



LOCAL OUTREACH OPPORTUNITIES

Congress is currently considering several tax policy proposals with significant implications for philanthropy and its effectiveness in addressing some of society's most pressing challenges. You play a critical role in ongoing efforts to educate policymakers about how philanthropy helps build thriving communities.

ENGAGEMENT WITH ELECTED OFFICIALS

Members of Congress are back in their home districts for the month of August, making this the perfect time to arrange a meeting.

ONE-ON-ONE MEETINGS

Request individual meetings with key staffers and/or congressional members in district offices to reinforce the local impact of tax policy changes. Be sure to include other nonprofit, foundation, or community leaders who share your perspective.

SITE VISITS

Invite elected officials on site visits and demonstrate the local impact of charitable giving. Site visits provide elected officials a better understanding of how local programs and services are helping their constituents.

Be sure to include key community leaders and advocates, as well as beneficiaries and donors. Site visits can also be promoted to the local media, but be sure to coordinate with the offices of elected officials before engaging the press.

MAILING LISTS

Make sure that your member of Congress and relevant staff receive copies of your annual report, newsletters, e-mail updates, and other materials.





MEDIA OPPORTUNITIES

Members of Congress follow their local press closely. Through effective media outreach, you can be sure that your elected officials start the day with a reminder that philanthropy leads innovation and impact in your community. Check out the Council's template Letter to the Editor, Press Release, and Op-Ed for starting points on your own messaging!

LETTER TO THE EDITOR

Send a brief letter (typically 200 to 250 words) to the editorial page editor of your local newspaper in response to relevant news coverage or editorials, and raise awareness about your efforts to strengthen your local community.

PRESS RELEASE

Inform local media outlets that you support a strong philanthropic sector, and emphasize the potential consequences in the community if lawmakers enact tax policies that could harm philanthropy's effectiveness. By sharing key data or issuing a public statement about policy debates in Washington, you can convey to Congress that your organization is fully engaged in conversations on the Hill.

OP-ED

Submit an op-ed (typically 550 to 700 words) to the editorial page/op-ed editor to educate your community about your work and to encourage lawmakers in Washington to support sound tax policies.

EDITORIAL BOARD MEETING

Arrange a meeting with members of the editorial board from your local paper to highlight the impact of philanthropy and the consequences of policies that hamper the sector's ability to do its job. Editorial support can have a significant impact in shaping opinions and prompting action.

ONE-ON-ONE REPORTER MEETINGS

Connect with influential reporters for one-on-one discussions or interviews, and raise awareness in your community about tax policy decisions made in Washington. You also want to make sure that journalists view you as an important source of information about the issues impacting your community.



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