

The Payoff of Lobbying: It Works Big Time for the Corporate Sector but for Nonprofits?

By Rick Cohen

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Plenty of organizations have been studying the return on investment of nonprofit lobbying, notably the series produced by the National Committee for Responsive Philanthropy, with [reports on advocacy in the Mid-South](#)

,
[Pennsylvania](#)

,
[Illinois](#)

,
[the Northwest](#)

, and

[Los Angeles](#)

. The NCRP blurbs reference a financial calculation of the benefit from nonprofit advocacy—\$91 for every dollar spent on advocacy in Los Angeles, \$114 for the Mid-South, \$122 in Pennsylvania, and \$150 in the Northwest Region.

But advocacy is a broader term that encompasses, but is not synonymous with, lobbying and lobbyists. The NCRP analysis might or might not be different were it to simply focus on nonprofit lobbying.

[Read the full article](#) .