



Campaign Planning and Advocacy Technical Assistance (TA) Program Overview

Contents

[The Program](#)

[Who is Eligible?](#)

[What topics does this TA cover?](#)

[How much TA is available?](#)

[Program Guidelines](#)

[Who is the TA provider?](#)

[How do I request TA?](#)

A CLT may find this program helpful when...

- *Seeking advice on a public policy campaign and advocacy strategy*
- *Communicating priorities to policymakers or candidates*
- *Building relationships with policymakers*
- *Understanding allowable activities for nonprofit organizations*

The Program

The California Community Land Trust Network (CACLTN) is excited to expand our Technical Assistance (TA) Program to include campaign and advocacy planning, free of cost, for our CLT member organizations.

The California Community Land Trust Network aims to empower its members and enhance their expertise in strategic campaign planning and on-the-ground advocacy. By pairing our members with 1:1 help, we hope to provide the support and guidance necessary for them to navigate the complexities of today's advocacy landscape.

Who is Eligible?

Campaign Planning and Advocacy Technical Assistance (TA) is available to dues-paying member organizations of CACLTN for use on campaigns related to CLTs and community ownership.

If you are unsure about whether your organization is current with its Network membership or whether your campaign is a good fit, please reach out to Shirley Kawafuchi at shirley@cacltnetwork.org or (510) 244-3784.

What topics does this TA cover?

This resource provides CACLTN members with strategy consultations on subjects related to local

or regional advocacy campaigns. Topics may include educating elected officials, communicating priorities to candidates for office, relationship building, bond measure strategy and more.

Maddie's campaign expertise encompasses:

- Inclusive processes to identify policy priorities
- Policy campaign strategy development and power analysis
- Policy communications and messaging
- Ground game and stakeholder relationship building
- Maximizing the power of nonprofit advocacy under 501(c)(3) rules, including candidate engagement

Limitations of Campaign Planning and Advocacy TA

- Maddie cannot lobby on your organization's behalf (outside of positions taken by the Network)
- Consultations provided through this program do not constitute legal advice and you should consult an attorney on all legal matters

How much TA is available to me?

Each dues-paying member organization can request up to 10 hours annually for use on campaigns related to CLT's or community ownership.

Typically, technical assistance consists of a 60 minute introductory session, usually online or via phone, followed by up to nine hours of follow-up work with the consultant. Follow-up can consist of subsequent coaching meetings or hands-on assistance such as providing or reviewing campaign templates and advocacy plans.

CACLTN members can access 10 hours of technical assistance in ALL program areas (Real Estate, Legal, Business Planning, Organizational Capacity-Building).

Program Guidelines

All TA requests must come in through the TA form and be submitted by staff, a board member, or main representative of the CLT/organization. After an organization submits the request form, CACLTN reviews the request and contacts the submitter with their approval status.

If/when the request is approved, CACLTN will match the organization with Maddie Ribble, who will reach out 5-7 business days.

All requests are valid for a 4 month period. After 4 months pass, requests must be re-submitted and re-approved via the TA form. CACLTN follows up with lapsing requests.

Who is the TA provider and what is their area(s) of expertise?

Maddie Ribble (he/him) joined the California Community Land Trust Network in 2025, leading the Network's policy and advocacy operations in addition to providing executive organizational leadership. Maddie's career has been focused on building campaigns, coalitions, and partnerships to change policy, reform systems, and build community power. Most recently, he served as Interim Vice President for Policy at The Children's Partnership (TCP), an advocacy organization advancing health equity and racial justice for California families. At TCP, Maddie led the organization's efforts to advance digital equity and housing justice, including co-founding the Housing Justice as Health Equity Collaborative.

Prior to relocating to California in 2021, Maddie served for 13 years as Director of Public Policy and Campaign Strategy at the Massachusetts Public Health Association. Maddie's advocacy and coalition leadership at MPHA were instrumental in major policy reforms and investments, including victories related to transportation justice, affordable housing, healthy food access, and local public health infrastructure, among others. Maddie has also worked extensively as a neighborhood activist in a variety of organizing, advocacy, and governance roles with community-based organizations focused on affordable housing, including serving as a board member of a nonprofit affordable housing developer. Maddie currently lives in Long Beach with his partner and two children.

How do I submit a TA request? Please [fill out our intake form](#).

Questions? Contact Shirley Kawafuchi, Program Manager, at shirley@cacltnetwork.org or (510) 244-3784.