

THE  
**Nonprofit**  
QUARTERLY

R a f f a

A a r o n s

IMPACTING SOCIAL POLICY

G a m s o n

Understanding Advocacy

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# Welcome

**T**HE *NONPROFIT QUARTERLY* HAS ALWAYS TAKEN THE POSITION THAT ADVOCACY should be a core competency for nonprofit managers. Why? Because as many external as internal factors effect your organizational capacity. Regulations, public policy and funding patterns have an enormous effect on what outcomes your organization is able to produce. Yet many nonprofit managers and board members are not clear about how much advocacy they can do, what their particular advocacy agenda should be or how to organize themselves for it. The articles contained in this collection will help walk the reader through some of these issues. It can serve as an excellent primer for those just getting started.

We have also included some articles here about how to work with the media on campaigns and advocacy agendas.

This collection is published at a time when there is much on which nonprofits should be active: the federal budget, tax policy, additional proposed regulations for nonprofits now being considered by the Senate Finance Committee, the House Ways and Means Committee and the Joint Committee on Taxation. In many cases, we are each too small to have much effect on our own—we have to join with others to make sure we are heard.

For this reason we have listed a few links where you can find information and advocacy partners.

We also recommend that you check out the following time sensitive articles from the Spring 2005 *Nonprofit Quarterly*: Rick Cohen’s “The Bush Budget Disaster” ([www.nonprofitquarterly.org/section/670](http://www.nonprofitquarterly.org/section/670)), Chuck Collin’s “Responding to the ‘Shrink, Shift, and Shaft’ Tax Cut Agenda” ([www.nonprofitquarterly.org/section/669.html](http://www.nonprofitquarterly.org/section/669.html)), and our special supplement on the nonprofit regulatory landscape ([www.nonprofitquarterly.org/section/700.html](http://www.nonprofitquarterly.org/section/700.html)).

**Ruth McCambridge**  
Editor in Chief

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5

**Advocacy and Lobbying Without Fear:  
What Is Allowed within a 501(c)(3) Charitable Organization**

by Thomas Raffa

11

**The Meaning and Actions of Advocacy**

by David Aarons

13

**Framing Social Policy**

by William A. Gamson

19

**Separate, We lose**

by Pablo Eisenberg

24

**Essentials for Advancing Nonprofit Advocacy: Board Leadership**

by Marcia Avner

31

**Advocacy by Design: Using Direct Media to Get a Direct Response**

by Annette R. Duke

36

**A Conversation with Eli Pariser: Online Fundraising and Engagement**

by Ruth McCambridge

39

**Becoming a Reliable Source: A Conversation with Rob Restuccia**

by Ruth McCambridge