

Texas Nonprofit Summit



Texas
Nonprofit
Strong

FROM DATA TO ACTION

Utilizing our Data and Stories to Advocate
for our Sector

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Nonprofits & Philanthropy

THE BUSH SCHOOL



txnonprofits.org

Our Goals:

- Better **Understand** the data and toolkits available to you
- Discuss ways to **Share** our stories
- Feel equipped to **Take Action** for our sector

“Data are just summaries of thousands of stories – tell a few of those stories to help make the data meaningful.”

-Dan Heath

“We are surrounded by data but starved for insights.”

- Jay Baer

Understand the Data

(Don't worry, I'll try to make this as painless as possible)

“Data! Data! Data!” he cried impatiently. “I can’t make bricks without clay.” – Sherlock Holmes by Sir Arthur Conan Doyle

2023 Built for Texas Report


Overview of the state with some regional highlights

REPORT | 2023 EDITION


BUILT FOR TEXAS


Creating a More Connected & Resourced Future for our Nonprofit Sector


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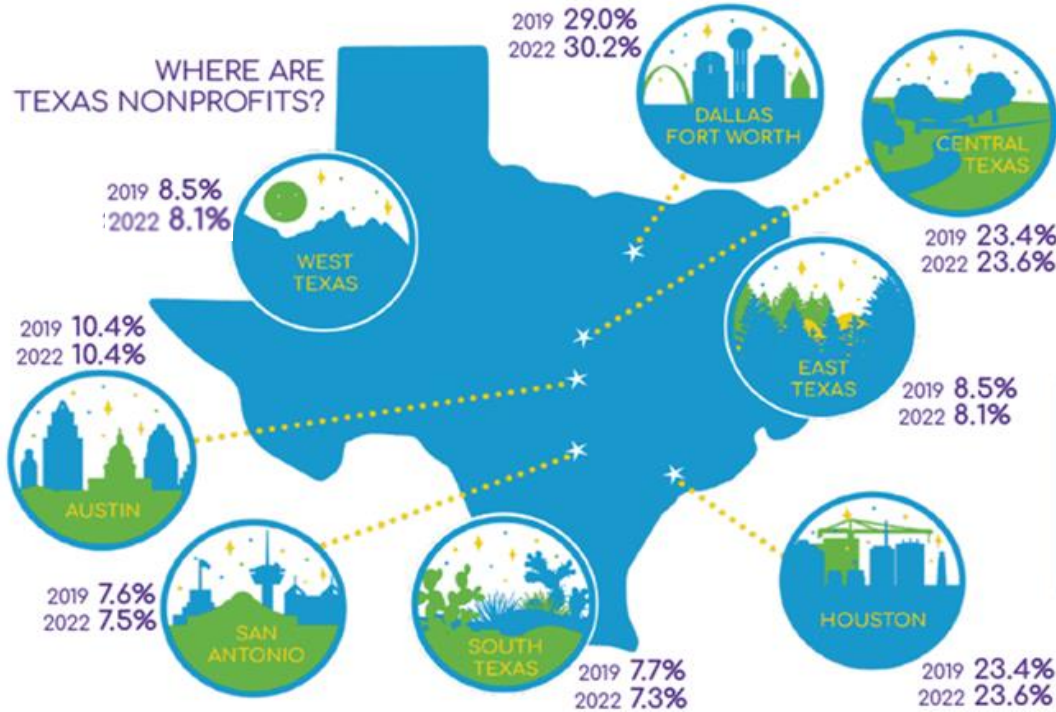
 United Way
United Ways of Texas



LEARN MORE AT
txnonprofits.org

Texas Nonprofit **Strong** 

A More Connected and Resourced Future



There are more than
130,000
nonprofits
 across the state of Texas.

The Texas nonprofit sector
grew by 22%
 between 2015 and 2022.

What stories the data tells



Texas' nonprofit sector is continuing to grow, with over **134,000** organizations in 2022



Financial resources are not keeping pace with the sector's growth



The typical nonprofit is very young with limited resources



Large organizations dominate the resources and perception of the sector as a whole

Today's Data

(don't worry, we are working on a way for you to easily access it)

Offers personalized insight on what the sector looks like for your Texas Legislators

Some stories the data tells

- Nonprofits are working in your communities to address pressing needs.
- Nonprofits may be small, but they are also a driving force in the economy



Representative VanDeaver

We believe that a robust nonprofit sector is essential for building strong and vibrant Texas communities. Two years ago, we shared key findings from our report, *Built for Texas: Creating a More Connected & Resourced Future for our Nonprofit Sector*. This year, we are thrilled to share tailored insights about your legislative district. Visit txnonprofits.org to access the full report, toolkit, and more information about Texas Nonprofit Strong!



Outside of religion and education, nonprofits in your district are most likely to focus on:



EXPLORE THE REPORT AT
txnonprofits.org
& DOWNLOAD TOOLS AND RESOURCES

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What is economic impact analysis?

A technique that allows an analyst to trace spending through an economy and measure the cumulative effects of that spending. Also referred to as Input-Output Analysis



Impact

A one-time or clearly defined event that has implications on the economy, but the event has an end date



Contribution

The continuous effects an existing group has on the industries around them

How is it measured?

Direct Effects

The expenditures of public charities. For example, housing nonprofits purchasing construction materials, employee wages, etc.

Indirect Effects

The spending of organizations that receive direct expenditures (not including wages). For example, hardware stores purchase raw materials.

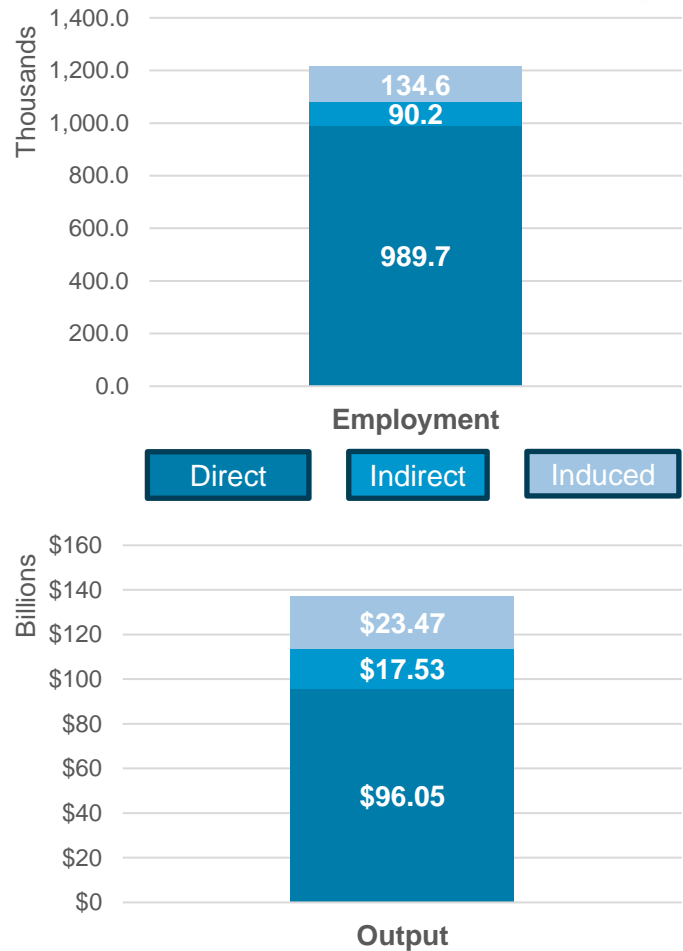
Induced Effects

How employees of public charities spend their wages and earnings.

= TOTAL IMPACT

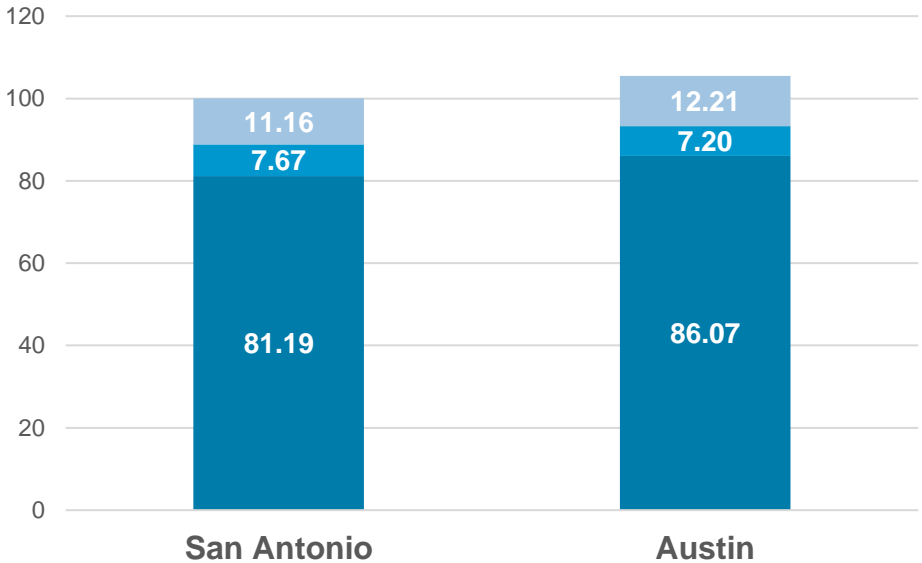
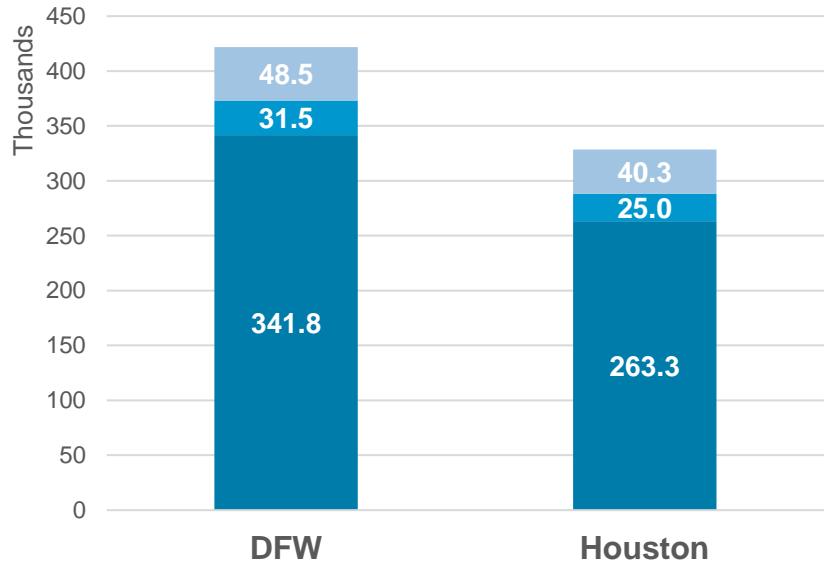
Across Texas

- Public charity spending supports almost one million employees through direct effects
- Indirect and induced effects support the employment of an **additional 224,000 Texans**
- Public charities spent **\$96 billion** in 2019 and supported an additional **\$41 billion** through indirect and induced effects
 - That's an additional **\$0.43** generated for each dollar spent by public charities



By Region

Regional Employment



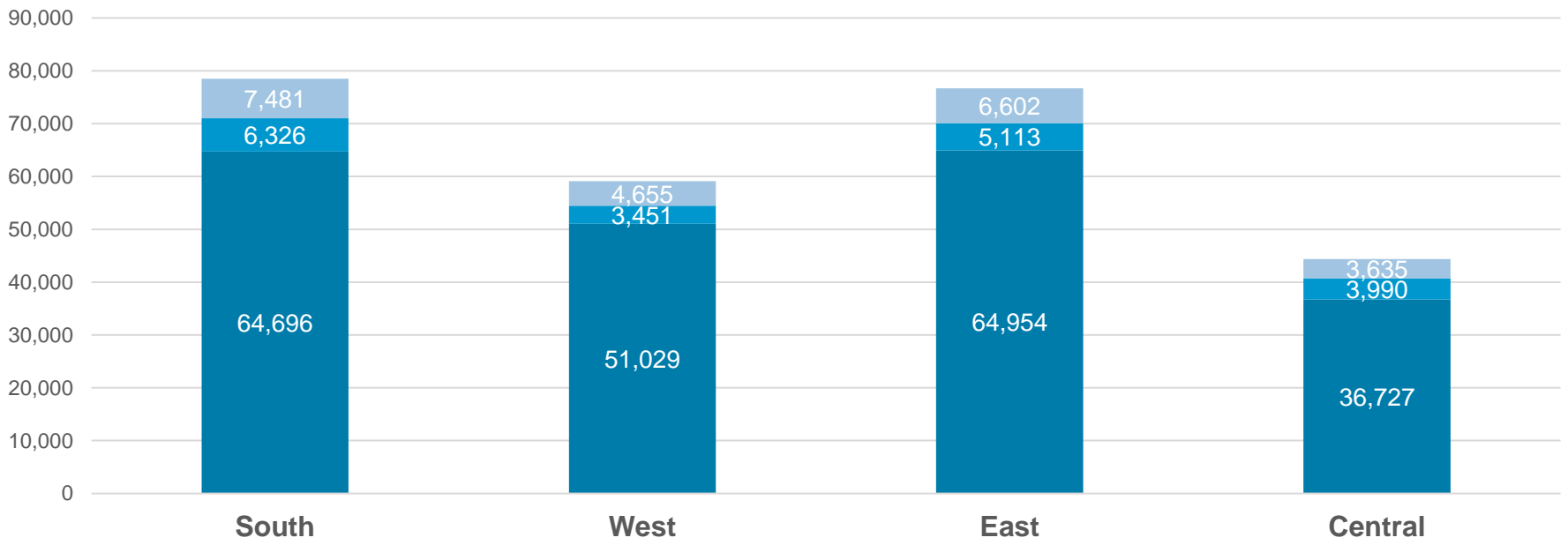
Direct

Indirect

Induced

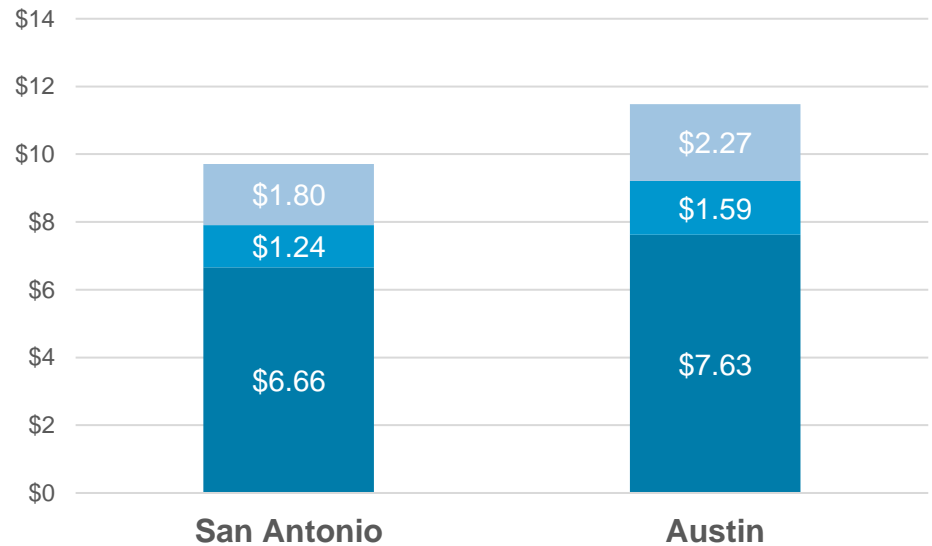
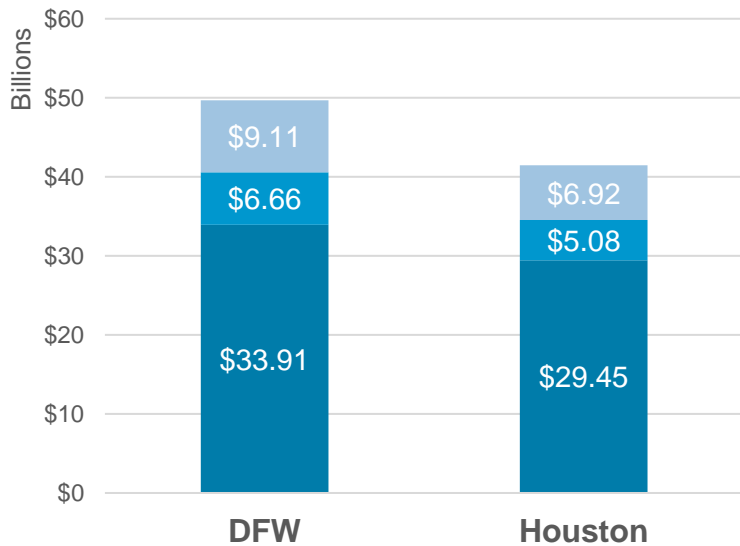
By Region

Regional Employment



By Region

Total Economic Output



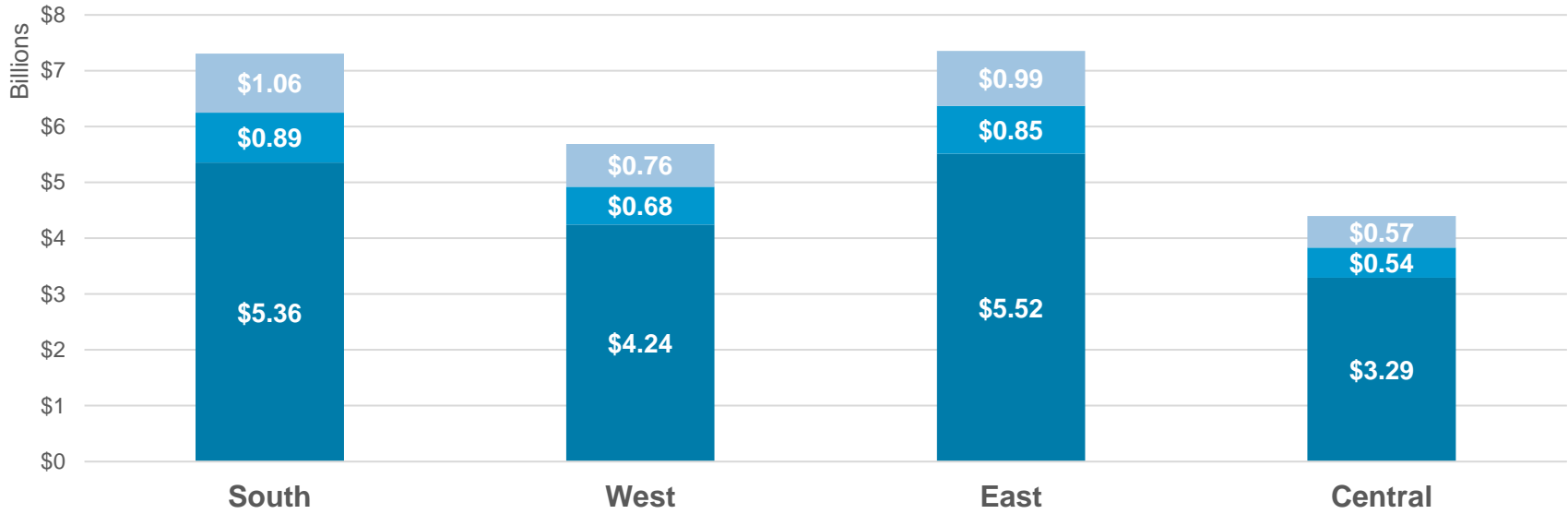
Direct

Indirect

Induced

By Region

Regional Total Economic Output

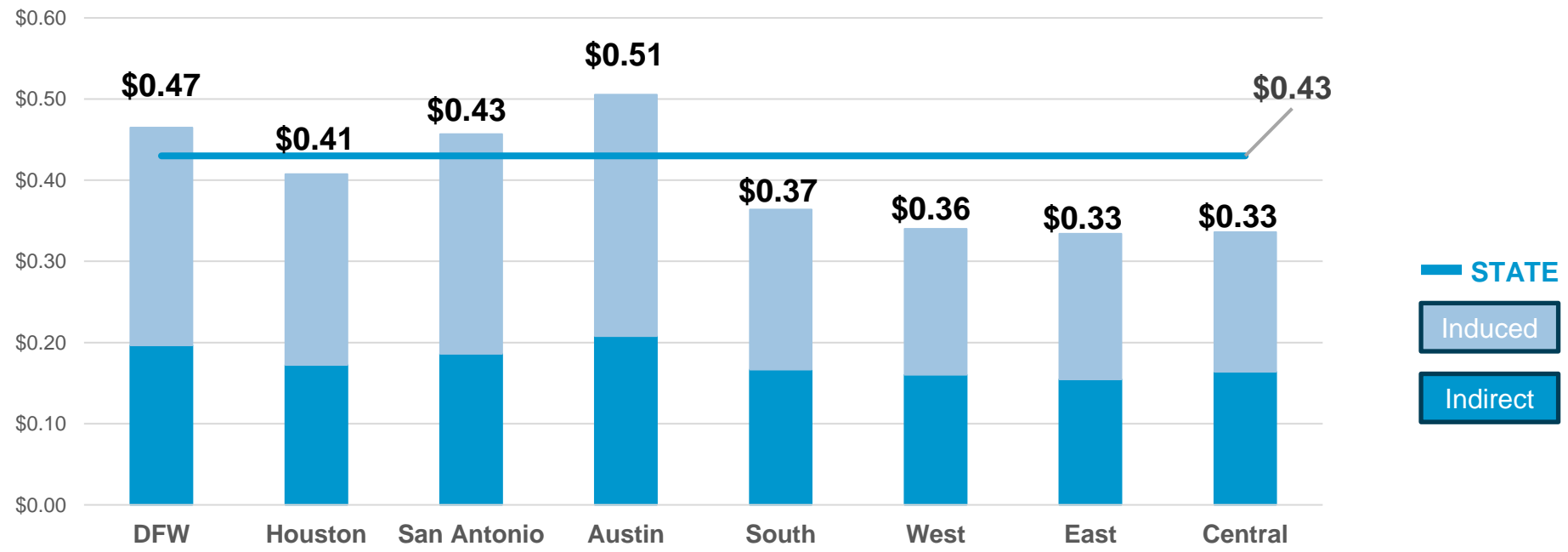


Direct

Indirect

Induced

Every dollar spent by public charities, generates an additional...



towards the state's economy through indirect and induced effects.

Built for Texas Toolkits

- Overview flyer
- Webinar & slides deck
- Promotional graphics
- Key messages
- Targeted audience one pagers
& more!



Key Messages

- **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**.



Share Your Story!

“The world cannot be understood without numbers. But the world cannot be understood with numbers alone.” – Hans Rosling

Your story has power!

- Which would you rather read?
 - Paragraphs of statistics?
 - A meaningful story with a statistic sprinkled in to highlight your points?
- Which data/insight resonates with you?
- How can you relate to these data/insights?
- What do you wish people understood about our work?

Your story has power!

- Document your stories now!
 - Post on LinkedIn or other socials
 - Write out your stories in a document
 - Share with your networks
- Remember to look back at what you are writing in the future
 - What has changed?
 - How have you adapted?
 - How has the world changed?

Take Action!

Public Sector Tools:

- Who Represents Me?
- NCSL (National Council of State Legislatures)
- GovTrack.us (can search and set alerts for legislation on specific topics)
- Thorian.AI, search legislation by topic and see its progress (free, but you have to request an account)

[Home](#) / Results

Learning Engine

Get structured, detailed responses to any question using the most advanced AI models. Perfect for learning about the topic. Get started by using one of these example queries:

List all bills related to artificial intelligence

What are the primary objectives of SB 2?

List all bills related to disaster preparedness and emergency response

What is HB 1709 about?

List all bills related to the electric grid

What are the goals of HB 151?

What are the bills targeting gun rights?

What does HB 1208 aim to do?

List all bills related to border security

Query

Model: **Mini** Large ⓘCollection: **Legislature bill data** ⓘResponse Mode: **Paraphrase** ⓘTags: **Add tags** ⓘ

Several Texas bills under consideration could impact **501(c)(3) organizations**:

- **SB 721** could affect 501(c)(3) organizations that assist, refer, or encourage a woman to obtain an abortion by prohibiting the disbursement of certain economic and tax incentives to these entities [\[7\]](#).
- **SB 934** concerns nonprofit organizations organized under the laws of China, Iran, North Korea, or Russia [\[8\]](#). It restricts:
 - Purchases of critical electric grid equipment from these organizations [\[8\]](#).
 - Repair after December 31, 2025, of critical electric grid equipment interconnected in the ERCOT power region using equipment purchased from these organizations [\[8\]](#).
- **HB 3033** relates to a grant program for nonprofit organizations supporting the Department of Public Safety [\[4\]](#). A person applying for an original or renewal driver's license or personal identification certificate may contribute \$3 or more to the grant program [\[4\]](#). The department will include space on the application for a person to indicate the amount that the person is voluntarily contributing to the grant program [\[4\]](#). The department shall send any contribution to the comptroller for deposit to the credit of the nonprofit organizations supporting the Department of Public Safety account not later than the 14th day of each month [\[5\]](#) [\[6\]](#). The department may deduct money equal to the amount of reasonable expenses for administering this section [\[5\]](#) [\[6\]](#). The department shall establish and administer a grant program for and shall disburse funds to nonprofit organizations that provide support to the department, including support for employees of the department [\[6\]](#).
- **HB 3232** concerns a strong families credit against certain taxes for entities that contribute to certain organizations [\[10\]](#).
 - A taxpayer that makes a designated contribution that meets the requirements of Subchapter P, Chapter 171, Tax Code, is entitled to apply

Source

[File Manager: HB03033L.pdf / page 1](#)

Tags

Bill HB 3033 State Finances--Management & Control (I0748) IDENTIFICATION CARDS (S0074) Craddick
Republican Tom Craddick Vehicles & Traffic--Driver's Licenses (I0840)
Crimes--Against Persons--Sexual (I0171) Craddick, Tom Charitable & Nonprofit Organizations (I0055)
PUBLIC SAFETY, DEPARTMENT OF (V0251)

Page 1 Content

Reference No. 4

Source 4:

Page 1 Content

Document title: HB 3033 - Introduced - Bill

Document authors: Representative Tom Craddick (Republican)

Tags: Bill, HB 3033, State Finances--Management & Control (I0748), IDENTIFICATION CARDS (S0074), Craddick, Republican, Tom Craddick, Vehicles & Traffic--Driver's Licenses (I0840), Crimes--Against Persons--Sexual (I0171), Craddick, Tom, Charitable & Nonprofit Organizations (I0055), PUBLIC SAFETY, DEPARTMENT OF (V0251)

By: Craddick

H.B. No. 3033

Reach Out!

Following on some of Sonal Shah's Points yesterday:

- **Don't forget our consistent message** (you can use the points from the toolkit)
- **Share your stories** and how they relate to some of the data we have
- **Adapt** parts of your message to your intended audience (for example, the mayor won't be as concerned with state-wide data as a senator)
- Reach out **consistently** and in different ways
 - Good news, we already got you started!
 - Drop off a letter, call, attend town halls, email...there are many options that are manageable and relatively pain free!

A quick example: (TX house representative)

Representative Dyson,

Last month, nonprofit leaders from across the state stopped by your office as part of the Texas Nonprofit Summit and shared information about the nonprofit sector in our district and how it supports and strengthens Texas' economy. I wanted to follow up with you and share how my work and experience in the nonprofit sector have shaped me and how vital it is to support the sector in our district and across the state.

You may have noticed in the report that almost half of the nonprofits in your district were founded in 2010 or later. This is a trend we see across the state: young organizations working to make a positive impact on their communities. I have served on the board of one of these young organizations for two years and know the struggles of trying to make a positive impact on the community all too well.

Additionally, I have served as an advocate at the Sexual Assault Center of the Brazos Valley for many years. SARC closely works with and was founded in collaboration with the district attorney's office. I'd love to chat about how the nonprofit and public sectors can continue to work together to make the district safe for everyone. I think that HB3033 could be a tool to support organizations like this by allowing DMV applicants to make small donations that are allocated to their local sexual assault resource center.

I would appreciate discussing the importance of the nonprofit sector with you, as we are both volunteers at various Brazos Valley organizations and share a common commitment to a strong Texas economy and workforce. Please don't hesitate to contact me at nicolecollier@gmail.com

A quick example: (TX house representative)

Reminder of TX nonprofit strong and Built for Texas

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Call back to a data point

You may have heard that almost half of the nonprofits in your district were founded in 2010 or later. This is a trend we see across the state: young organizations working to make a positive impact on their communities. I have served on the board of one of these young organizations for two years and know the struggles of trying to make a positive impact on the community all too well.

My rep's website mentions his work with the DA

Additionally, I have served as an advocate at the Sexual Assault Center of the Brazos Valley for many years. SARC closely works in collaboration with the district attorney's office. I'd love to continue to work together to make the law a tool to supporting organizations. I think that HB3033 could be a tool to supporting organizations by helping DMV applicants to make small donations that are allocated to their local sexual assault resource center.

Reference to present legislation

A call to continue engaging

I would appreciate discussing the importance of the nonprofit sector with you, as we are both volunteers at various Brazos Valley organizations and share a common commitment to a strong Texas economy, and workforce. Please don't hesitate to contact me at nicolecollier@gmail.com

In conclusion:

- Your stories give this data its soul
- Advocacy can take many forms
- Use the resources available to you to share your work and the importance of our sector