

Influencing Policy

The Art of the Possible

Explore how trustee credibility, relationships, expertise, visibility, and philanthropy can advance durable policy and public funding.





The Nature
Conservancy 

A Conservation Win Against the Odds

**From Industrial Harm to Community Victory –
Shows What Advocacy Can Achieve**



People Built Power Together

Community leadership
Coalition Building
Gathering Evidence
Public Voice
Persistence
Relationships



Policy Changes What is Possible



Public Funding

Laws and Regulations

Government Programs

Organizational or Business Practices

**Advocacy builds power.
Policy turns that power into lasting change.**

From Crisis to Opportunity: H2Ohio



2014

Toledo Water Crisis

Hundreds of thousands lose access to safe drinking water when a Lake Erie algal bloom contaminates city supply.



2015

Coalition Forms

Healthy Waters Ohio established with over 200 contributing organizations.



2019

H2Ohio Created

Governor DeWine announces a \$172M comprehensive, data-driven water quality plan for Ohio.



2020+

H2Ohio Implemented

More than 500 wetland projects, 20,000 acres restored, and 2.5 million acres of cropland enrolled in conservation.

“Effective advocacy is holding both a sense of urgency and a sense of patience at the same time.”

–Kameran Onley, North America’s Director of Policy and Government Relations

Policy Creates Conservation Impact at Scale



\$500 M

In public dollars spent on conservation projects
across the MWD since 2020



\$400 M

More in public funding per year in the pipeline across the MWD

What Made These Wins Possible



Relationships

Trust built before the crisis hits



Trusted Champions

Credible voices at the table



Coalitions

Aligned partners who amplify impact



Science

Evidence that makes the case indisputable



Communications

Stories that move decision-makers



Flexible Funding

Resources that adapt to opportunity



Persistence

Sustained commitment across years and election cycles

Trustees Help Create Conditions for Success



Wisconsin

Public Lands Op-Ed

"In sports, a missed opportunity can cost you the game. When it comes to our public lands, there are no do-overs."

- Wisconsin Vice Chair George Koonz



Illinois

Clean Energy Defense

Illinois Board Member Pin Ni hand delivered a letter to Representative Darin LaHood strengthening a relationship with a key office



Indiana

Sharing farming expertise with policymakers

"Anything I can do today to further the cause of no-till, cover crops, conservation practices and sustainability will help agriculture have a brighter future."

- Indiana Trustee Ray McCormick

Help Us Build the Partnership



1 What Unique Roles Should Trustees Play

2 Where in the Policy Process Can Trustees Have the Greatest Influence?

3 What would help Trustees Contribute More Effectively

Please share your stories!

