



The background of the image is a white sky filled with small orange dots and four larger orange four-pointed stars. At the bottom, there is a dark blue silhouette of a desert landscape with jagged mountain peaks and rounded hills. The text is centered in the upper half of the image in a dark blue, sans-serif font.

**A HEALTHY, ENGAGED NONPROFIT SECTOR
CORRELATES TO A HEALTHY, PRODUCTIVE TEXAS --
AND EVERYONE HAS A ROLE TO PLAY IN ENSURING
NONPROFITS CONTINUE THEIR PIVOTAL WORK
FOR TEXAS.**

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INTRODUCTION

Texas nonprofits play a significant role in communities across Texas. As dynamic entities, nonprofits can offer a range of supports tailored to their communities, such as: providing critical services, convening stakeholders to address specific needs, creating long-term impact to improve the quality of life in our communities, and serving as employers to generate financial and social return to the economy of our state.

Too often, the general public and policymakers underestimate the extent of nonprofits' work and impact--but we know that the sector touches the lives of all Texans on a daily basis. Texas nonprofits are hard at work improving the quality of our environment, developing cultural and artistic programming to inspire Texans of all ages, and promoting the well-being of vulnerable populations such as the elderly, children, veterans, differently abled individuals, and people with behavioral health challenges. Nonprofits are an essential part of the ecosystem in which all Texans live, work, and thrive.

Increasingly, Texas policymakers look to and expect the nonprofit and philanthropic sector to play a bigger role in ensuring the health and well-being of Texas communities--including responding quickly and efficiently to complex issues like public safety, natural disasters, and workforce development.

Texas nonprofits are also a significant employer base and impact our state's economy through direct and indirect forces. Based on the recent economic report, *Built for Texas*, Texas nonprofits contribute approximately \$110 billion per year to the economy through wages paid, retail and wholesale purchases, and professional services contracts. Much of the work of Texas nonprofits happens behind the scenes, however, in reality the sector is an incredible asset to our state's economy and the very fabric of our communities.



The report, *Built for Texas: The Impact and Opportunity of Our Nonprofit Sector*, underscores the sector's value add. Texas nonprofits are:

BUILDING COMMUNITY

STIMULATING ECONOMIC DEVELOPMENT

CRITICAL PARTNER TO BUSINESS & GOVERNMENT

Built for Texas serves as a vehicle to unite, rally, and strongly articulate the added value as well as the capacity limitations of the overall sector. The data and findings in *Built for Texas* contribute to a fuller, more informed understanding of the nonprofit sector in Texas and its contribution to the state's economy. *Built for Texas* incorporates simple yet specific calls to action to magnify the contributions and potential of Texas nonprofits.

Imagine how powerful it would be if:

- ✪ Elected officials and candidates for public office had a better understanding of the role nonprofits play and the impact nonprofits have in their communities, and used their influence to advocate to build the capacity of the nonprofit sector.
- ✪ Business leaders incorporated the work of nonprofits into economic and workforce development strategies.
- ✪ Philanthropy and grant makers convened communities to better understand the positive impact and capacity limitations and barriers of the nonprofit sector to respond to community needs.
- ✪ Leaders in all sectors looked at the data in this report to better understand the value of the nonprofit sector and invited nonprofit leaders to the table when making important community and state-level decisions.



To Our Fellow Texas Nonprofit Leaders,

*Join United Ways of Texas and our growing army of relentless nonprofit advocates in sharing and promoting **Built for Texas: The Impact and Opportunity of Our Nonprofit Sector**. This report was made possible with the support and collaboration from The Meadows Foundation, OneStar Foundation, the Center for Nonprofits and Philanthropy at the Bush School at Texas A&M University, The Perryman Group, and the RGK Center for Philanthropy and Community Service at the Lyndon B. Johnson School at the University of Texas at Austin.*

The enclosed toolkit is intended to promote awareness of the report and its findings, as well as encourage action-oriented solutions to boost the nonprofit sector's significance and participation in business, economic development, and policy decisions that impact our state.

Our vision for Built for Texas is that Texans will have a better understanding of the pivotal role nonprofits play in the health, strength and vibrancy of our Lone Star State. While nonprofits have clearly been adding value to communities across the state for many decades, our potential is so much greater than what has been realized thus far. The full transformative impact of nonprofits can be achieved only through greater integration, coordination, support, and partnership across all sectors.



Because strong nonprofits make strong communities - in appreciation,

A handwritten signature in black ink that reads "Adrianna Cuellar Rojas". The signature is fluid and cursive, written over a white background.

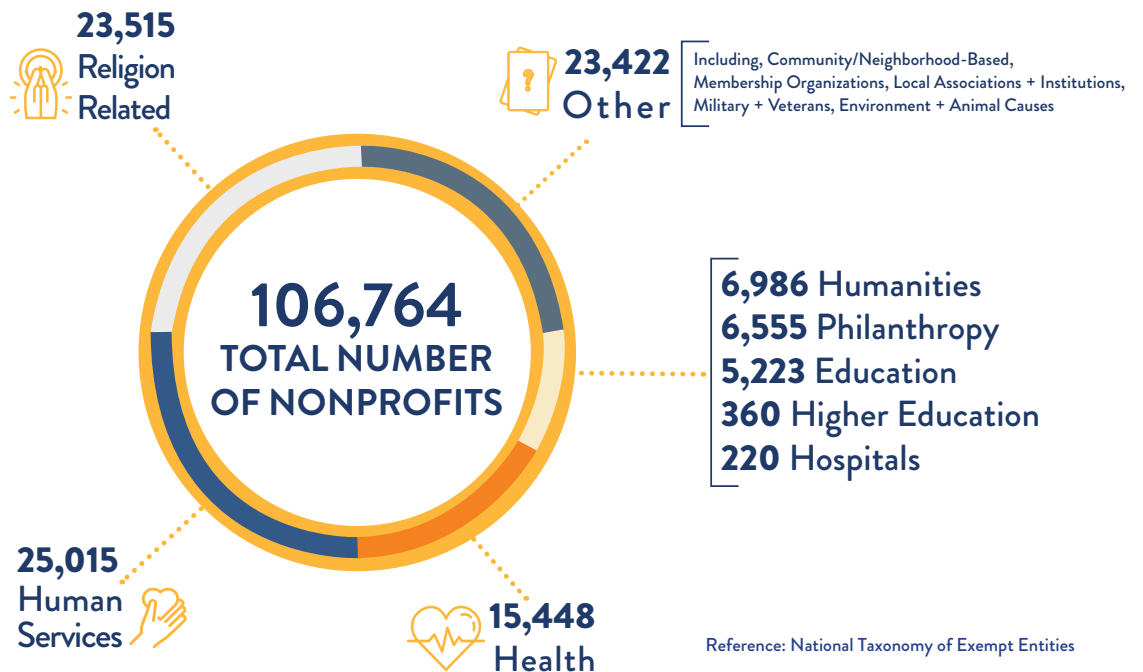
Adrianna Cuellar Rojas
President and CEO
United Ways of Texas

Download the complete report at: www.uwtexas.org/texasnonprofits



TOOLKIT ENCLOSURES

The nonprofit sector in Texas is as expansive as it is diverse, representing missions ranging from health, arts, conservation, education, civic leagues, volunteer fire departments, chambers of commerce, electric utility cooperatives, and state-chartered credit unions to name a few. In all 254 counties across the state, nonprofits work to better their communities by directly addressing issues of concern through public service or civic engagement. While every nonprofit is unique, all are based on the core value of people coming together around a shared issue and pursuing the greater, common good.



Nonprofits contribute to the overall health of Texas' economy by bringing in money from outside sources (\$326 million awarded by out-of-state foundations in the form of 2,290 grants), keeping money from leaving the state (\$1.02 billion invested in Texas nonprofits by Texas foundations in 2017), providing jobs and wages to hard-working Texans (1 in 8 Texas jobs are in or tied directly to the nonprofit sector), and circulating money in the economy through their purchases of goods and services.

Nonprofits are also a taxpaying workforce and a network of community leaders, policymakers, and businesses. In addition, nonprofits benefit us in ways that can't be easily quantified. Texas nonprofits are the bedrock for community-building, innovation, and the leveraging of public-private partnerships.

The research for *Built for Texas* provides an economic estimate of the vast contribution Texas nonprofits make to the lives of Texans and to the continuing prosperity of our state. The report's economic analysis was conducted by The Perryman Group in collaboration with the Center for Nonprofits and Philanthropy at the Bush School at Texas A&M University. Funding and strategic direction was provided by The Meadows Foundation, OneStar Foundation, the RGK Center for Philanthropy and Community Service at the LBJ School at The University of Texas at Austin, and United Ways of Texas.

TOOLS TO TELL OUR STORY

The purpose of this toolkit is to make the highlights from the *Built for Texas* report accessible to community leaders so they can demonstrate the breadth and depth of Texas' nonprofit sector, and show how nonprofits impact our state's economy. This toolkit provides a set of resources designed to help shape a more productive conversation about the vital role nonprofits play and make the case for including nonprofits at relevant decision-making tables. Contents of the toolkit include:

- Framing the Message
- FAQs
- Sample articles to customize
- Report Findings & Did You Know Texas Nonprofits...?
- One-pagers customized to:
 - Nonprofit Leaders
 - Business Leaders
 - Elected Officials & Policymakers
- Social Media Templates



FRAMING THE MESSAGE

Frames are powerful. They advance a set of ideas about the causes and consequences of social problems as well as who bears responsibility for addressing them. As such, frames shape opinions, attitudes, and policy preferences. Social issues are understood, or consequently not understood, depending on how they are framed.

The following communication framework, developed to underscore the data and themes derived from *Built for Texas*, is intended to activate core ideals of collective responsibility, community and interdependence, and nonprofits as a part of decision-making solutions. Below are the themes of this framework and the key messages for nonprofit advocates to share when presenting and discussing the report:

BUILDING COMMUNITY

STIMULATING ECONOMIC DEVELOPMENT

CRITICAL PARTNER TO BUSINESS & GOVERNMENT

- ✧ The nonprofit sector is essential to both improving the quality of life of all Texans and making Texas an ideal place to live and work.
- ✧ The nonprofit sector is a powerful economic driver and job creator in Texas.
- ✧ Texas nonprofits retain and bring outside funding to serve and build Texas communities.
- ✧ Texas nonprofits support and contribute to every one of Texas' major industries.
- ✧ Together, public-private partnerships foster a healthy and prosperous state.

Following this section are sample articles, findings, and social media posts you can utilize and adapt to your particular organizational needs. We also encourage you to share with us your efforts so we can track the impact of the report and changes that are embraced as a result of your outreach. Activities related to sharing the report and its contents, including media outreach, local presentations, meeting with stakeholders, and more, can be shared by sending an email to texasnonprofits@uwtexas.org.

FAQs

Why do nonprofits need to advocate?

Every nonprofit can and should get involved in advocacy to help advance its mission. Representatives of nonprofit organizations can educate and inform decision-makers, including policymakers with the expertise, experience, and real-life stories necessary to find solutions to complex community problems. Additionally, advocacy shapes the public debate about issues that affect nonprofits. It's the number one way nonprofits can focus attention on the issues they care about and bring about real change for the people and causes they serve.

Can nonprofits lobby? *(and how is this different than advocating?)*

Yes, nonprofits are permitted to move beyond advocacy (e.g. educate and inform policymakers and the public) and lobby. Lobbying is the practice of influencing policymakers or their staff by expressing a position on a specific piece of legislation (known as direct lobbying) as well as mobilizing advocates to contact their legislators about that legislation (known as grassroots lobbying).

Why should businesses and governments care about the nonprofit sector?

Nonprofits play an important role in the local, state and national economies. Businesses and governments have recognized that mission-driven nonprofit organizations offer something unique - leverage of social, financial and human capital - that is necessary to advance the common good and provide essential services to support a thriving community.

If there are so many nonprofits, why do they need help and support?

In Texas, the nonprofit community has doubled in size over the last decade, averaging a growth rate of 10% every year. The majority of nonprofits are small in both budget size and number of employees and are structurally underdeveloped to meet the growing community needs. It is important government and business understand the current limitations of nonprofits and help facilitate ways to support and build the capacity of nonprofits to be better partners in service and innovation.



Why do nonprofits need public funding?

(Don't nonprofits already have enough money?)

Nonprofits are called to respond to urgent needs in the community, and to do so with funding streams (grants, contracts, and donations) that tend to be less secure than those of for-profits. For this reason, nonprofits are forced to do more with fewer resources. Although this revenue cycle suggests great efficiency; it is not conducive to developing an organizational structure that supports financial sustainability nor viability to meet the growing demands of community needs.

Can nonprofits make a profit?

(response below is adapted from National Council of Nonprofits, *Myths about Nonprofits*)

The term 'nonprofit' is a misnomer. Nonprofits can make a profit. The key point is that nonprofit organizations are able to put revenue back into its organizational budget and are prohibited to distribute dividends to individuals, otherwise seen as furthering 'private benefit'. For more information, review the state and federal laws pertinent to nonprofits.

Why are nonprofits tax-exempt?

Nonprofits must apply for tax-exempt status, a federal designation, to avoid paying federal taxes. This designation is then passed on to its financial and in-kind contributors who can receive tax-deductible benefits. The tax-exempt status serves as an advantage to nonprofits as an incentive to advance their common good missions.

So why the initiative, Built for Texas? *(What is it about, what are its goals and how will our world be better because of it?)*

The Texas nonprofit sector as a whole is often overlooked, in part because it lacks a single voice or advocate to trumpet its successes and learnings. In reality, this largely invisible sector is an incredible asset to Texas' economy and the very fabric of our communities. Built for Texas is a multi-year, multi-faceted collaborative effort that will elevate the power and role of the nonprofit sector, its value to local communities and the state. Key goals include:

- Raise visibility to shape public perception and understanding of the Texas nonprofit sector
- Empower the Texas nonprofit sector to be effective advocates and build strong relationships with systems' leaders
- Advocate for public policies that support and strengthen the success of all Texas nonprofits

SAMPLE ARTICLES

PRE-WRITTEN AND READY TO CUSTOMIZE

New Report Shows Economic Impact of Nonprofits in Texas

As partners serving every community in Texas, the sector provides a social and economic return-on-investment

[CITY, STATE MONTH/DAY/YEAR] - In a state known for its oil and gas, manufacturing, and technology industries, a new report from United Ways of Texas (UWT) highlights the important contributions the nonprofit sector makes to local communities and the broader Texas economy. UWT, a statewide membership organization dedicated to supporting the work of local Texas United Ways, recently released *Built for Texas: The Impact and Opportunity of the Nonprofit Sector*. The report illustrates how Texas nonprofits support the state's economy, are economic drivers in their own right, and contribute to the quality of life of all Texans.

Built for Texas notes the following key findings:

- 1 in 8 Texas jobs (private) are in or tied directly to the nonprofit sector, making the nonprofit sector in Texas a significant employer in the state.
- Texas nonprofits contribute approximately \$110 BILLION per year to the economy through wages paid, retail and wholesale purchases, and professional services contracts.
- The number of Texas nonprofits has more than doubled in the past decade—growing by almost 10% per year—demonstrating both the need for support and responsiveness of our communities.
- More than 95% of Texas' nonprofits have a healthy debt to asset ratio—i.e. they have more assets than liabilities—which points to the sector's responsibility and commitment to innovative business practices.

In addition to the newly calculated economic impact data, the report also provides examples from around the state, showcasing how the nonprofit sector provides direct return-on-investment, innovative practices, collaboration, and problem-solving to Texas communities. These stories bring to life the many ways that nonprofits stimulate the economy, strengthen communities, and weave a strong safety net for all.

“This new data shows that nonprofits have incredible value in our state and touch the lives of all Texans; and in so doing, every Texan can and should play a role in supporting our nonprofit sector,” said Adrianna Cuellar Rojas, President and CEO of United Ways of Texas. “While there are many policy ideas we want to explore, our state can make real progress if business leaders, policymakers, and public officials see nonprofits as powerful partners and engage nonprofits in planning and policy decisions”.

Ensuring the health, stability and growth of Texas’ nonprofit sector will serve to further anchor Texas communities, strengthen the health and productivity of Texans, and drive our state’s economy. Nonprofits are integral to how community and state leaders – from both the public and private sectors – solve problems, and because of the important role that nonprofits play, it is critical that nonprofits have a seat at key decision-making tables.

Built for Texas calls on all Texans to take action to magnify the contributions and potential of Texas nonprofits. Imagine how powerful it would be if:

- Elected officials and candidates for public office had a better understanding of the impact of nonprofits in their communities and used their influence to advocate to build the capacity of the nonprofit sector.
- Business leaders incorporated the work of nonprofits into economic and workforce development strategies.
- Philanthropy and grant makers convened communities to better understand the positive impact and capacity limitations & barriers of the nonprofit sector to respond to community needs.
- Leaders in all sectors looked at the data in this report to better understand the value of the nonprofit sector and invited nonprofit leaders to the table when making important community and state-level decisions.

[Insert data and core work of your own organization and its role in the economy by weaving into one or more of the message frames: Building Community, Stimulating Economic Development, Critical Partner to Business and Government.]

[Close with a specific ask, relevant to your organization or the sector as a whole, reiterating the imperative to recognize nonprofits as critical partners to maintaining and improving the quality of life of Texas communities.]

Find the report online through UWT: www.uwtexas.org/texasnonprofits

SAMPLE ARTICLES

PRE-WRITTEN AND READY TO CUSTOMIZE

If your organization regularly distributes a newsletter to volunteers, stakeholders, community members/partners, or donors by mail or email, consider adding a story about this report and its findings. Include quotes from your own leaders and board members.

[Headline of your choosing]

A new economic report, *Built for Texas: The Impact and Opportunity of the Nonprofit Sector*, shows that nonprofit organizations like ours make significant contributions to the state economy. As a sector, nonprofits are responsible for \$1 out of every \$13 in annual gross product--that's \$100 billion per year into the Texas economy. Nonprofits are also one of the state's major employers with almost 1.4 permanent jobs associated with the nonprofit industry. Nonprofits truly are an important player in stimulating Texas' economic activity.

Our organization [insert organization's name] is proud to be among the 106,764 nonprofits across the state. If you were to visit [insert organization's name] on any given day, you would see staff [explain core work of organization here and weave into one or more of the message frames: Building Community, Stimulating Economic Development, Critical Partner to Business and Government.]

We are proud to be one of the nonprofit organizations serving our community while simultaneously making Texas thrive. We are proud to have earned your trust and request your support to ensure that nonprofits like ours continue to grow, be viable, and ultimately be *Built for Texas*!

Specifically, you can participate in the ongoing conversation by:

- Using your influence as a direct supporter to encourage business leaders and policymakers to invite Texas nonprofits to the table when making economic or policy decisions about our community.

Download your copy of the report at: www.uwtexas.org/texasnonprofits

SAMPLE ARTICLES

PRE-WRITTEN AND READY TO CUSTOMIZE

Op-Eds showcase public opinion on an issue by a writer/author not affiliated with the publication. In this way, op-eds are a great communication tool that nonprofit leaders can use to educate, inform, and inspire readers about the role of the nonprofit sector in Texas. The op-ed template can be easily adapted to include information specific to your organization and your region, or to refer to issues or events recently in the news.

[Headline of your choosing. Suggested headline: Why nonprofits are critical partners in a healthy Texas economy]

One hundred and ten billion dollars. This is the economic impact of the nonprofit sector in Texas' economy. This figure represents the 106,764 Texas nonprofits that have about \$216.6 billion in annual expenditures.

Every day, Texans rely on nonprofits to improve the quality of our environment, develop cultural and artistic programming to stimulate Texans of all ages, and improve the lives of everyone in our community.

For example, *[e.g., I volunteer at, work for, am on the board of X organization, which works to...]*

Since much of the work of Texas nonprofits happens behind the scenes, the value of the sector is often underestimated when in fact nonprofits are an incredible asset to our state's economy as well as the very fabric of our communities. Texas nonprofits are a significant employer base and impact our state's economy through direct and indirect forces. As previously mentioned, based on a recent economic report, *Built for Texas: The Impact and Opportunity of the Nonprofit Sector*, Texas nonprofits contribute approximately \$110 billion per year to the economy through wages paid, retail and wholesale purchases, and professional services contracts.

When most people think about nonprofits or charities, they are more than likely referring to 501(c)(3)s: charitable nonprofits with missions focused on health, arts, conservation, or education. However, most people do not know that there are many types of nonprofits, such as civic leagues, volunteer fire departments, chambers of commerce, electric utility cooperatives and state-chartered credit unions. Did you know that nonprofits support and contribute to every one of Texas' major industries?!

And while there is no typical nonprofit size, service, or business model, all nonprofits are dedicated to three core principles: ***building community*** to connect people to opportunities and strengthen our Lone Star State's social fabric through broader civic engagement, ***stimulating economic development*** while advancing the common good and investing significant financial and human resources throughout the state, and serving as a ***critical partner to business and government*** to deliver services and develop innovative solutions to create a prosperous Texas where we can all live, work, and thrive.

Nonprofits are integral to every facet of economic and social well-being in our state. ***That is why our strong Texas economy is dependent on a strong nonprofit sector.*** Texas is a big and geographically diverse state where communities far and wide rely on the nonprofit sector to provide services that--in other parts of the country--are often provided by state or local governments.

Oftentimes, this works to Texas' advantage since smaller organizations can be more responsive to community needs. While governments at all levels have and continue to face fiscal challenges, states, cities, and towns have been looking to nonprofits more than ever to help provide essential services. Interestingly, in the past decade the nonprofit sector has more than doubled – with a growth rate of almost 10% per year since 2008. The vast majority of Texas nonprofits operate with an annual budget of less than a million dollars. It is imperative that partners in the government and business sectors think about ways to support the capacity and infrastructure building of nonprofits to ensure the sector can aptly respond to community needs.

Bottomline, every Texas community is a better place to live and work due to the endeavors of nonprofits. Yet, as a young and structurally underdeveloped sector, nonprofits are in need of professional support and resources if they are to meet the future needs of Texans. In order for Texas nonprofits to continue to meet this increasing demand, Texas citizens, business leaders, and policymakers must understand how nonprofits impact our lives and our economy. Moreover, they must actively engage nonprofits to sustainably develop partnerships that are ***built for Texas***.

[Close with a specific ask relevant to your organization or the sector as a whole, reiterating the imperative to recognize nonprofits as critical partners to maintaining and improving the quality of life of Texas communities. An example of a sector-wide ask is: You can start by reading and sharing the recent economic impact report, "Built for Texas: The Impact and Opportunity of Our Nonprofit Sector."]

Download your copy of the report at: www.uwtexas.org/texasnonprofits

REPORT SUMMARY: FINDINGS & FACTS ABOUT TEXAS NONPROFITS

Share findings about the economic impact of Texas' nonprofit sector. Summarized in the subsequent pages are report findings that underscore each of the message frames:

BUILDING COMMUNITY

STIMULATING ECONOMIC DEVELOPMENT

CRITICAL PARTNER TO BUSINESS & GOVERNMENT

Paired with each finding is a case for underscoring why the said finding matters. The case is organized as 'so what' and is structured to provoke discussion on the value and current capacity of Texas nonprofits. Use these pre-written findings as written, or use them as a starting point for your own ideas.

BUILDING COMMUNITY

- In 2018, there were almost 110K (or 106,764) Texas nonprofit organizations registered with the Internal Revenue Service (IRS) – in the past decade, the Texas nonprofit sector has more than doubled – **the number of nonprofits in Texas is growing by almost 10% per year.**

So what: The sector is an **eminently Texan approach** with local voices, local knowledge, local values, local leadership, and local solutions driving nonprofit work. As mission-driven organizations governed by community leaders, **nonprofits have the flexibility and entrepreneurial capacity to respond to changes in our Texas landscape.**



- Nonprofits are integral to how communities solve problems as nonprofits rely on Texans to donate their time and services as volunteers.

So what: Nonprofits are often more nimble and cost-effective in responding to community needs as they are able to leverage significant volunteer hours and private donations – something government can't do. While the rate of volunteering in Texas was at pace with the whole nation in 2002, both the Texas and national rates of volunteers giving their time and talent to nonprofits have declined since then. As charitable activity, volunteering and donations decline, it is critical to find new ways to support the nonprofit sector.

STIMULATING ECONOMIC DEVELOPMENT

- The economic benefits from the ongoing operations of Texas nonprofits include \$1 out of every \$16 (\$216.6 billion) in annual expenditures and \$1 out of every \$13 (\$110 billion) in annual gross product.

As an example, Texas nonprofit hospitals lead gains to business activity across Texas of \$43.5 billion in gross product per year and 526,788 jobs, when multiplier effects are included, with \$85.9 billion in total expenditures.

So what: Contributing to the overall financial health of the Texas economy, nonprofits demonstrate and exemplify the potential to bring in money (or keep money from leaving the state), provide jobs and wages to Texans, and circulate money in the economy through their purchases of goods and services.

- 1 in 8 Texas (private) jobs are in or tied directly to the nonprofit sector.

So what: With 1.4 million employees and nonprofits contributing to every one of Texas' major industries, nonprofits have a significant influence on local economies.



- **95% of Texas' nonprofits have a healthy debt to asset ratio**, meaning they have more assets than liabilities.

So what: Texas nonprofits are driven to make limited resources go further and make big impacts on communities while imposing business-like standards. Approximately, two-thirds of Texas' nonprofits bring in more funds than they spend annually to build financial reserves and be more fiscally stable/viable.

- **The total value of assets of reporting Texas nonprofit organizations was over \$300 billion.**

So what: Assets are utilized as a surrogate for financial stability, which means some nonprofits, most likely the larger and powerhouse designated organizations, have staying power and can weather economic instability, or conversely in times of prosperity, nonprofits have the ability to deploy assets to invest in innovative programming and initiatives.

- **The economic stimulus associated with nonprofit entities is likely to grow over time.** Estimates show that by 2023, the overall economic benefits of Texas nonprofit entities will rise to **\$135.7 billion in gross product and more than 1.6 million jobs** when multiplier effects are considered. In 2028, these benefits are projected to reach **\$163.8 billion in gross product and over 1.8 million jobs.**

So what: Texas nonprofits demonstrate a return on investment as they generate substantial economic activity across the state and enhance our quality of life. Texas nonprofits contribute to the economic engine contributing to the Lone Star State's gross product and jobs. The nonprofit sector works for Texas.

- **Nonprofits are economic drivers attracting millions of dollars** through our Texas communities annually. In addition to \$1.02 billion invested in Texas' nonprofits by Texas foundations in 2017, an additional **\$326 million was awarded by foundations outside the state** (in the form of 2,290 grants).

So what: Investing in nonprofits generates a real return on investment socially and economically.



CRITICAL PARTNER TO BUSINESS & GOVERNMENT

- Nonprofits leverage **\$4.89 billion of government and private donation dollars** to help bridge the gap for Texas' needs.

So what: **Nonprofits are critical partners** with government in ensuring the prosperity and vitality of Texas. Nonprofit missions are complementary to the goals of government.

Without the essential infrastructure of the nonprofit sector, **government would need to increase taxes in order to provide the range of services and innovative solutions** to communities needs that Texas nonprofits efficiently provide.

- Texas nonprofits **move beyond 'charity' and contribute to every one of Texas' major industries.** They also have **the ability to experiment and innovate, finding solutions** to pressing social problems.

So what: The sector's reach is wide representing a diversity of organizations who **represent a cross of all industries.** Together, Texas nonprofits unite around a common purpose: **advance the common good for Texans.**



DID YOU KNOW TEXAS NONPROFITS...?



**SUPPORT AND
CONTRIBUTE**
TO *EVERY* MAJOR
INDUSTRY IN TEXAS

**HAVE A YEARLY
GROWTH RATE
OF ALMOST 10%,
DOUBLING** THE
SIZE OF THE SECTOR
THIS PAST DECADE



(THE MAJORITY)
OPERATE WITH
A BUDGET OF
**LESS THAN
\$1 MILLION**

**HOLD OVER
\$300BILLION
IN ASSETS**



**HAVE DIVERSE
BUSINESS MODELS**
AND RELY ON A MIX OF
REVENUE SOURCES

**PROVIDE
1:8 JOBS
ACROSS THE
STATE**



TARGETED AUDIENCE ONE-PAGERS

Share findings about the economic impact of Texas' nonprofit sector to key stakeholders, such as nonprofit leaders (i.e. funders, executives and board members), business/corporate leaders, and elected officials and policymakers. We hope you will make use of the Targeted Audience one-pagers to garner attention and strategically engage various stakeholders with the report and its proposed solutions.





The Impact & Opportunity of Our Nonprofit Sector

Building Community | Stimulating Economic Development | Critical Partner to Business & Government

Did you know Texas Nonprofits...?

**SUPPORT AND
CONTRIBUTE**
TO *EVERY* MAJOR
INDUSTRY IN TEXAS



**HOLD OVER
\$300 BILLION
IN ASSETS**



THE MAJORITY
OPERATE WITH
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**LESS THAN
\$1 MILLION**



**HAVE A YEARLY
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OF ALMOST 10%,
DOUBLING THE
SIZE OF THE SECTOR
THIS PAST DECADE**



**HAVE DIVERSE
BUSINESS MODELS
AND RELY ON A MIX OF
REVENUE SOURCES**



**PROVIDE
1:8 JOBS
ACROSS THE
STATE**



Texas is a better place to live and work due to the endeavors of nonprofits.
Conversely, Texas nonprofits are young, structurally underdeveloped, and need all
Texans' support to ensure the continued viability and growth of nonprofits to be
Built for Texas!

Economic Benefits Associated with Texas Nonprofits

Texas nonprofits are a force for good in our communities well beyond their core mission areas. As solid contributors to Texas' economy, nonprofits and their leaders are critical to community decision-making and planning.

106,764
NONPROFITS
IN TEXAS
statewide

1.4 MILLION
permanent
JOBS
(direct and
indirect)

\$217 BILLION
SPENT,
rippling through
**LOCAL AND
REGIONAL
economies**

\$100 BILLION
toward
TEXAS'
GDP

\$4.89 BILLION
**PUBLIC
DOLLARS**
leveraged with
**INVESTMENTS
FROM DONORS**

Nonprofits Enhance the Lives of Texans

Nonprofit organizations in our communities are so prevalent they often go unnoticed. Yet, nonprofits surround and enhance our everyday lives. Beyond “charity” in the traditional sense, the sector is a true contributor to the state’s quality of life, our health, and our economy today and well into the future.



Call to Action for Business Leaders

The Texas nonprofit sector plays an integral role in our economy and can contribute a critical perspective that will aid in the implementation of important business decisions. **We call on Texas business leaders to:**

- 1 **Use the data** in this report to better understand the value of nonprofits to communities and the impact business decisions have on the Texas nonprofit sector.
- 2 **Invite the nonprofit sector** to be at the table when making business or economic decisions.
- 3 **Incorporate the work of nonprofits into economic and workforce** development strategies.
- 4 **Understand the return on investment** of the nonprofit sector, as well as the opportunities for innovation that exist within the sector. At the same time, consider the limitations of the nonprofit sector’s business model when looking for ways to partner and think about ways you can support them in building their capacity to be better partners in innovation.

Download the complete report at: www.uwtexas.org/texasnonprofits



The Impact & Opportunity of Our Nonprofit Sector

Building Community | Stimulating Economic Development | Critical Partner to Business & Government

Did you know Texas Nonprofits...?

**SUPPORT AND
CONTRIBUTE**
TO *EVERY* MAJOR
INDUSTRY IN TEXAS



**HOLD OVER
\$300 BILLION
IN ASSETS**



THE MAJORITY
OPERATE WITH
A BUDGET OF
**LESS THAN
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**HAVE A YEARLY
GROWTH RATE
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**HAVE DIVERSE
BUSINESS MODELS
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REVENUE SOURCES**



**PROVIDE
1:8 JOBS
ACROSS THE
STATE**



Texas is a better place to live and work due to the endeavors of nonprofits.
Conversely, Texas nonprofits are young, structurally underdeveloped, and need all
Texans' support to ensure the continued viability and growth of nonprofits to be
Built for Texas!

Economic Benefits Associated with Texas Nonprofits

Texas nonprofits are a force for good in our communities well beyond their core mission areas. As solid contributors to Texas' economy, nonprofits and their leaders are critical to community decision-making and planning.

106,764
NONPROFITS
IN TEXAS
statewide

1.4 MILLION
permanent
JOBS
(direct and
indirect)

\$217 BILLION
SPENT,
rippling through
**LOCAL AND
REGIONAL
economies**

\$100 BILLION
toward
TEXAS'
GDP

\$4.89 BILLION
**PUBLIC
DOLLARS**
leveraged with
**INVESTMENTS
FROM DONORS**

Nonprofits Enhance the Lives of Texans

Nonprofit organizations in our communities are so prevalent they often go unnoticed. Yet, nonprofits surround and enhance our everyday lives. Beyond “charity” in the traditional sense, the sector is a true contributor to the state’s quality of life, our health, and our economy today and well into the future.



Call to Action for Nonprofit & Philanthropic Leaders

The Texas nonprofit sector plays an integral role in our economy and can contribute a critical perspective that will aid in the implementation of important business decisions. **We call on Texas nonprofit and philanthropic leaders to:**

- 1 **Use the data** in this report to better understand the value of nonprofits to communities and the impact business decisions have on the Texas nonprofit sector.
- 2 **Invite the nonprofit sector** to be at the table when making business or economic decisions.
- 3 **Incorporate the work of nonprofits into economic and workforce** development strategies.
- 4 **Understand the return on investment** of the nonprofit sector, as well as the opportunities for innovation that exist within the sector. At the same time, consider the limitations of the nonprofit sector’s business model when looking for ways to partner and think about ways you can support them in building their capacity to be better partners in innovation.

Download the complete report at: www.uwtexas.org/texasnonprofits



The Impact & Opportunity of Our Nonprofit Sector

Building Community | Stimulating Economic Development | Critical Partner to Business & Government

Did you know Texas Nonprofits...?

**SUPPORT AND
CONTRIBUTE**
TO *EVERY* MAJOR
INDUSTRY IN TEXAS



**HOLD OVER
\$300 BILLION
IN ASSETS**



THE MAJORITY
OPERATE WITH
A BUDGET OF
**LESS THAN
\$1 MILLION**



**HAVE A YEARLY
GROWTH RATE
OF ALMOST 10%,
DOUBLING THE
SIZE OF THE SECTOR
THIS PAST DECADE**



**HAVE DIVERSE
BUSINESS MODELS
AND RELY ON A MIX OF
REVENUE SOURCES**



**PROVIDE
1:8 JOBS
ACROSS THE
STATE**



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Call to Action for Elected Officials & Policymakers

The Texas nonprofit sector plays a significant role in policy – from the identification of solutions to address community challenges to the implementation of policy in communities. **We call on Texas elected officials and policymakers to:**

- 1 **Use the data** in this report to better understand how the state relies on the nonprofit sector to implement many services and programs.
- 2 **Engage nonprofit leaders** in finding solutions to our state’s and your community’s challenges.
- 3 Understand the role that nonprofits play in **innovation** and encourage these efforts.
- 4 **Use your position of influence to support the nonprofit sector** as it works to build its capacity, so that it can continue to step up and respond to community needs.
- 5 **Engage nonprofits as civic leaders** on issues of importance to your voters.
- 6 Consider the capacity of community nonprofits when making public policy and budgetary decisions.

Download the complete report at: www.uwtexas.org/texasnonprofits

SOCIAL MEDIA TEMPLATES

Share findings about the economic impact of Texas' nonprofit sector with your audience on social media platforms like Facebook, Twitter and LinkedIn. Use these pre-written findings as written, or use them as a starting point for your own ideas.

Summarized in the subsequent pages are report findings that underscore each of the message frames:

BUILDING COMMUNITY

STIMULATING ECONOMIC DEVELOPMENT

CRITICAL PARTNER TO BUSINESS & GOVERNMENT

Your posts can link directly to the following and refer to the full report at www.uwtexas.org/texasnonprofits.

#WeAreBuiltForTexas | #ImpactingTexas
#TexasNonprofits | #TexasUnited



BUILDING COMMUNITY



Local nonprofits promote and practice values and ideals that improve and support our quality of life. Strengthening these organizations strengthens communities with mission-driven, locally-informed solutions.

****To download images, visit www.uwtexas.org/texasnonprofits**

SAMPLE FACEBOOK/LINKEDIN POSTS

Texas nonprofits are truly “*Built for Texas*” (<https://bit.ly/2NjpJ6B>): we build opportunity, we build leadership, and we build stronger communities across the state.

A new report shows there are 106,764 Texas nonprofit organizations working in the Lone Star State to serve Texans and make our home a better place to live!

The nonprofit sector is an eminently Texan approach with local voices, local knowledge, local values, local leadership, and local solutions driving community building efforts.

Texas nonprofits are often more nimble and cost-effective in responding to community needs as they are able to leverage significant volunteer hours and private donations – something no other sector can do!

SAMPLE TWEETS

New study from @UWTexas shows #TexasNonprofits are #BuiltForTexas communities! <https://bit.ly/2NjpJ6B>

#TexasNonprofits add value to our state, economy, and more. Learn just how much at www.uwtexas.org/texasnonprofits



STIMULATING ECONOMIC DEVELOPMENT



****To download images, visit www.uwtexas.org/texasnonprofits**

SAMPLE FACEBOOK/LINKEDIN POSTS

With 1.4 million employees and nonprofits contributing to every one of Texas' major industries, nonprofits have a significant influence on local economies. #WeAreBuiltforTexas

#TexasNonprofits drive \$110 billion toward Texas' GDP. Find other economic impacts at www.uwtexas.org/texasnonprofits

What is the economic impact of Texas' nonprofit sector? It's a complex question with surprising answers. Learn more from recent report #BuiltforTexas www.uwtexas.org/texasnonprofits

SAMPLE TWEETS

The economic benefits from Texas nonprofits include \$1 out of every \$16 #ImpactingTexas

1 in 8 Texas (private) jobs are in or tied directly to #TexasNonprofit sector

The total value of assets of reporting Texas nonprofit organizations was over \$300 billion

#TexasNonprofits are economic drivers attracting millions of dollars
#WeAreBuiltforTexas

CRITICAL PARTNER TO BUSINESS & GOVERNMENT



***To download images, visit www.uwtexas.org/texasnonprofits*

SAMPLE FACEBOOK/LINKEDIN POSTS

#TexasNonprofits move beyond 'charity' and have the ability to experiment and innovate, finding solutions to pressing social problems in every community in Texas

Working together with business, government, #TexasNonprofits #WeAreBuiltforTexas www.uwtexas.org/texasnonprofits

The state contracts with more than 100,000 nonprofits annually #ImpactingTexas

SAMPLE TWEETS

#TexasNonprofits are critical partners with government & business to ensure prosperity and vitality #WeAreBuiltforTexas

106,764 #TexasNonprofits add \$110 billion to #TX economy in 2018! Learn more www.uwtexas.org/texasnonprofits

CONCLUSION

If you are interested in helping UWT and its growing network of Built for Texas partners shape this work going forward, please reach out to texasnonprofits@uwtexas.org.

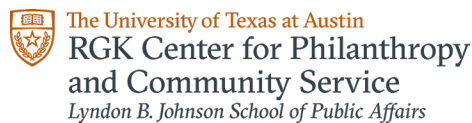
To order copies or download .pdf versions of the Toolkit, please visit www.uwtexas.org/texasnonprofits. You are welcome to excerpt, copy, or quote from *Built For Texas* materials, with attribution to United Ways of Texas and project partners.

In addition, if you have feedback, thoughts, (excitement!), or questions, please let us know. We've already had so many great conversations about this data and what it means for Texas nonprofits – and we look forward to more in the future!



ACKNOWLEDGEMENTS

This report and related sector engagement work is made possible by a group of funding and research partners dedicated to the idea that strong nonprofits make strong communities:



Special thanks to Erica Ekwurzel, consultant and writer, and Karli Isiyel, designer.