



COMPLIANCE BASICS FOR **501(C)(3) AND 501(C)(4)** DEVELOPMENT WRITING

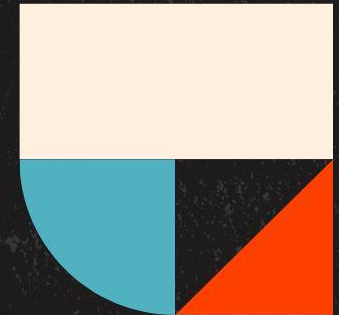
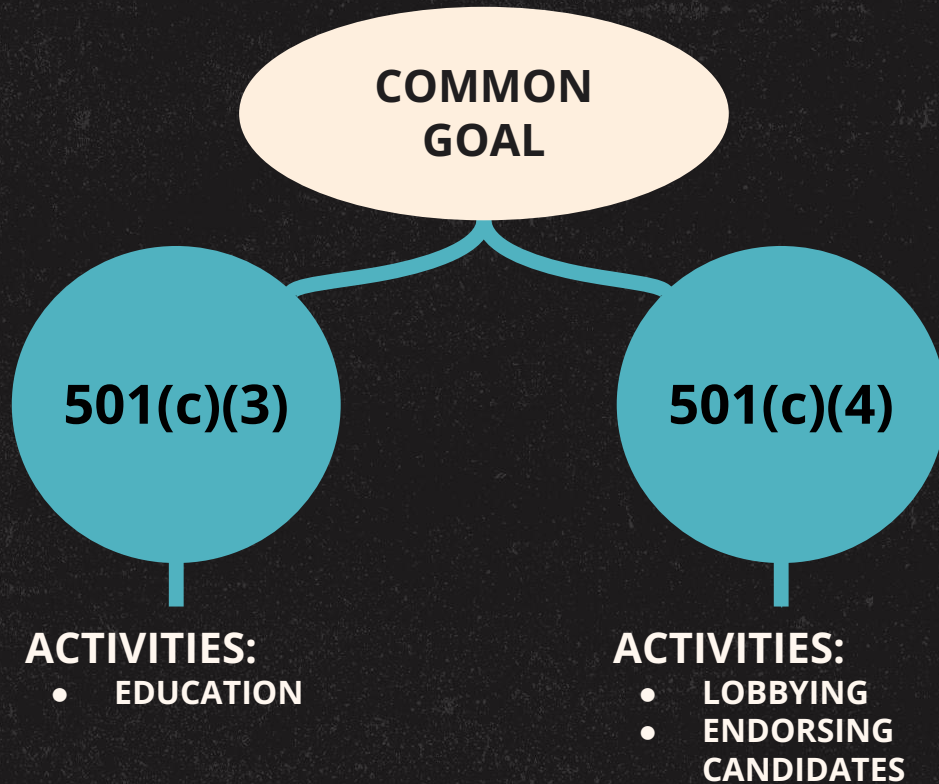
PORTFOLIO SAMPLE- Selected Slides from 74-Slide Instructor-Led Training

TRAINING OBJECTIVE



You will be empowered to write Internal Revenue Code (IRC)-compliant fundraising materials for two different types of nonprofit organizations: 501(c)(3) and 501(c)(4).

SISTER ORGANIZATIONS



CONTENT

Differing content can make an activity partisan or nonpartisan.

ACTIVITY: TEXT CAMPAIGN

Turn out and vote on Election Day!

Vote for Chappell Roan on Election Day!

NON-PARTISAN PARTISAN

X

X

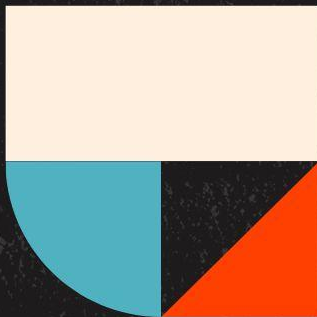
ACTIVITY: TV AD

Karaoke is a human right!

Join the Pink Pony Party!

X

X



NONPARTISAN	DEPENDS	PARTISAN
• Encouraging participation in civic and political processes • Passing or blocking policy about an issue • Building awareness on an issue*	• Talking to voters about an issue, election, or candidate • Building support among leaders	• Helping elect candidates to office who champion progressive issues

*If done to avoid being partisan,
otherwise depends

NONPROFIT TOOLS

PORTFOLIO SAMPLE- Selected Slides from 74-Slide Instructor-Led Training

INSTEAD OF
TALKING ABOUT
CANDIDATES...



Talk about issues
instead of people

**TRIGGER WORDS
FOR 501(c)(3)s:**
CANDIDATES





“Last year, we helped pass the Domestic Workers Bill of Rights, winning basic labor protections for domestic workers in Virginia.”

- 501(c)(3) organizations are allowed to lobby elected officials to vote for or against legislation (with limits).
- Organizations **can** ask elected leaders to vote a certain way (direct lobbying).
- Organizations **can** ask their members to tell their legislators to vote a certain way (grassroots lobbying).

