

NON-PROFIT ADVOCACY & LOBBYING

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JOUR 537

The Carolina Agency

2/20/2017

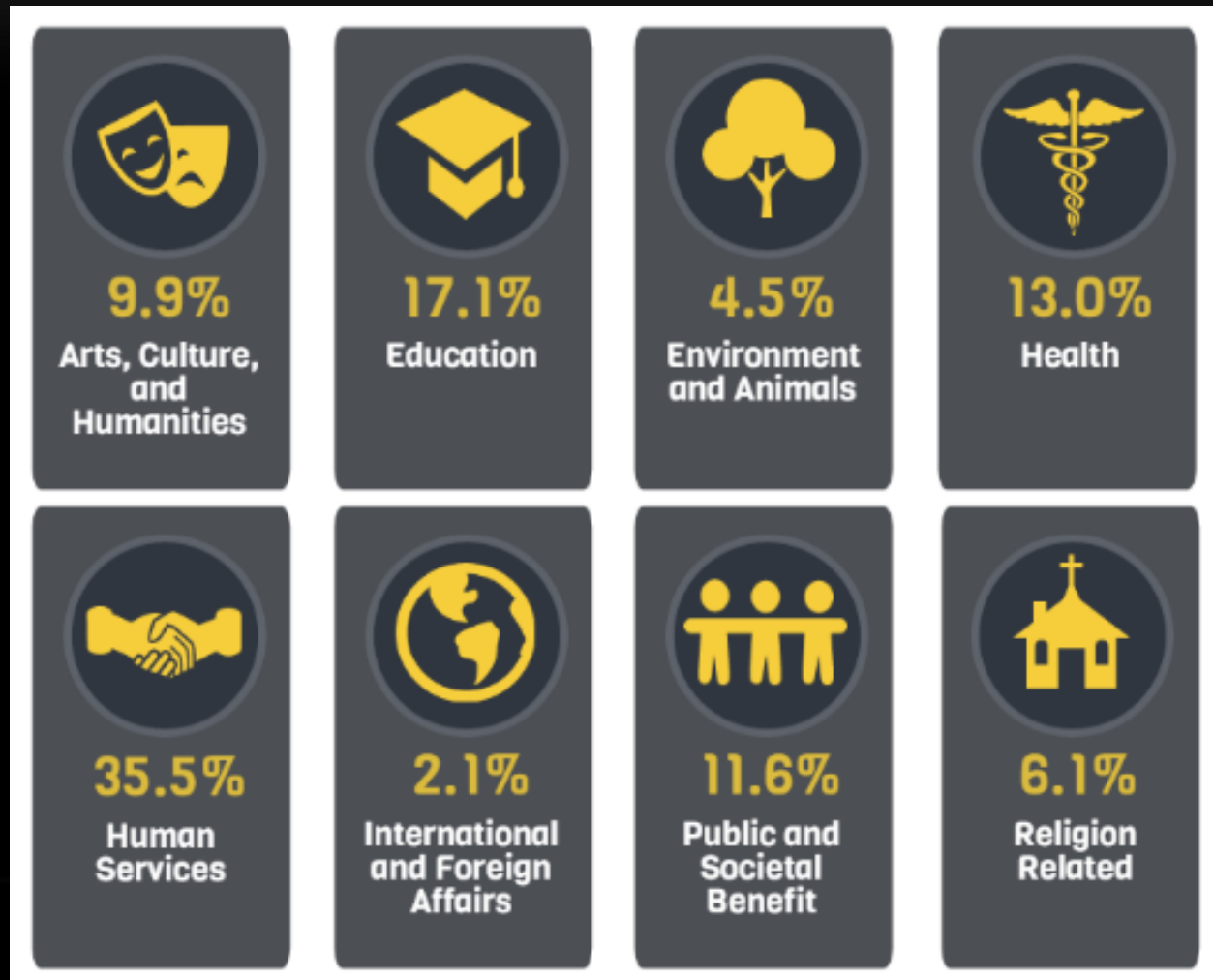
WHAT IS A NONPROFIT?

- An organization whose purpose is dedicated to a cause or mission rather than making a profit.



TYPES OF NONPROFITS

- There are 29 types of organizations that qualify as (tax-exempt) non-profits:
 - ...charitable foundations, state-chartered unions, Chambers of Commerce...



(Percentage of types of non-profit organizations in the United States)

MY INTERNSHIP AT SCSBCC (SOUTH CAROLINA SMALL BUSINESS CHAMBER OF COMMERCE)

CEO: FRANK KNAPP JR. (AD FIRM, PR, LOBBYIST)

The screenshot displays the SCSBCC website interface. At the top, the logo for 'SC Small Business Chamber of Commerce' is on the left, and a navigation menu with links for 'ABOUT', 'BLOG', 'ISSUES', 'NEWS', 'PRESS', 'MEMBER BENEFITS', 'LEVELS', 'DIRECTORY', 'INSURANCE', and 'RESOURCES' is on the right. A search icon is also present. Below the navigation is a teal banner with the text '2017 State Legislative Agenda (as of 1-17-17)'. The main content area features a section titled 'ISSUES' with a sub-header '2017 State Legislative Agenda (as of 1-17-17)' and the author 'Frank Knapp' dated 'January 16, 2017'. Two articles are listed: 'Maximize Federal Medicaid Dollars to Grow Economy' and 'Protect Consumers from Nuclear Plant Cost Overruns'. To the right of the article is a search bar with a 'SEARCH' button. Below that is a 'TWITTER FEED' section showing a tweet from @SCSBCC about opposing seismic testing and offshore drilling, dated February 19, 2017, with 4,611 followers. At the bottom right, there is a 'WELCOME TO THE CHAMBER' section with a video player showing a website banner that reads 'ADVOCATING FOR SMALL BUSINESSES FOR MORE THAN 15 YEARS' and 'MEETINGS, CLASSES & WEBINARS'.

- Advocate and lobby legislation to help SC Small Businesses

WHAT NON-PROFITS DO: ADVOCACY & LOBBYING

- Advocacy- a range of activities that seek to bring about a social change.
- Lobbying- attempts to influence specific legislation through direct/ grassroots communication with legislators or staff.
 - Direct- with legislative member
 - Grassroots- with public opinion

Advocacy can occur without lobbying, but lobbying cannot occur without advocacy.

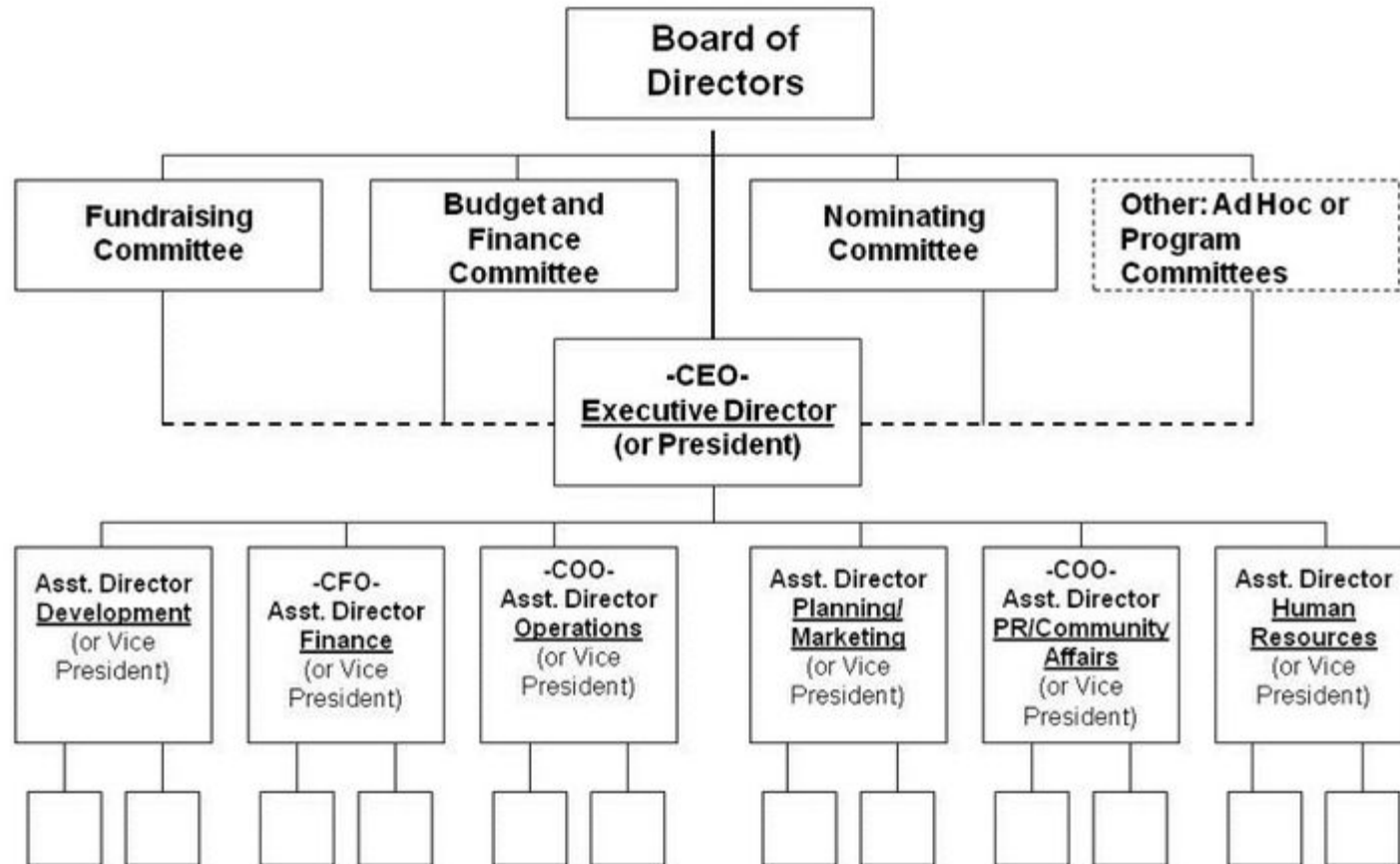
Lobbying is constitutionally protected free speech.

BUT...3 rules:

- be registered, no gifts, no provisions (“earmarks” & insider info)
- Basically... **NO** bribery or exchange of favors.

STRUCTURE OF A NON-PROFIT ORGANIZATION

Traditional Nonprofit Organizational Structure



SOURCES

- <http://scsbc.org/>
- <https://www.councilofnonprofits.org/what-is-a-nonprofit>
- <http://www.seattletimes.com/nation-world/what-lobbyists-can-and-cant-do/>