

FIVE THINGS EVERY FOUNDATION SHOULD KNOW ABOUT ADVOCACY

KEELY MONROE



For free coaching about laws impacting nonprofit advocacy:




advocacy@afj.org
866.675.6229

For free tools, fact sheets, and publications

www.bolderadvocacy.org

1

Foundations *can* advocate for policy change.

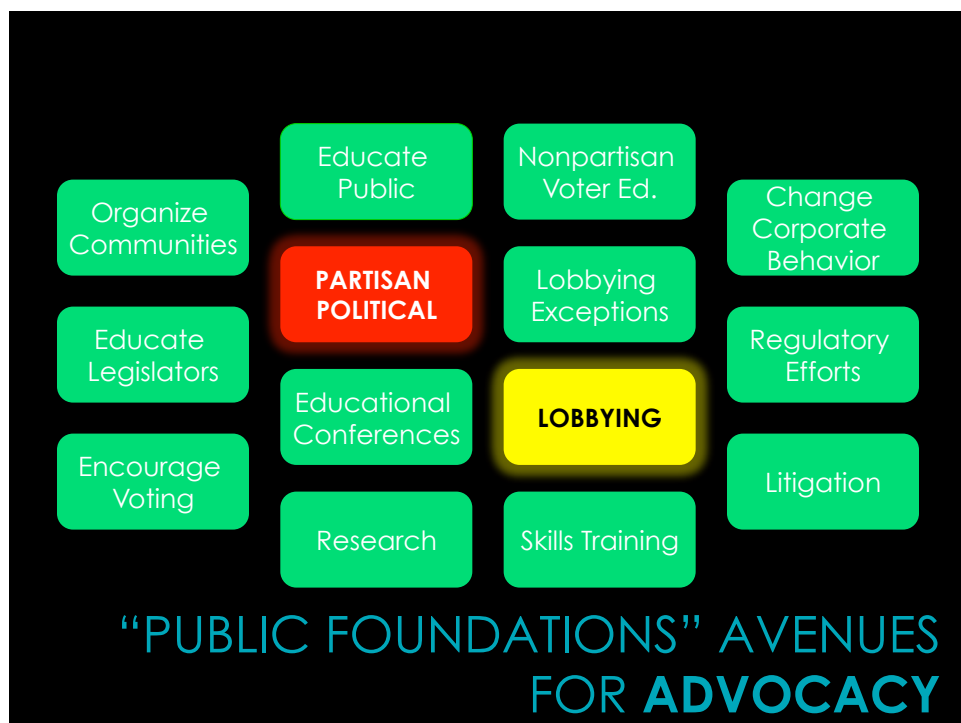
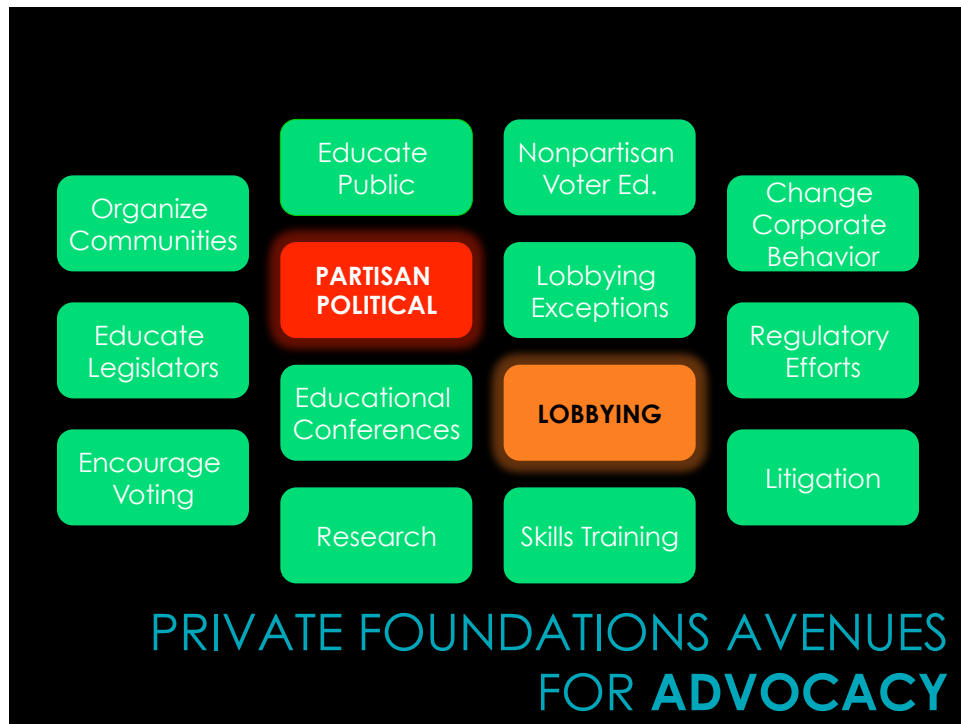
	501(c)(3) Private Foundation	501(c)(3) Public Foundation/ Charity	501(c)(4) 501(c)(5) 501(c)(6)
Examples			
Tax Treatment	Tax-Exempt Contributions tax-deductible	Tax-Exempt Contributions tax-deductible	Tax-Exempt
Lobbying Activities	EXTREMELY LIMITED Tax on foundation and managers	LIMITED Insubstantial Part or 501(h)	UNLIMITED
Electoral Activities	Cannot support or oppose a candidate for office	Cannot support or oppose a candidate for office	Secondary activity Follow federal and state election law

WHY **ADVOCACY?**

What motivates you to be an advocate?

- Need for a response to an emergency or disaster
- Desire to maintain a regulation, law, budget allocation, or what is working
- Opposition to something in place or something being proposed
- Aspire to change people's attitudes and actions
- Intent to promote understanding of root causes, to prompt action to prevent a problem from happening



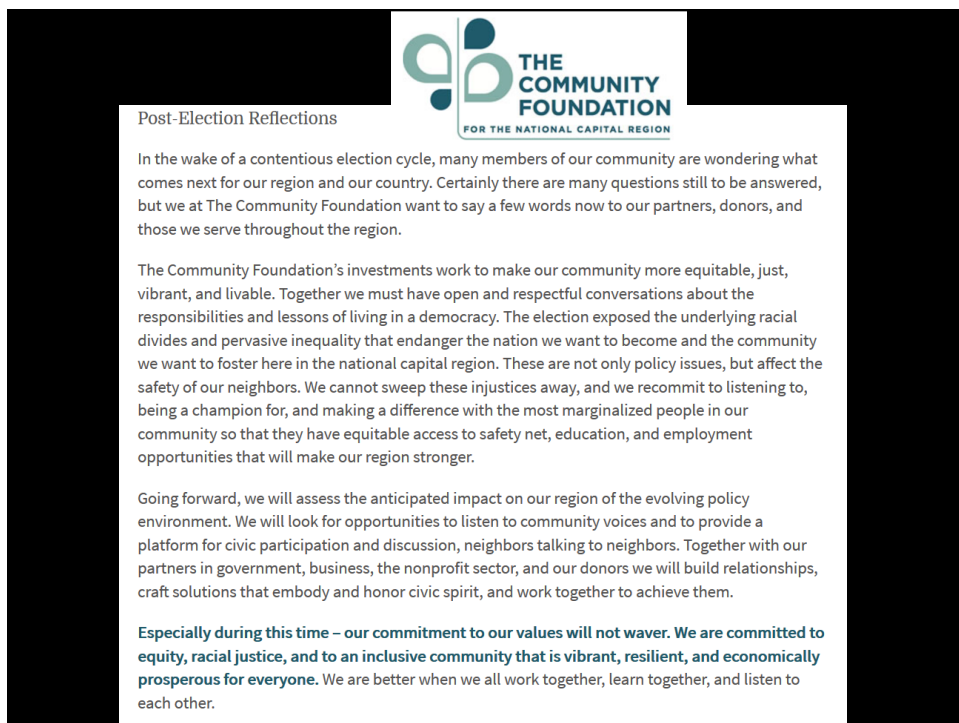
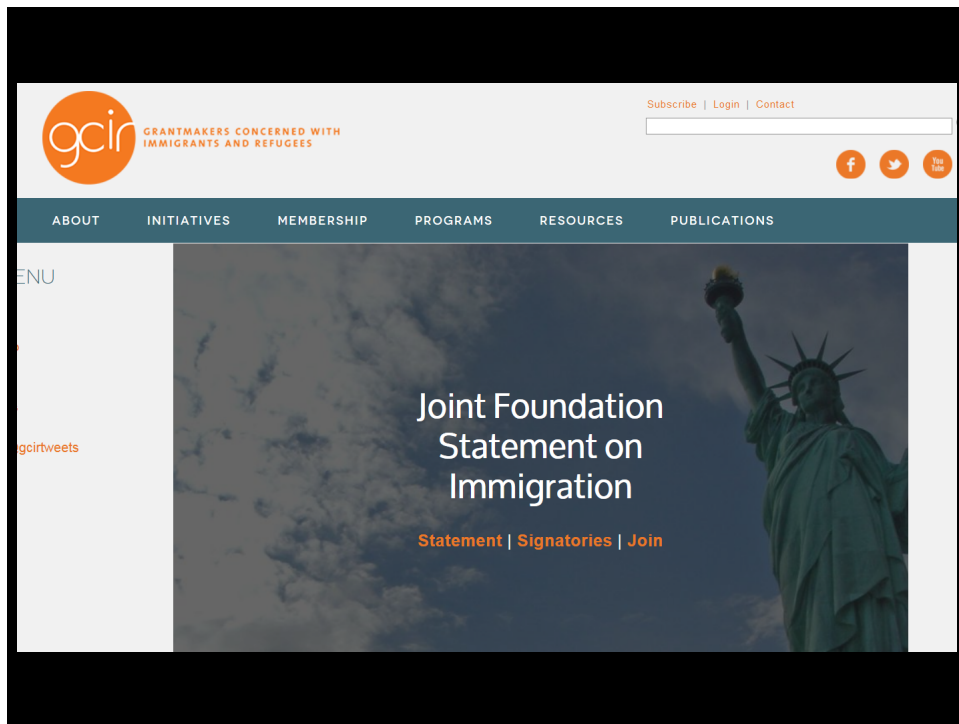


2

foundations and 501(c)(3) grantees can talk about what they'd like elected officials to do and **comment on their official actions.**

(Remember it could be considered lobbying)

POLICY HAPPENS!







The Kim Foundation - Advocating for Mental Health Services

April 14 · 🌐

The Kim Foundation provides our "Voice for Hope & Healing" presentations to local schools, churches, companies, and service groups to help raise awareness about mental illness and suicide prevention. Please contact us if we can provide a presentation or provide resources for you at info@thekimfoundation.org or call 402-891-6911.

Thank you!



Like



Comment



Share



1



Write a comment...



Woods Charitable Fund, Inc.

December 19, 2016 · 🌐

Congratulations to [Nebraska Bicycling Alliance](http://www.nebike.org/), a first-time grantee of Woods Charitable Fund! NeBA was recently awarded a 2-year \$20,000 general-operating grant to support its leadership. Learn more about this organization that is working to cultivate a more bicycle-friendly state through partnerships, education and advocacy: <http://www.nebike.org/>



Home

What a fantastic year it has been for us. Without further ado, we present our Annual Report. Remember, there is still time to make a donation before the end of.. [read more](#)

NEBIKE.ORG



Siemens Foundation @sfoundation · Mar 29

At @SenateCommerce hearing, @SiemensUS_CEO discusses community-based #Siemens #Science Days as a way to get students interested in #STEM



FCCFoundation @FCCFoundation · Feb 8

Join @IICONN on Feb 12th at @TheKleinBPT to honor and support immigrants and refugees in our communities. #TogetherWeThrive



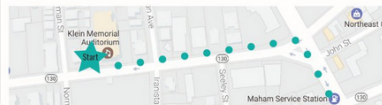
RALLY FOR UNITY & RESILIENCE


Stand with Refugees & Immigrants

Join IICONN, along with refugee and immigrant advocates and direct service agencies, interfaith clergy, and elected officials to raise our collective voice to champion dignity and justice for all.

12th
February

Klein Memorial Auditorium
910 Fairfield Ave.
Bridgeport, CT





WORKFORCE MATTERS

facilitating to help employers put these retention strategies in action.
View the recording. Download the slides.

April 25, 2017

Webinar: Philanthropy & Advocacy 101 - Investing in Change
Keely Monroe, Counsel at Alliance for Justice. This web presentation will discuss rules that funders should keep in mind to comply with federal tax law while helping to maximize the effectiveness of their nonprofit grantees' advocacy work. [Learn More.](#)

More Recent Events...
Please note that Workforce Matters events are reserved for grantmakers representing funding organizations, including private, independent, family, corporate, and operating foundations, corporate giving programs, United Ways, and individual



[About Us](#)
[What We Do](#)

FCAA ADVOCACY NETWORK

In the wake of the 2016 U.S. presidential election, FCAA heeded the call from its community to regularly convene funders and experts to discuss the changing political landscape, and its impact on the HIV/AIDS policy and funding

The resulting FCAA Advocacy Network, comprised of key partners, including amfAR, NASTAD, NMAC, Friends of the Global Fight, Open Society Foundations, and Kaiser Family Foundation, will monitor the rapidly evolving political landscape and partner in producing monthly updates (or more frequently as needed) and quarterly convenings (both virtual and in person). FCAA is also working with sister affinity groups to ensure our net is cast wide in monitoring a wide range of health and social justice issues, and related opportunities.

Reference this page as a compendium of network events and resources. For more information on joining the FCAA Advocacy Network as a planning partner, contact John Barnes john@fcaids.org.

Six steps to advocacy

1. Identify your issue and goals
2. Be accountable and representative
3. Get the facts
4. Develop a strategy
5. Get to know the decision-makers and their staff
6. Broaden your base of support

Public Charities and “Public Foundations” may **LOBBY**

Must stay within limits set by the IRS

- Insubstantial part test
- OR
- 501(h) expenditure test



Private Foundations **Tax on Lobbying**

Private foundations pay tax on lobbying expenditures

- 20% on foundation; 5% on managers
- 100% on foundation; 50% on managers



WHEN IS IT **LOBBYING?**

HOW MUCH **LOBBYING** FOR PUBLIC CHARITIES?

INSUBSTANTIAL PART TEST

1. What is “insubstantial”?
2. Default test
3. Activities-based
4. Lobbying not defined
5. Penalty



or

501(h) Expenditure Test

Easy to Opt In -
Form 5768

Dollar-based Limit

Expenditures Only

Clear Definitions of
Lobbying

501(H) EXPENDITURE TEST!

501(h) Expenditure Test

Easy to Opt In - Form 5768

Dollar-based Limit

Expenditures Only

Clear Definitions of Lobbying

Form 5768
(Rev. September 2016)

Election/Revocation of Election by an Eligible Section 501(c)(3) Organization To Make Expenditures To Influence Legislation
(Under Section 501(h) of the Internal Revenue Code)

Department of the Treasury
Internal Revenue Service

► Information about Form 5768 and its instructions is at www.irs.gov/form5768.

For IRS Use Only ►

Name of organization _____

Employer identification number _____

Number and street (or P.O. box no., if mail is not delivered to street address) _____

Room/suite _____

City, town or post office, and state _____ ZIP + 4 _____

1 Election— As an eligible organization, we hereby elect to have the provisions of section 501(h) of the Code, relating to expenditures to influence legislation, apply to our tax year ending _____ and all subsequent tax years until revoked.
(Month, day, and year)

Note: This election must be signed and postmarked within the first taxable year to which it applies.

2 Revocation— As an eligible organization, we hereby revoke our election to have the provisions of section 501(h) of the Code, relating to expenditures to influence legislation, apply to our tax year ending _____ and all subsequent tax years (until a new election is made).
(Month, day, and year)

Note: This revocation must be signed and postmarked before the first day of the tax year to which it applies.

Under penalties of perjury, I declare that I am authorized to make this (check applicable box) ► ☒ election ☐ revocation on behalf of the above named organization.

(Signature of officer or trustee) (Type or print name and title) (Date)

1. Calculate organization's

Annual Expenditures
(for most organizations)

2. Overall lobbying limit

ANNUAL EXPENDITURES	OVERALL LOBBYING LIMIT
\$500,000 or less	20%
\$500,000 to \$1 million	\$100,000 +15% of excess over \$500,000
\$1 million to \$1.5 million	\$175,000 +10% of excess over \$1 million
\$1.5 million to \$17 million	\$225,000 + 5% of excess over \$1.5 million
Over \$17 million	\$1,000,000

3. Grassroots lobbying limit is 25% of overall limit

501(h) Expenditure Test

Easy to Opt In - Form 5768

Dollar-based Limit

Expenditures Only

Clear Definitions of Lobbying

2,409
3,667

Schedule C (Form 990 or 990-EZ) 2010 Page 3

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?			
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c Media advertisements?			\$?
d Mailings to members, legislators, or the public?			\$?
e Publications, or published or broadcast statements?			\$?
f Grants to other organizations for lobbying purposes?			\$?
g Direct contact with legislators, their staffs, government officials, or a legislative body?			\$?
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			\$?
i Other activities? If "Yes," describe in Part IV			\$?
j Total. Add lines 1c through 1i			\$?
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?		

501(h) Expenditure Test

Easy to Opt In - Form 5768

Dollar-based Limit

Expenditures Only

Clear Definitions of Lobbying

WHAT IS
LOBBYING
UNDER THE
501(H)
ELECTION?

DIRECT

Communication

Legislator

Expresses a view
about specific
legislation



GRASSROOTS

Communication

General public

Expresses a view
about specific
legislation

Call to action



DIRECT

Communication

Legislator

Expresses a view
about specific
legislation

U.S. Legislators
and staff



State Legislators
and staff



GRASSROOTS

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General public

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about specific
legislation

Call to action

County Board
of
Supervisors,
City Council
and staff





SEARAC @SEARAC · Jun 29

.@GeneralRoth Please support [#AB1726](#) to ensure ALL our [#AAPI](#) communities are counted! [#AIIACounts](#)



ReproDocs @reprodocs · Feb 2

Our [@DocLazarin](#) & Dr. Morrell are up in Albany advocating for [#paidleave](#)! We want NY to [#LeadOnLeave](#).



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Communication

Legislator

Expresses a view
about specific
legislation

GRASSROOTS

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General public

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legislation

Call to action

President, governor, mayor, or other executive official who participates in the formulation of legislation.



Budget is balanced. Don't use the wrong forecast to justify additional budget cuts.

[@GovRicketts](#) please sign it. [#NELeg](#) [#NEGov](#)



1





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Expresses a view about specific legislation

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General public

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Call to action

BUDGET OF THE U. S. GOVERNMENT

A New Foundation For American Greatness

Fiscal Year 2018

A BILL

To provide for reconciliation pursuant to title II of the concurrent resolution on the budget for fiscal year 2017.

1 *Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,*

2 **SECTION 1. SHORT TITLE.**

3 This Act may be cited as the "American Health Care Act of 2017".

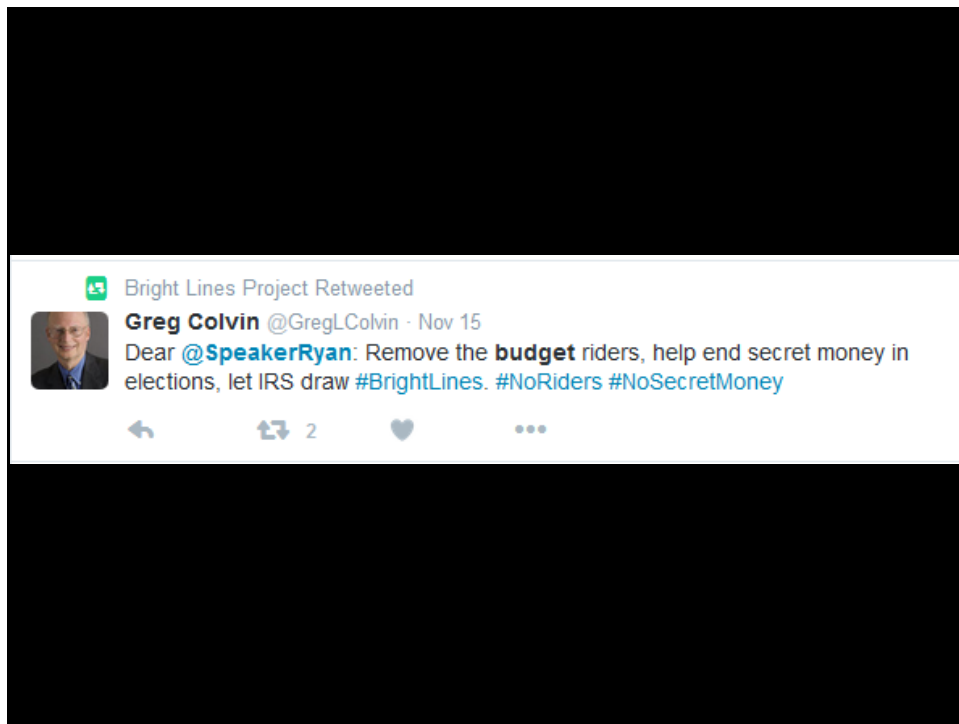
4 **SEC. 2. TABLE OF CONTENTS.**

5 The table of contents of this Act is as follows:

6 Sec. 1. Short title.

7 Sec. 2. Table of contents.

TITLE I—ENERGY AND COMMERCE



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expresses a view about specific legislation

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general public

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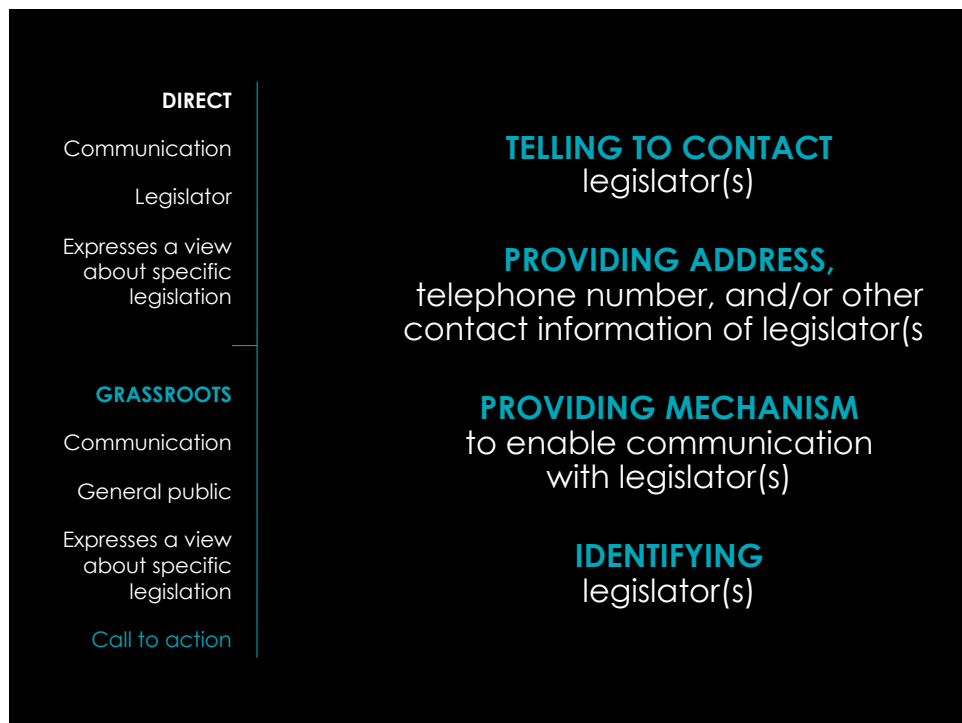
call to action

SPECIAL “LEGISLATOR” RULE

Members of the general public are “legislators.”

Ballot Measures

- ballot initiatives
- referenda
- constitutional amendments
- bond measures



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about specific
legislation

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about specific
legislation

Call to action

**WE NEED A BUDGET THAT
SUPPORTS HEALTH CARE.
FOR ALL.**



Share Tweet Forward this email to a friend!

We're looking at a downright dangerous federal budget for women, children, and families.

This week President Trump released the 2018 budget — his vision for the priorities of the US government. There are billions of dollars set aside for things like tax cuts for the wealthy and the infamous border wall with Mexico.

What Trump's vision does not include: health care, Medicaid, welfare programs, education, nutrition assistance, disability benefits, the list goes on. **Who is most harmed as a result of Trump's vision:** women, people of color, immigrants, and people struggling to make ends meet.

The new 2018 budget, and the vision it represents, are direct threats to the wellbeing of millions. The time is NOW to ensure that this budget does not receive a vote in Congress.

Tell Congress to Reject Trump's Budget

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about specific
legislation

Call to action



Nebraska Appleseed @neappleseed · 14h

Senate could have copy of health care bill to CBO this week! Call our Senators and tell them Nebraskans demand they **#ProtectOurCare**

Sen. Deb Fischer (202) 224-6551 Sen. Ben Sasse (202) 224-4224

Hello, my name is _____, and I live at [address] in [CITY]. I'm calling to tell the SENATOR they must improve on the affordability and quality of health coverage, not weaken them like the House's bill.

It would be devastating to pass a bill the CBO says would cause 23 million people to lose their coverage. Older Nebraskans can't afford their premiums to skyrocket. And the AHCA's enormous cuts to Medicaid endangers the health insurance of our most vulnerable people.

Tell your own story about why affordable insurance is important to you

Every Nebraskan needs affordable health coverage. Any health care bill the Senator supports must preserve Medicaid and also make sure to protect coverage for preexisting conditions, prescription drugs, and important women's health care.

Nebraskans need health coverage to be more affordable and have stronger protections. The AHCA is a huge step backwards.

1 1

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~~Call to action~~

Not Calls to Action:

- "Learn more"
- "Take action"
- "Support our efforts"
- "Get involved"

NOT Lobbying





PROTECT CARE FOR 14,500 NEBRASKANS

Programs like Title X ensure that all women have access to quality reproductive health care. These providers offer free or reduced-fee services to at least a portion of their clients. Many patients rely on these health centers as their primary health care provider. Changes to this program hurt low income women and rural health providers the most.

Proposals in the state budget seek to unnecessarily restructure the good work of Title X and these clinics. These ill-advised proposals put these lifesaving services at unknown risks.

Tell your state senator: low-income and rural women need access to well woman exams, lifesaving cancer screenings, STI testing and treatment, and birth control. It's about prevention. It's about health care.

Message Recipients: • Your State Upper Chamber Representatives	Delivery Method: <input checked="" type="radio"/> Email	Your Contact Information: This system requires that you provide your name and contact information. This information will not be used for any purpose other than to identify you to the recipient.
Subject: <input type="text" value="Stop playing politics with women's health"/>		Prefix <small>(required by some officials)</small> <input type="text" value="Select..."/>
Required text: <small>(this text will appear at the beginning of your message)</small> <input type="text" value="I support Title X and family planning clinics in Nebraska."/>		First *

- Regulations
- Executive Orders
- Enforcement of Existing Laws
- Litigation

NOT SPECIFIC LEGISLATION

URGE CONGRESS TO OPPOSE PRESIDENT TRUMP'S BARRIER TO REFUGEES

President Trump's executive orders to bar thousands of people, especially Muslims, seeking asylum from religious, political and ethnic persecution are deeply troubling. These policies are fundamentally un-American and violate our Jewish values to welcome the stranger and treat all human beings with respect.

As American Jews, we know all too well how horrible it was for the United States to turn a cold shoulder to persecuted Jews in Europe who sought refuge here during World War II. Unconscionably, we sent them back to their deaths. We cannot allow anything like that to happen again.

Tell Congress that there is no place for religious discrimination against refugees by the leaders of the United States.

CONTACT

• *Required fields*

• **Title:**

• **First Name:**

• **Last Name:**

MESSAGE

URGENT: Stop Trump's Xenophobia

Dear Members of Congress:

• **Personalize your message**

I urge you to oppose President Trump's executive order that would suspend refugee programs and bar refugees from certain countries entering the U.S., and ensure that funding for all current refugee programs continues.

These policies run counter to the best traditions of the United States of accepting and absorbing waves of immigrants, as well as international human rights law, which was adopted in response to the Holocaust. Recognizing the

CENTER
FOR
REPRODUCTIVE
RIGHTS

Urgent: Protect Family Planning

The Obama administration is proposing a new rule that would make it clear that political attacks on family funding are not allowed. **Add your name in support of this plan.**

Contact Information

• *Required fields*

• **First Name:**

Keely

• **Last Name:**

Monroe

• **Your Email:**

keely@afj.org

• **Address 1:**

• **City:**

• **State / Province:**

Choose a State

• **ZIP / Postal Code:**

Message

Protect family planning

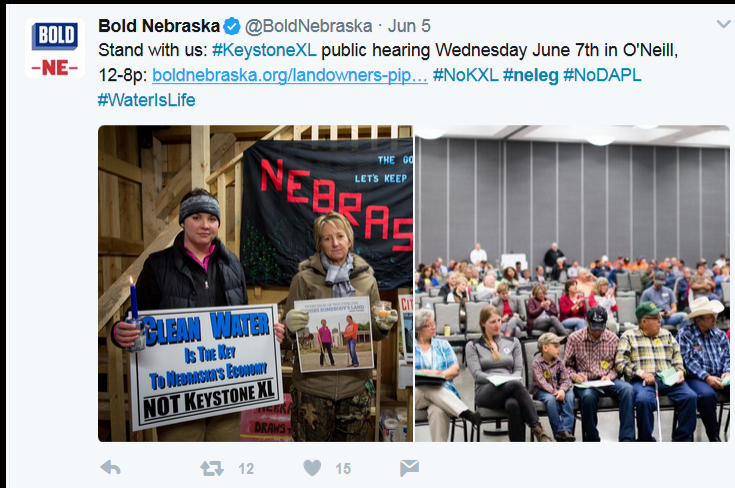
Dear Secretary Burwell,

I support the proposed rule that would protect patients who rely on federal funding for family planning--the program known as Title X--for basic health care by ensuring they have access to the most qualified providers.

• **Personalize your message**

Title X is a critical, lifesaving program that provides access to cancer screenings, STI testing and treatment, birth control, well-woman visits, and more. This is essential care. Many people choose to receive this care from the doctors and nurses they trust at local health centers, like Planned Parenthood. Sometimes these clinics are their only option for basic care.

We can't let political agendas cut these women off from the care they need, and we can't let politicians ignore the laws that protect people's health care access. All people should be able to visit the health care providers they trust without interference from lawmakers.





Urge the Office of Management and Budget to Support the Collection and Reporting of Disaggregated Data

The federal White House Office of Management and Budget (OMB) is asking for public comments on potential revisions to its 1997 standards for collecting and reporting race and ethnicity data. Federal agencies are required to follow these standards.

Currently, federal agencies are not required to count detailed data for Asian American (AA), Native Hawaiian (NH), and Pacific Islander (PI) communities (e.g., Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, Native Hawaiian, Chamorro, Samoan, Tongan, etc.). This means our communities remain misrepresented, left out of policy and program decisions, and under-funded.

AAs, NHs, and PIs are a diverse community of over 50 different ethnic groups that speak over 100 different languages and dialects. We have unique histories, cultures, resiliencies, and challenges that differently impact our health, housing, education, and economic experiences.

This is the first opportunity in 20 years for the public to provide comments and recommendations to OMB to support the collection and reporting of detailed data for our communities.

Your unique voice is important. You count!

TAKE ACTION! Tell the Office of Management and Budget why detailed data about specific Asian, Native Hawaiian, and Pacific Islander groups is important to you and your community. Please feel free to add your own personal comments in the letter below.

3

Even when an activity does have all
the elements of lobbying, it may not
count as lobbying

Nonpartisan analysis, study, or research

Request for technical assistance

Self-defense

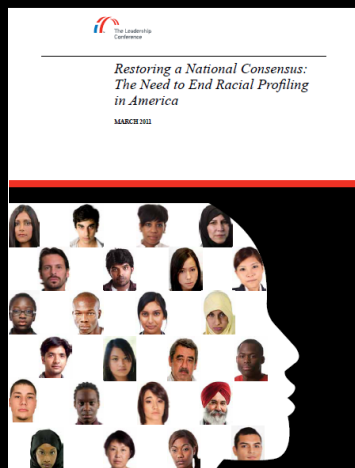
Examinations and discussions of broad social, economic, and similar problems

LOBBYING EXCEPTIONS

MUST
represent full and
fair discussion

be broadly
disseminated

MAY
express a view
contain indirect
call to action
limit subsequent
grassroots lobbying



NONPARTISAN ANALYSIS

LOBBYING EXCEPTIONS

MUST BE

invited in writing on
behalf of
committee

available to all
members of
committee

MAY

express a view on
specific legislation

TECHNICAL ASSISTANCE



LOBBYING EXCEPTIONS

**MUST
RELATE TO**

powers and duties

tax-exempt status

deductibility of
contributions

SHOULD

consult with
attorney



COUNCIL *on* FOUNDATIONS

ABOUT

RESOURCES PHILANTHROPY EXCHANGE PUBLIC POLICY & ADVOCACY EVENTS P

CHARITABLE DEDUCTION:
PRIVATE FOUNDATION
LOBBYING ACTIVITY AND THE
SELF-DEFENSE EXCEPTION

SELF-DEFENSE

LOBBYING EXCEPTIONS

**NO SPECIFIC
LEGISLATION**

blue ribbon panel

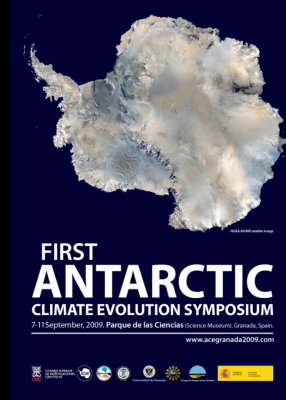
annual reports

early stages
of policy
development

**NO CALL
TO ACTION**

communication
does not include
call to action

ANALYSIS + DISCUSSIONS



LOBBYING EXCEPTIONS

4

Foundations can support public
charities that engage in advocacy and
lobbying

Your grantees can – *and should* –
advocate for issues and lobby.

A community/public
foundation may **EARMARK** a
grant for lobbying,
but must count the grant
against its own **LOBBYING
LIMIT**

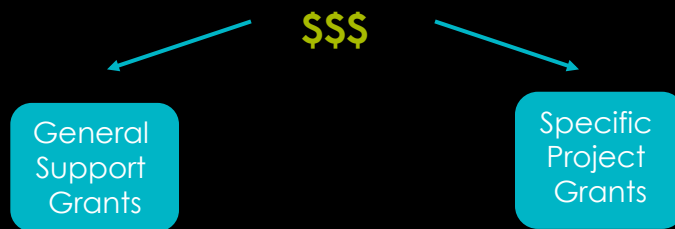
"A grant by a private foundation is
earmarked if the grant is given pursuant to
an agreement, **oral or written**, that the
grant will be used for specific purposes."

"EARMARKED" DEFINED

Private foundations may not engage
in lobbying or **EARMARK** a grant for
lobbying

but...

Private foundations
may **FUND** grantees that lobby



Private Foundation
does not **EARMARK** grant

and...

foundation is not legally
responsible for its grantee's
lobbying

**GENERAL SUPPORT GRANT "SAFE
HARBOR"**

“A grant by a private foundation is **earmarked** if the grant is given pursuant to an agreement, **oral or written**, that the grant will be used for specific purposes.”

"EARMARKED" DEFINED

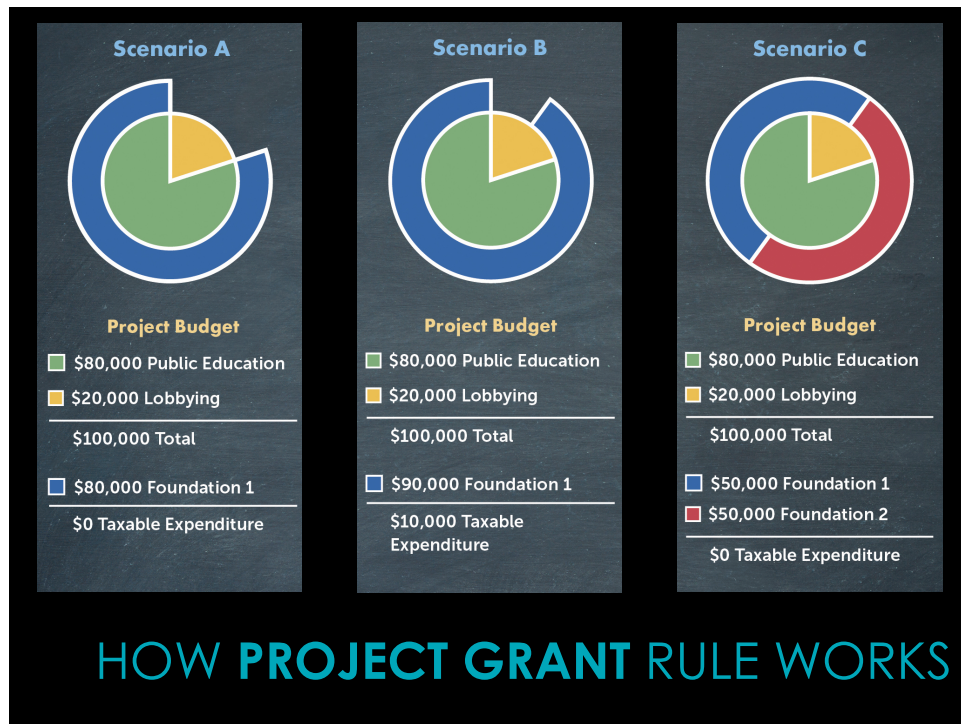
If a private foundation grant is **less than or equal to** a project's non-lobbying component, the grant is not a lobbying expenditure.

Foundation grant

≤

Specific project's
non-lobbying
amount

**SPECIFIC PROJECT
GRANT "SAFE HARBOR"**



- Restricting public charity grantees from lobbying is **not necessary!**
 - If grant says it is not “**earmarked for lobbying,**” that’s good, that’s your safe harbor
 - Be clear if giving **specific project grant** or **general support grant**
- MAKING GRANTS**

PUBLIC FOUNDATIONS

may conduct and fund *nonpartisan* voter registration drives.



VOTER REGISTRATION

PRIVATE FOUNDATIONS

may not *earmark* funds for voter registration drives unless grantees do so on a nonpartisan basis, in five or more states, and in multiple election cycles.



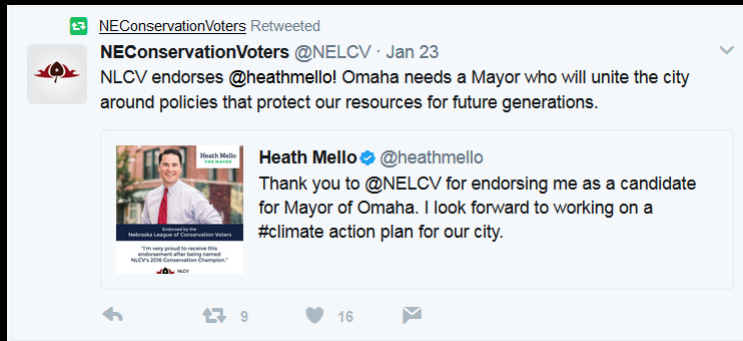
VOTER REGISTRATION

5

Foundations and 501(c)(3) grantees
cannot explicitly or implicitly support or
oppose candidates.

(so risky to look forward to next
election)

No support for or opposition to
CANDIDATES
running for **PUBLIC OFFICE**



CHARACTERISTICS

Office created by statute

On-going position

Fixed term

Requires oath of office

Includes School Boards



For any public office



Rules that apply to print and verbal communications also apply to **ONLINE COMMUNICATIONS**



INDIVIDUAL
PARTISAN
ELECTORAL
ACTIVITIES

Personal
Capacity Only

Not on
Company Time

Organization
Cannot Ratify Acts

Have a Policy



INDIVIDUAL
PARTISAN
ELECTORAL
ACTIVITIES

Personal
Capacity Only

Not on
Company Time

Organization
Cannot Ratify Acts

Have a Policy



Sample 501(c)(3) Organizational Policy for Election Season

501(c)(3) organizations may engage in many forms of advocacy, including nonpartisan election-related activity. However, 501(c)(3) resources may not be used for partisan political activities, including supporting or opposing a political party or organization and supporting or opposing candidates for public office. In an election year, it is especially important for 501(c)(3) organizations to remind their staff and volunteers that certain election activities on behalf of the 501(c)(3), or using the resources of the 501(c)(3), are prohibited. Many organizations develop internal policies included in their employee manuals to provide clear guidance to staff.

In your policy, it is important to distinguish between what individuals may undertake in the name of the organization and what individuals who work for 501(c)(3) organizations are permitted to undertake as individuals separate from their organization. Individuals are not prohibited from supporting or opposing candidates in their personal capacity, as long as they do not use 501(c)(3) resources. For more information on this subject, see Alliance for Justice's fact sheet "[Election Activities of Individuals Associated with 501\(c\)\(3\) Organizations](#)."

Below is sample language that you may consider using to notify your staff of these rules. Each 501(c)(3) organization must assess its own level of risk tolerance, and your 501(c)(3) organization may choose to restrict more activities than the example below.



TWEETS 303

FOLLOWING 445

FOLLOWERS 152

LIKES 57

LISTS 1

Keely Monroe

@KeelyMonroe
Grew up in upstate NY, left my heart in San Francisco, RJallday, world traveler day dreamer, Counsel at Alliance for Justice. My tweets are my own.

8 Photos and videos



Tweets Tweets & replies Media



Keely Monroe @KeelyAFJ · 10m
Spanish-speaking activists: Learn your advocacy rights, w webinars in Spanish! #BeBold bit.ly/22RcHfH & bit.ly/28IBdcU






Keely Monroe @KeelyAFJ · 2h
Have an advocacy question? Discuss it with @saraAFJustice on Jun 23 at our Oakland @AFJBeBold offices #bebold bit.ly/1YcPnZt



Keely Monroe @KeelyAFJ · Jun 10
Need a refresher on how lobbying is defined? @saraAFJustice can

No 501(c)(3) support for or
opposition to **CANDIDATES**
running for **PUBLIC OFFICE**

42

		
Warning Letter	Excise Tax	Revocation of Tax Exempt Status
Possible PENALTIES		

What is **NON-PARTISAN?**



Who's For Kids?

85% of American voters agree that our political leaders are not doing enough to help solve the problems facing children today.

And Who's Just Kidding?

A child can't see through campaign promises, but you can.

If government is not about children, then what is it worth?

Make your vote count for kids.



FACTS AND CIRCUMSTANCES

ISSUE ADVOCACY

Lobbying/
Advocacy
Campaigns

Supporting or
Criticizing
Incumbents

Legislative
Scorecards

Candidate
Education

LOBBYING & ADVOCACY CAMPAIGNS

ISSUE ADVOCACY

Lobbying/
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LOBBYING OR ADVOCACY CAMPAIGNS



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SUPPORTING OR CRITICIZING INCUMBENTS

SUPPORTING OR CRITICIZING INCUMBENTS

Focus on Legislative
Issues

Continue Ongoing
Support/Criticism

Don't Support/
Criticize Personal
Characteristics

In Astonishing Interview GOP [@RepAdrianSmith](#) refuses to say if Americans are entitled to eat. #Trump



Perspective | Congressman refuses to say if Americans are entitled t...

Rep. Adrian Smith, a GOP lawmaker from Nebraska, is a key figure on agriculture policy.

washingtonpost.com



CRITICIZING OR SUPPORTING INCUMBENTS



RESPONDING TO CANDIDATES

Continue to Focus
on Your Public
Policy Issues, Not
the Candidate

Don't Comment to
Influence the
Elections

Avoiding
Mentioning the
Name of the
Candidate

Don't Criticize
Personal
Characteristics



RESPONDING TO CANDIDATES

RESPONDING TO CANDIDATES

Continue to Focus
on Your Policy
Issues, Not the
Candidate

Don't Comment to
Influence the
Elections

Avoiding
Mentioning the
Name of the
Candidate

Don't Criticize
Personal
Characteristics

December 8, 2015

“Barring a group of people from entering our country based solely on their faith is blatantly unlawful and fundamentally un-American.

We are a nation of immigrants, many of whom came to this country to escape prejudice and discrimination.

We urge all of our political leaders to categorically reject this dangerous escalation of hateful rhetoric.”

— Anthony D. Romero
Executive Director, ACLU

ACLU

RESPONDING TO CANDIDATES

ISSUE ADVOCACY

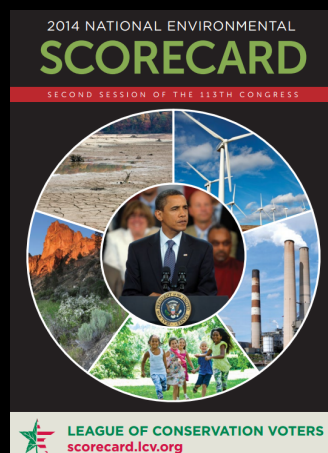
Lobbying/
Advocacy
Campaigns

Supporting or
Criticizing
Incumbents

Legislative
Scorecards

Candidate
Education

LEGISLATIVE SCORECARDS



SENATE VOTES		KEY									
		<ul style="list-style-type: none"> ✓ For environmental action ✗ Against environmental action ○ Opposed to vote ✗ Absent (last La. senator) 									
NAME	Y/N	Y	N	O	A	Y	N	O	A	Y	N
Collins	100										
King, A.	100										
MAINE											
Cardin	100										
Merkley	100										
MASSACHUSETTS											
Warren	100										
MICHIGAN											
Leahy, C.	100										
Stabenow	100										
MINNESOTA											
Feinstein	100										
Klobuchar	100										
MISSISSIPPI											
Cochran	100										
Wicker	100										
MISSOURI											
Blunt	100										
McCain	100										
MONTANA											
Tester	100										
Wyden	100										
NEBRASKA											
Fischer	100										
Johanns	100										

Sent to **PUBLIC**

Published
REGULARLY

Includes
ALL LEGISLATORS

BROAD Range
of Issues

AVOIDS
Commentary

Sent to **MEMBERS**

Published
REGULARLY

Includes
ALL LEGISLATORS

NARROW Range
of Issues

Commentary **ALLOWED**

WOMEN ARE WATCHING CANDIDATES ISSUES BLOG DONATE GET UPDATES

Champ & Chump Chart

Here's a quick look at where the 2016 presidential candidates stand on three of Planned Parenthood's top issues.

[VIEW MORE ON EACH CANDIDATE HERE +](#)

Champ & Chump Chart

	On Access to Abortion	On Affordable Birth Control	On Family Planning
 Mitt Romney	Values the free market	Support a ban on women's health care where there are no medical or emergency exceptions	Plans to defund Planned Parenthood
 Chris Christie	Values the free market	Won't prevent women's affordable birth control	Won't fund the New Jersey budget
 Mike Pence	Opposes abortion and doesn't see support of a nationwide ED ban as abortion free	Won't prevent women's affordable birth control	Would defund Planned Parenthood
 Hillary Clinton	Would ensure that abortion remains safe and legal	Supports expanded access to birth control	Strongly supports Planned Parenthood
 Marco Rubio	Supports access to safe and legal abortion	Supports access to affordable birth control	Supports affordable and convenient access to family planning
 Ted Cruz	Values the free market, even at cost of lives of women	Won't prevent women's affordable birth control	Supports defunding Planned Parenthood and would let a government decide

ISSUE ADVOCACY

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Supporting or
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Legislative
Scorecards

Candidate
Education



2012
Briefing Book
for Candidates
and Voters



The Candidate's Guide to Climate Change

Last updated: May 3, 2016



A Non-Partisan Messaging Guide

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CANDIDATE EDUCATION

CANDIDATE EDUCATION

Offer to all

Use only what is
already gathered

Only create new
information if
organization has
reason to do so

OCPP OREGON CENTER for PUBLIC POLICY

Because facts matter.

June 3, 2008

«AddressBlock»

«GreetingLine»

As a candidate for «For_Office» I want you to know that the Oregon Center for Public Policy has a wealth of information that is available to all candidates for public office and encourage you to visit our website and contact our office if you need information about budget, tax or economic issues important to low- and moderate-income Oregonians.

While OCPP is a non-partisan public policy research institute that does not get involved promoting or opposing candidates for elective office, our information on our website and from our staff is available to anyone, including candidates.

If you contact us for information we will try our best to provide you with the timely, credible and accessible information that's been our hallmark for over a decade.

VOTER EDUCATION

candidate
questionnaires

candidate debates
and forums

candidate
appearances

appearances
unrelated to
candidacy

CANDIDATE QUESTIONNAIRES

QUESTIONS

Unbiased Questions

Open-Ended
Questions

Distribute to all
Candidates

Broad Range
of Issues

No Pledges

FORMATTING

No Editing

Present Responses
Equally

Disclaimers

2014 VOTER'S GUIDE

Iowa Gubernatorial Candidates' Views on Children and Families



Gov. Terry Branstad
Republican Candidate



State Sen. Jack Hatch
Democratic Candidate

QUESTION ONE

THE STATE BUDGET AND CHILDREN

In the federal system, state government has the primary responsibility to finance education, health and human services for children. Over two-thirds of the Iowa general fund budget is devoted to serving children and youth — through early childhood, K-12, and higher education; child health and mental health care; and child safety services in child welfare and juvenile justice. Since 2000, and through two recessions and resulting state revenue shortfalls, many state-funded programs serving children have experienced very significant cutbacks, which have not been restored even as state revenue has returned. The Iowa budget now has a substantial surplus — and the next Governor and General Assembly will be looking toward the future in fashioning the 2014-2015 state budget.

As Governor, what will you do to ensure that needed investments in children and youth are included in the 2014-15 budget?



Terry Branstad:

Since taking office in 2011, my primary focus has been to provide stability and predictability to the state budget. As Governor, I have successfully implemented a two year budget and each year provide a five year budget projection to ensure expenditures align with revenues. This is important because programs that rely on state tax dollars are now sustainable. This approach means we are now able to invest in strategic initiatives benefiting Iowa children. The budget I signed for Fiscal Year 2015 provided \$215.3 million in education funding for Iowa students. Restoring responsibility and predictability to the budgeting process means we are now able to invest more in pre-K-12 education than ever before. Unfortunately, this was not the case a few short years ago. As a result of the bad budgeting practices of the past, programs were cut across the board by ten percent. This action was unfairly leveled on Iowa's children. Over the next several years, I will uphold my commitment to budget stability and predictability so Iowa children and their parents have confidence that the state programs they rely upon will be there in the future.



Jack Hatch:

The well-being of Iowa's children will be a priority in a Hatch administration. We'll create a new Department for Iowa Children that will break off from the Department of Human Services and bring together children's services from other agencies to make certain a cabinet-level focus remains on Iowa kids, especially those who are most at risk. We will restore the Iowa Juvenile Home to serve the most vulnerable children who have been adjudicated delinquent. We will evaluate every level of care for children in state custody to ensure we're not continuing negative outcomes including isolation and lack of educational services. We'll ensure frontline Department of Human Services caseworkers have the tools and resources they need to assist families in overcoming challenges related to poverty, substance abuse and the physical and emotional abuse of children, with the well-being of the child as the paramount consideration.

Developed as a public service by Every Child Counts
the Children's Policy Coalition

September 2014



Advocating for Iowa's kids

QUESTIONS

unbiased questions

open-ended
questions

distribute to all
candidates

broad range
of issues

no pledges

FORMATTING

no editing

present responses
equally

disclaimers

Neither the League of Women Voters Education Fund nor any of its partners takes any position on or expresses any preference about the issues or candidates displayed on this site. The League of Women Voters **does not support or oppose candidates or political parties**

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candidacy

DEBATES & FORUMS

QUESTIONS

Unbiased Questions

Broad Range of
Issues

FORMAT

Invite all Viable
Candidates

Fair Rules

Impartial Moderator

Unbiased Audience

Equal Opportunity

No Contextual
Favoritism



Ashley Slupski and 39 others follow



PP Advocates AZ @ppazaction · Aug 9

Meet Kristel Foster, champion of **sex ed** & equality, who we enthusiastically endorse for **#TUSD school board**: ow.ly/aO5P3030CHI **#Tucson**



VOTER EDUCATION

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& forums

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appearances

appearances
unrelated to
candidacy

CANDIDATE APPEARANCES

CANDIDATE APPEARANCES

Equal opportunity
required

No contextual
favoritism

Invite all viable
candidates



VOTER EDUCATION

candidate
questionnaires

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and forums

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unrelated to
candidacy

APPEARANCE UNRELATED TO CANDIDACY

APPEARANCE UNRELATED TO CANDIDACY

Awards & Policy
Updates

No Equal
Opportunity
Required

Avoid Mentioning
Candidacy

Don't Time to
Coincide with
Election

Disclaimers and
Letters



VOTER REGISTRATION & GOTV

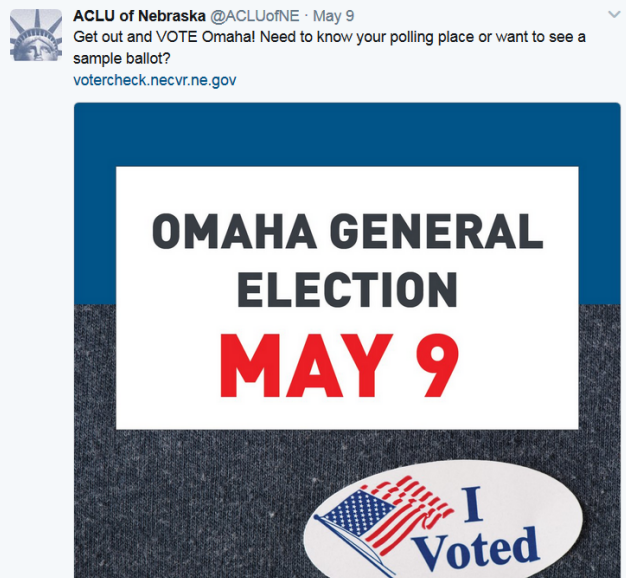
VOTER REGISTRATION

No Reference
to Party/Candidate

No Suggestion of
Who to Vote For

Make Service
Available to
EVERYONE

Targeting for
NONPARTISAN
Reason



**VOTER
REGISTRATION**

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Who to Vote For

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NONPARTISAN
Reason

Get out the vote! I challenge you all to call 5 friends TODAY and encourage them to vote, as well as sharing this post! #MelloForMayor



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NO INCENTIVES FOR
VOTER REGISTRATION AND/OR
GOTV

BALLOT MEASURE ADVOCACY



We dream of bodies without borders.
All families deserve access to the
healthcare they need.
Vote AGAINST the
Nov. 19 ballot measure
RespectABQwomen
STRONG FAMILIES



PROTECT
TEEN SAFETY
VOTE NO ON 4



Clear Eyes.
Full Hearts.
CAN'T LOSE.
Vote NO on
Amendment 1.



Vote NO on 1
Stop Government Interference

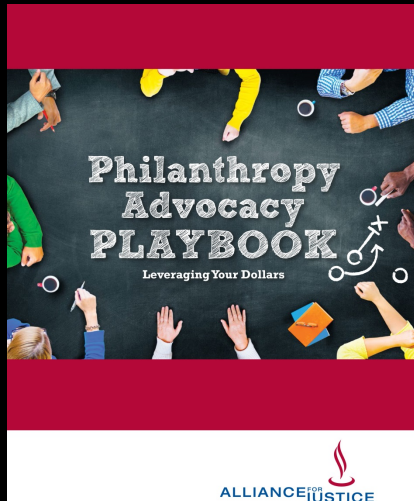
Advocating for or against a ballot measure is **lobbying**, not political.

Stop Government Interference | www.VoteNo1TN.org

YOU CAN DO IT!

6

We are a resource for
funding and engaging in
advocacy!



For more **information**

ACT!

ADVOCACY CAPACITY TOOL

Take your
advocacy work
from *good* to
great!

POWER CHECK

COMMUNITY ORGANIZING CAPACITY TOOL

RECO

RESOURCES FOR EVALUATING
COMMUNITY ORGANIZING



BOLDERADVOCACY

An initiative of Alliance for Justice

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