



Nonprofits, Advocacy & Lobbying

All Lobbying is Advocacy But Not All Advocacy is Lobbying

Lobbying is communication with a policymaker that takes a position on specific, pending legislation. Less than 3% of nonprofits lobby to advance their mission.

Advocacy is promoting a cause, idea or position that serves the interest of constituents and/or the community served.

Getting Started

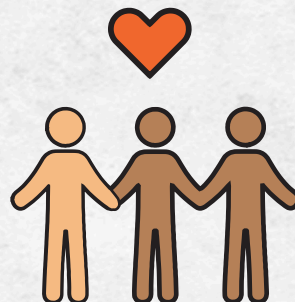
- 1. DEFINE:** What are you looking to change or keep the same?
- 2. CONNECT:** You are NOT ALONE - Consider natural partners in the work.
- 3. IDENTIFY:** Connect with legislators via events, email, and social media.

Engaging with Legislators



Storytelling is Essential

Storytelling provides humanity to how policies change lives.



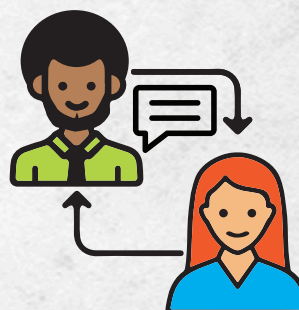
Be Kind

Treat all legislative aides and other staff with respect.



Share Impactful Data

Key data points combined with a story resonate.



Follow Up

Show appreciation and keep the connection and conversation going.



Trust is Currency

Build strong relationships by ensuring that everything you say is factual.

Nonprofit Advocacy Resources



Advocacy Terminology

Description:

This glossary consists of frequently used terms and phrases in the advocacy world.



Why Should Your Nonprofit Advocate

Description:

Advocacy is vital for a nonprofit to advance its mission. Find out why.



What is Advocacy? 2.0

Description:

This factsheet provides a quick rundown on how effective advocacy enables nonprofits to shape the public debate on important social issues and ultimately, ensures that underserved communities have a voice in the policies that impact their lives.



Types of Organizations

Description:

When it comes to advocacy, knowing what type of organization you are is the first step. Depending on your tax exempt status, the laws surrounding advocacy differ and directly impact what you can (or can't) do through advocacy.



Advocacy Capacity Tool (ACT!)

Description:

For nonprofits, coalitions, and groups engaged in advocacy, it's important to understand your advocacy capacity so that you are ready to take action when opportunities arise. The Advocacy Capacity Tool (ACT!) is designed to help your organization become more effective at advocacy.



Practical Guidance: What Nonprofits Need to Know About Lobbying in Pennsylvania

Description:

This Practical Guidance resource is designed to help your nonprofit organization determine if lobbying rules in Pennsylvania might apply to your state or local work. It includes:

- Summary of registration and reporting triggers
- Key takeaways for nonprofit organizations
- FAQs
- Case study for a hypothetical small student voting rights organization
- List of helpful additional resources



Core Components of Community Organizing Evaluation

Description:

Designed to save the valuable time of organizing groups and others, this document synthesizes the results of this research by outlining seven key components to consider when evaluating organizing work.



Nonprofits Can Influence the Budget Process

Description:

This fact sheet offers tips on how your nonprofit can get involved in budget advocacy, and explains whether the organization would need to track each activity as lobbying against its lobbying limits.

View these and other resources on the
Jefferson Community Collaborative website.



Resources

PAnonprofitlaw.com



Bolder Advocacy



National Council of Nonprofits



Jefferson
Regional
Foundation