



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. With effective media outreach, you can be sure that your elected officials start their days with a reminder that philanthropy leads innovation and impact in your community. The Council's op-ed template offers a valuable starting point for your media engagement.

LETTER TO THE EDITOR

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

PRESS RELEASE

Inform local media outlets that you support a strong philanthropic sector and emphasize the potential consequences for the community if lawmakers enact tax policies that harm philanthropy's effectiveness. By imparting important information and issuing public statements about policy debates in Washington, you can also convey to Congress that your organization is following conversations on the Hill closely.

OP-ED

Submit an op-ed (typically 550 to 700 words) to the editorial page or op-ed editor of your local paper focused on educating your community about your work and to encourage lawmakers in Washington to support sound tax policies.

EDITORIAL BOARD MEETING

Because its editorials can both shape local opinion and prompt action, meet with your local newspaper's editorial board to discuss the importance of philanthropy in your community and highlight the consequences of policies that hamper the sector's ability to do its job.

ONE-ON-ONE REPORTER MEETINGS

Connect with influential reporters for background discussions or on-the-record interviews in order to raise awareness in your community about tax policy decisions made in Washington as well as to ensure that journalists view you as an important source of information about these and other issues affecting your community.

