

# How To Engage Your Public In An Election Year Without Losing Your Tax Status

If you have not already done so, please dial in for the audio portion of the conference.

Dial in: 866.740.1260

Access code: 6323311



# To Mute Your Line During the Webinar:

Press \*6 (or use your phone's mute button)  
Press \*7 to unmute

# For Assistance During the Webinar:

Press \*0 For An Operator

24 hour support line: (800) 843.9166

online help: <http://support.readytalk.com>

# Delia's Background

eliminating racism  
empowering women

**ywca**

# we're going to...

- ✓ Make the case for civic & voter engagement
- ✓ Learn the basic rules of engagement
- ✓ Share some quick tips

## making the case...



- 8.9 M eligible voters
- 42.5% voted
- 31<sup>st</sup> in the country

# What's at stake for ....



## **Something to Think About:**

*Because of the size of the sector in IL, the unique populations they serve, their positions in underrepresented communities and the trust of their communities, nonprofits have an important role in civic engagement.*

*Without nonprofit participation & engagement, our democracy is weaker and less representative of our communities.*

# When nonprofits take action people change

## Clients and stakeholders showed...

- higher likelihood of voting
- voting increased proportionally with each contact
- clients more likely to encourage their family and friends to vote
- **Registering new voters** and **offering voting reminders** made the biggest difference

# Questions?

Press \*7 to unmute your line

## Rules of engagement



## advocacy

Action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads **on behalf of others**.

**While all lobbying is advocacy, not all advocacy is lobbying.**

### **Types of advocacy:**

Letters

Site visits

Issue briefings

Rallies

District visits

Lobby Days

Letters to the Editor

Research

Press conferences

Policy development

Public Opinion

Building advocacy leadership

Joining coalitions

## Rules of engagement

**US → supporters → THEM =**  
**Grassroots**

**VS.**

**US → THEM = Direct**

## lobbying

One way to advocate on behalf of others.

But 2 ways to lobby.

# How do you know you're lobbying?



**Lobbying**

# Rules of engagement

Form	<b>5768</b>	<b>Election/Revocation of Election by an Eligible Section 501(c)(3) Organization To Make Expenditures To Influence Legislation</b>	
	(Rev. September 2009)	(Under Section 501(h) of the Internal Revenue Code)	For IRS Use Only ▶
Department of the Treasury Internal Revenue Service			
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..... (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)

## 501h

An alternative way of measuring lobbying activities by 501(c)(3) public charity organizations.

This test is expenditure-based, with limits on lobbying defined as a monetary cap on lobbying expenditures.

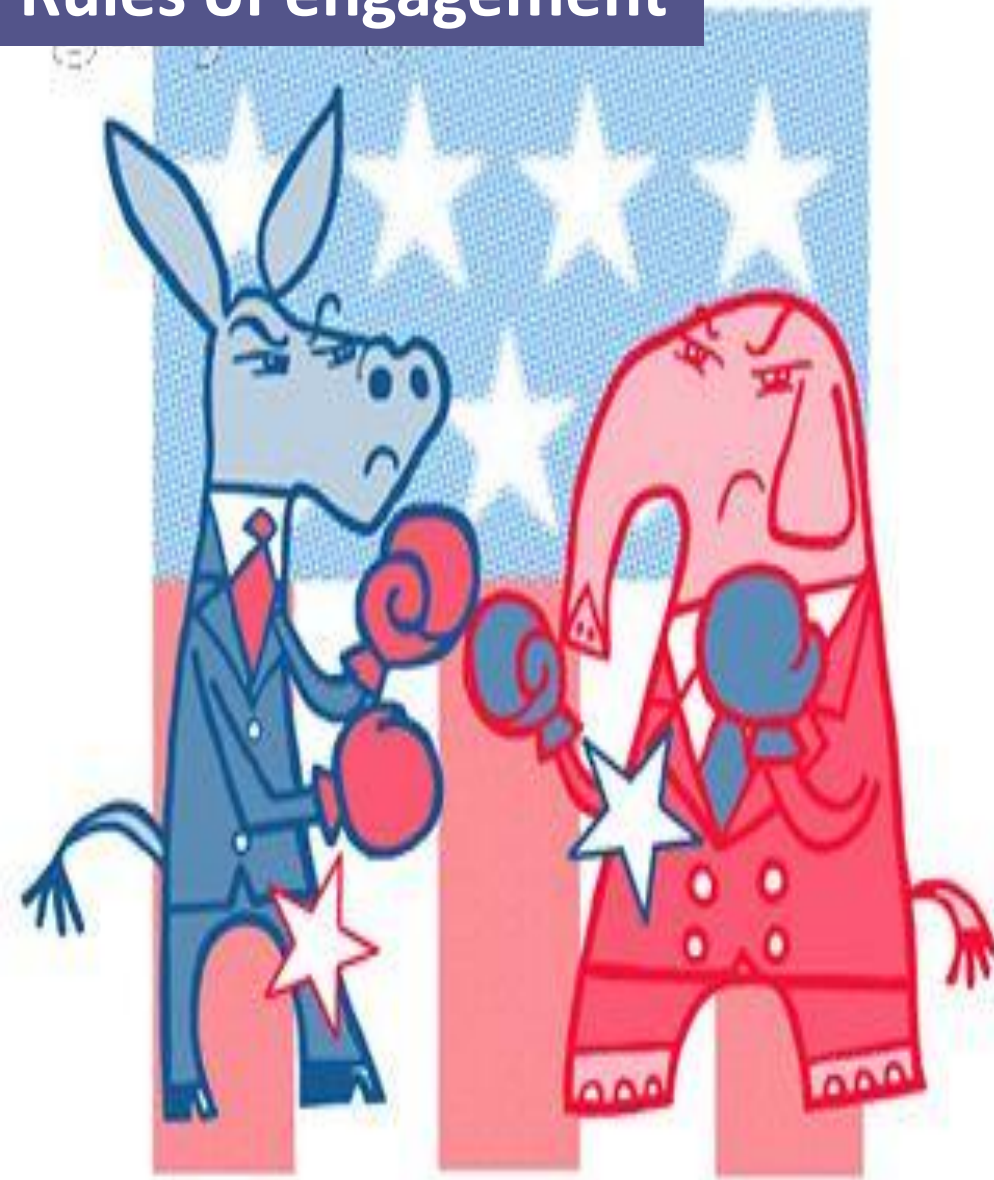
The test only applies to 501(c)(3) public charities that choose it through an "election."

### ***insubstantial test:***

Permits lobbying by 501(c)(3) public charities as long as that lobbying is an insubstantial part of the organization's overall *activities*.

(The difference between "Substantial" and "Insubstantial" is unclear.)

# Rules of engagement

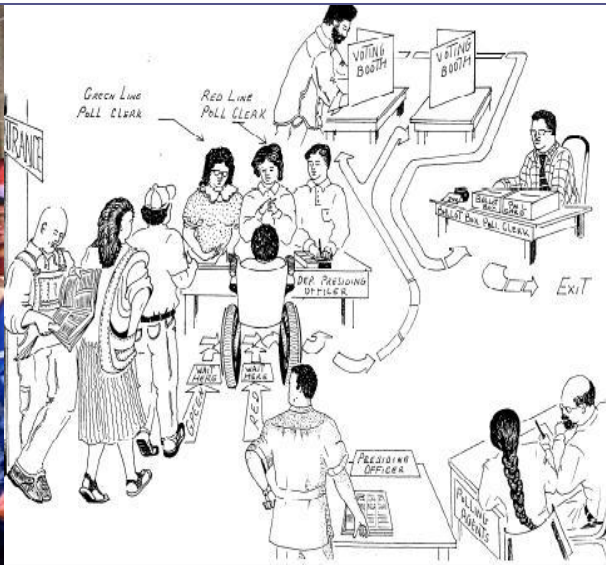


## electioneering

While nonprofits can engage in a wide range of advocacy and civic engagement related activities during election season, there are some things to watch out for:

A 501c3 must be nonpartisan and avoid “campaign intervention,” meaning a nonprofit should ***avoid activities that appear to support or oppose candidates or parties.***

Your role during election season is to be *educational* and *encourage civic participation.*



# what can you do?

## *Voter engagement:*

voter registration

voter education

voter turnout /GOTV

(i.e., send reminders, provide transportation, battle barriers to access)

Basically, the different ways we turn non-voters into voters, and get voters to the booth.



**v o t e.**

Know the issues. Know the candidates. Get registered. Vote.



## **civic engagement**

Individual and collective actions designed to identify and address issues of public concern.

In other words, advocacy.

Or, **democracy.**

# Questions?

Press \*7 to unmute your line

# Quick Tips

- Engagement begins at home
- Plan Ahead (according to your capacity)
- You don't have to recreate the wheel
  - Borrow resources from other trusted sources
  - Connect civic engagement to your mission & audience
  - Find opportunities in your work that already exist to encourage your public to participate

***“Through our size, reach, trust, nonpartisanship and social mission, our nonprofits and social services agencies have the potential to promote active citizenship and be a powerful vehicle for increased civic and voter participation.”***

*-- from the “Nonprofit Voter Participation Starter Kit,” NonprofitVote*

# Questions?

Press \*7 to unmute your line

# Resources



## BRENNAN CENTER FOR JUSTICE

*at New York University School of Law*

# Thanks for Participating!

Please complete the evaluation survey that will be emailed to you.

How to Engage Your Public During an Election Year  
Without Losing Your Tax Status