The Case for Nonprofit Public Policy Advocacy
Why Must Nonprofits Engage in Public Policy Advocacy?
Nonprofits connected to issues provide a bridge between the abstractions of public policy and the lived experiences of those for whom policies are designed.

In a world of powerful competing interests, nonprofits bring individuals and communities together so their voices can be heard and amplified.
Nonprofits not only bring more voices to the policy table, but also different voices.

Policy advocacy on behalf of nonprofits can be viewed as a moral imperative since the most vulnerable or underrepresented voices may otherwise remain silent.

Examples: children, prisoners and parolees, endangered species and animals suffering from inhumane treatment, or even future generations who are not here to talk about the environment.
INCREASE IMPACT AND AWARENESS

High-impact nonprofits often turn to advocacy work when seeking to achieve systems-level change that could not be accomplished through service delivery alone.

Through advocacy, nonprofits can:
- move the needle on longstanding social policy challenges.
- attract the attention of donors, volunteers, leaders, media, etc
- increase awareness.
- double, triple or quadruple impact.
Nonprofits are strong and influential

There are 26,000 + nonprofits spread across Alberta:
• representing various subsectors
• contributing ≈ $10 billion in GDP
• touching the life of every Albertan

The federal government recently made legislative changes allowing registered charities to participate in unlimited nonpartisan public policy activities related to their charitable purposes.

Why? Nonprofits play a crucial role in the public policy process.

The upcoming provincial election is a great opportunity to prove this by creating and sharing a policy agenda, mobilizing your volunteers, board members, staff and people who engage with nonprofits to get informed about issues and to vote.

Source: https://www.alberta.ca/albertas-non-profit-voluntary-sector.aspx/