

## Join with your Colleagues to Create a Strong, Unified, Local Nonprofit Advocacy & Lobbying Voice in Louisville



### What's up?

Prior to the pandemic, a team of Kentucky Nonprofit Network members in Louisville were seeking a solution to the continued lack of a unified, coordinated, local voice to influence policy and funding decisions impacting nonprofits. Examples like the city's spending of American Rescue Plan Act funds, External Agency funding from the city, the FY23 city budget, and many others have only amplified the missed opportunities for nonprofits to collectively influence policy and decisions. Because of Kentucky Nonprofit's Network's proven advocacy and lobbying track record on behalf of the sector, as well as KNN's successful launch of a similar effort in Lexington – the [Lexington Nonprofit Coalition](#) – KNN was approached to discuss a strategy to fill a similar gaping hole in this space for Louisville nonprofits. **KNN is enthusiastic about taking the next step on this partnership with our Louisville members – tentatively named the Louisville Nonprofit Coalition or LouNC, for short! We invite you to join us.**

### What's happening in Lexington?

The Lexington effort began in Spring of 2020, and they became formally known as the Lexington Nonprofit Coalition, a local alliance of KNN members, in winter 2022. Their work has been essential to creating a unified voice that has better educated the Mayor's office and the Urban County Council on the work and economic impact of nonprofits; moved the Urban County Council to restore the proposed elimination of funding of the city's partnerships with nonprofits in the 2020 budget; is challenging existing grant processes that create barriers and red tape for nonprofit partners; led efforts to educate candidates running for Council (and now those elected to Council) on the challenges of nonprofit partnerships with the city, as well as the sector's impact on the economy; and proposing stronger partnerships with the city as Lexington moves toward pandemic recovery.

### Why is this needed in Louisville? Hear from some of the KNN members who've committed:

- *"Louisville nonprofits cannot afford more missed opportunities – the time for a local, unified lobbying effort is now,"* Pam Darnall, CEO, Family & Children's Place
- *"Fund for the Arts is enthusiastic about this opportunity to bring together diverse types of nonprofits – including arts organizations and others. We encourage others to join with us for maximum impact,"* Candace Weber, Director of Annual Giving, Fund for the Arts
- *"This is a tremendous idea aligned with our organization's current direction. We are excited to participate and collaborate with other nonprofits,"* Stan Siegwald, Director of Strategic Initiatives, Dare to Care Foodbank

### Who's on board in Louisville so far?

There are currently 26 KNN members committed and the list is growing! Please visit [www.kynonprofits.org/join/lounc](http://www.kynonprofits.org/join/lounc) to see the current list of Louisville Nonprofit Coalition members.

### The LouNC:

- Is a coalition of Louisville KNN members
- Assist members with priority development and advocacy strategy
- Lobbies, educates, and advocates on the collective priorities established by the Coalition
- Provides informational, networking, and connection opportunities specifically designed for Louisville nonprofits through an advocacy and lobbying lens

### **What can members expect from LouNC membership?**

- Regular convenings to connect, learn, share, and strategize on how to advance Louisville's nonprofit sector through advocacy and lobbying
- Public Policy and Advocacy
  - Public policy priority development
  - Consistent monitoring of actions of the Mayor and Metro Council with a nonprofit lens
  - Grassroots advocacy tools to help Coalition members engage constituents, including a social media presence unique to the Coalition and its advocacy goals
  - Guidance and support on effective advocacy and lobbying – clear messaging for members to use with officials
  - Engagement with local officials to lobby on behalf of the Coalition's priorities – Mayor, Council, city officials
  - Facilitated engagement and lobbying on the Coalition's collective priorities with metro Louisville legislators in Frankfort and third district representation in Congress
- Facilitated election engagement – strategy and implementation of LouNC hosted candidate forums, voter guides, and/or other opportunities to elevate the role and voice of nonprofits with candidates, elected officials, and the community

### **What is expected of LouNC members?**

- Be an active participant in meetings, activities etc.
- Maintain confidentiality of information intended for/shared with and by Coalition members
- Actively solicit the participation and engagement of other nonprofits to participate in LouNC and help grow membership
- Be an advocate and build relationships with your elected officials
- Share information within your organization and network (action alerts etc.)
- Engage in collective efforts to secure external support opportunities with potential LouNC funders

### **What are the membership dues?**

- Membership in the Coalition is open to active KNN members and dues are currently set at \$200/month.
- The goal is to make LouNC membership as accessible as possible. As more members join the LouNC and/or external funding is received, monthly dues amounts will decrease as certain thresholds are reached.
- Members agree to pay monthly dues via auto ACH payment or credit card. This helps keep KNN's administrative time low and allows for easy monthly dues adjustments as more members join the Coalition.
- KNN and the Coalition are committed to building a diverse Coalition of Louisville nonprofits. If the dues are a barrier, please email KNN to discuss: [danielle@kynonprofits.org](mailto:danielle@kynonprofits.org)

*Ready to join? Have questions? Reach out to Danielle Clore, CEO | Kentucky Nonprofit Network, [danielle@kynonprofits.org](mailto:danielle@kynonprofits.org).*