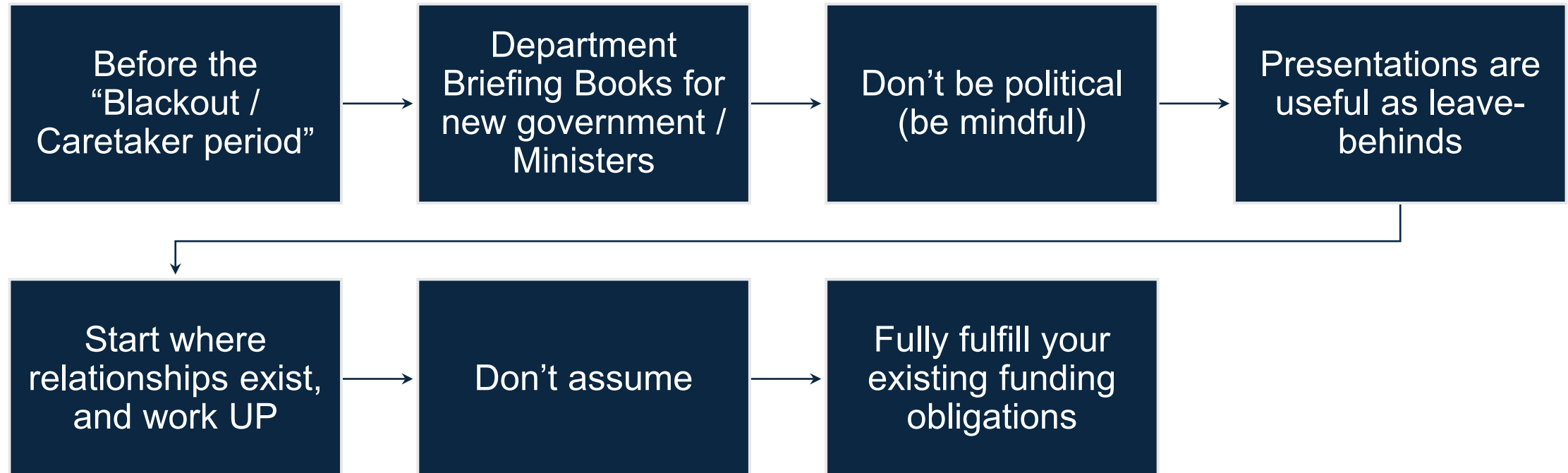
Leverage commitments by one party to build
similar support from other parties

Participate in platform development /
consultations

**3. Strengthen
relationships
with
Public Service
decision makers**



Strengthen relationships with Public Service decision makers



capitalW

Niti Bhotoia

- 20-year career in fundraising for local, provincial and national organizations
- Specialty in securing transformational gifts with a track record of seven figure donations for charitable organizations across arts, health and social services.
- Fundraising coach to board members, staff leadership and fundraising teams



Risk Mitigation or Gateway to Opportunity

- Prepare for external factors
- How secure is your funding
- Philanthropy



Sailing through Turbulence



Chart the Future

- Revisit your strategic plan
- Adjust and reinforce your core purpose & relevance
- Engage stakeholders



Summary and final thoughts

- Change presents an opportunity
- Big picture:
 - What's coming?
 - How do you fit?
 - How CAN you fit?
- Monitor developments
- Do your homework – move quickly



Questions & Answers



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SOS!

Sustainable **O**rganization **S**ervices

- A Roadmap to Diversified Revenue
- Fractional Team Fundraisers
- Navigating Challenges Coaching

www.capitalw.ca

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It Takes A Village

- CharityVillage and capitalW are exploring a customized package of services designed for small non-profits and charities.
- We would appreciate knowing whether that might be of interest to you, and if so, what it is that would be most helpful to you.
- CharityVillage will be sending you a survey but please also reach out directly

Dave Baran CEO

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