

Influencing Through Advocacy

November 2024





Policymakers say they need to hear from multiple voices and sources/channels to be swayed. Integrated communication efforts – balancing digital, in-person, media, events – is increasingly important in cutting through.

APCO TradeMarks

October 2024

What is Advocacy



Case Study of Learnings

CSX By the Numbers

CCX
CAROLINA CONNECTOR
INTERMODAL RAIL TERMINAL

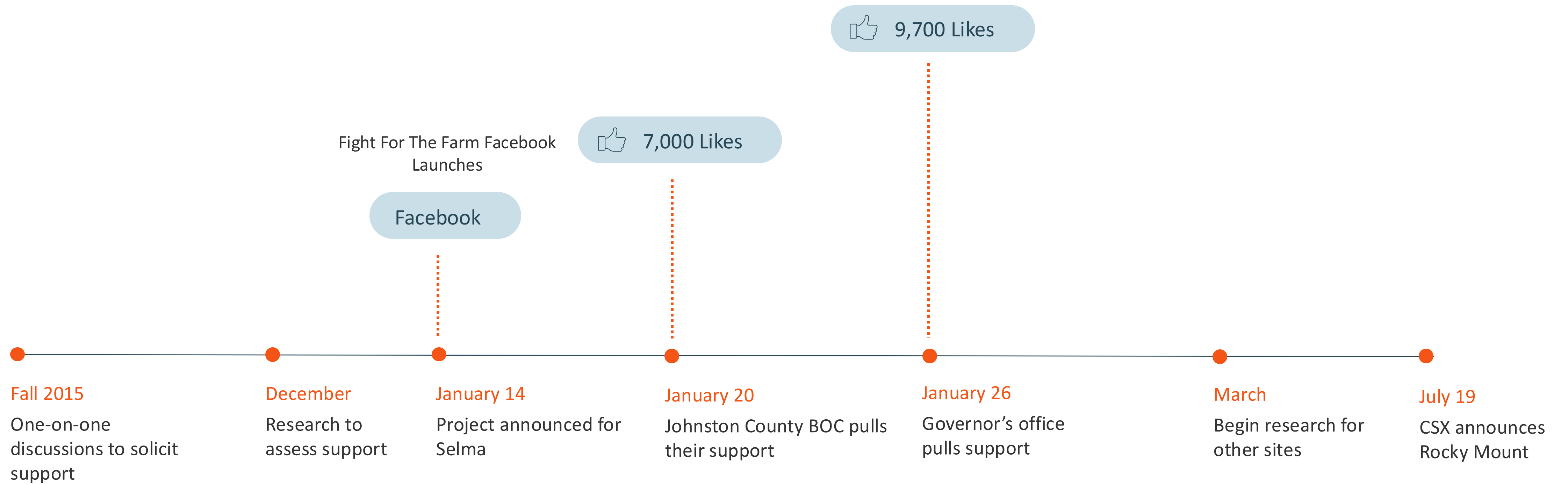
BY THE NUMBERS

[CSX]

\$329 MILLION in long-term public benefits for NC

CSX IS COMMITTED TO WORKING WITH COMMUNITIES
For more information visit www.CSX.com/CarolinaIntermodal

CSX Timeline



CSX Visuals



When it Works



The Challenge:

As with most states, legislators are always looking for ways to raise more revenue through a variety of taxes. Beginning in 2013, the North Carolina state legislature attempted to eliminate the sales tax-exempt status of nonprofits in order to increase revenue for the state budget.



Our Goal:

Help protect the nonprofit sector from this legislation and further show the importance of nonprofits to communities across North Carolina. Since 2013, the issue has evolved to include sales and property tax, and payments in lieu of taxes (PILOTs).



The Solution: Bring a Statewide Issue Home via Coalition Building

Alliance for NC Nonprofits

Housed in the N.C. Center for Nonprofits

- 10 Board members
- 12 Steering Committee Members
- 110 Nonprofit Supporters

Messaging



**The Faces of
Nonprofits**



**Nonprofits
are shaping
NC's future.**
Click for updates.



Digital

**Every
nonprofit
has a story.**

See the impact in
your community.



**Learn more
about the
sector helping
millions in NC**



Media



NC tax reform should leave nonprofits alone



NC nonprofits getting heartburn over changes coming to state tax code



Guest columnist Nathan Hatch on N.C. nonprofits face fight in Raleigh



**N.C. Nonprofits Face Tax Law Uncertainty;
Time to Speak Up?**



Tax reform needed, but state should protect nonprofits

NC tax reform should leave nonprofits alone

By David Heinen
Mar 15, 2013 Updated Mar 14, 2013 3:14pm EDT

As Gov. Pat McCrory and state legislators work on reforming North Carolina's tax code this year, their focus will be on promoting growth in the private sector. During this process, it's essential for policymakers to recognize the vital role nonprofit organizations play in the success of the private sector – and protect the nonprofit business model by preserving tax exemption for 501(c)(3) organizations.

Takeaways

- Find friends before you need them
- Create common ground
- Have a clear and consistent message
- Make sure policymakers hear that message from a multitude of voices and through channels that reach them where they are

Questions?

Your Turn

Situation

Legislation has been introduced in the State's House of Representatives to make that choice. House Bill 56232 -- **AN ACT TO DESIGNATE THE OFFICIAL STATE BARBECUE SAUCE OF NORTH CAROLINA** -- seeks to codify the vinegar-based barbecue sauce, a culinary tradition of North Carolina, as the official state barbecue sauce, while also promoting the economic, cultural, and tourism-related benefits associated with the state's barbecue heritage.





Thank you!