



HOW NONPROFITS CAN ADVOCATE FOR THEIR CAUSE



1. How to approach the advocacy issue in your organization
2. Civic Campaigns 101
3. Your advocacy issues

May 23, 2013



HOW TO APPROACH ADVOCACY

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Why is it important?

Who can do it?

Where to begin?

WHO CARES?

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That's the difference between governments and individuals. Governments don't care, individuals do.

-Mark Twain

WHO CARES?

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- Government decisions affect your organization
 - ✦ Laws and Resolutions
 - HB 724—Constitutional amendment redefining criteria for institutions of purely public charity
 - HR 798—Investigating NPO compensation
 - ✦ Regulations
 - Act 22—Enabled rate changes, e.g. Aging Waiver
 - ✦ Funding
 - HB 1261—2012 allocations to DPW

WHO CARES?

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- Current political climate:
 - State budget cuts
 - Higher skepticism of NPOs
- Most first-time Executive Directors said the #1 area that demanded more of their time:

PUBLIC POLICY/ADVOCACY

WHO CAN?

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- Prohibited
- Regulated
- Unlimited

WHO CAN?

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- 501(c)(3) political campaign activity prohibited entirely
 - No participation in any campaign activities for a candidate for public office

WHO CAN?

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- 501(c)(3) may not engage in substantial lobbying activities
 - “Substantial” generally measured by money, time and other circumstances
- 501(h) election provides an expenditures test to determine if lobbying activities are substantial
 - Requires formal election
 - Limits on how much spent on lobbying

WHO CAN?

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- Lobbying is attempting to influence legislation through direct lobbying or grassroots lobbying
 - Direct Lobbying—Communication with government official that expresses an opinion about legislation
 - Grassroots Lobbying—Communication with general public that expresses an opinion about legislation with a call to action, direct or indirect

WHO CAN?

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- What is NOT lobbying
 - Nonpartisan analysis, study or research
 - Discussion of broad social issues
 - Technical assistance
 - Self-Defense



CIVIC CAMPAIGNS: 101

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CAMPAIGN FOR WHAT WORKS

**“CHANGING THE NAME OF THE
DEPT. OF PUBLIC WELFARE”**

ELEMENTS of a CIVIC CAMPAIGN

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- Not always in sequential order

START with a HYPOTHESIS

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- Welfare is a stigma and serves as a wonderful/awful target

TAKE a “LISTEN & LEARN” TOUR

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- Seek guidance, expand network, get buy-in

RESEARCH

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- Issue
- Allies/Opponents
- Attitudinal
- Pathway(s) to Success

CHAMPIONS

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- Identify key attributes of champion
- Identify potential champions
- Recruit champion(s)
- *Not to be confused with supporters*

DEVELOP MESSAGE

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- Tell Stories (use facts only to back it up)
- Make it simple
- Use real people language
- Tailor Message for different audiences

BUILD COALITIONS

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- Start with most likely
- Use champion supporters
- Find unnatural allies

EVALUATE and CHANGE

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- Constantly evaluate and be prepared to change strategic direction

PREPARE for SUCCESS

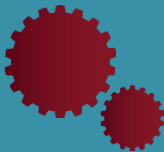

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- Plan for implementation
- Don't wait till end of campaign
- Celebrate for a minute and move to implement

ADVOCATE NOW!



- 100 emails/tweets in 2 minutes
- Governor@pa.gov
- @GovernorCorbett Please #RenameDPW



YOUR ADVOCACY ISSUES

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- Problems
- Ideas

10 PROLEMS in 10 MINUTES

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- Ready, Set, GO!

10 IDEAS in 10 MINUTES

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- Ready, Set, PRAY!

THANK YOU!

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