

March 2026



Non-Profit Advocacy 101

Presenter:

Terri Lakowski, Esq. and Jason Marmon, Esq.

Active Policy Solutions

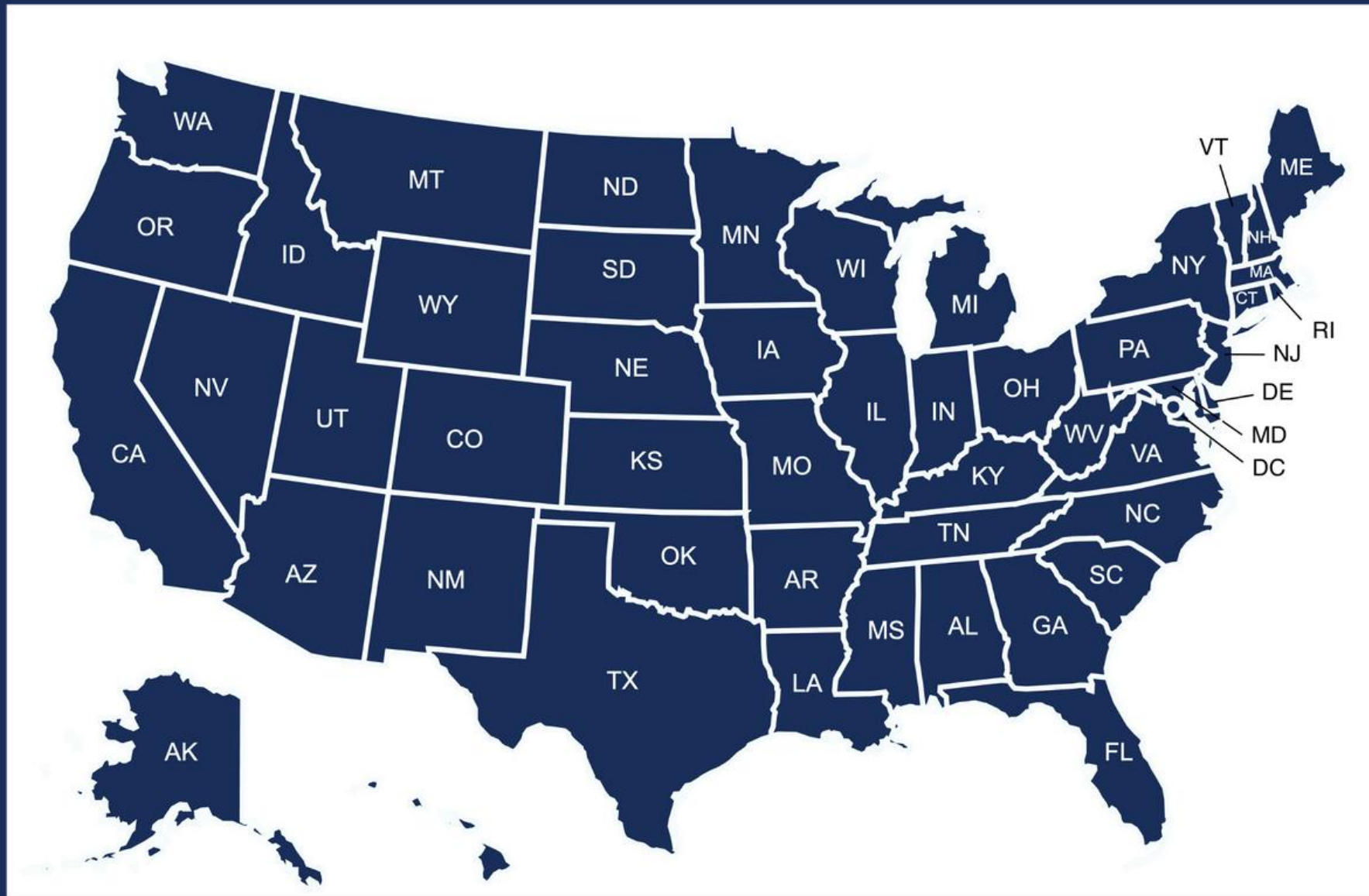
Webinar Resources

1. If you cannot hear this presentation, **check your audio settings located in the control panel.** If that does not work, please dial in using the number found in your invite.
2. We will be putting **“handouts”** in the chat located in the control panel.
3. Please **tell us who you are and where you are from** in the chat.
4. Questions? The **Q&A box** is located in your control panel.
5. **Closed Captioning** is available in your control panel.

Charlie and Helen Dibble



2023-2024 Clients
served approximately 116,978 youth



The Dibble Institute
is a national,
independent non-
profit organization.

Our Mission

Empowering youth and young adults with skills to build and sustain healthy interpersonal and romantic relationships.



We believe in **research**.



We believe in **stable, safe, and nurturing** families.



We believe that **relationship education** is for **everyone**.





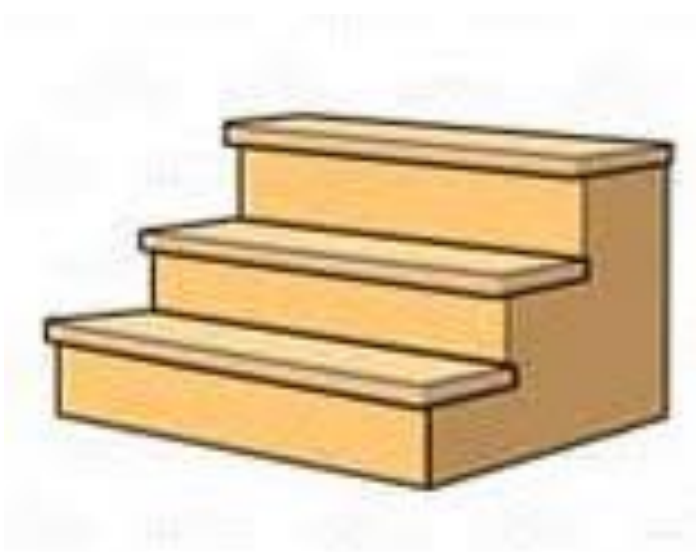
Active Policy Solutions

Advocacy 101 for Non-Profits

Presenters: Terri Lakowski and Jason Marmon,
Dibble Government Affairs Representatives

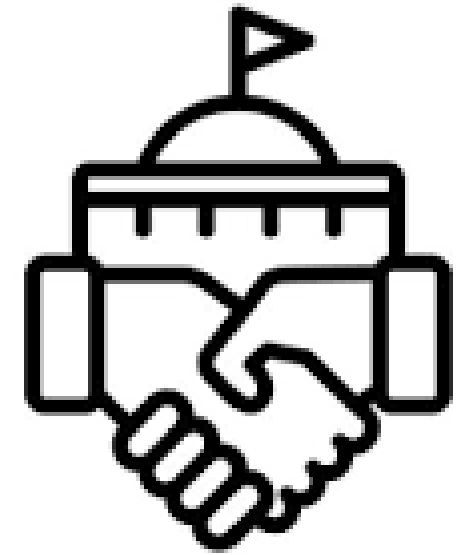
Levels of Government

- Federal
 - Congress (Senators, Representatives, staffers, committees)
 - Administration (President, secretaries, departments (HHS), offices (ACF))
- State
 - Legislatures (assembly, house, senate, general assembly, delegates, etc.)
 - Administration (Governor, cabinet secretaries, departments, offices, boards of education)
- Local
 - City hall
 - Education board
 - Mayor



What is Government Affairs?

- Keeping Informed/Policy Education
- Building and Maintaining Relationships
- Thought Leadership
- Influencing Policies, Regulations, and Action = Lobbying
- Pursuing Funding/Government Partnerships



Why Advocate

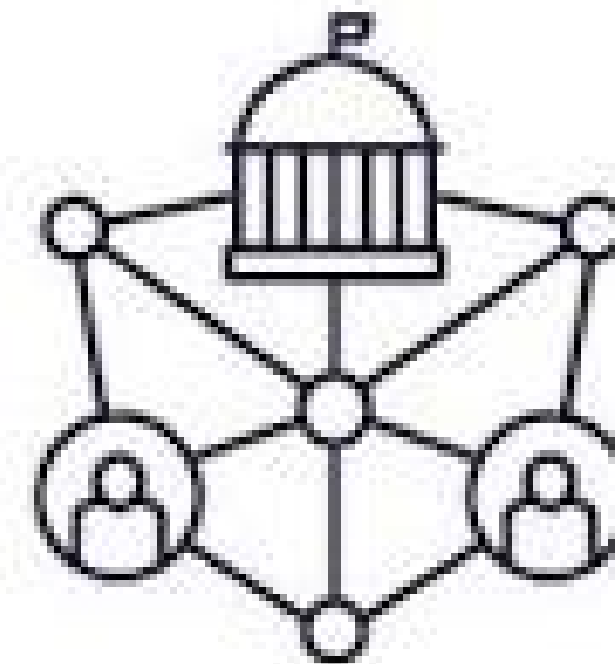


Being proactive in building awareness,
fostering relationships, and staying
informed is better than being reactive and
playing catch-up

POLL #1

Does your organization have existing relationships with government officials?

[YES/NO/DON'T KNOW]



Policy Education

- Monitoring news
- Social media
- Organization and coalition information/newsletters
- Questions to government officials
- Attending/participating in elected officials' meetings/events



Building/Maintaining Relationships

- Meeting with
- Participating in one of their events and asking questions
- Sending updates
- Inviting them to events
- Coming out to see your program (site visit)
- Recognizing through an award or other means



Thought Leadership

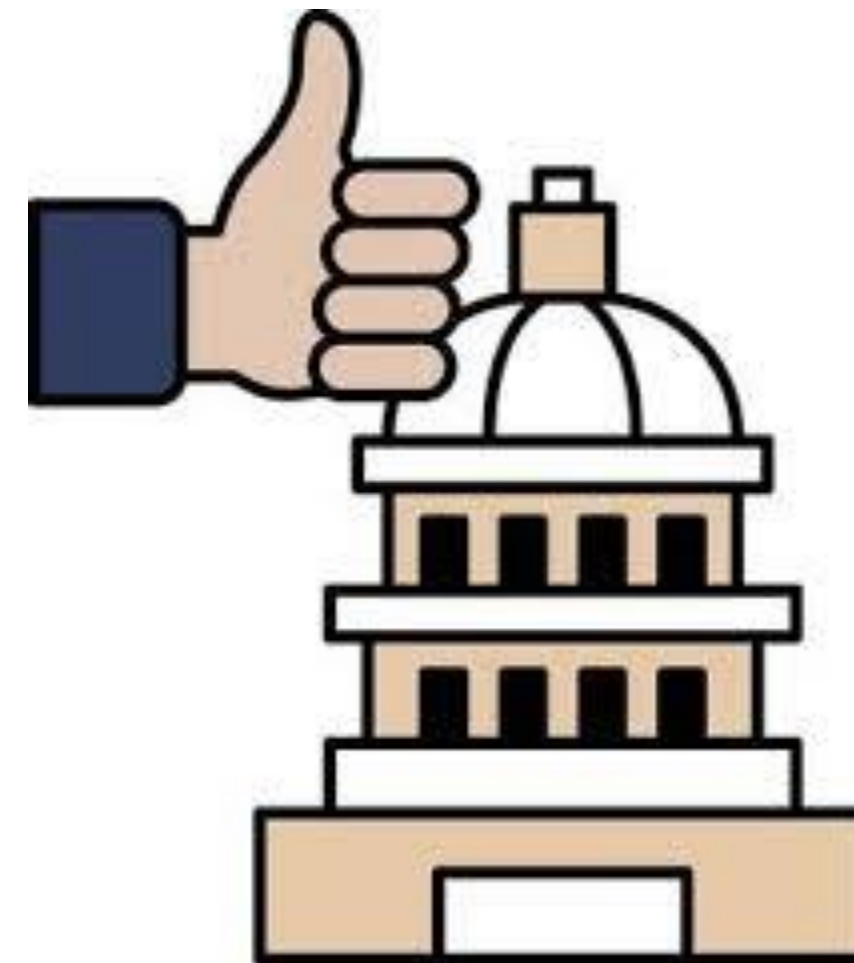
- Hosting/taking part in a briefing
- Government recognitions
- Providing public comments
- Capitol day
- Being a resource



POLL #2

Has your organization engaged in advocacy or lobbying activities?

[YES/NO/DON'T KNOW]



Not All Advocacy is Lobbying

Advocacy is an individual or group activity that aims to influence decisions within political, economic, and social institutions.

Lobbying is unsolicited advocacy asking the government to take an action on activities, laws, policies, funding, or other types of decisions of government officials.

Non-lobbying Advocacy includes:

- Educating/sharing experiences
- Answering questions
- Providing solicited feedback
- Voting/encouraging people to vote (without saying which way)



Can Non-Profits Lobby

YES!!!

- So long as not a “substantial part” of activities (default) or “primary purpose” (501(h))
 - “Substantial part” has never been fully defined, but is generally understood to be something less than 50%, but more than 5%
- Registering and reporting
 - Federal, state, and local government rules
- If not you, then who \$\$\$

IRC 501(h)

- *Disclaimer – Not tax experts*
- The default for non-profits = substantial part
 - This is vague
- 501(c)(3) organizations can also select IRC 501(h) = primary purpose
 - Requires action
 - Definite
 - Based on size of organization – *see next page*
 - File IRS Form 5768

IRS Rules (2025)

If the amount of exempt purpose expenditures is:	Lobbying nontaxable amount is:
≤ \$500,000	20% of the exempt purpose expenditures
>\$500,00 but ≤ \$1,000,000	\$100,000 plus 15% of the excess of exempt purpose expenditures over \$500,000
> \$1,000,000 but ≤ \$1,500,000	\$175,000 plus 10% of the excess of exempt purpose expenditures over \$1,000,000
>\$1,500,000 but ≤ \$17,000,000	\$225,000 plus 5% of the exempt purpose expenditures over \$1,500,000
>\$17,000,000	\$1,000,000

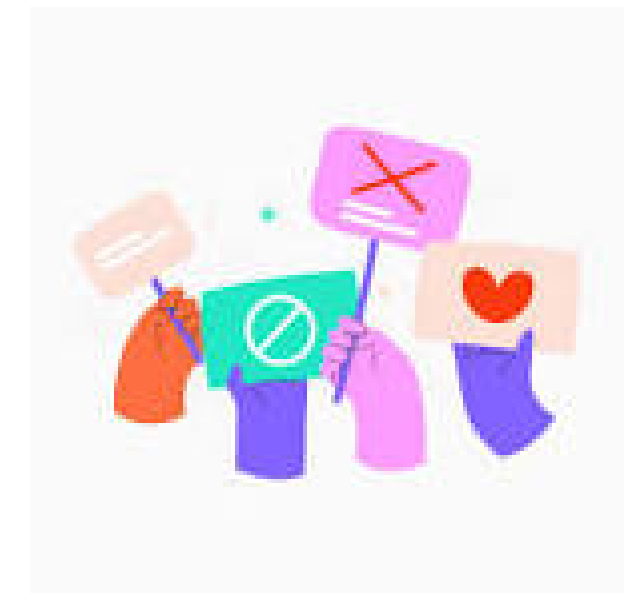
Advocacy

- Keeping elected officials informed of:
 - How the community is better from your work and how that work benefits from government support
 - The need in the community
- Share suggestions for changing/maintaining/creating ordinances/laws, government practices, funding, etc.
- Done through meeting with, letter, call, email, during site visit
- Can also join in and/or rally support/opposition to government actions



Advocacy Examples

- Juvenile justice reform legislation
- School mental health funding cuts in the annual budget
- Sexual and relationship health education state regulations
- TANF funding flexibility
- Teen pregnancy prevention funding elimination
- Sexual violence program reauthorization



POLL #3

Does your organization get government
funding/support?

[YES/NO/DON'T KNOW]



Funding/Partnerships

- How to learn about?
 - Monitoring announcements
 - Getting on the list
 - Looking at the annual funding bill
 - Asking
- What is an RFP/NOFA?
- “Buzz” words/words to avoid
- Letters of Support
- What to do if an issue arises?



Funding/Partnership Examples

- Providing materials, expertise, locations, etc.
- Grants
 - 21st Century Community Learning Centers
 - National/Regional Mentoring
 - Sexual Risk Avoidance Education
- Earmarks
- Contracts
- Loans/Tax Credits



POLL #4

Is your organization interested in learning more about securing government funding?

[YES/NO/DON'T KNOW]



Any Questions?



For More Information/Assistance

info@

activepolicysolutions.com



Thank you for joining us today!

There is a brief survey after the end of this webinar.
Thank you for providing us feedback!

Webinar will be available in 3 days:
<http://www.dibbleinstitute.org/webinar-archives/>

Need a certificate? Kim@Dibbleinstitute.org

Second Wednesday



Webinar
April 8, 2026

Conversation Strategies for Talking with Youth about Healthy Relationships

Mindy Scott and Matthew Rivas-Koehl

Child Trends