

# West Virginia Alliance for Sustainable Families

Asset Building Coalition  
Policy Advocacy

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# Policy Advocacy in WV

- Overview of Asset Coalition
- Current Advocacy Initiatives
  - SEITC Challenges and Opportunities
- Lessons Learned

# Statewide Asset Coalition

- Formed from regional EITC coalitions
- Primary focus to provide coordinated policy advocacy
- Also assist with asset building programs and research initiatives
- Operate through committees
- Monitor state and national level policies

# Current Advocacy Initiatives

- Asset Limits
- IDAs
- Voluntary Retirement Accounts
- Refund Anticipation Loans
- **State EITC**

# SEITC – Case Study

- Bills introduced annually
- Missing component had been coordinated advocacy
- Past two sessions:
  - increased awareness of issue
  - created new relationships and identified champions
  - honed and adapted message

# SEITC – What has worked

- Creation of WV Center on Budget and Policy
- Identification of champions
- Support from national level organizations
- National and Local Economy
- Strength of EITC coalition and partners
- Materials – postcards, tailored fact sheets
- Events – presentations, receptions, media

# SEITC - Challenges

- Current policy
- Shifts in approach
- Changing political landscape
- Anticipating issues
- Keeping up momentum and finding the opening

# Lessons Learned

- Simplicity
- Flexibility
- Build a Big Base
- Always Look for Opportunities
- Make it Personal