Make the Case Now!

League of American Orchestras

June 7, 2017
The League represents orchestras in every state, and in 316 out of 435 Congressional districts. Together, we can reach 100% of the Senate and 72% of the U.S. House of Representatives! And with our members represented almost equally by both parties (54% Republican to 46% Democratic), continued bipartisan support for issues that impact orchestras remains critical.
Orchestra responses to developments in national policy landscape:

- Hosting discussions among staff, board, and musicians (83%)
- Inviting elected officials to concerts and/or programs (50%)
- Participating in League online advocacy campaigns (28%)
Orchestra responses to developments in state/local policy landscape:

- Meeting with elected officials (59%)
- Joining state arts advocacy organization (56%)
- Attending school board/city council meetings (26%)
Policy concerns as a result of changes in policy landscape, ranked from greatest to least

<table>
<thead>
<tr>
<th>Concern</th>
<th>Low Concern (%)</th>
<th>Some Concern (%)</th>
<th>Great Concern (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Threats to federal funding for the arts</td>
<td>30</td>
<td>70</td>
<td>0</td>
</tr>
<tr>
<td>Impact of tax reform on contributed income</td>
<td>30</td>
<td>68</td>
<td>0</td>
</tr>
<tr>
<td>Donors’ priorities</td>
<td>35</td>
<td>61</td>
<td>0</td>
</tr>
<tr>
<td>Uncertainty in the policy landscape</td>
<td>40</td>
<td>57</td>
<td>0</td>
</tr>
<tr>
<td>Economic uncertainty</td>
<td>44</td>
<td>50</td>
<td>0</td>
</tr>
<tr>
<td>Engaging diverse communities</td>
<td>51</td>
<td>41</td>
<td>0</td>
</tr>
<tr>
<td>Building politically diverse partnerships</td>
<td>57</td>
<td>30</td>
<td>0</td>
</tr>
<tr>
<td>Artist visas and immigration</td>
<td>56</td>
<td>27</td>
<td>0</td>
</tr>
<tr>
<td>Real/perceived limits on artistic expression</td>
<td>55</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Our advocacy capacity, as a 501(c)(3)</td>
<td>51</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td>Public safety / emergency preparedness</td>
<td>56</td>
<td>8</td>
<td>0</td>
</tr>
</tbody>
</table>
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League of American Orchestras

June 7, 2017
The Whys & How of Nonprofit Advocacy

David L. Thompson
Vice President of Public Policy

League of American Orchestras | June 7, 2017

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What, The Whys & How of Nonprofit Advocacy

David L. Thompson
Vice President of Public Policy

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What, The Whys & How of Nonprofit Advocacy

What is Advocacy?
Advancing Mission

Who can I talk to today to advance my mission?
Advancing Mission

Who can I talk to today to advance my mission?

- Co-workers?
- Civic Group?
- Funder?
- Reporter, Publisher?
Why Advocate?
Why Not?

Why don’t nonprofits engage in advocacy?

- Too much to do
- Influence of the Naysayers
  - Attorneys
  - Accountants
  - Academics
- Confusion about the law
Advocacy

- Telling your story, impact
- Site visit, rehearsal
- Volunteer work
- Charity fundraising assistance
- Help with constituents
- Appear at events
- Crawfish boil
- Speaking at luncheon

Lobbying

- 3 things required
  1. Talking to decision maker
  2. About legislation
  3. Asking for a vote

- Examples
  - Ask to introduce bill
  - Testify for/against
  - Other?

- Exceptions
  - Asked to testify
  - Provide data
  - Self Defense

26 U.S.C. § 501(c)(3)
“... no substantial part of the activities of which is carrying on propaganda, or otherwise attempting, to influence legislation (except as otherwise provided in subsection (h)),”
What, The Whys & How of Nonprofit Advocacy

How?
Taking Action in Public Policy

**Early Action Steps**

1. Join nonprofit state association
2. Board discussion: what’s in our way?
3. Policy committee of the board
4. Issue filter/guide
5. Policy agenda
6. Usual suspect - community engagement
7. Other
What We Can Do Everyday?

Promoting Good Policy
Pre-empting Bad Policy

- Demonstrate Community Impact
  - Your Nonprofit Organization
  - Your Nonprofit Community
- Work Across Sub-Sectors
- Build and Maintain Relationships
- Treat Advocacy as Core to Mission
- Push Back
- Engage through State Associations of nonprofits and the League of American Orchestras
How Much is Too Much?
How Much is Too Much?

See League Guide – “Playing Your Part”

501(h) Election, IRS Form 5768
Connect with the National Council of Nonprofits

- Through the League of American Orchestras
- On Twitter @NatlCouncilNPs and @buildnpcapacity
- By signing up for Nonprofit Advocacy Matters and Nonprofit Knowledge Matters at www.councilofnonprofits.org/news/e-newsletters
Make the Case Now!

League of American Orchestras

June 7, 2017
Utah Symphony’s Mighty 5 Tour

FIVE NATIONAL PARKS. ONE EPIC WEEK. ONLY IN UTAH.
OBJECTIVE

• 75th Anniversary
• Build support throughout state
• Capture interest of Legislators
• Show economic, tourism impact
ADVOCACY

• Start a year ahead
• Met with key legislators, Governor, Travel Council
• Testified at hearing
• Used Board in every meeting
IMPACT

• Local economies

• Local volunteer/advocates

• Local legislators

• Governor
OUTCOMES

UTAH SYMPHONY
CLASSICALLY CHARGED
THIERRY FISCHER, MUSIC DIRECTOR

If you are involved in an orchestra in any capacity, and you care about the future of your orchestra and the community it serves, being an effective public policy advocate is essential. Through this guide, the League offers simple, easy-to-read advice on how to get engaged in the policy process and build successful relationships with policymakers. Our goal is to support and empower you to play your part in influencing public policy. Acting together, we can make a difference. This guide includes:

- Facts about advocacy and lobbying
- Tips for identifying your policy issues, partners, and strategies
- Easy steps for tracking and reporting lobbying activity
- A Q&A on the lobbying rules for orchestras

Your questions are welcome as the League adds to this growing resource. Contact us at advocacy@americanorchestras.org.

Download Playing Your Part.
Forty-three percent (43%) of the Utah Symphony | Utah Opera community partners are located in census tracts with median household incomes under $43,000.
Take Action

• Put advocacy strategies on the agenda.

• Identify new allies and show up when it’s not about you.

• Hone your “mission messages,” and find third-party voices.

• Develop your relationships with decision-makers now, and show them your orchestra in action.

• File the 501(h) election and join your state nonprofit association.
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