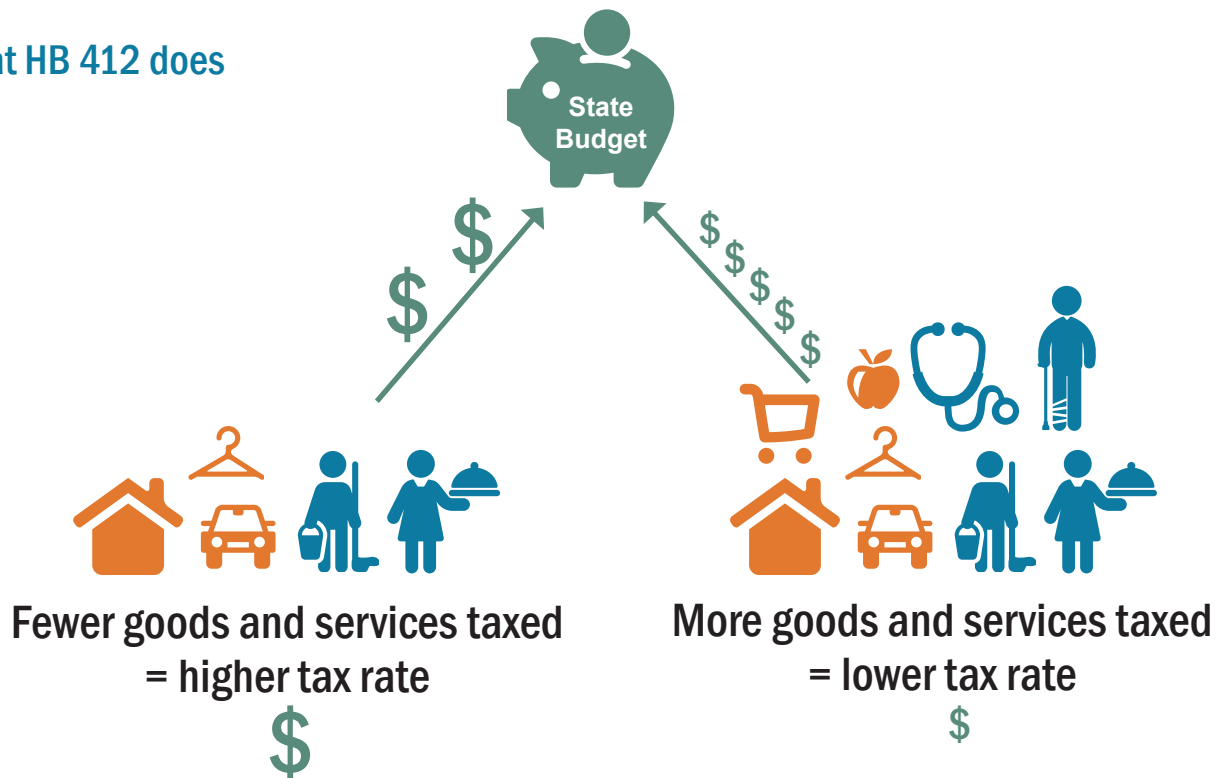


Fighting the Nonprofit Tax

What HB 412 does



- Broadens the base (number of things taxed) in order to lower the rate (the tax rate paid; from 7% to 5%, for example)
- Taxes essentials like groceries, health care and prescriptions
- Taxes the nonprofits that provide these essentials
- Raises income tax—especially for the lowest income earners
- The impact on the state budget is unknown

Creates a vicious cycle: neediest families hit hardest = they need more services; nonprofits also hit = can provide fewer services = that hits neediest families hardest

How HB 412 impacts you

What nonprofits currently pay taxes on:

- Services purchased (accounting, IT services)
- State contracts
- Income from fundraisers (after the first two)

What nonprofits *would* also pay taxes on:

- Purchases of goods (supplies, food, etc.)
- Grants
- Whatever TRD interprets as “tangibles”

How you can fight back

Tell us your stories: We need your stories for when we speak with legislators (505-244-9505 • www.nmvoices.org)

Reach out to legislators: (<https://www.nmlegis.gov/> search by your home address and/or address of your organization/service area)

- Call (use their personal number NOT their Capitol number)
- Email
- Ask them to meet you at your nonprofit so you can show them what you do and who you serve

Tell your legislators:

- Start with a story—how your organization has helped someone
- Follow with data—how many people you serve, how many people still can't get services
- Explain how many services you will be forced to cut

Lobbying is: A specific ask to an elected official about a specific piece of legislation (“please vote against HB 412”)

Lobbying is not: Educating an elected official about how legislation will impact you or your clients (“Taxing nonprofits will mean we will have to cut our services by 5 percent”)

Reach out to your people:

- Donors
- Volunteers
- Clients

Reach them through:

- Social media
- Existing networks

Ask them to contact their legislators and tell them:

- What these services mean to them
- What cuts to these services will mean to them/their communities

Use the media:

- Write letters to the editor (*Albuquerque Journal*: <http://www.abqjournal.com/letters/new> • *Rio Rancho Observer*: https://www.rrobserver.com/site/forms/online_services/letter/ • *Santa Fe New Mexican*: letters@sfnewmexican.com • *Las Cruces Sun-News*: <http://static.lcsun-news.com/lettertoeditor/> • *Silver City Sun-News*: <http://static.scsun-news.com/lettertoeditor/>)
- Post on social media (include a call to action using minimal text, include a picture, include a link for more info on your organization)
- Pitch a news story (*Albuquerque Journal*: 505-823-3800 • *Rio Rancho Observer*: 505-892-8080 • *Santa Fe New Mexican*: 505-983-3303 • *Las Cruces Sun-News*: 575-541-5400 • *Silver City Sun-News*: 575-538-5893 • KOAT TV: 505-884-6324 • KOB TV: 505-764-2453 • KRQE/KASA TV: 505-764-5240 • KUNM FM: 505-277-8015 • KSFR FM: 505-428-1527)

Arm yourself with talking points:

- Legislators should be solving problems for their constituents not exacerbating problems.
- New Mexico nonprofits provide services on behalf of government to fulfill their obligations to their constituents.
- Taxing nonprofits will result in fewer people served.