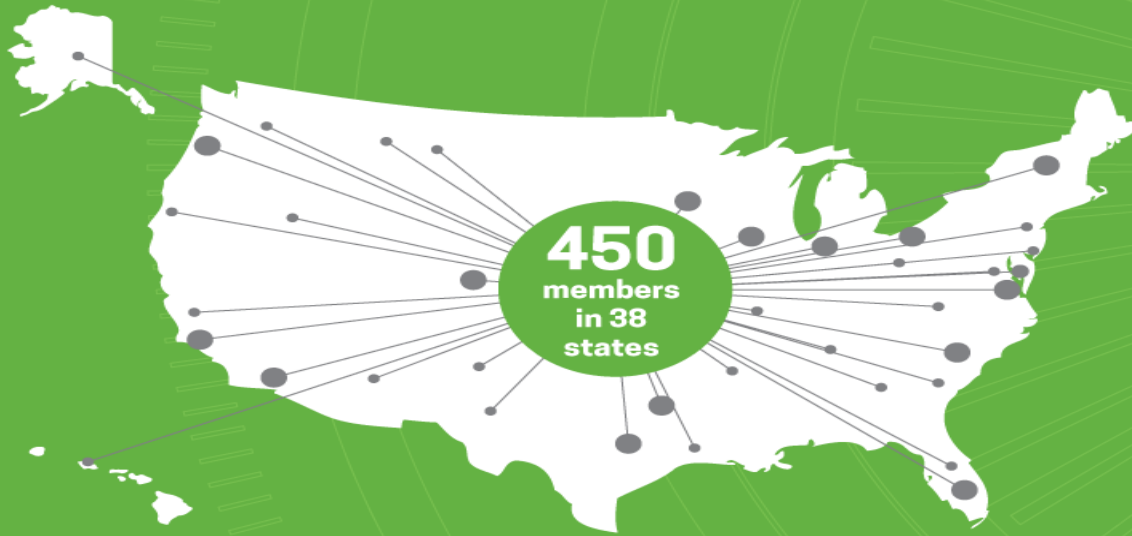


# Is Virtual Advocacy Easier or Harder? **BOTH!**

Ben Kershaw, Independent Sector

December 8, 2020

# Quick Facts about Independent Sector



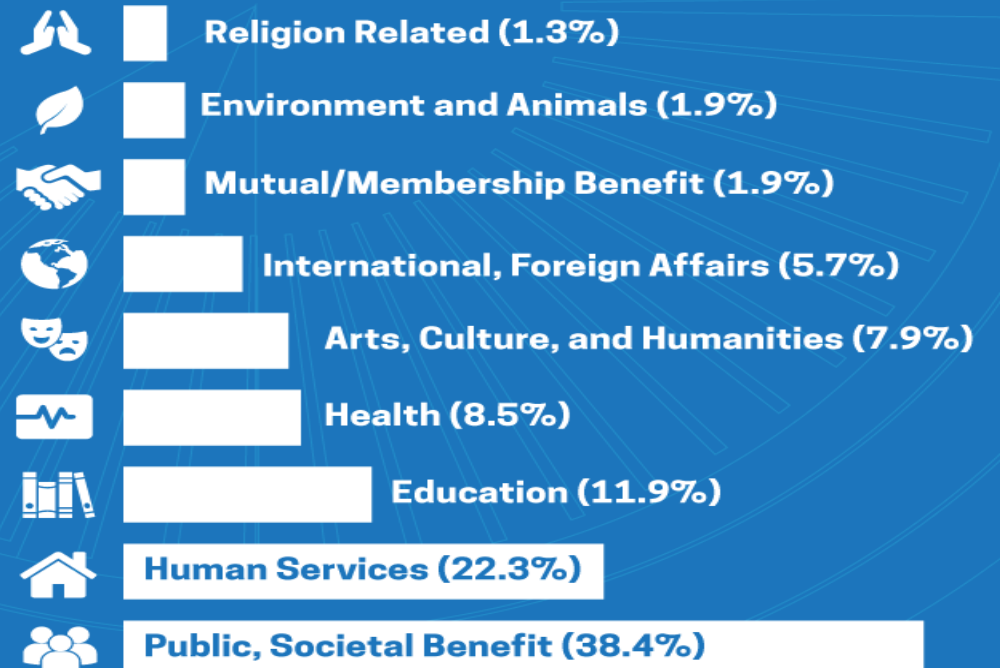
## Member Reach

Across the United States, Independent Sector's membership represents organizations of every size and mission. Our members engage tens of millions of Americans who are committed to improving their communities and advancing the common good.

 27,400,000+ Followers

 43,900,000+ Likes

## Member Missions





# Impact

## The Nonprofit Sector Is a Major Employer and Contributes to a Strong U.S. Economy

- The nation's 1.6 million nonprofits employ 11.9 million workers, over 10% of the American workforce.<sup>1</sup>
- The nonprofit sector is the third largest workforce in the country behind only the retail and manufacturing industries, and pays more than \$587.7 billion annually in wages.<sup>2</sup>
- Nonprofits contributed an estimated \$906 billion to the national economy, comprising 5.4 percent of GDP.<sup>3</sup>

## Government Counts on Nonprofits to Deliver Critical Services in American Communities

- FEMA depends on social-service nonprofits like the American Red Cross and Salvation Army to provide mass care and other emergency services when disasters strike.
- Goodwill Industries® invests more than \$3 billion in job training and employment service programs, matching nearly dollar-for-dollar federal funds for adult, youth, and dislocated workers under the Workforce Investment Act.
- Nonprofit community health centers deliver health-care





**American  
Alliance of  
Museums**



A large, stylized graphic of an eye in shades of blue, centered on a solid blue background. The eye is composed of several overlapping, rounded shapes that form the iris, pupil, and eyelids. The word "Agenda" is written in white, sans-serif font across the center of the eye.

# Agenda

# Today's Agenda

- Why do advocacy?
- About virtual advocacy
- Tools of the trade
- Group discussion and questions
- Election/legislative update

# Why Do YOU Advocate?







# Poll – What Advocacy Activities Have you Done Before?

- Called or emailed an elected official to share your opinion
- Advocated on social media
- Written an op-ed or LTE
- Met with an elected official or staff in person
- Attended Museums Advocacy Day or other similar event
- Joined a phone or video meeting with an elected or staff

A stylized graphic of a human eye, rendered in various shades of green and teal. The eye is composed of several overlapping, semi-transparent shapes that form the iris, pupil, and eyelids. The overall effect is a soft, ethereal representation of vision.

# Virtual Advocacy: Easier or Harder?

# Advocacy in 2020: Virtual is Easier AND Harder

- Boards should get it
- We're all busier this year, but we're all on Zoom
- No marble hallways needed
- Personal connections are still important
- Coalitions are even more powerful
- Collateral is king
- Follow up is up

A stylized graphic of an eye, composed of several overlapping, semi-transparent shapes in shades of green and teal. The central part of the eye is a circle, and the surrounding shapes form the eyelids and the overall shape of the eye. The text "Tools of the Trade" is centered within the eye graphic.

# Tools of the Trade





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Museums**

# Virtual Advocacy Materials

- Get the basics
  - [How to make your case when meeting with elected officials](#)
- Get the latest info and talking points
  - [Museums losing millions; job losses mount](#)
- Prepare your materials
  - [Create economic or educational impact statements](#)
  - [Download your state's museum economic impact sheet](#)
- [Learn about your legislators](#) and call to connect

NEW TOOLKIT AVAILABLE

# Speaking Up: Museum Advocacy in Action

This year has proven that advocating for museums has **never been more critical.**



Bookstore



 **MUSEUMS  
ADVOCACY  
DAY  
2021**

February 22-23, 2021 • Virtual  
[www.aam-us.org](http://www.aam-us.org)



# New legislator = smart campaigner

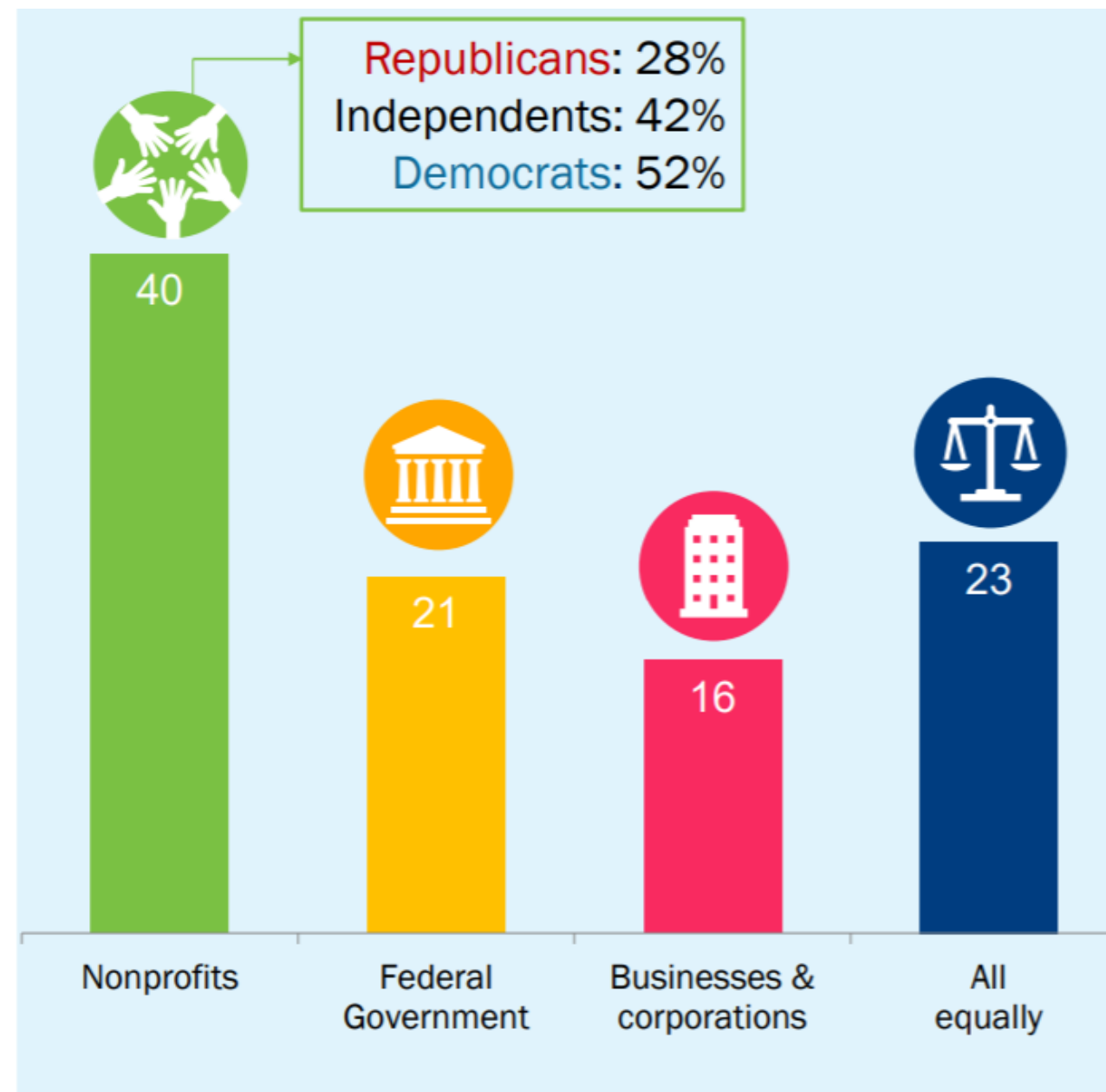
62%  
49% 74% “Work more closely with charities and nonprofit groups and include them in policy making decisions”

68%  
36% “Advances policies to help charities and nonprofit groups better serve their communities”

# Nonprofits Leading the Way in Meeting Needs of Community

## Question

In your opinion, who has done a better job of meeting the needs of our community during the COVID-19 pandemic – local charities, nonprofits and churches, businesses and corporations, or the federal government?



Voters in the Midwest (44%) and West (47%) were even **more likely** to say they thought Nonprofits did the best job at meeting needs than voters in the Northeast (38%) and South (36%)

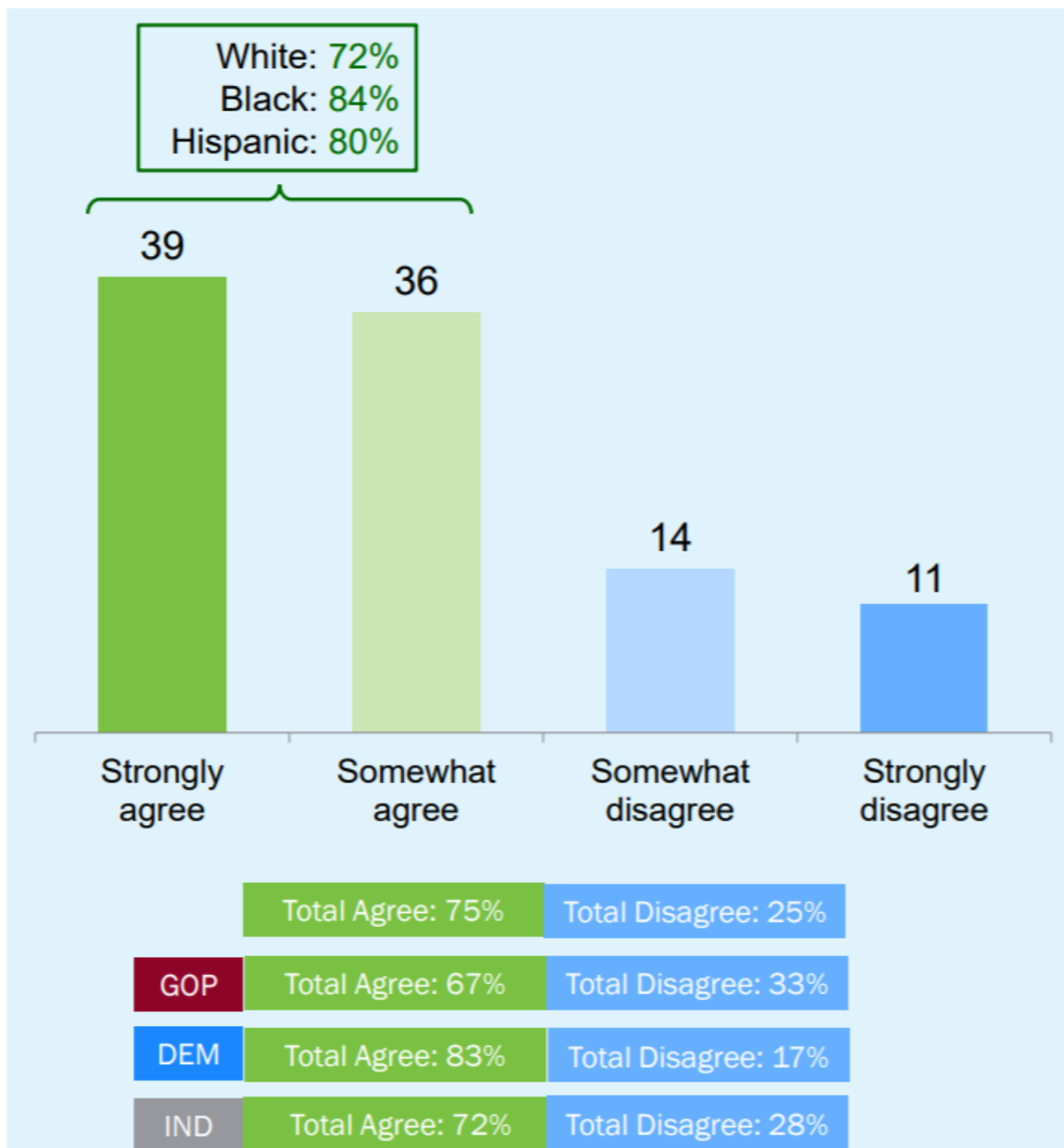


# Congress & President Should Support Charities

*In responding to COVID-19 pandemic, the Small Business Administration played a critical role protecting and advocating for businesses throughout the country. Nonprofits are the third largest employer in the U.S. and an essential service provider, yet there is not a similar agency in the government to protect and advocate for nonprofits.*

## Question

Congress and the President need to take urgent action to provide support for charities, so that they can continue to provide help to our communities?

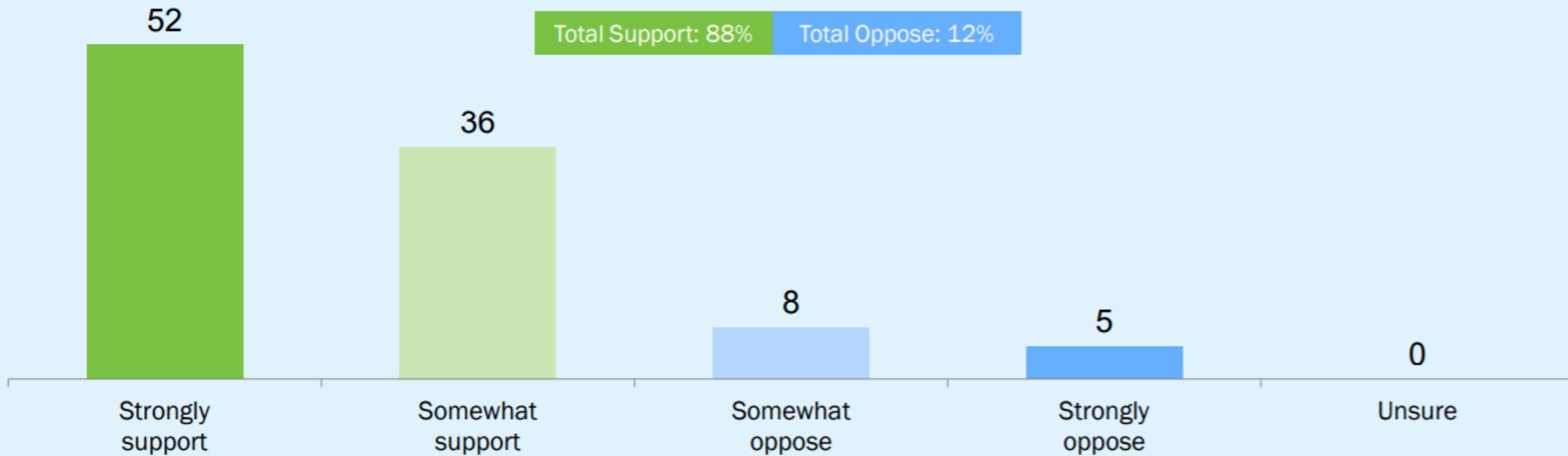


# Universal Charitable Deduction

*The COVID-19 pandemic and the economic downturn means that Americans are turning to charities for support at record levels.*

**Question.** To support the work of charities, would you support or oppose Congress increasing the amount of money people can deduct from their taxes when they make charitable contributions?

There is strong and **UNITED** bipartisan support for a universal charitable deduction



A stylized graphic of an eye, composed of several overlapping, semi-transparent shapes in shades of green and teal. The central part is a circle, and the surrounding shapes form the upper and lower eyelids, creating a sense of depth and focus.

# Questions and Discussion

A stylized graphic of an eye, composed of several overlapping, semi-transparent blue shapes. The central part is a circle, with four elongated, teardrop-shaped segments extending outwards to form the upper and lower eyelids. The entire graphic is centered on a solid blue background.

# Election Recap and Legislative Update



# Election Recap, 2021 Look Ahead

- Likely divided government
  - Tighter margins in both chambers
- New leadership on key committees
- Very little change in party leadership
- Narrow legislative focus in 2021
  - COVID response
  - “Build Back Better”

# Thank You!

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