



North Dakota
Nonprofit Sector
**Impact
Campaign
Toolkit**

Fall 2016

NDANO North Dakota Nonprofit Sector Impact Campaign Toolkit Fall 2016

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About NDANO

As the statewide membership association advancing North Dakota nonprofits through advocacy and public policy, education and training, resources and research, cost-saving programs, and leadership and networking, NDANO strengthens communities and enhances quality of life through engaging and ensuring a strong charitable sector. NDANO is an integral part of the North Dakota nonprofit sector that strengthens the economy, improves communities and engages diverse stakeholders to enhance quality of life.

INTRODUCTION

Stronger Together

Welcome to Our Toolkit!

Charitable nonprofits work in every community across North Dakota. The work you do as a nonprofit board member, staff or volunteer is for a better North Dakota. We work to protect and educate children, train the workforce, nurse the sick, support our elders, care for returning soldiers, provide food and shelter, foster faith, elevate the arts, protect natural resources, and much more. Together, nonprofits do so much to build a stronger North Dakota.

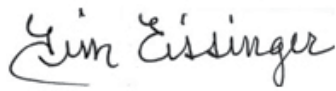
The state of North Dakota is facing challenging times. After years of a strong agricultural economy and fast-paced oil boom, the state is now facing a significant budget shortfall. And demand for nonprofit services continues to rise while the struggle for sufficient resources to fulfill our missions is ongoing.

Now is the time to come together as a sector to raise our collective voice. We have a responsibility to ensure legislators and other policymakers understand the vital role of not only our own organization - but of all nonprofits in every community of every size across North Dakota.

This toolkit was developed by the North Dakota Association of Nonprofit Organizations (NDANO) to share the goals for the 2016 North Dakota Nonprofit Sector Impact Campaign and to help your organization plan and carry out simple and effective advocacy this fall.

If you have any questions, please contact us at 701-258-9101, 888-396-3266 (toll-free) or office@ndano.org.

Together, we can!



Tim Eissinger
NDANO Board President



Dana Schaar Jahner
NDANO Executive Director



We Know You're Busy

We know nonprofit leaders have full plates, even overflowing plates already. And we recognize most of you don't have extra time to add more to that plate. But, you are already telling your organization's story. So, consider adding the sector story to your nonprofit's story. Read this toolkit to learn how.

BACKGROUND

What We Know, What We Believe

North Dakotans' Perception of Nonprofits

In February 2016, NDANO commissioned a telephone survey* of North Dakota residents. Results are as follows:

- 86% of North Dakotans say the state and its residents benefit from the work done by charitable nonprofits in North Dakota.
- 84% say charitable nonprofits do a good job of serving the needs of people and communities in North Dakota.
- 70% say state and local governments and charitable nonprofits effectively work together to provide services that enhance quality of life for North Dakotans.
- 65% say charitable nonprofits in North Dakota are well managed and efficiently operated.
- 95% of North Dakotans support North Dakota charitable nonprofits or foundations by contributing money, volunteering time, or contributing household items or other goods.
- 40% of North Dakotans say receiving a tax deduction or tax credit is somewhat important in their decision to contribute money or goods to a charitable nonprofit or foundation.
- 77% of North Dakotans say "North Dakota charitable nonprofits should pay fewer North Dakota income, property and sales taxes than they do now so more of the money they raise can be used for helping the people and communities they serve."

NDANO believes these are positive results, showing a strong majority of North Dakotans have confidence nonprofits are doing important work that benefits the state, our communities and our people.

North Dakota Nonprofit Policy Efforts

For many years, NDANO, its members and the state nonprofit sector have had success supporting and defending sector-wide policy issues that impact charitable nonprofits, from unanimous passage of the state endowment tax credit giving incentive to defeat of legislation to tax nonprofits. Despite this success, the sector has not secured sales tax exemptions for all nonprofits to provide more money for mission, and we continue to face periodic legislative efforts to circumvent the state constitutional charitable property tax exemption.

Based on experience in past legislative sessions and interviews with key legislators, NDANO recognizes legislators have an overall positive attitude toward nonprofits and the work that we do. However, we also know there is a general lack of understanding about individual nonprofits and a significant lack of understanding of the state nonprofit sector as a whole. It is also clear some legislators believe:

- Government shouldn't fund nonprofit services through grants or contracts.
- Businesses and nonprofits should be on a "level playing field" (taxes).
- Incentives shouldn't be necessary for charitable giving.

North Dakota Nonprofit Sector Opportunity

With positive results from our North Dakotan survey, NDANO recognizes this opportunity to increase awareness and understanding of the vital role played by nonprofits and the entire sector collectively. We hope you will join us in this Impact Campaign to show state legislators and other stakeholders North Dakota nonprofits are essential, effective and efficient.

*95% confidence level, maximum margin of error of $\pm 6.0\%$

IMPACT CAMPAIGN

Nonprofits Matter

Understanding OUR Collective Impact

Utilizing research including survey results, feedback from 2016 Nonprofit Leadership Conference participants, and expertise of the Board of Directors and Public Policy Advisory Committee, NDANO has developed a “key message” about the impact of the North Dakota nonprofit sector. This message will be further developed in a new state nonprofit sector report, which will be released in early November. This key message and the new sector report provide the foundational material for the Impact Campaign.

Key Message

The North Dakota nonprofit sector strengthens the economy as employers and contributors to the state GDP; improves communities through critical mission work in arts and culture, education, the environment, health care, human services and religion; and engages diverse stakeholders to address vital issues.

Abbreviated Key Message

The North Dakota nonprofit sector strengthens the economy, improves communities and engages diverse stakeholders to enhance quality of life.

New Sector Report

The new sector report will include numbers of nonprofits by mission and budget size; economic data, including employment numbers and annual expenditures; North Dakotans’ perceptions of nonprofits; and volunteer and giving data.

Raising OUR Sector Voice

The North Dakota nonprofit sector is large. When taken to scale, even the smallest measures we take to share the state nonprofit sector’s collective impact will add up. Whether you complete one action step or three, it all makes a difference to the Impact Campaign.

Our Fall 2016 Impact Campaign Goal

Communicate the collective impact of the North Dakota nonprofit sector to:

- ✓ Nonprofit boards of directors by securing approved board resolutions
- ✓ Nonprofit stakeholders by sharing key messages
- ✓ All legislators through personal contact (141 legislators in three weeks)

Our Long-Term Sector Goal

Incorporate the collective impact of the North Dakota nonprofit sector into the impact story of all North Dakota nonprofits every day.



Everyday Advocacy: Identifying, Embracing and Promoting a Mission

Advocacy. Every nonprofit does this every day. It is not hard. It just means caring about your organization’s mission and telling your story of impact. Sometimes this means lobbying for a policy change, but more often it means recruiting volunteers, soliciting donors or planning new programs to advance your mission.

IMPACT CAMPAIGN CONTINUED

Nonprofits Matter

Telling OUR Collective Story

Your nonprofit's first priority is the services you provide and the issues you promote. But by leveraging relationships with your board members, stakeholders and legislators, any nonprofit can participate in the Impact Campaign. Here's how:

ACTION 1: Get Buy-In from Your Board

Target Timeline: September-October 2016

Successful advocacy depends on support from your organization's leadership, including your board of directors.

1. Include time on your next board meeting agenda to discuss why the Impact Campaign is important for those you serve and for your organization.
2. Share the board resolution included as Appendix A in this toolkit and ask for board approval.
3. Inform NDANO when your board approves the resolution.

HINT: If your board of directors does not yet recognize how advocacy can advance your mission, check out the great resources provided by [Stand for Your Mission](#) to learn how to address the issue with your board members.

ACTION 2: Distribute the Key Message to Your Stakeholders

Target Timeline: October-December 2016

Every organization is different, so it's up to you to decide where the Impact Campaign fits most naturally into your existing communications to stakeholders.

1. Include the key message in your nonprofit's communications to stakeholders, including on your nonprofit's website, in your printed or electronic newsletters, on social media, or in donor or funder letters. Not sure how to get started? Check out Appendix B of this toolkit for examples.
2. Share with NDANO examples of your communication efforts.

ACTION 3: Share Our Collective Impact with Your Legislators

Target Timeline: November 14-December 2

Our goal is to reach every state legislator between Election Day on November 8 and Organizational Session on December 4. That means 141 legislators in three weeks.

1. Invite at least one of your state legislators (or more if you have the time) out for coffee or to your nonprofit facility to share your organization's story of impact.
2. Provide your legislators with a copy of the state nonprofit sector report to share the collective impact of our sector and your important role in it.
3. Let NDANO know which legislators you have connected with so we can track our results.

HINT: If you are already connected to a collaborative of nonprofits in your area or if a legislator gathering is already planned for your community, work with other nonprofits to share our collaborative impact together. It's less work for everyone!

Appendix A – Board Resolution Template

[organization name]
BOARD POLICY RESOLUTION

At the meeting of the Board of Directors of [organization name] on [date of meeting], the following policy resolution was approved by the board:

- WHEREAS** the mission of the [organization name] is [mission];
- WHEREAS** the [organization name] makes an impact by [state organization’s impact];
- WHEREAS** the [organization name] is part of the essential North Dakota charitable nonprofit sector;
- WHEREAS** the North Dakota nonprofit sector strengthens the economy as employers and contributors to the state GDP; improves communities through critical mission work in arts and culture, education, the environment, health care, human services and religion; and engages diverse stakeholders to address vital issues;
- WHEREAS** 86 percent of North Dakotans say the state and its residents benefit from the work done by charitable nonprofits in North Dakota; and
- WHEREAS** there is an opportunity to increase awareness and understanding of the vital role played by nonprofits and the entire sector collectively.
- NOW THEREFORE BE IT RESOLVED** that the [organization name] commits to participating in the North Dakota Association of Nonprofit Organization’s (NDANO) Fall 2016 Impact Campaign and sharing the story of the state nonprofit sector’s collective impact.

Signed:
[President or Chair]

Appendix B – Sample Stakeholder Communications

Website/Newsletter/Donor Letter

[NONPROFIT] is an integral part of the North Dakota nonprofit sector that strengthens the economy as employers and contributors to the state GDP; improves communities through critical mission work in arts and culture, education, the environment, health care, human services and religion; and engages diverse stakeholders to address vital issues.

[NONPROFIT] is a proud member of the North Dakota nonprofit sector that strengthens the economy, improves communities and engages diverse stakeholders to enhance quality of life.

Social Media Messages

Tweets

Get the word out! #ndnonprofits strengthen the economy as employers and contributors to the state GDP.

Spread the word! #ndnonprofits improve communities through critical mission work.

Share the news! #ndnonprofits engage diverse stakeholders to address vital issues.

[NONPROFIT] is a vital part of the state nonprofit sector and the powerful impact of #ndnonprofits.

#ndnonprofits strengthen the economy, improve communities and engage diverse stakeholders to enhance quality of life.

Facebook

The North Dakota nonprofit sector strengthens the economy as employers and contributors to the state GDP; improves communities through critical mission work in arts and culture, education, the environment, health care, human services and religion; and engages diverse stakeholders to address vital issues. Here's our impact. [link to your website]

[NONPROFIT] is part of the essential North Dakota nonprofit sector that strengthens the economy, improves communities and engages diverse stakeholders to enhance quality of life.

*Make sure to include your impact photos!

Appendix C – Additional Advocacy Strategies

Looking for some additional ideas to expand your advocacy efforts even further? Consider the following:

- Invite your state legislators to attend your nonprofit's board meeting when discussing your programs and include Impact Campaign material as part of the discussion.
- Integrate the Impact Campaign material into regular presentations about your nonprofit to service or other community groups.
- Write letters to the editor about your nonprofit's impact and incorporate Impact Campaign material about the sector's impact.
- Convene fellow nonprofits in your community to discuss how to use the Impact Campaign material collectively in your community.

Advocacy vs. Lobbying

Although most people use the words interchangeably, there is a distinction between advocacy and lobbying that is helpful to understand. Advocacy is identifying, embracing and promoting a mission. Lobbying is attempting to influence a specific piece of legislation through direct or grassroots efforts. Lobbying, with limits, is legal for most charitable nonprofits.

The Impact Campaign is not lobbying – we are not asking for any specific action, just educating legislators about the value of our collective work as a sector.

Check out the resources on the [NDANO website](#) or order a copy of [Nonprofit Advocacy: A North Dakota Toolkit](#) to learn more about advocacy and lobbying.



NORTH DAKOTA ASSOCIATION
NDANO
OF NONPROFIT ORGANIZATIONS

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