



## Criteria for Implementing Advocacy and Public Policy

### What NAM will do:

Nonprofit Association of the Midlands (NAM) may take and implement appropriate organizational positions on legislative or other public policy issues which:

1. Have general relevance to the creation, management, operation, administration and well-being of nonprofit organizations, or
2. Are of broad, sector-wide importance, and are likely to have such a significant impact on the people and causes nonprofits serve that it is appropriate for the voice of the nonprofit sector to be represented in the policy debate.

Except as provided above, NAM should not take or implement positions on legislation or other public policy issues which are limited in application to a particular subject matter (i.e., education, human services, arts, etc.) of the nonprofit sector.

In determining whether to devote resources to state or local policy issues, the Nonprofit Association of the Midlands may consider the following factors:

1. The state significance of the issue,
2. The need for a state voice in favor of nonprofits in a crowded debate, and
3. The time requirements and capacity of the NAM to develop an effective presentation.

### How will NAM do this:

Examples of the types of actions NAM might take on a given issue include:

- A. Monitor the issue.** This involves tracking it ourselves or, whenever possible, working with others who are tracking it. NAM monitors many issues on which it does not take a position
- B. Inform NAM members – and often the broader nonprofit sector – about the issue.** In some instances, the NAM may provide nonprofits with information about issues without taking a formal position.
- C. Inform various collaborators.** These may include (a) Nebraska statewide advocacy partners; (b) our counterparts in other states; or (c) national partners such as the National Council of Nonprofits
- D. Join a coalition on an issue.** NAM may join, lead, or co-lead coalitions on particular policy issues.
- E. Take a position.** See the criteria above for deciding whether to take a position. NAM will inform its members on what positions are taken. This may include testifying, lobbying, or creating sign-on letters.

**F. Take the lead on an issue.** NAM may be the lead advocate for or against a particular issue if it is of significant importance to the nonprofit sector, if NAM has particular expertise in the issue, and/or if no other organization is well situated to take the lead on the issue.

**G. Ask Members and others to take action.** An Action Alert usually includes generating nonprofit calls, emails, and social media tactics to public officials, asking select nonprofit leaders and others to write op-eds or letters to the editor, and using social media to stimulate action. NAM only asks nonprofits to act when it is truly needed, recognizing that too many calls to action can be a burden on nonprofits and can have diminishing returns for advocacy actions.

\*Please note – NAM will not share member specific action alerts, but members are welcome to post their own on the CEO and/or HR Listservs.