



## **Nonprofit Management Master's Program**

School of Professional Studies

Columbia University

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## **Nonprofits & Election 2020:**

Policy and Advocacy in Action  
during the National Election Cycle

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# Nonprofits & Election 2020: Policy and Advocacy in Action during the National Election Cycle

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## Welcome



Cindy M. Lott, Esq.

Academic Director | Faculty

Nonprofit Management Program

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# Nonprofits & Election 2020: Policy and Advocacy in Action during the National Election Cycle

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## Workshop Series Co-Creators



Sue Santa  
VP Public Policy &  
Advocacy, Girl  
Scouts of the USA



Sandra Swirski  
Partner & Co-founder,  
Urban Swirski &  
Associates

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**Nonprofits & Election 2020:  
Policy and Advocacy in Action during the National Election Cycle**

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*The 2020 Alignment of Elections, Census, Redistricting  
and Representation:  
A Model for Ongoing Policy Engagement*

December 5, 2019

Washington, DC  
Live webcast

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# TONIGHT'S SPEAKERS

**Moderator**



**Sue Santa**

Election Series Co-Developer  
Adjunct Lecturer, M.S.,  
Columbia University  
VP Public Policy & Advocacy,  
Girl Scouts of the USA

**Presenting the Framework**

**Moderator**



**Sandra Swirski**

Election Series Co-Developer  
Partner & Co-founder, Urban  
Swirski & Associates

**Guest Speaker**



**Howard Husock**

Senior Fellow, Manhattan  
Institute  
Contributing Editor, City Journal

**Guest Speaker**



**Maggie Gunther Osborn**

Senior Vice President & Chief  
Strategy Officer, United Philanthropy  
Forum

**Exploring The Alignment of Elections,  
Census and Redistricting**



# TONIGHT'S SPEAKERS

**Facilitator**



**Maggie Gunther  
Osborn**

**Senior Vice President &  
Chief Strategy Officer,  
United Philanthropy Forum**

**Guest Speaker**



**Jeanné L. Lewis**

**Vice President & Chief  
Engagement Officer, National  
Committee for Responsive  
Philanthropy**

**Guest Speaker**



**Donna Murray-Brown**

**President & CEO, Michigan Nonprofit  
Association**

**Exploring The Alignment of Elections, Census  
and Redistricting**



# TONIGHT'S CONVERSATION

**It's about the Dollars, Data and Districting**

- **Panel on Representation, Influence & Democracy**

**Real-World Experience from National and Local Leaders**

- **Panel on Nonprofits and Working the Census**



# \$1,500,000,000,000

In FY 2017, **316** federal spending programs relied on 2010 Census-derived data to distribute **\$1.504** trillion to state and local governments, nonprofits, businesses, and households across the nation, or **7.8 percent** of GDP in FY2017.

More info on the website:

<https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>





## DATA: For Advocacy, Mission and Accuracy

### Williston, North Dakota

- discovery of oil in northwestern North Dakota turned small towns into unexpected boomtowns from 2006 to 2014
- oil prices dropped; output slowed; workers were laid off
- transient workers packed up and left the region, others trying to find work by frequenting staffing agencies and job fairs
- boom then bust straining local communities and charities



# **“Man Camps”**

## **Williston, North Dakota**





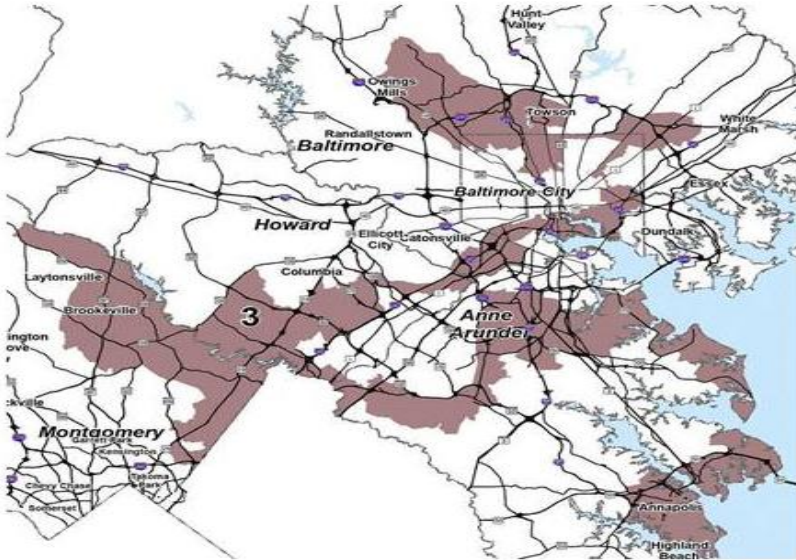
## Districting: The Art of Assuring Political Dominance

**24** truly competitive congressional races

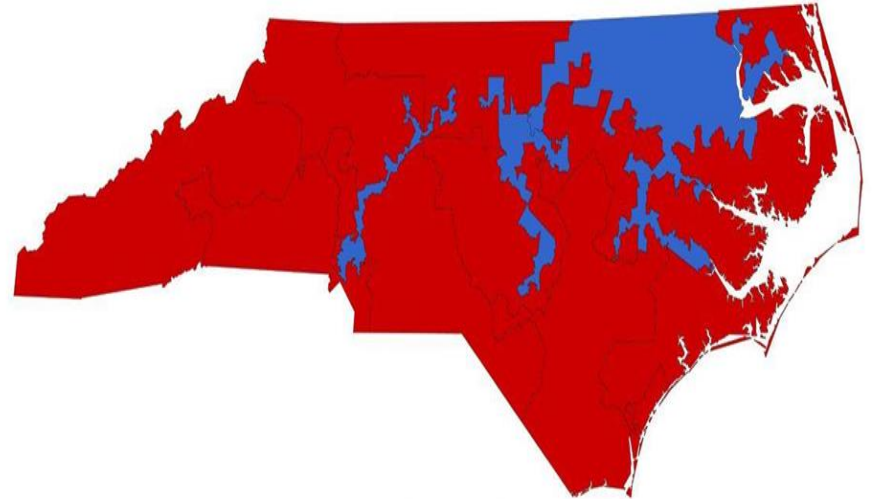
**68** competitive races, but one party has an advantage

**342** are not considered competitive

<https://cookpolitical.com/ratings/house-race-ratings>



Current Maryland 3rd



Pre-2019 North Carolina



# QUESTION

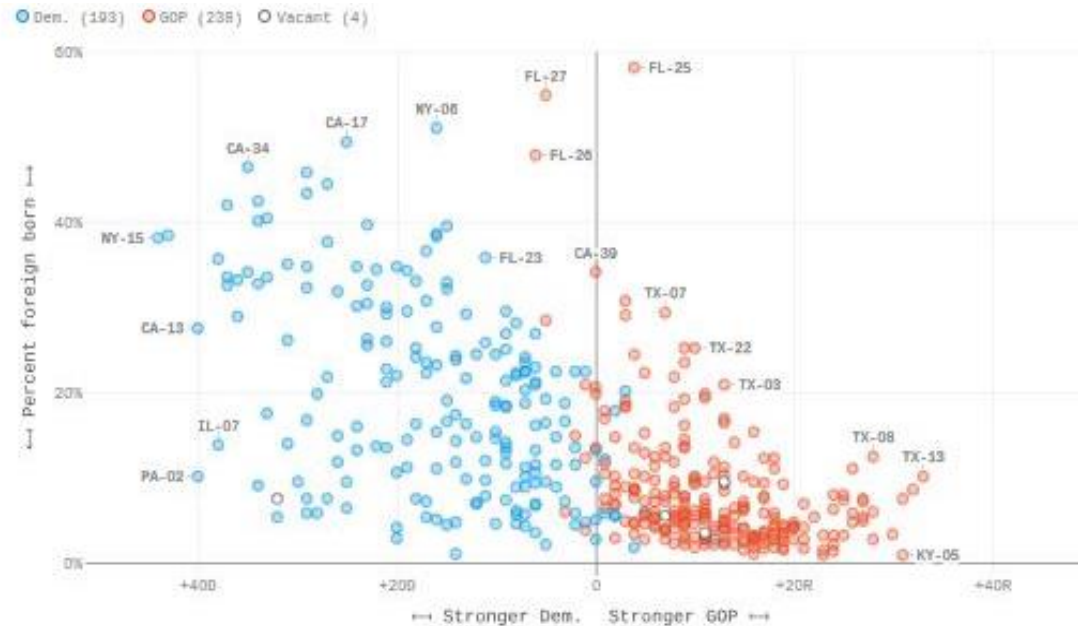
Should nonprofits seek to represent those who may not get counted in the census?

If so, how?

# United States Immigration Profile

Total United States Population (in millions)	U.S. Born (in millions)	Foreign-Born (in millions)	Naturalized Citizens (in millions)	Noncitizens (in millions)
325.72	281.19	44.51	21.9	22.57

# Foreign-Born Population in U.S. House Districts



**House seats held by Republicans generally have significantly lower foreign-born populations than those held by Democrats.**

Note: The Cook Partisan Voter Index is a measure of how liberal or conservative a district leans based on the two most recent elections; Data: Census Bureau, @unitedstates project and Cook Political Reports

Chart Source: Chris Canipe and Andrew Witherspoon/A

# States Immigration Profile

	New York		Kentucky		California		Ohio	
U.S. Born	15,309,018	77%	4,285,104	96 %	28,883,239	73 %	11,130,318	95 %
Foreign-Born	4,540,381	23%	169,085	4%	10,653,414	27 %	528,291	5%





# QUESTION

The Supreme Court recently ruled that drawing district lines is a local issue and not subject to judicial oversight.

What is the concern for nonprofits?

PANEL TRANSITION: PLACEHOLDER  
FOR COLUMBIA SLIDE

# Philanthropy's Infrastructure



- We are a membership organization of 80 philanthropy-serving organizations (PSOs), representing 7,000 foundations and other funders, who work to make philanthropy better. The Forum envisions a courageous philanthropic sector that catalyzes a just and equitable society where all can participate and prosper.
- We lead, strengthen and inform our national network of organizations that advance philanthropy's impact for the common good.
- [www.unitedphilforum.org](http://www.unitedphilforum.org)

# United Philanthropy Forum Members

Issue



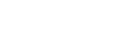
Practice



Type



Identity





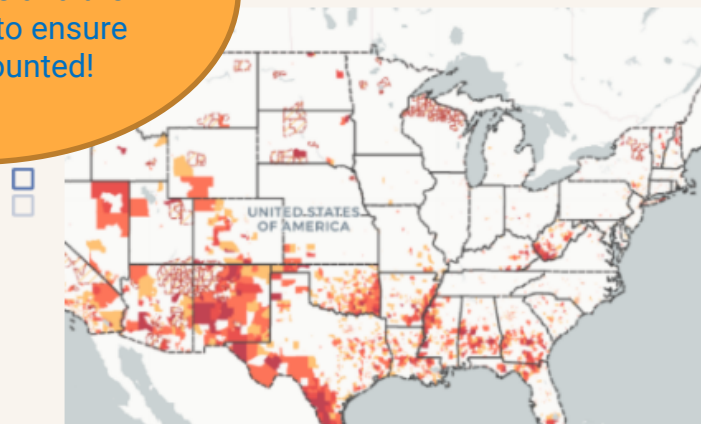
## The 3 essential elements of a healthy democratic republic

- **Charity** - giving and caring for neighbor
- **Being Counted** - census enumeration
- **Representation** - vote locally and nationally

## Mapping Hard to Count (HTC) Communities

Use this interactive map to search by state, county, Congressional district, or state legislative district; enhance your educational campaign supporting an adequate Census budget; and zoom in on any tract in the nation to see its hard-to-count profile.

Many are not hard to count; we don't have the resources and the atmosphere to ensure they are counted!



CUNY Mapping Service at the Center for Urban Research, CUNY Graduate Center

A person is seen from behind, holding a large American flag. They are wearing a dark beanie and a dark jacket. In the background, another person wearing a white hard hat and a dark jacket is visible, slightly out of focus. The scene appears to be outdoors, possibly at a protest or public gathering.

IMPACT

# Fair Representation and Political Power



# QUESTION

Why has the census and democracy work become front and center for nonprofits and philanthropy?

What is the opportunity for nonprofits?





# QUESTION

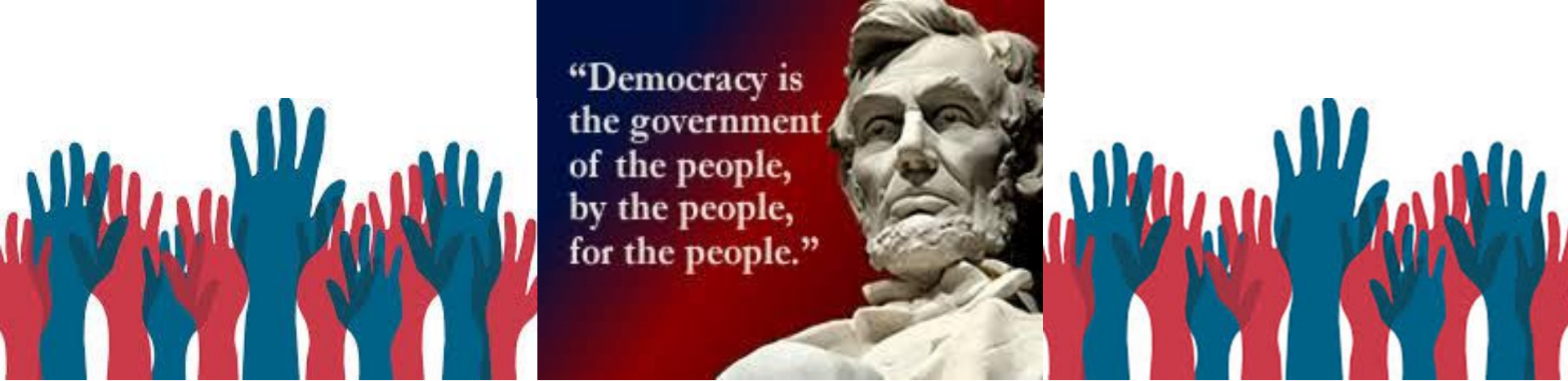
What do you see as the leadership role of nonprofit and philanthropic professionals in civil society and civic engagement?

Why is this a role for nonprofits?

# Civil Society Investment to Sustain Communities

- *Remember Community Navigators from the ACA?*
- We must have continual support for organizers to create a sustained infrastructure for civic engagement





Invest in a healthy and just civil society; our country's future depends on it.

Thank you for your interest and your help!

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# Q & A

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## *The 2020 Alignment of Elections, Census, Redistricting and Representation: A Model for Ongoing Policy Engagement*

Moderators: Sue Santa & Sandra Swirski

Panelists: Howard Husock, Jeanné L. Lewis, Donna Murray-Brown & Maggie Gunther Osborn



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Management



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@ColumbiaSPSNonprofit



@CU\_SPS\_Nonprofit

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## MAGGIE'S TOP TAKEAWAYS

- Nonprofit leaders play a crucial role in ensuring that those they serve are cared for, counted and represented in our democracy.
- Advocacy and public policy engagement is essential to meeting your mission
- There are real barriers systematically placed throughout our laws and processes to exclude certain populations from fully participating in our democracy and we must work and fight to repair the systems



## SUE AND SANDRA'S TOP TAKEAWAYS

- Start Early. Don't wait to meet and greet elected officials until after they've taken office. Start before they're elected.
- Represent. You can be the voice of your beneficiaries who are often times invisible
- Elections Matter. Winners determine how dollars are allocated and they draw/redraw congressional districts which can bring in new faces.

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To learn more about the Nonprofit Management Program

Visit our Website: <https://sps.columbia.edu/nonprofit>

Email us at: [sps-nonprofit@columbia.edu](mailto:sps-nonprofit@columbia.edu)



Columbia University's  
M.S. in Nonprofit  
Management



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#CUSPSNonprofit

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**November 7, 2019**

*The 2020 Election Cycle & the Nonprofit Organization: Intersections and Opportunities*

**December 5, 2019**

*The 2020 Alignment of Elections, Census, Redistricting and Representation: A Model for Ongoing Policy Engagement*

**March 26, 2020**

*Primary Season: How Super Tuesday and Critical State Primaries Elevate Policy Choices*

**June 18, 2020**

*Party Planks and Platforms: Why National Conventions Matter to Nonprofits*

**November 12, 2020**

*Election Hindsight is 20/20: Initial Review of 2020 Elections and the start of 2024*

**February 11, 2021**

*Nonprofit Policy and Advocacy in Action: The Path Ahead*

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