



Process for Business Advocacy Duncan Cowichan Chamber of Commerce

Receipt and Initiation of Business Advocacy Request

- Must be received in writing (an on-line form will be available)
- Must not be anonymous
- Does not need to be from a Chamber member
- Can be generated internally by staff or by a Committee member
- The request shall demonstrate that the issue meets the criteria, identifies other organizations that have been involved, and provides clear indication of the negative impact to the business community
- Receipt of request will be acknowledged by Chamber Staff

Business Advocacy Criteria

Issues must:

- be of significance to the Chamber's membership
- be timely
- be specific and actionable (ie: can be impacted by the actions and initiatives of the Chamber and its partners)
- have a direct relationship to the Chamber's vision, mission, values, goals and priorities
- be clear and understandable

Business Advocacy Process

1. Secondary assessment shall include:
 - fit with Chamber priorities
 - fit with existing chamber policy
 - fit with business principles
 - scope of business affected
 - evaluation as to partner activity
 - is the Chamber the best organization to take on this issue?
 - complexity of issue
 - what resources are required to research a solution
 - the likelihood of success
2. Staff shall review request and recommend to the Committee if further review required.

3. The Business Advocacy Committee will meet and review the request and information gathered.
4. If it is determined to proceed with the advocacy request, the ED will prepare any recommendations to take to the Board of Directors
5. The recommendation to the Board will include the process of advocacy:
 - Meetings with stakeholders and decision makers
 - Media release
 - News articles
 - Letter writing
 - Public/member information sessions
 - Political candidate forms
 - Media appearances

Business Advocacy Reporting

1. A summary of the Business Advocacy Committee's work will be reported at the Annual General Meeting,
2. Reporting to members on advocacy work will be published; website, newsletters, etc.