



Nonprofit Issues National Survey

SEPTEMBER 2023

Key Findings

1. Americans overwhelmingly support restoring and expanding a charitable deduction for everyone.
2. Momentum for nonprofit engagement and education of lawmakers remains strong.
3. Huge majority support nonprofits having an official “seat at the table.”
4. Americans overwhelmingly support extending federal employer tax credits to nonprofit employers. Messages that highlight how nonprofits address pressing challenges and uplift those in need help drive down opposition and increase support.
5. Strong support for keeping the ban on charities endorsing candidates and political parties, inclusive of political party or church attendance.
6. Americans are most likely to support or donate to nonprofits when they advocate for an issue impacting their community and issues they care about.



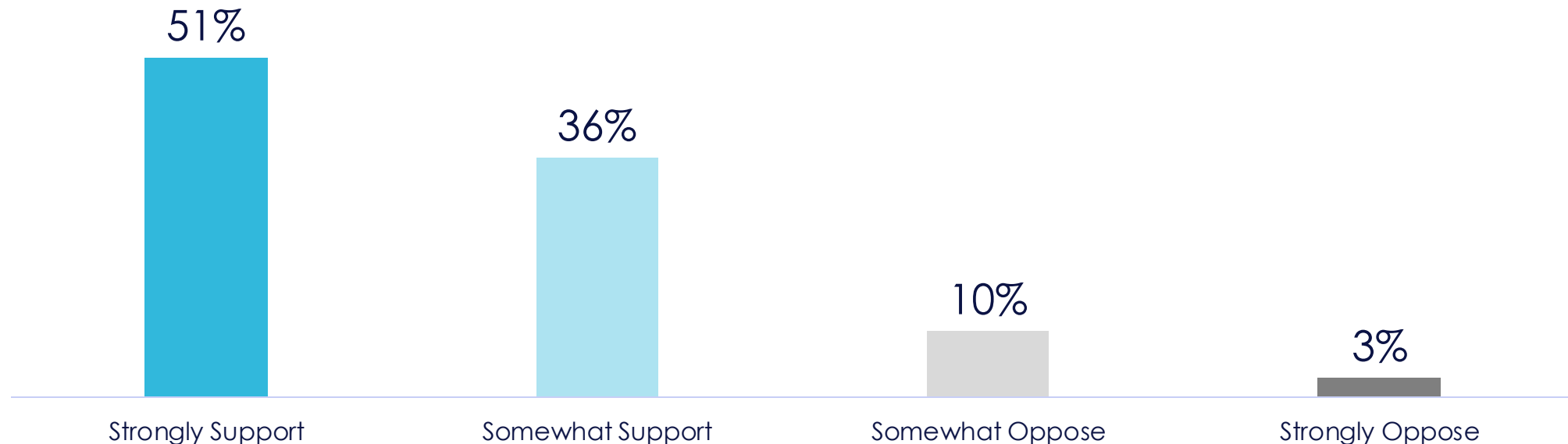
Expanding Charitable Tax Deduction

87% Support Restoring \$300 Deduction

About 90% of Americans cannot claim a deduction for their charitable contributions. Congress previously passed a law allowing everyone to claim a charitable tax deduction of up to \$300, but let it expire in 2021. Would you support or oppose restoring the law that allows everyone to receive a tax break when they make charitable contributions?

August 2023: Total Support: 87% | Total Oppose: 13%
August 2022: Total Support: 85% | Total Oppose: 15%
December 2021: Total Support: 88% | Total Oppose: 12%

90% of voters who have inflation as one of their most important issues would support restoring the \$300 deduction

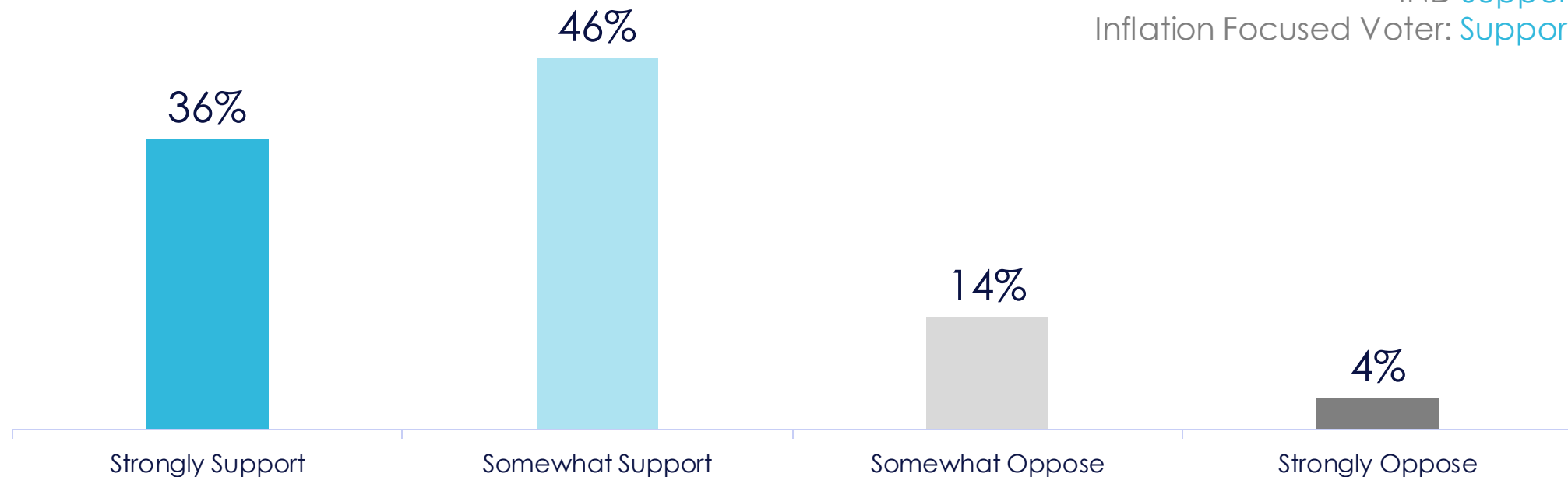


82% Support Tax Deduction For Up To \$4,500

Would you support or oppose expanding the charitable tax deduction for donating up to \$4,500 for every American?

August 2023: Total Support: 82% | Total Oppose: 18%
August 2022*: Total Support: 77% | Total Oppose: 23%
December 2021*: Total Support: 74% | Total Oppose: 26%

Frequent Churchgoers: Support: 81%
Infrequent Churchgoers: Support: 82%
Never Churchgoers: Support: 84%
GOP Support: 80%
DEM Support: 85%
IND Support: 83%
Inflation Focused Voter: Support: 83%

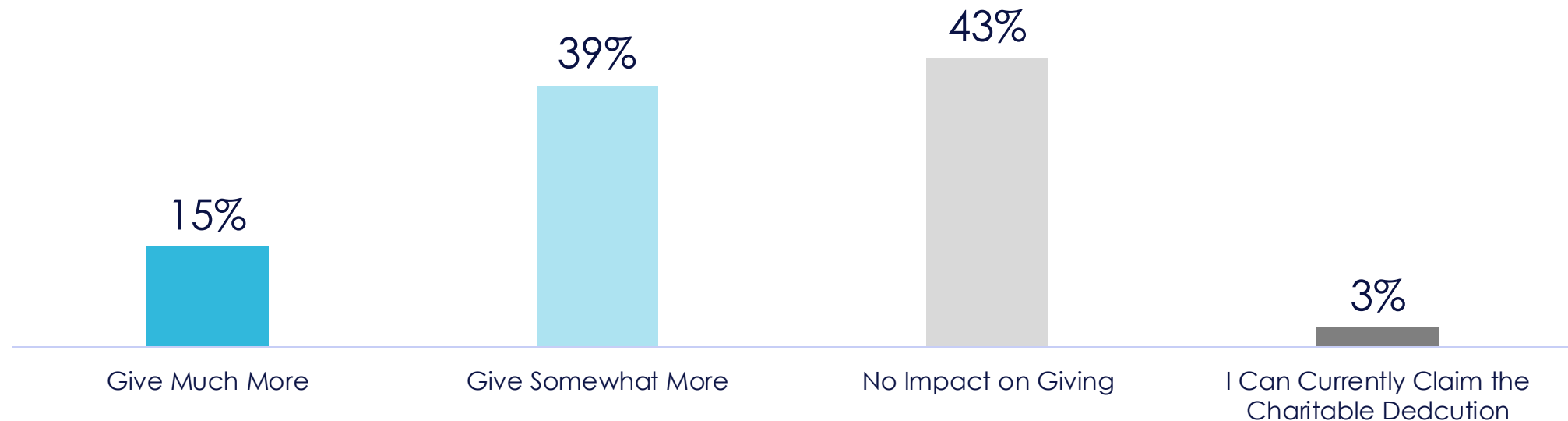


*Donating up to \$4,000 was asked in 2021 and 2022

53% Say if They Could Claim a Charitable Deduction, They Would Be Inclined to Give More

How do you think your own charitable giving would be influenced if you were newly able to claim the charitable deduction? Do you think you would give MUCH more overall to charity, give SOMEWHAT more to charity, or do you think a tax deduction wouldn't have any impact overall on your donations to charities?

Total Would Give More: 53% | Total Oppose: 47%
Inflation Focused Voters Total Would Give More: 52% | Total Oppose: 48%

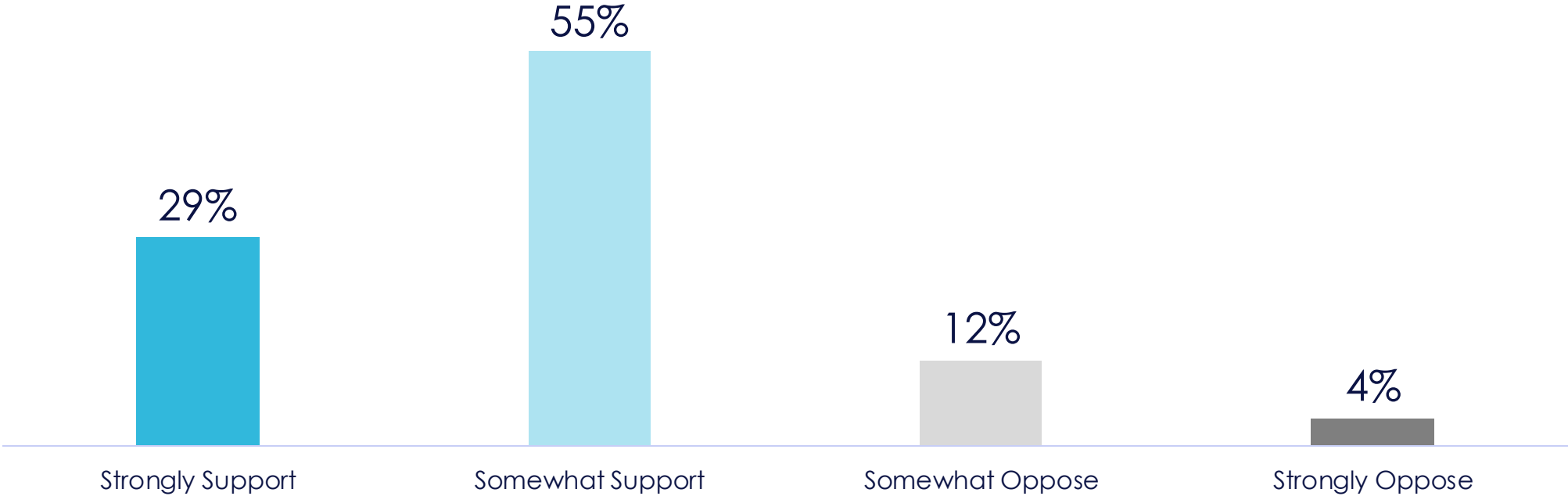


Nonprofit Employers Messaging

84% Support Extending Business Tax Credits

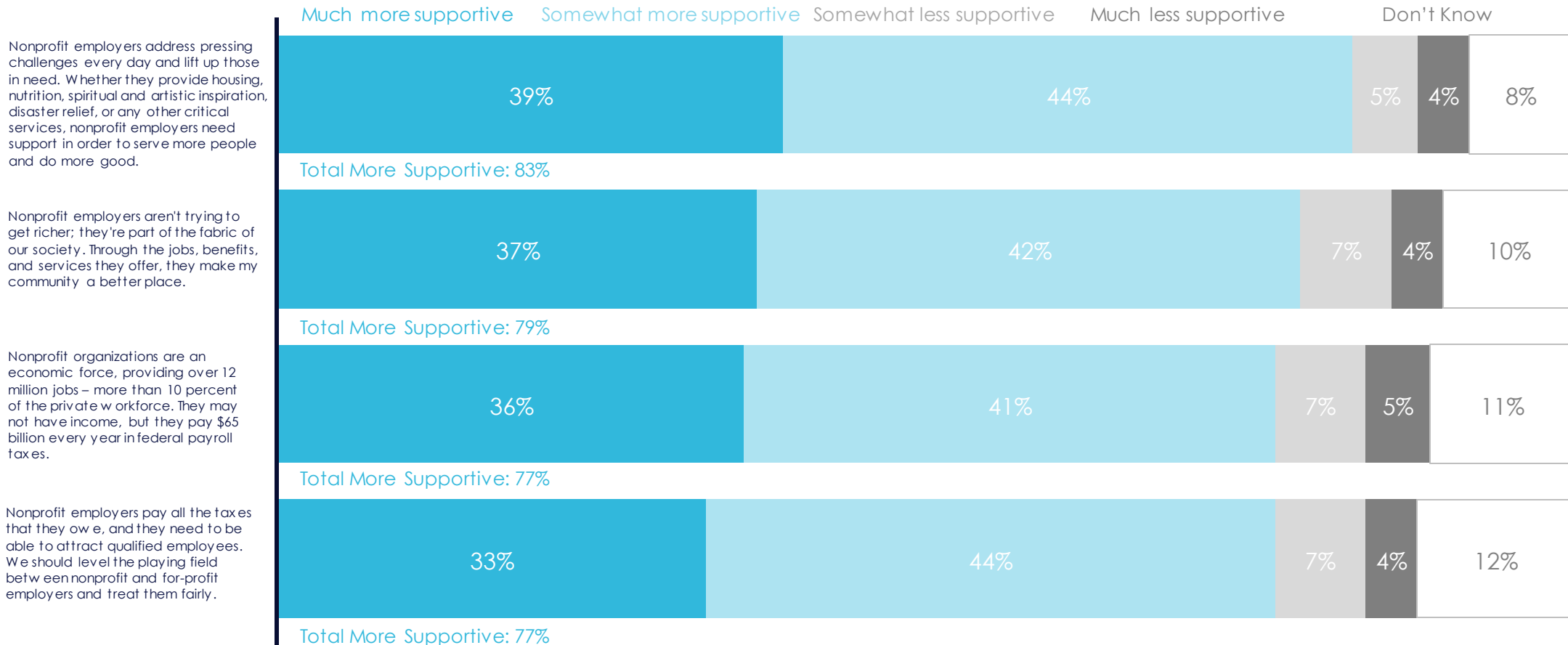
Nonprofit organizations are major employers but are currently excluded from federal business tax credits for offering their employees childcare, retirement plans, or paid family leave. These credits usually focus on income tax, and nonprofits by definition do not have income. Some people have proposed that we should extend these credits to nonprofit employers. Would you support or oppose this proposal?

Total Support: 84% | Total Oppose: 16%



Nonprofit Employers Messaging

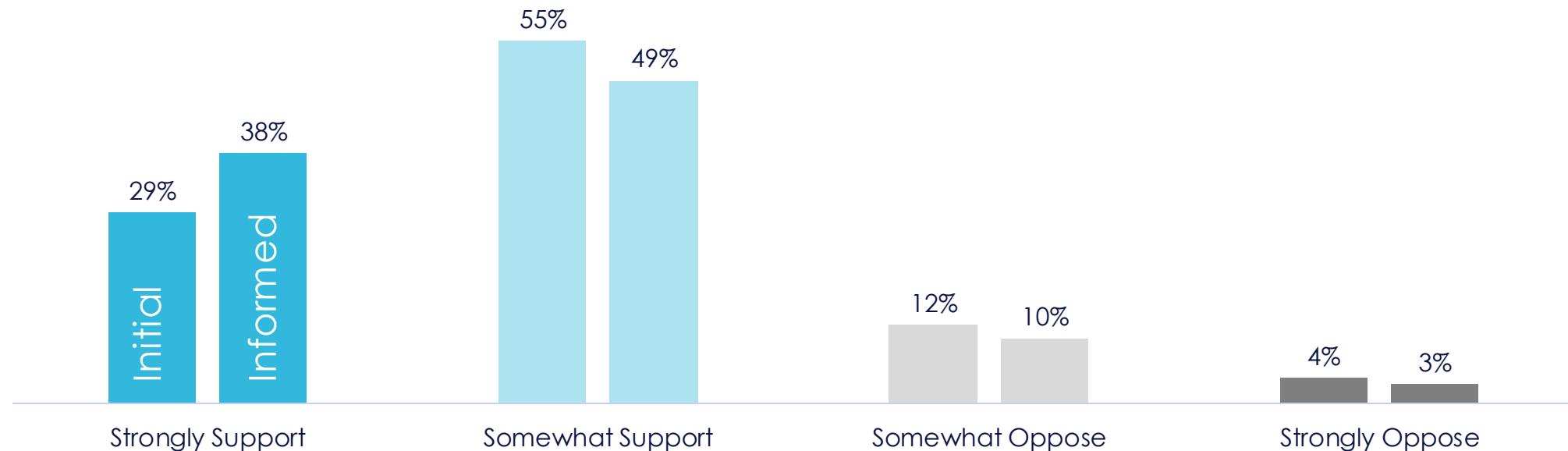
Now you are going to read some statements regarding nonprofit employers. After each statement, please indicate if this information makes you more supportive or less supportive of a proposal to extend tax credits to nonprofit employers that are currently only available to for-profit employers.



87% Support Extending Credits After Messaging

Now that you've read a bit more, would you support or oppose a proposal that would extend tax credits to nonprofit employers?

Initial: Total Support 84% | Total Oppose: 16%
Informed: Total Support 87% | Total Oppose: 13%

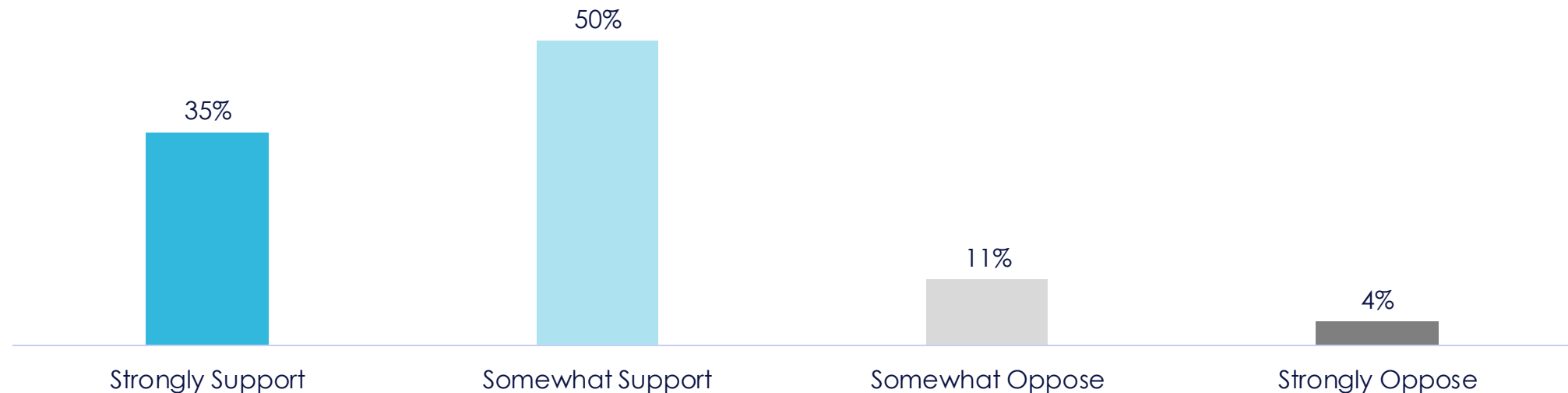


Nonprofit Involvement in Government, Politics, and Their Communities

85% Support Giving Nonprofits a Seat At The Table

Nonprofits have a deep understanding of the communities they serve, but currently have little representation in the federal government. Would you support or oppose a proposal giving nonprofits an official “seat at the table” with the federal government in order to better collaborate and better solve challenges facing local communities?

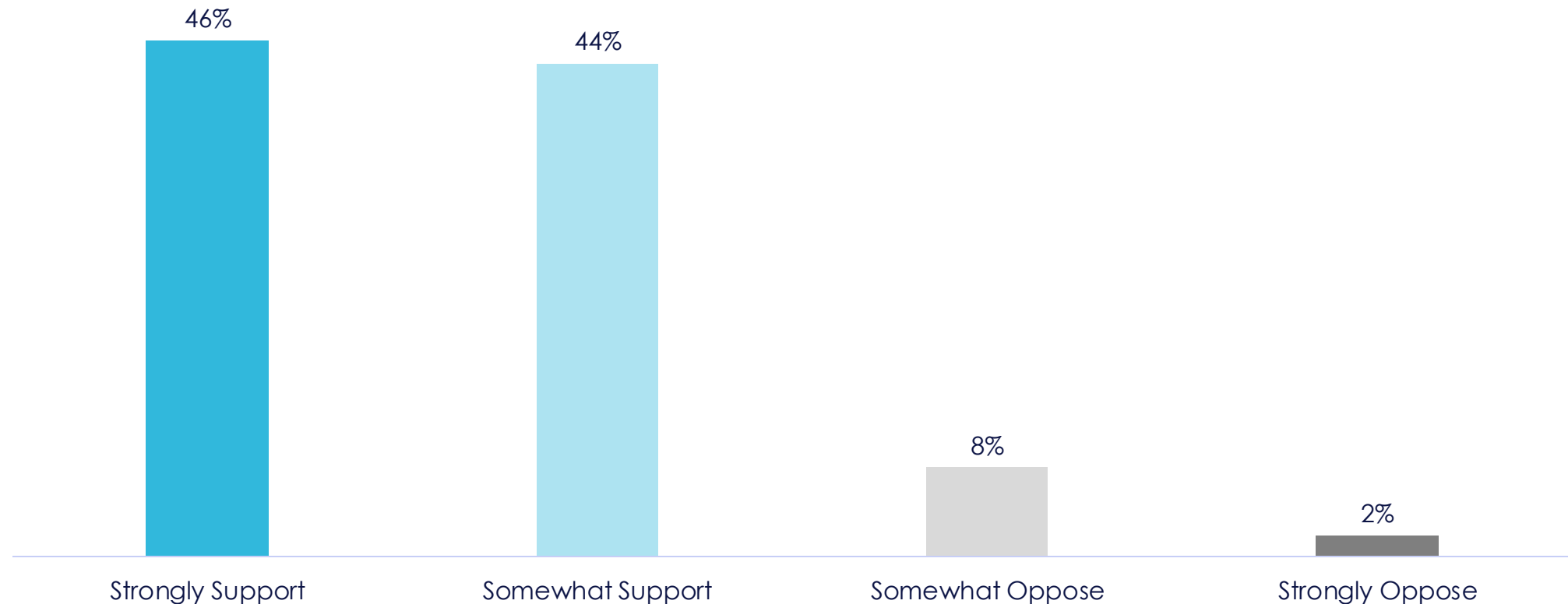
August 2023 **Total Support: 85%** | Total Initial Oppose: 15%
August 2022 **Total Support: 84%** | Total Initial Oppose: 16%



90% Support Nonprofits Educating Policymakers and Businesses

Would you support or oppose local charities educating policymakers and businesses about the needs of the communities they serve?

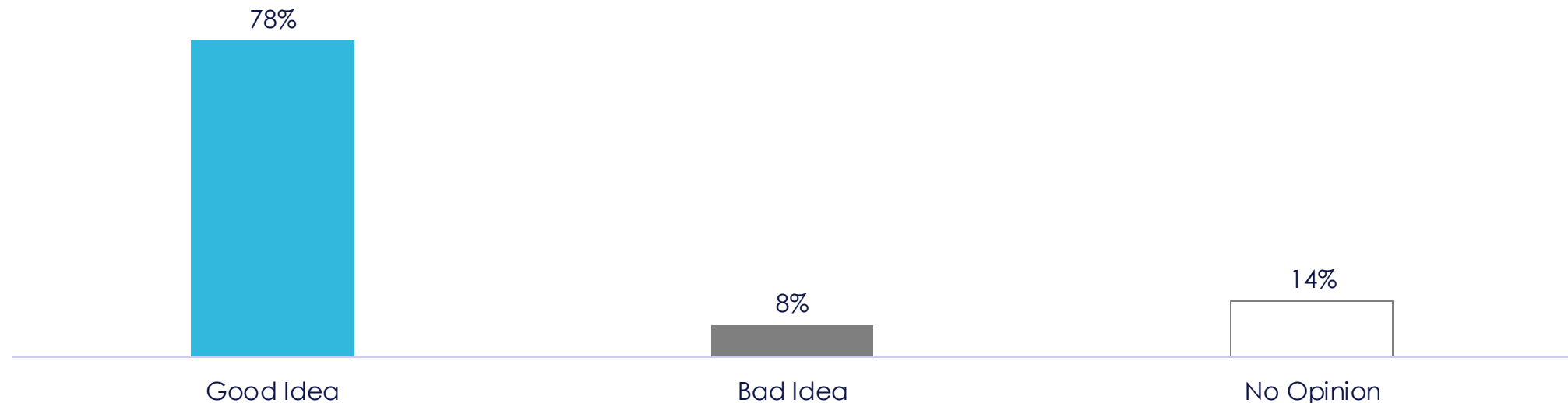
Total Support: 90% | Total Oppose: 10%



78% Think Voting Assistance A Good Idea

Currently, nonprofit organizations including senior centers, faith-based institutions, and local soup kitchens are allowed to help members of their communities vote by providing language assistance, assisting in voter registration updates, and raising awareness about important election dates. Do you think it is a good idea or a bad idea for these charities to offer these services?

August 2023: **Good Idea: 78%** | Bad Idea 8% | No Opinion 14%
August 2022*: **Good Idea: 72%** | Bad Idea: 10% | No Opinion: 18%



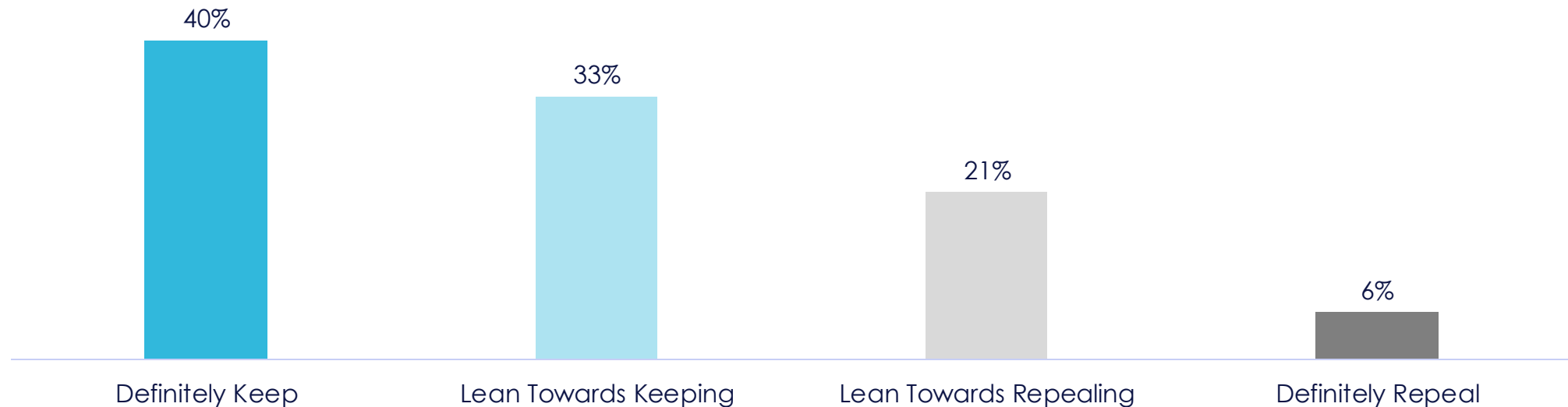
*In 2022 the question was phrase as "Currently charities, like museums, homeless shelters, and community centers, are allowed to help members of their communities vote by providing language assistance, assisting in voter registration updates, and raising awareness about important election dates. Do you think it is a good idea or a bad idea for these charities to offer these services?"



73% Keep Johnson Amendment

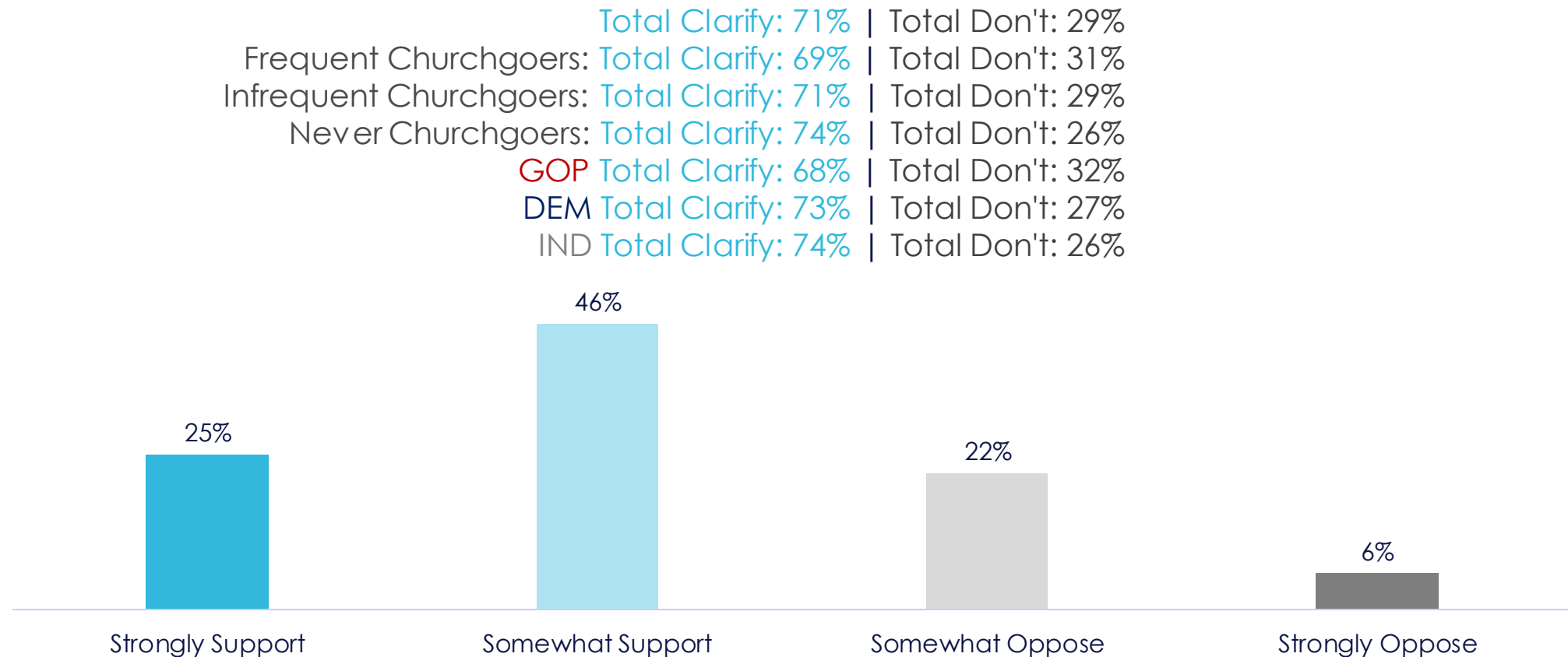
The Johnson Amendment is a provision in the US Tax code from 1954 that prohibits charitable organizations, including churches from either endorsing or opposing political candidates. Do you think that we should keep the law in place and continue to prohibit these organizations from endorsing political candidates, or should we repeal the law and allow charities and churches to endorse political candidates?

Total Keep: 73% | Total Repeal: 27%
Frequent Churchgoers: Total Keep: 68% | Total Repeal: 32%
Infrequent Churchgoers: Total Keep: 71% | Total Repeal: 29%
Never Churchgoers: Total Keep: 79% | Total Repeal: 21%
GOP Total Keep: 66% | Total Repeal: 34%
DEM Total Keep: 76% | Total Repeal: 24%
IND Total Keep: 76% | Total Repeal: 24%



71% Support Policies Clarifying Dos and Don'ts For Nonprofits

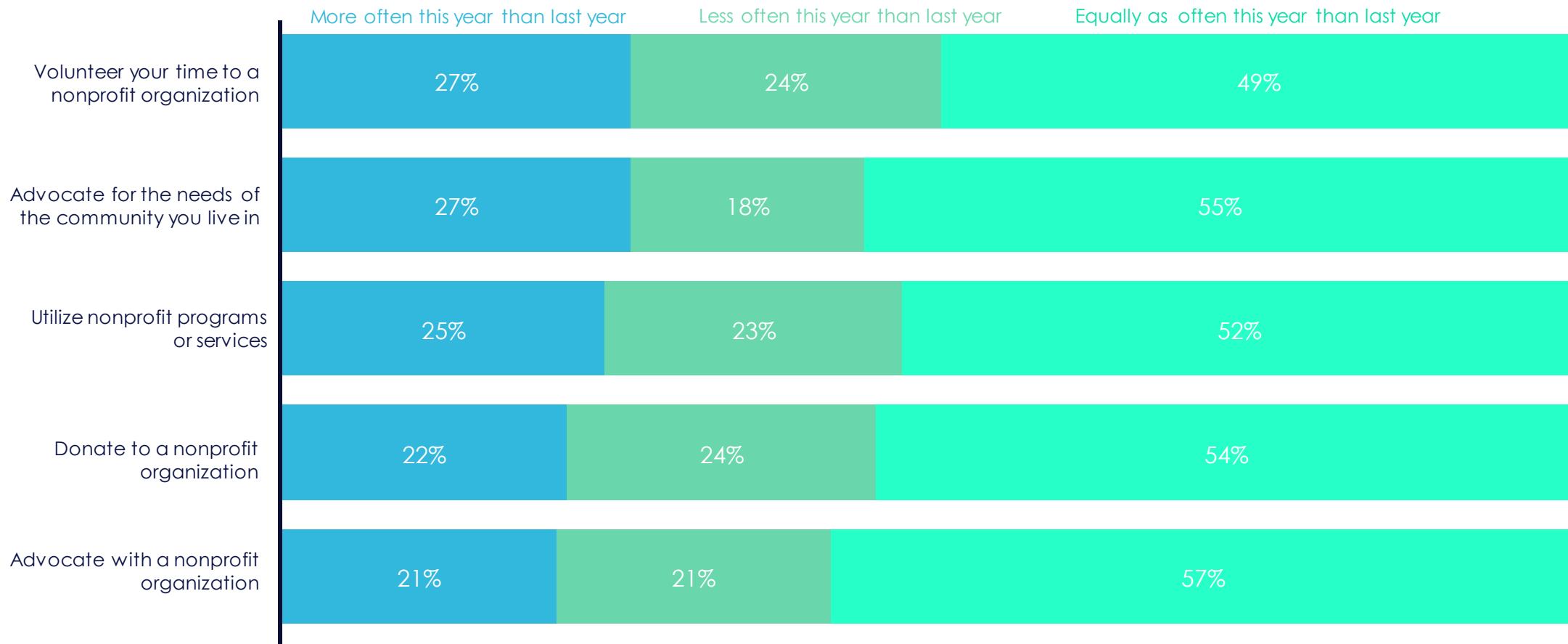
While charities are not allowed to be involved directly in political campaigns, they are allowed to speak out on issues that matter to them and their community. However, the law that governs what Charities can or cannot say or do has many gray areas and can be difficult for charities to understand. Would you support or oppose policies that keep in place the ban on endorsing candidates and political parties and establish a clearer definition of what is and is not allowed when conducting nonpartisan civic engagement?



Individual Engagement With Nonprofits

Voter Engagement With Nonprofits

Now you are going to read some ways individuals may engage with nonprofit groups, such as churches, school groups, animal shelters, community centers, local food banks, and museums in their community. Please indicate whether you plan to engage in this activity more often, less often, or equally as often as you engaged in the activity last year.



Nonprofit Engagement by Most Important Issue

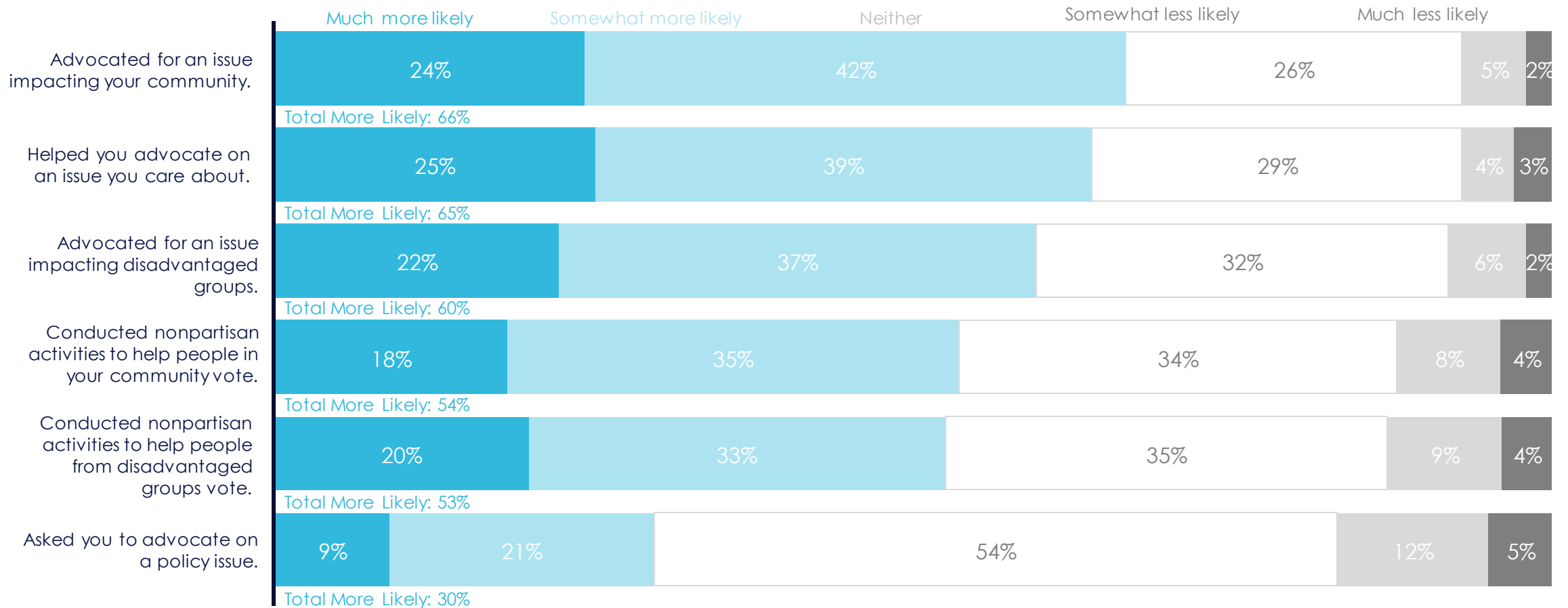
	TOP ISSUE						
	National	Inflation a top issue for 75%	Crime a top issue for 25%	Environment a top issue for 23%	Education a top issue for 19%	Protecting Abortion Rights a top issue for 17%	Illegal Immigration a top issue for 14%
Volunteer your time to a nonprofit organization.	27%	26%	31%	31%	36%	24%	24%
Advocate for the needs of your community you live in.	27%	24%	31%	32%	44%	26%	19%
Utilize nonprofit programs or services.	25%	24%	27%	26%	32%	21%	16%
Donate to a nonprofit organization.	22%	18%	29%	28%	31%	22%	14%
Advocate with a nonprofit organization.	21%	19%	23%	26%	34%	23%	14%

Sorted by engaging **more often** this year than last year



Appeal of Nonprofit Actions

Now you are going to see a list of actions a nonprofit organization may engage in. Please indicate whether you would be more likely or less likely to donate to this nonprofit organization if they engaged in each action.



Appeal of Nonprofit Action by Most Important Issue

	TOP ISSUE					
	Inflation	Crime	The Environment	Education	Protecting Abortion Rights	Illegal Immigration
Advocated for an issue impacting your community.	24%	24%	27%	31%	30%	19%
Helped you advocate on an issue you care about.	26%	27%	30%	28%	33%	14%
Advocated for an issue impacting disadvantaged groups.	22%	23%	26%	29%	32%	10%
Conducted nonpartisan activities to help people in your community vote.	18%	16%	24%	22%	27%	12%
Conducted nonpartisan activities to help people from disadvantaged groups vote.	19%	13%	29%	26%	32%	9%
Asked you to advocate on a policy issue.	8%	9%	8%	14%	9%	8%

Sorted by much more likely to donate

Increasing Advocacy Popular Among Those Open to Volunteering and Donating

44%

Said they are "more likely" to donate to all three advocacy statements. (Helped you advocate on an issue you care about, advocated for an issue impacting your community, and advocated for an issue impacting disadvantaged groups).

80%

Said they are "more likely" to donate to at least one of the three advocacy statements.

Among these groups who indicate that engagement in advocacy plays a role in their decision to donate, a higher percentage express intentions to increase their volunteer commitments and elevate their charitable contribution. **Enhanced advocacy efforts by nonprofits hold the potential to influence a large group of individuals who are open to volunteering and increasing their charitable donations.**



Methodology



1000 interviews
among self-
identified voters
nationwide



All interviews
conducted
online



Conducted
August 18th – 23, 2023



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