

Resourcefulness Can Boost Nonprofit Advocacy

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Speaking up for a cause is critical, yet the giving sector often lags in pursuing advocacy work.

Many nonprofits may be reluctant to play an advocacy role because they believe they lack the resources or know-how, or because they fear they might put their foundation, corporate or public funding at risk.

But advocacy work can make a big difference in shaping the public policies that affect nonprofits and their clients

Recent research in New Mexico and North Carolina by the National Committee for Responsive shows investment in nonprofit advocacy and community organizing in those states yields a big return in benefits for underrepresented constituencies.

And as two new reports make clear, nonprofits that are resourceful about fundraising and use of the Internet can better support their advocacy work.

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