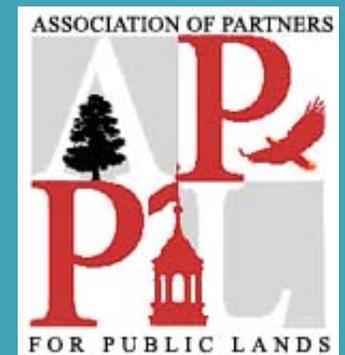


# Understanding Nonprofit Advocacy and Identifying Your Role



# PRESENTER

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# WHY ADVOCACY?

- Public lands have opportunities and needs that are affected by the choices of legislators and policy makers.
- Our organizations do, too.

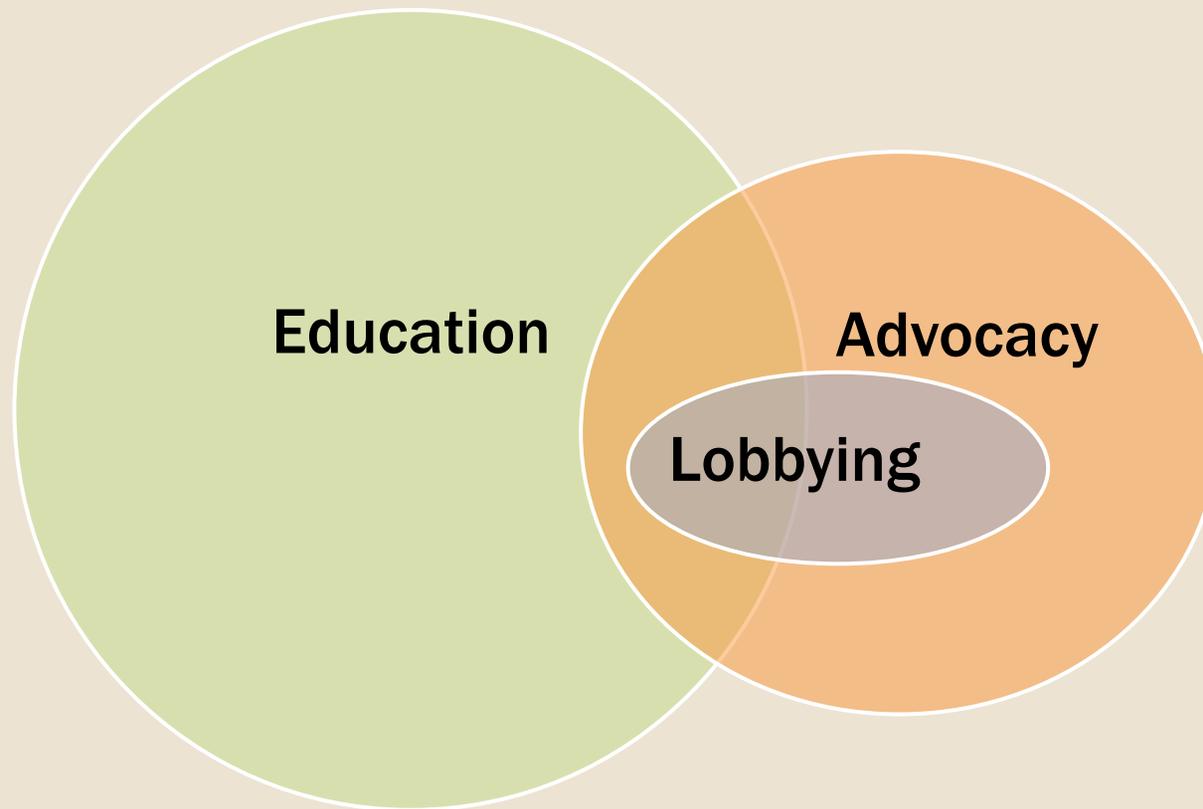
- **501 (c)(3) organizations may engage in any type of advocacy, education or lobbying that furthers their charitable purpose – but not too much lobbying!**
- **501 (c)(3) organizations generally may not pay for lobbying with government grant funds.**

## **KEY POINTS**

- **Government employees may not engage in lobbying as part of their professional lives.**
- **However, as private citizens, they may take action, but should avoid the appearance of impropriety.**

## **KEY POINTS**

# EDUCATION, ADVOCACY AND LOBBYING



# EDUCATION, ADVOCACY AND LOBBYING

## EDUCATION

- Providing unbiased information to the government or the public

## ADVOCACY

- Sharing information with legislators, executive branch or the public to influence them.

## LOBBYING

- Attempts to influence specific government decisions or actions.

# 501(c)(3) Lobbying Rules

- Taxes and the IRS
- Grant and contract rules
- Criminal provisions about lobbying with federal funds

# Tax Rules

- Lobbying may not be a “substantial part” of an organizations total activities
- Two Ways to Pass the Test
  - “Substantial Part” test: Activities and Expenditures
  - Section 501(h) test: Quantitative and broader

# REGISTRATION AND DISCLOSURE

- **Federal Lobbying Disclosure Act**
  - Paid “lobbyists” must register and report
  - An organization must register if:
    - It has an employee who is a “lobbyist;” AND
    - Federal lobbying expenditures exceed or are expected to exceed \$12,500 in that quarter
- **State lobbying registration rules**
  - Differs by state
  - May require registration and/or reporting
  - Many have exceptions for small amounts of lobbying

# REGISTRATION AND DISCLOSURE

- A lobbyist is “Any individual (1) who is either employed or retained by a client for financial or other compensation (2) whose services include more than one lobbying contact; and (3) whose lobbying activities constitute 20 percent or more of his or her services’ time on behalf of that client during any three-month period.”

“[Lobbying Disclosure Act Guidance](#),” Office of the Clerk, U.S. House of Representatives



# Crafting Your Messages

- Education
- Advocacy
- Lobbying

# PUBLIC LANDS SUPPORTERS IN ACTION

- **Protecting Public Lands**
  - Friends of Port Chicago Naval Magazine
- **Funding**
  - Friends of Maine's Seabird Islands
- **Partnership Authorities**
  - Golden Gate National Parks Conservancy



# APPL AT WORK

- **U.S. Army Corps of Engineers**
  - Organizing the coalition to pass cooperative joint management authority
  - Testified before the Senate Energy and Natural Resources Committee for the inclusion of USACE in FLREA
- **Other Agencies**



# Visiting Capitol Hill

- Request a meeting a few weeks out
- Staff meetings are as valuable as Member meetings
- Ask for something

# Effective Packaging

- **Your Story**
  - You are somebody's constituent
  - Community Connectors
  - Programs and Impact
- **Your Organization's Economics**
  - Support to Public Lands
  - Jobs Created
  - Public Engagement
- **Your Public Lands Economics**
  - What data can you get your hands on?

# NONPROFIT STRATEGIES

- **Make friends.  
Relationships matter.**
- **Educate your  
stakeholders.**
- **Participate in public  
comment opportunities.**
- **Join a coalition to  
support your advocacy  
goals.**



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## **KEY POINTS**

# Questions

- “Raise your hand” if you want to speak.

OR

- Type your question or comment into the chat box.

# THANK YOU

Learn more about  
APPL @ [www.appl.org](http://www.appl.org)

**More Questions?**

Contact Dan at

[dpuskar@appl.org](mailto:dpuskar@appl.org) or

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