

2025

# Messaging Toolkit

Responding to Dangerous Rhetoric Towards  
Nonprofits



Champions for the public good

# Overview

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In the wake of the politically motivated killing of conservative political influencer Charlie Kirk, President Trump and his administration have increased their baseless claims and irresponsible rhetoric about nonprofits. This toolkit equips the leadership of NCN's network with clear, consistent talking points to reinforce our collective message, reassure staff and stakeholders, and respond to media or community inquiries.

# Talking Points

- **[Your Organization] condemns political violence unequivocally.** Nonprofits exist to build safer, stronger communities, and any baseless attempt to link them to violence is dangerous.
- **Nonprofits are the backbone of American civil society.** They connect neighbors to safe shelter, nutritious meals, and vital healthcare.
- **There is no evidence linking nonprofit organizations to Charlie Kirk's killing.** These accusations are not about public safety—they are a calculated attempt to intimidate and silence. This is censorship masquerading as protection.
- **This rhetoric puts staff, volunteers, and communities at risk.** Words matter, and irresponsible accusations create fear among staff, discourage volunteers, and undermine donor confidence. Most importantly, it threatens the continuity of services that millions of Americans rely on, from after-school programs to emergency food assistance.
- **Nonprofits are nonpartisan.** 501(c)(3)s exist to serve and improve communities—providing meals, shelter, healthcare, community revitalization and enrichment, and more—not to engage in partisan politics or violence.
- **Nonprofits must be free to fulfill their missions** without fear, harassment, or retribution, regardless of who is in power.
- **We call on leaders from all parties to condemn false and dangerous rhetoric,** to stand up for nonprofits, and to reaffirm that civil society must be free from harassment and intimidation.

# Tone & Guidance

- Stay calm, nonpartisan, and mission-oriented.
- Pivot to the positive impact your organization delivers locally.
- Do not speculate on political motives; emphasize service, safety, and community needs.
- Keep responses fact-based and counter false claims with evidence and clarity; avoid exaggeration or speculative language.
- Stay forward-looking; highlight solutions, unity, and the essential role nonprofits play in strengthening democracy and communities.
- **Always bring it back to communities and impact.** Every attack on nonprofits is an attack on the meals, shelter beds, clinic visits, and community programs people depend on.

# Sample Social Media Posts

## Option 1

[ORG NAME] condemns political violence in all its forms. Our work, from [insert program/service, e.g., job training for young people] to [insert program/service, e.g., providing safe housing for families], is about building stronger communities, not playing politics. We urge leaders across the spectrum to stand with nonprofits and affirm our essential role in American life. #StandWithNonprofits #NonprofitsStrengthenAmerica

## Option 2

Nonprofits like [ORG NAME] provide [insert core service(s)]. Rhetoric that baselessly links nonprofits to violence is false and dangerous.  
#StandWithNonprofits  
#NonprofitsStrengthenAmerica

## Option 3

Nonprofits like [ORG NAME] are the backbone of communities. We deliver [insert service] to neighbors who depend on us. Irresponsible rhetoric that misrepresents nonprofits as sources of violence is not only false, but it threatens the services millions rely on. We remain committed to serving our community and call on all leaders to reject these dangerous claims.  
#StandWithNonprofits  
#NonprofitsStrengthenAmerica

Thank you.

