Engaging During Elections by Educating on Issues

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August, 2018
Avenues for ADVOCACY

- Organize Communities
- Educate Public
- Nonpartisan Voter Ed.
- Change Corporate Behavior
- Educate Legislators
- IRS Lobbying Exceptions
- Influence Regulations
- Encourage Voting
- Educational Conferences
- LOBBYING
- Litigation
- Research
- Leadership Training
Rules that apply to print and verbal communications also apply to ONLINE COMMUNICATIONS.
No 501(c)(3) support for or opposition to CANDIDATES running for PUBLIC OFFICE
My hope for 2020. #elizabethwarren #CoreyBooker hope peace america2020
Permissible Election Year Advocacy for CAAs*

- Nonpartisan VR and GOTV
- Nonpartisan Voter Education
- Issue Advocacy
- Nonpartisan Candidate Education

*Must be with non federal funds and not in association with CSBG programs
Permissible Election Year Advocacy for 501c3 (nonprofit) and public Community Action Agencies

*Must be with non federal funds and not in association with CSBG programs
Voter Registration/Education/Mobilization

CAA employees could conduct nonpartisan VR activities OFF SITE

*Must be with non federal funds and not in association with CSBG programs
Can provide nonpartisan information about voting

While conducting permissible nonpartisan VR activities*
Can provide nonpartisan information about voting

While conducting permissible nonpartisan VR activities*
Can even help clients obtain the necessary ID needed to vote

While conducting permissible nonpartisan VR activities*
Can even help clients vote absentee

While conducting permissible nonpartisan VR activities*

Transportation to the polls or absentee location
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.

Issue Advocacy
**“Bad” Facts**

1. Identify a candidate
2. Express approval/disapproval for candidate’s positions
3. Time activity in order to influence a candidate election
4. Target a faction of community with your message in order to influence an election
5. Emphasize a “wedge issue,” especially for the first time

**“Good” Facts**

1. No reference to candidates, or only identifies candidates as a policy-maker.
2. Info about org’s core issues only, like a vote on a bill.
3. Outside factor (like legislative vote) drives timing of activity
4. Target a faction of community because of a reason unrelated to the candidate election
5. History of similar advocacy on issue

**“Facts and Circumstances” test for issue advocacy**
Offer to all

Use only what is already gathered

Only create new information if organization has reason to do so

Candidate Education
• Nonpartisan
• Direct Lobbying

Ballot Measure work with non-restricted funds

Yes on prop 55 & 57; invest in schools not jails! bit.ly/ourvoiceourvot...
QUESTIONS
unbiased questions
broad range of issues

FORMAT
invite all viable candidates
fair rules
impartial moderator
unbiased audience
equal opportunity
no contextual favoritism

Candidate Debates*
• You can do all of the above +
• You can allow a nonprofit 501(c)(3) use your facilities during regular hours to conduct VR activities (ex LWV, WWF, Faith in Indiana)

What if you receive Head Start or CNCS Funds but not CSBGs?
EVALUATIONS

The Partnership Wants Your Feedback!

Please be sure to complete the evaluation for this session online, via the CAPCON18 Event App.

Thanks in Advance for your Cooperation!
For free coaching about laws impacting nonprofit advocacy:
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For free tools, fact sheets, and publications
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