

UNA - NCA

2020 ADVOCACY REPORT

NOVEMBER 2020



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OUR 2020 ADVOCACY TEAM



Advocacy + Policy

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Jolie Magenheimer
Tiffany Bui
Shivani Soni

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Cassidy Childs	Raphael Piliero
Julie Choi	Kathryn Ng Ross
Torre Ippolito	Julia Sabik
Ava Kargosha	Nadjad Nikabou-Salifou
Sean Li	Marcus Schmidt
Ana Lipton	Kayleigh Thompson
Kelsey Maddox	Tess Turner
Adina Mobin	Marissa Zupancic
Neval Mulaumervic	
Paris Nguyn	

OUR ADVOCACY AGENDA

BRIDGING GLOBAL GOALS WITH LOCAL ACTION

Our mission is to increase public understanding and support for the United Nations, encourage constructive US leadership in strengthening the United Nations, and prepare present and future leaders to work for a better world, both globally and locally. UNA-NCA works with Members of Congress, state legislatures, civil society groups, the private sector, non-profits, universities, thought-leaders and advocates across DC, Maryland and Northern Virginia to support policies and actions which advance sustainable development, reduce inequalities, and forge lasting positive change.



This year has presented a unique challenge to which our members have expertly adapted, creating dynamic virtual programming, leading advocacy workshops, producing innovative digital content, and publishing research and policy analysis on the newly launched [UNA-NCA Snapshots](#) platform. As our 'advocacy' mailing list nearly double in size, we launched a focused newsletter, the Advocacy Pulse, for our growing Advocacy Committee members. Our work remains guided by the framework of the 17 UN Global Goals for Sustainable Development and the desire to advance equity, justice, and peace globally and locally.

UNA-NCA COFFEE CHATS

UNA-NCA successfully launched our 'Coffee Chat' discussion series in April, hosting **eight sessions** throughout the year.

815

UNIQUE ATTENDEES

- Average of **165 registrants** and **96 attendees** per session (56% average rate of attendance)
- **67%** of all attendees participated in **more than one** session
- Of participants who attended more than one session, **35%** attended more than half of the eight total sessions

GLOBAL ENGAGEMENT

- Participants across **24 states** (not including DC) and **11 countries**
- **91.5%** of total Coffee Chat attendees were **not** UNA members
- **1.5%** increase in number of attendees who are UNA members (paid + youth) between May and September 2020 (7% to 8.5%)
- **7%** of **new paid members** who joined between May-September attended at least one Coffee Chat
- **21%** of paid members who **rejoined** UNA between May-September attended at least one Coffee Chat



COFFEE CHATS

SESSION HIGHLIGHTS

UN 75: The Future We Want

Congressman Jamie Raskin (MD-08), Amb. Don Bliss, Amb. Sarah Mendelson, Amb. Steven McGann and Amb. Susan Page

Youth at the Forefront of Change

US Youth Observer to the UN, UNA-USA, UNA-NCA, Global Innovation Challenge at William & Mary, Alliance for Peacebuilding

Climate Action & SDG 13

UNEP, UN Foundation, March for Science, 350.org

Women in Leadership

UNA-NCA, UNA-USA, CARE

Refugee & Migrant Rights

UNHCR, IOM, LSS, LIRS, Ayuda

Women Building Peace

USIP Afghanistan, Women in Action for Women, Friends Committee on National Legislation (FCNL)

Business & NGO Partnerships

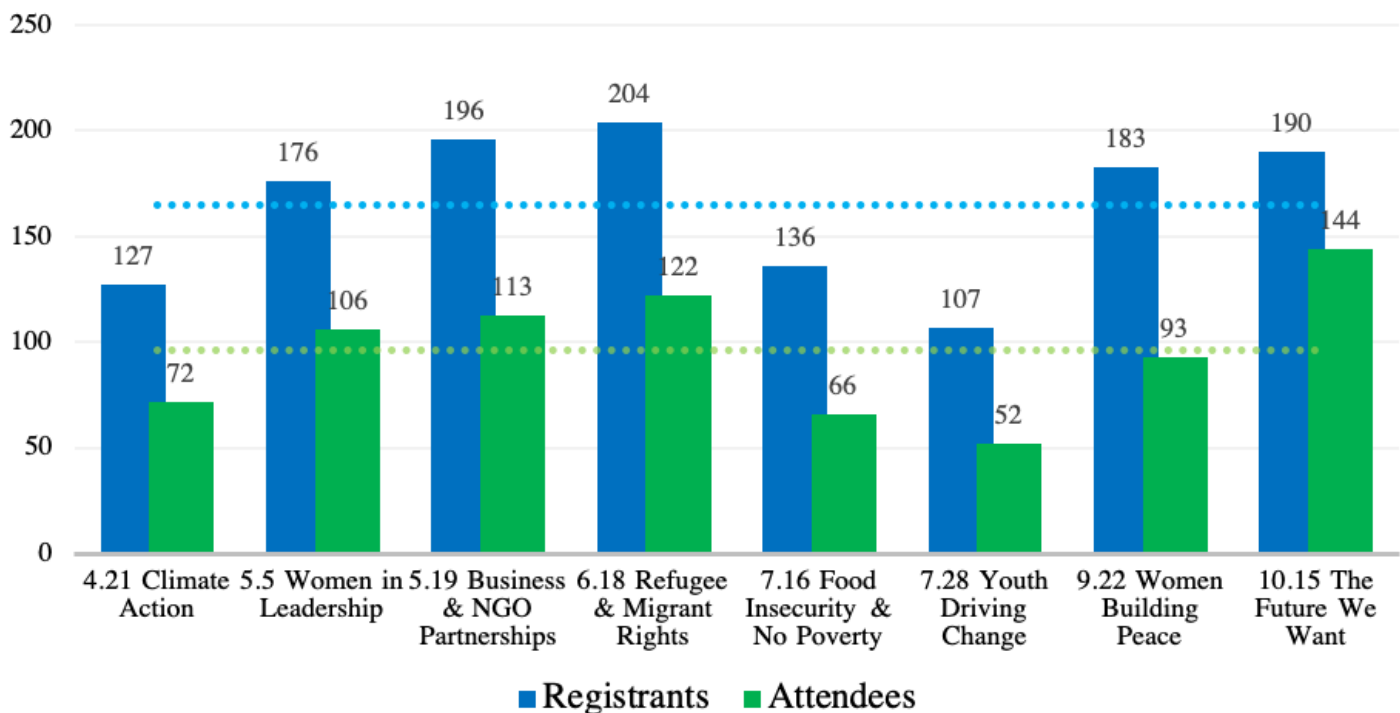
Google, Starbucks, The Nature Conservancy, Devex, ACCESS Partnerships

Food Insecurity & SDG 1: End Poverty

UNDP, IFAD, Bread for the City, Partnership with Native Americans

Coffee Chat highlights have collected over **3,500 views** across platforms; click to watch a specific session, or view all sessions [here](#).

Coffee Chat Registration & Attendance





TAKING ACTION

ENGAGING OUR COMMUNITY

- Engaged over **50+ members** in Congressional meetings, call-in days, and advocacy workshops
- Joined **3 national call-in days**, in partnership with UNA-USA
- Offered **2 Professional Development** workshops on networking and mentorship

OUR MISSION IN CONGRESS

- Held **25+ meetings** with Congressional offices to discuss:
 - Urging the establishment of a United States Commission on Truth, Racial Healing, and Transformation (**H.Con.Res.100**)
- Recognized the 75th anniversary of the establishment of the United Nations (**H.Res.1024**)

POLICY MEMOS NEW RESOURCES

- Equal in Dignity and Rights: The UN, the US, and Anti-Racism
- The State of the District: Taking D.C. Human Rights Concerns to the UN
- Free and Fair Elections: Promoting and Protecting Voting Rights at the UN and in the US
- How We Move Forward: Living a Legacy. Action Guide

H.Con.Res.100
+9



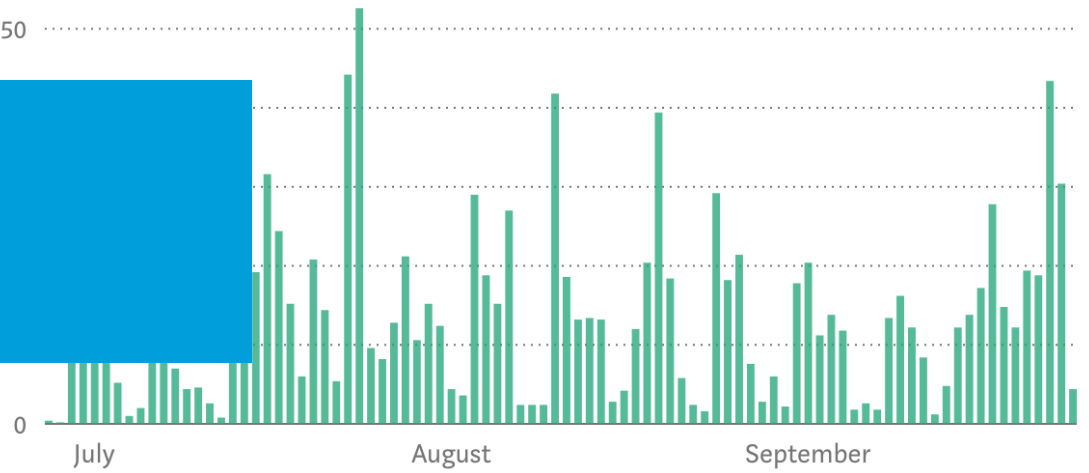
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+6



UNA-NCA cosponsors acquired appear in **blue**.
There are 15 House representatives within the NCA.

DIGITAL ADVOCACY

250



UNA-NCA SNAPSHOTS

PUBLISHING PLATFORM

- Launched in March, [UNA-NCA Snapshots](#) has **8,644 reads to date** (*October 2020*)
- The site currently averages **36 daily visitors** and **2,100 monthly reads**

SOCIAL MEDIA

ANNUAL GROWTH

Twitter

- **2,560 Followers**
- **16.9K** Monthly Tweet Impressions
- **+3.16% engagement growth rate**

Facebook

- **3,972 Followers, 3,720 Likes**
- **+0.7% growth**

LinkedIn

- **1,194 Followers**
- **3.2K** Post Reach

Instagram

- Launched October 2020
- **403 Followers**

TOP ARTICLES

Click to read:

- [Canaries in the Coal Mine: Women, Racism, and National Security](#) by Ambassador Steven McGann (ret'd) and Sahana Dharmapuri
- [Building the Future We Want and Need in Times of Crisis](#) by Ulrika Modeer
- [Why You Need to Add "Digital Advocacy" to Your Vocabulary](#) by Elizabeth Jackson
- [Inequalities Exposed and Emergencies Exploited: Human Rights in the time of COVID-19](#) by Tina Maglakelidze
- [Developing Resilience at the Intersection of COVID-19 and Climate Change](#) by Cassidy Childs

CROSS-PLATFORM

8, 129 Followers across platforms;
Average of **5.5K users reached** per post (Facebook + LinkedIn)

SDG SPOTLIGHTS

GLOBAL PROGRESS



Select a box to read our report on global progress towards achieving each UN Sustainable Development Goal

GET INVOLVED ADVOCACY IN ACTION

- For more information on UNA-NCA's Emerging Leaders program, contact emergingleaders@unanca.org.
- For more information on how you can get involved, contact takeaction@unanca.org.
- For more information on UNA-NCA's SDG research team and supporting our Coffee Chat series, contact shayna@unanca.org.

