

# The Case for Nonprofit Public Policy Advocacy



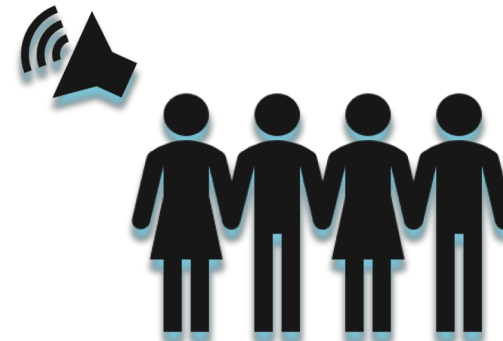
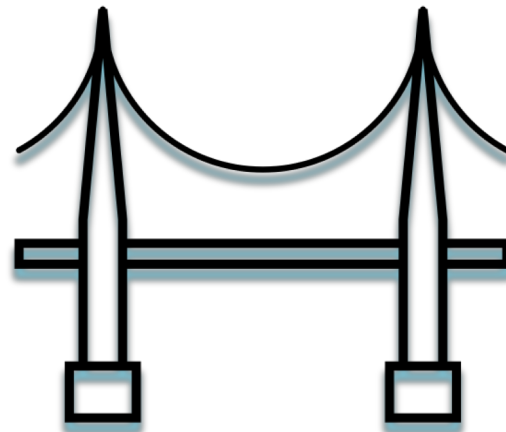
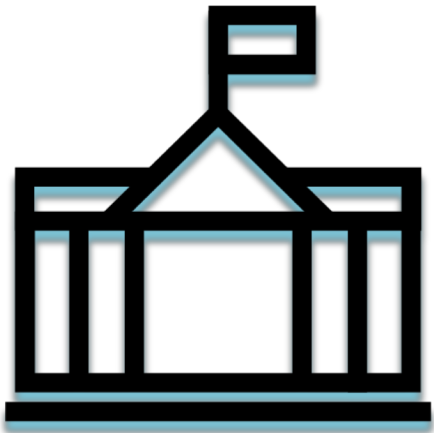


# Why Must Nonprofits Engage in Public Policy Advocacy?

# BRIDGE THE PUBLIC-GOVERNMENT DIVIDE

Nonprofits connected to issues provide a bridge between the abstractions of public policy and the lived experiences of those for whom policies are designed.

In a world of powerful competing interests, nonprofits bring individuals and communities together so their voices can be heard and amplified.



# PROVIDE A DIFFERENT LENS

Nonprofits not only bring more voices to the policy table, but also *different* voices.

Policy advocacy on behalf of nonprofits can be viewed as a moral imperative since the most vulnerable or underrepresented voices may otherwise remain silent.



Examples: children, prisoners and parolees, endangered species and animals suffering from inhumane treatment, or even future generations who are not here to talk about the environment.

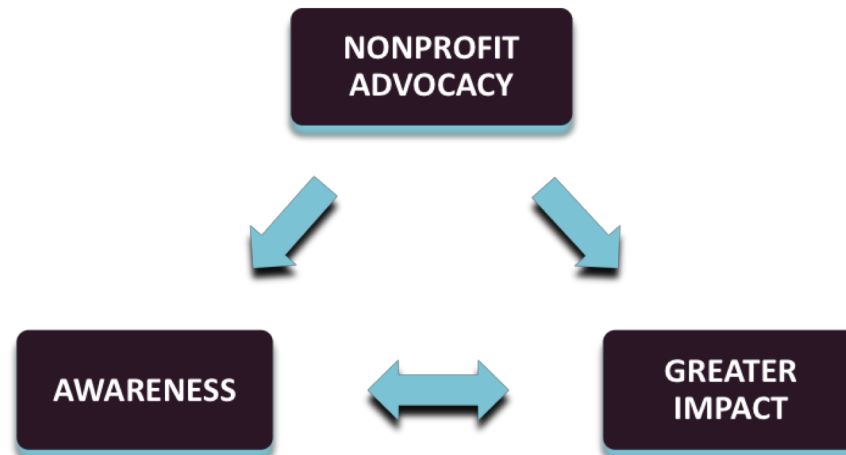


# INCREASE IMPACT AND AWARENESS

High-impact nonprofits often turn to advocacy work when seeking to achieve systems-level change that could not be accomplished through service delivery alone.

Through advocacy, nonprofits can:

- move the needle on longstanding social policy challenges.
- attract the attention of donors, volunteers, leaders, media, etc
- increase awareness.
- double, triple or quadruple impact.



# 2019 PROVINCIAL ELECTION ENGAGEMENT

## Nonprofits are strong and influential

There are 26,000 + nonprofits spread across Alberta:

- representing various subsectors
- contributing ≈ \$10 billion in GDP
- touching the life of every Albertan

The federal government recently made legislative changes allowing registered charities to participate in *unlimited* nonpartisan public policy activities related to their charitable purposes.

**Why?** Nonprofits play a *crucial* role in the public policy process.

The upcoming provincial election is a great opportunity to prove this by creating and sharing a policy agenda, mobilizing your volunteers, board members, staff and people who engage with nonprofits to get informed about issues and to **vote**.

