



A UNITED
VOICE
FOR OUR SECTOR

WHY YOU BELONG IN
THE NONPROFIT ALLIANCE



WE DON'T SELL PRODUCTS;
**WE SOLVE HUGE
SOCIAL PROBLEMS**
AND SERVE THE NEEDIEST
MEMBERS OF OUR SOCIETY.

WHO WE ARE

AS A NONPROFIT

The nonprofit sector represents 10 percent of the American workforce and provides 11.4 million jobs in the United States. Each year, donor contributions to charities and advocacy organizations drive billions of dollars into our communities to address critical challenges.

We feed the hungry people, shelter homeless families, rescue lost souls, stand up for our veterans, advocate for vulnerable children, search for cures, protect the threatened animals, and help piece together communities after disasters.

But today's nonprofits are confronting an onslaught of challenges: ballooning costs, high staff turnover, punishing tax law changes, and an increasingly restrictive data privacy and regulatory environment.



The Nonprofit Alliance was built to help nonprofits succeed in an ever more complicated fundraising and regulatory landscape. Just as the Chamber of Commerce is a powerful voice for the business sector, we believe the nonprofit sector needs an equally powerful voice. The Nonprofit Alliance was formed to be that voice.

Our sector needs a seat at the table. We need **YOU** at the table. **It's time you joined The Nonprofit Alliance.**





WHY WE NEED
**THE NONPROFIT
ALLIANCE**

Our sector is very good at tactics. We have conferences, write white papers and constantly perfect our strategies to improve results. But many of the challenges facing nonprofits today cannot be solved with better tactics.



IN 2018 THE NONPROFIT ALLIANCE

was created in response to growing urgency for an authoritative voice to promote, protect, and strengthen the philanthropic sector. We are convening nonprofits to speak with one voice and build the resources and influence needed to meaningfully change the world.

“ WHEN IT COMES TO SPEAKING
UP FOR NONPROFITS IN
CONGRESS AND STATE
LEGISLATURES, OTHER GROUPS
GIVE LIP SERVICE BUT NEVER
PUT BOOTS ON THE GROUND
TO PROTECT US. **NOW WE
HAVE A CHAMPION** — AND
IT’S WORTH EVERY PENNY OF
OUR DUES.”

- **STEVE KEHRLI**
PETA



THE URGENCY OF NOW

The Nonprofit Alliance has convened leaders from nonprofit organizations and their for-profit partners to promote and protect the social impact sector. We are fighting for you in Congress, in the state legislatures, and in the court of public opinion.

Too often when important debates get underway – like how to responsibly protect personal data with reasonable legislation -- there has been an empty chair in the room. The voice of nonprofits was missing. Now, thanks to The Nonprofit Alliance, that is changing.

You belong in The Nonprofit Alliance because we all do better when we work together.



YOU ARE IN GOOD COMPANY

Some of the most prestigious organizations in the country are part of this movement, including AARP Foundation, American Heart Association, Alzheimer's Association, Doctors Without Borders, Food for the Poor, The Nature Conservancy, Special Olympics, St. Labre Indian School and dozens more.

Why? Because they recognize that we have more power when we work together. Our goal is to build the biggest, most comprehensive nationwide network of nonprofits — fighting together for the future of our sector and the millions of people we serve.



WHAT'S AT STAKE?

Our sector needs a seat at the table. We need to ensure our leaders understand our work and consider our concerns when enacting laws and regulations. When you join The Nonprofit Alliance, you have a voice. You have somebody fighting for you on these and other critical matters:

- **Strong charitable giving incentives in our tax code.** The Tax Reform Act of 2017 eliminated the charitable deduction for the vast majority of taxpayers. The Nonprofit Alliance is backing new legislation that encourages all people — regardless of their income level — to support charitable causes.
- **Consumer privacy protection that preserves your ability to fundraise.** On January 1, 2020, your ability to communicate with potential donors in our country's largest state changed — due to the

California Consumer Protection Act (CCPA). While the law doesn't directly target nonprofits, CCPA impacts most nonprofits' handling of consumer data, donor information, website user identifiers, and other types of personal information. The Nonprofit Alliance has professional lobbyists on the ground making YOUR case to state and federal legislators.

- **Advocate on state and federal legislation.** The Nonprofit Alliance is actively monitoring legislation moving in state legislatures and Congress, including bills related to valuation of Gifts in Kind, data privacy and data registration, UBIT, online fundraising, donor disclosure requirements, and more. With a robust team of analysts, lawyers and lobbyists on our team, we are your voice on the issues that matter to your nonprofit.

A photograph of three children standing in front of a school bus. The child on the left is a boy with his arms raised, wearing a dark jacket with 'MAYNOR UNIVERSITY' on it. The child in the middle is a girl holding a stop sign, also with her arms raised. The child on the right is a girl with her hair flying, wearing a light-colored jacket. The school bus is white with 'ST. LABRE INDIAN SCHOOL' and the number '1472' visible. The image is overlaid with a dark teal tint.

“ WE ARE MEMBERS OF
THE NONPROFIT ALLIANCE BECAUSE
THEY FIGHT FOR US — SO WE CAN
KEEP OUR SCHOOLS OPEN
TO KIDS IN NEED.”

- **CURTIS YARLOTT**
ISALÚTSHÍLE - “YELLOW ARROWS”
EXECUTIVE DIRECTOR
ST. LABRE INDIAN SCHOOL





“ WE JOINED THE NONPROFIT ALLIANCE AS A CHARTER MEMBER OF THE CATHOLIC DEVELOPMENT COUNCIL TO BE PART OF A STRONG AND GROWING COMMUNITY OF MISSION-FOCUSED **LEADERS WHO CARE DEEPLY ABOUT THOSE WE SERVE.**”

- **SISTER KATHLEEN LUNSMANN, IHM**
PRESIDENT
SOAR! SUPPORT OUR AGING RELIGIOUS

MEMBERSHIP MAKES YOUR **ORGANIZATION STRONGER**

HOW YOU BENEFIT

TIMELY INFORMATION – we provide timely updates on critical legislation and regulatory actions, allowing you to be a respected resource in your organization.

A SEAT AT THE TABLE – we have a platform that allows our members to stand shoulder to shoulder and speak with one voice to promote and protect our sector.

LEGISLATIVE SUPPORT – our legal team is available to you for consultation on issues impacting your ability to fundraise.

ACCESS TO BEST-IN-INDUSTRY LEADERS – as a member, you will network with and share ideas and benchmarking information with some of our nation’s best and brightest nonprofit leaders.

EDUCATION AND PROFESSIONAL DEVELOPMENT – we offer seminars, webinars, conferences and exclusive leadership retreats to fortify our nonprofit industry leaders of today and tomorrow.

CODE OF ETHICS – public goodwill and trust is critical to our work. Alliance members adhere to a strict Code of Standards and Ethics, that recognizes your commitment to the highest level of ethical standards and behavior.

SPECIAL INTEREST NETWORKING COMMUNITIES – you can join together with other professionals to discuss shared tactics and challenges. With an area-expert facilitator, these forums provide unique opportunities to connect with other like-minded colleagues.



YOUR ROLE IN THE NONPROFIT ALLIANCE

You are an agent of good. You fuel solutions to some of the world's most pressing challenges. Curing disease. Safeguarding the environment. Supporting the arts. Educating children. Healing the sick. Protecting our rights and freedoms.

You are a hard-working, caring, ethical professional whose work contributes to stronger communities and a better world. Your job is hard. We get it.

We know you need tools to help you be effective in your work. You need chances to come together with the best and brightest nonprofit leaders to discuss shared challenges. You need somebody to speak up for your organization when legislators put unfair barriers in your way.

It's time you joined The Nonprofit Alliance. We're fighting for the entire nonprofit sector. We're fighting for you. Other organizational leaders have already stepped up to support The Nonprofit Alliance. They are shouldering the responsibility for all of us.

THIS IS YOUR ALLIANCE TOO. We are stronger when we stand together. How we respond to this moment will define the future, not just for our nonprofit sector, but for our entire society. Join The Nonprofit Alliance today because your ability to achieve your mission, and our shared vision for a better world, depends on it.

“ OUR ORGANIZATIONS DON'T RAISE MONEY FOR OUR OWN PROFIT, **WE RAISE MONEY FOR THE BETTERMENT OF HUMANITY.** IF WE ARE PROUD OF THE MONEY WE RAISE, WE MUST BE WILLING TO FIGHT TO PROTECT OUR ABILITY TO DO SO.”

- **STEVE ABRAHAMSON**
NATIONAL AUDUBON
SOCIETY



BECOME A TNPA MEMBER TODAY!

JOIN US, ADD YOUR VOICE, AND BE HEARD. IT'S TIME.

[HTTPS://TNPA.ORG/MEMBERSHIP/](https://tnpa.org/membership/)



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