

Leverage Foundation Grants Strategically for Policy Change



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Goal: Boost Your Grantmaking Effectiveness



Topics to Cover:

- **Leverage the IRS Lobbying Definitions**
- **Be Strategic to Get Biggest Bang for Your Bucks**
- **Strengthen Grantees for Long-Term Sustainability**

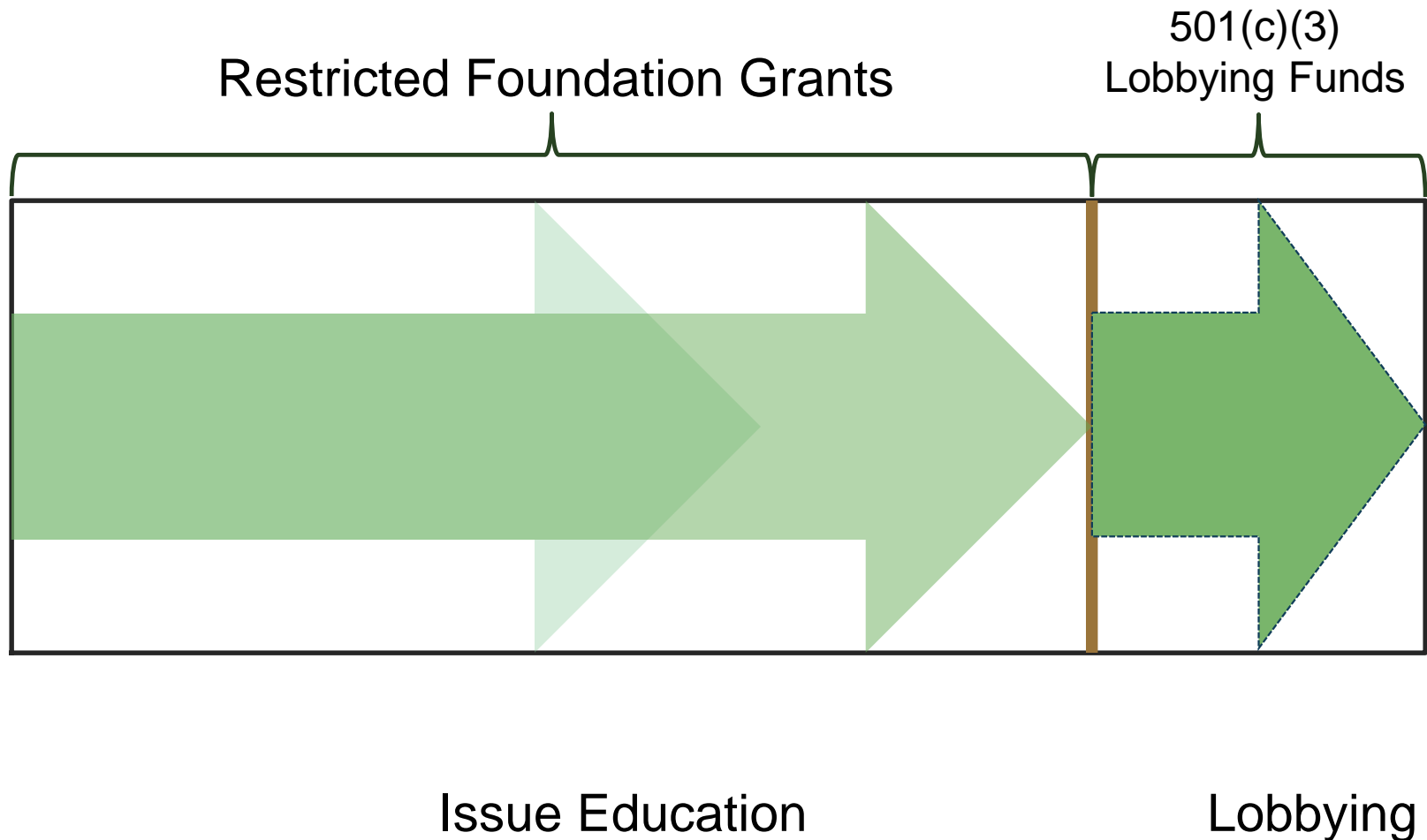


501(c)(3) Public Charities May Lobby; Foundations May Not Lobby



- **Private foundations may not give grants *earmarked* for lobbying.**
- **Private foundation general support and project support rules allow grantees to use foundation funds for lobbying.**
 - Nonetheless, most foundations prohibit using grant funds for lobbying.

Stretch Your (Non-Lobbying) Dollars



Use the Lobbying Definitions



- Direct Lobbying:
 - A communication directly with legislator or staff
 - On specific legislation
 - That reflects the organization's view on the legislation

Use the Lobbying Definitions



- Grassroots Lobbying:
 - A communication to the public
 - Includes tweets, advertisements and speeches
 - On specific legislation
 - That reflects the organization's view on the legislation, and
 - **Includes a call to action**

Use the Lobbying Definitions



Site Visit



Use the Lobbying Definitions



Invitation to Testify

D. Scott Dibble
State Senator
District 61
Minneapolis - South, Southwest & Downtown

111 State Capitol
75 Rev. Dr. Martin Luther King, Jr. Blvd
Saint Paul, MN 55155-1606



Senate

State of Minnesota

January 27, 2014

Rachel Callanan
Regional Vice President of Advocacy, Minnesota & Wisconsin
American Heart Association
4701 West 77th Street
Minneapolis, MN 55435

Dear Ms. Callanan,

On behalf of the Transportation and Public Safety Division of the Minnesota Senate Finance Committee, I request that you provide our committee with information regarding mechanisms other states have used for funding active transportation options. Based on your expertise in this area, and the

Use the Lobbying Definitions



Ads Mentioning Legislation

VOICES
FOR ALABAMA'S CHILDREN

thanks
SENATOR GREG REED

for helping make Alabama a healthier place to live
for children and families through your support of
Alabama's Healthy Food Financing Act.

Your leadership and commitment to the well-being of
Alabama's children continues to move our state
forward on key issues like healthy food access.

Alabama's Healthy Food Financing initiative will
be a vital resource for increasing healthy food access,
improving public health, creating local jobs, and spurring
economic development and neighborhood revitalization
in communities across the state.

For more information on how you can support the efforts
to improve healthy food access in your community, visit
our website at alavoices.org.

VOICES for Alabama's Children
P.O. Box 4576 • Montgomery, AL 36103-4576
334-213-2410 • www.alavoices.org

Stretch Your (Non-Lobbying) Dollars



Policy Change is Built on Grant-Funded Work

Lobby to Pass
Legislation

Testimony
On Bills

Institutional
Actions

Regs.,
Orders

Reports,
Fact Sheets

Advertising, Web,
Social Media

Issue
Education

Community
Organizing

Policy
Research

Stretch Your (Non-Lobbying) Dollars

Invest Safely and Effectively – And Build Sustainably

Legally Compliant Grantees:
The Safety of Treasury Bills



... and the Market
Performance of \$Tesla

