RESOURCES for EFFECTIVE ADVOCACY

make democracy work

ALLIANCE FOR JUSTICE
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"AFJ fills a critical niche in this country. AFJ's work results in hundreds of thousands of grassroots communities being more engaged and empowered in the democratic process."

—Mari Ryono, former coordinating director, Mobilize the Immigrant Vote (MIV)
Alliance for Justice (AFJ) is the leading advocacy resource for nonprofits and foundations. Advocacy is the most effective tool for organizations to achieve their missions and create sustainable change. Effective advocacy empowers nonprofits, foundations, communities and individuals to fully participate in our democracy and our public policy process. AFJ provides the advocacy knowledge and tools you need to advance your organization's mission, help shape public policy and make democracy work.

AFJ provides easy-to-understand materials and trainings to help nonprofits and foundations navigate the legal maze of advocacy. Our team of expert lawyers can guide you in understanding the laws that govern the nonprofit sector and offer advocacy strategies that will carry your message and achieve results. We help foundations leverage their resources to be more effective in creating the outcomes and lasting change they want to see in the world.

With offices in Washington, DC, and the Bay Area of California, Alliance for Justice's staff is knowledgeable about both national and state requirements and issues. AFJ will work with your organization from start to finish, providing legal expertise and other strategies around issues such as building capacity and evaluating your advocacy efforts. AFJ's information and tools will help your organization advocate legally, confidently and effectively.

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Advocacy is the most effective tool you can use to achieve your organization's goals and bring about lasting change and social justice for everyone. Nonprofits, foundations, communities and individuals should make their voices heard in our democratic process—alongside business and other private interests. It is not only your organization's right under the law, it is your organization's responsibility to the individuals and communities it serves.

Advocacy by nonprofit organizations helps ensure that the public interest is represented in the debates that determine public policy and helps shape the kind of society we live in. Advocacy means working for more effective policies at all levels of society to address the underlying causes of problems, not just their symptoms or effects.

For 30 years, Alliance for Justice has been coaching nonprofits and foundations on how to effectively advocate on behalf of their constituents and fulfill their missions. We've helped leading organizations across the country make their voices heard in policy debates. Our experienced staff is expert in the laws that govern nonprofit organizations and foundations, and can help your organization understand and work within federal and state laws. We also offer advocacy tools and strategies to maximize your organization's effectiveness. We provide:

- Training and workshops
- Technical assistance
- Publications
- Online resources, including guidance on state advocacy laws
- Public education
- A voice for the sector to protect and strengthen policies that support nonprofit advocacy
I. AFJ TRAININGS AND WORKSHOPS

Alliance for Justice’s experienced staff provides in-person and web-based workshops for nonprofit and foundation staff, board members, and volunteers on the legal and practical issues involved in advocacy and public policy work. AFJ offers workshops that focus on a variety of topics:

- How to build an organization’s advocacy capacity
- Funding advocacy
- Lobbying rules for nonprofits and foundations
- Election-year rules for nonprofits and foundations
- How to evaluate an organization’s advocacy activities
- Working in coalitions and with affiliated organizations
- Complying with the Federal Lobbying Disclosure Act
- Reporting advocacy activities on IRS Form 990

Through our office in the Bay Area of California, we can also provide trainings that focus on California laws that may be triggered by these activities, including:

- California lobbying rules
- California ballot measure rules

And more....

Workshops can be customized to meet your needs in terms of content and length and are affordably priced. Some of our workshops are available in Spanish. Contact us at advocacy@afj.org or 866-NP-LOBBY to schedule a workshop or learn more. To view upcoming workshops in your area or to see our schedule of web workshops, please visit our website, www.afj.org.

II. TECHNICAL ASSISTANCE

The information conveyed in an AFJ workshop or on-site visit is most effective when accompanied by ongoing technical assistance to answer real-life questions as they arise. AFJ’s staff of expert attorneys is knowledgeable about federal and state laws governing nonprofit advocacy and is available every business day to answer questions on advocacy rules by phone, e-mail, or in person. Last year, AFJ answered thousands of individual technical assistance questions and requests for information.

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III. PUBLICATIONS

AFJ’s publications cover a wide range of issues and strategies to help nonprofit organizations and foundations better achieve their missions and be more effective through the use of advocacy. Some of our most popular publications include:

- Being a Player: A Guide to the IRS Lobbying Regulations for Advocacy Charities
- Investing in Change: A Funder’s Guide to Supporting Advocacy
- Worry-Free Lobbying for Nonprofits: How to Use the 501(h) Election to Maximize Effectiveness (also available in Spanish)
- The Connection: Strategies for Creating and Operating 501(3)’s, 501(3)(4)’s, and Political Organizations
- Words to Give By: Leading Voices in Advocacy Funding

For more information on these and other publications or to order, please visit our website, www.afj.org.

"I literally carry Alliance for Justice’s 501 (h) election FAQ pamphlet, Worry Free Lobbying, in my briefcase.... when I talk to people in our sector about the work we do or about engaging others in advocacy and lobbying, and they say we can’t do that, I pull the FAQ and say, ‘Read this. Then if you have any questions, call them or call me.’"

—Heather Arnett, Executive Director, The Women and Girls Foundation of Southwest Pennsylvania
IV. ONLINE RESOURCES

AFJ’s online resources provide a wealth of information for online visitors and subscribers. These include:

- **State Law Resources Website:**
  In addition to our guidance on federal laws, AFJ increasingly assists nonprofit organizations whose work focuses on public policy at the state and local level. AFJ’s State Law Resources website provides guidance on the state laws that govern 1) campaign finance and ballot measure activity, 2) lobbying disclosure requirements, and 3) voter registration requirements. The State Law site covers 20 states and will continue to expand to include additional states. For the most updated information on State Law Resources, and to register for these free resources, please visit [http://www.afj.org/stateresources](http://www.afj.org/stateresources).

- **Fact Sheets:** AFJ’s Fact Sheets cover a wide array of current topics important to advocacy including lobbying, election activity, funding advocacy, evaluation and capacity building, and more. To access our most updated fact sheets, please visit [http://www.afj.org/for-nonprofits-foundations/resources-and-publications/ and select “fact sheet” in the drop-down menu](http://www.afj.org/for-nonprofits-foundations/resources-and-publications/). You can read more about these tools at [http://www.advocacyevaluation.org/?source=web_pf](http://www.advocacyevaluation.org/?source=web_pf).

- **Advocacy Capacity Tool:**
  Designed to help organizations identify their current strengths and weaknesses, as well as key ways to strengthen their capacity to engage in lobbying and advocacy, this online tool is helpful for both foundations and grantees. You can read more about our advocacy capacity tool by visiting [http://www.advocacyevaluation.org/About.aspx](http://www.advocacyevaluation.org/About.aspx). It is also available in hard copy.

- **Evaluating Advocacy Tool:** In both hardcopy and online versions, this evaluation tool is used by foundations seeking to better understand potential grantees’ advocacy capacities as well as the effectiveness of grantees’ advocacy efforts. In addition, advocacy organizations use these tools to assess and strengthen their own work. Read and learn more about these tools at [http://www.advocacyevaluation.org/About.aspx](http://www.advocacyevaluation.org/About.aspx). You can access E-Advocacy for free by going to [http://www.afj.org/assets/resources/publications/eadvocacy.pdf](http://www.afj.org/assets/resources/publications/eadvocacy.pdf).

- **Resources for Evaluating Community Organizing (RECO):**
  Many organizations use community organizing as a way to advocate for policy change. AFJ compiles RECO, a collection of tools and methodologies, a framework of core components of community organizing, and case studies for evaluating community organizing efforts, as a resource for community organizers, evaluators, and funders involved in this important work. For more information on these resources, please visit [http://www.afj.org/for-nonprofits-foundations/reco/](http://www.afj.org/for-nonprofits-foundations/reco/).

"Alliance for Justice is so helpful. I just looked at a grant proposal and had a question, and said ‘call AFJ.’"

—Verna Harrison, Keith Campbell Foundation
V. PUBLIC EDUCATION

AFJ develops and sponsors a variety of activities and events to educate individuals, nonprofits, foundations and the public about advocacy and social justice issues. Some examples include:

- **Special Events.** AFJ organizes events throughout the year to provide individuals and organizations across the country the opportunity to hear expert analysis and commentary on policies and current issues related to social justice and nonprofit advocacy. For more information about upcoming and past events, please visit [http://www.afj.org/for-nonprofits-foundations/speaker-series.html](http://www.afj.org/for-nonprofits-foundations/speaker-series.html).

- **Nonprofit Advocacy Network (NPAN).** Join our NPAN email list to stay up to date on changes in the law that affect nonprofits and to learn about educational events of interest to nonprofit advocates. To subscribe for free online, visit [http://www.afj.org/take-action/my-subscriptions/](http://www.afj.org/take-action/my-subscriptions/).

- **Social Networking.** AFJ provides exclusive commentary on key social justice issues and nonprofit advocacy through our blog and Twitter at [www.twitter.com/npadvocacy](http://www.twitter.com/npadvocacy).

VI. PROTECTING AND STRENGTHENING NONPROFIT ADVOCACY

AFJ helps to protect and strengthen the nonprofit sector by monitoring and responding to policies and actions that impact nonprofit advocacy, including:

- Lobbying on laws that impact nonprofit advocacy;

- Monitoring and commenting on regulatory changes at the Internal Revenue Service, the Federal Election Commission, and California's Fair Political Practices Commission;

- Monitoring litigation that could adversely affect nonprofit advocacy; and

- Providing a voice for the nonprofit sector on litigation that will affect nonprofit advocacy activities through amicus briefs and other activities.

VII. AFJ BEYOND ADVOCACY: OTHER RESOURCES

The breadth of Alliance for Justice’s work stretches beyond advocacy. For more than 30 years, AFJ has been a leader in the fight for a more equitable society on behalf of a broad constituency concerned with environmental, consumer, civil and women’s rights, children’s, senior citizens’, and workers’ issues. AFJ also is well known for its work on justice issues. From access to justice to human rights and our Judicial Selection Project, AFJ strives to ensure that all Americans can seek redress for grievances in our nation’s justice system and that America’s courts are fair, just, and accessible.

AFJ produces several noteworthy programs and publications that are of great value to the public and the legal community. Our **First Monday Program** — a program of our **Student Action Campaign** — launches an annual public education effort each fall around a relevant social justice topic. Each year’s campaign includes the production and distribution of a film to jumpstart discussion and debate at college campuses and community centers around the country. For more information and to watch our films online, visit [http://www.afj.org/films-and-programs/](http://www.afj.org/films-and-programs/).

Additionally, AFJ’s **Judicial Selection Project** produces research on judicial nominations and reports throughout the year on the current state of the federal judiciary and its impact on our nation’s courts. To read reports on judicial nominations and the judicial selection process, visit [http://www.afj.org/check-the-facts/nominees/](http://www.afj.org/check-the-facts/nominees/).

For more information about Alliance for Justice, please view our website at [www.afj.org](http://www.afj.org) or call 202-822-6070.
Alliance for Justice provides these low-cost and free resources related to nonprofit advocacy thanks to the generous support of foundations, organizations and individuals. If you would like to support our work, please donate online at our website, www.afj.org, or call 202-822-6070.