UNA-NCA

2020 ADVOCACY REPORT

NOVEMBER 2020

Gayatri Patel
Vice Chair of Advocacy

Shayna Vayser
Managing Director,
Advocacy & Policy Strategy
shayna@unanca.org
OUR 2020 ADVOCACY TEAM

Advocacy + Policy
- Elizabeth Jackson
- Olivia Meade
- Cade Shore

Research
- Tina Maglakelidze
- Ammarah Rehman
- Ceyda Guleryuz
- Charmine Osore
- Marwah Adhoob
- Jerome Williams

Strategic Communications
- Marcelo Gonzales Montoya
- Jolie Magenheimer
- Tiffany Bui
- Shivani Soni

SDG Research Leads
- Shivani Gupta
- Rebecca Contreras
- Jalmer Johnson
- Maya Luong

Advocacy Fellows
- Hannah Barrett
- Cassidy Childs
- Julie Choi
- Torre Ippolito
- Ava Kargosha
- Sean Li
- Ana Lipton
- Kelsey Maddox
- Adina Mobin
- Neval Mulaumervic
- Paris NGuyen
- Ryan Oberlag
- Raphael Piliero
- Kathryn Ng Ross
- Julia Sabik
- Nadjad Nikabou-Salifou
- Marcus Schmidt
- Kayleigh Thompson
- Tess Turner
- Marissa Zupancic
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 successfully launched our 'Coffee Chat' discussion series in April, hosting eight sessions throughout the year.

**UNA-NCA COFFEE CHATS**

- **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

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

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

Business & NGO Partnerships
Google, Starbucks, The Nature Conservancy, Devex, ACCESS Partnerships

Climate Action & SDG 13
UNEP, UN Foundation, March for Science, 350.org

Food Insecurity & SDG 1: End Poverty
UNDP, IFAD, Bread for the City, Partnership with Native Americans

Women in Leadership
UNA-NCA, UNA-USA, CARE

Refugee & Migrant Rights
UNHCR, IOM, LSS, LIRS, Ayuda

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Registrants</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.21 Climate Action</td>
<td>127</td>
<td>72</td>
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<tr>
<td>5.5 Women in Leadership</td>
<td>176</td>
<td>106</td>
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<td>5.19 Business &amp; NGO Partnerships</td>
<td>196</td>
<td>113</td>
</tr>
<tr>
<td>6.18 Refugee &amp; Migrant Rights</td>
<td>204</td>
<td>122</td>
</tr>
<tr>
<td>7.16 Food Insecurity &amp; No Poverty</td>
<td>136</td>
<td>66</td>
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<tr>
<td>7.28 Youth Driving Change</td>
<td>107</td>
<td>52</td>
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<tr>
<td>9.22 Women Building Peace</td>
<td>183</td>
<td>93</td>
</tr>
<tr>
<td>10.15 The Future We Want</td>
<td>190</td>
<td>144</td>
</tr>
</tbody>
</table>
**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**

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