



Process for Business Advocacy Duncan Cowichan Chamber of Commerce

Business Advocacy Criteria

Issues must:

- Be of significance to the Chamber's membership and/or the greater business community
- Be S.M.A.R.T. Specific, Measurable, Actionable, Result Oriented, Timely
- Have a direct relationship to the Chamber's vision, mission, values, goals and priorities

Receipt and Initiation of Business Advocacy Request

- Provide a brief synopsis of the issue in writing (on-line form, email, letter)
- Must not be anonymous
- Does not need to be from a Chamber member
- Can be generated internally by staff, Committee member or Board 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 Process

1. Chamber staff shall review request and recommend to the Committee if further review is required.
2. The Business Advocacy Committee will meet and review the request and information gathered.
3. Secondary assessment shall include:
 - fit with Chamber priorities and existing Chamber policy and 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

4. If it is determined to proceed with the advocacy request, the BAC will prepare any recommendations to take to the Board of Directors
5. The recommendation to the Board will include the process of advocacy, such as:
 - Meetings with stakeholders and decision makers
 - Media release
 - News articles
 - Letter writing
 - Public/member information sessions
 - Etc.

Business Advocacy Reporting

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