



## The Nonprofit Coalition Connection

### Marketing Toolkit

The [Nonprofit Coalition Connection](#) is a nonpartisan resource that supports coalition building and advocacy engagement for nonprofit and philanthropic organizations, academic institutions, government agencies, and others. Independent Sector is currently collecting and compiling coalition data as we prepare to launch our Nonprofit Coalition Connection Directory in 2024. [Register your coalition today](#) to help advocates identify, access, and engage with similar organizations working to advance policies and causes for the greater good. Use the enclosed items to inform your coalition's stakeholders and members.

### Social Media Graphics

#### Social Media Graphics 1

Download here: [Facebook/LinkedIn/X](#) | [Instagram Post](#) | [Instagram Story](#)

#### Social Media Graphics 2

Download here: [Facebook/LinkedIn/X](#) | [Instagram Post](#) | [Instagram Story](#)

#### Social Media Graphics 3

Download here: [Facebook/LinkedIn/X](#) | [Instagram Post](#) | [Instagram Story](#)

### Social Media Posts

#### Instagram

Join the Nonprofit Coalition Connection to connect with organizations across the country that are committed to driving better outcomes for all! Visit @IndependentSector to learn more. #NonprofitCoalitionConnection #IndependentSector

Help increase nonprofit policy advocacy rates by joining the Nonprofit Coalition Connection today! Visit @IndependentSector to learn more. #NonprofitCoalitionConnection #IndependentSector

Strengthen your organization's advocacy efforts by joining the Nonprofit Coalition Connection! Visit @IndependentSector to learn more. #NonprofitCoalitionConnection #IndependentSector

## **Facebook**

Join the Nonprofit Coalition Connection to connect with organizations across the country that are committed to driving better outcomes for all! Visit [independentsector.org/coalitions](https://independentsector.org/coalitions) to learn more. @IndependentSector #NonprofitCoalitionConnection #IndependentSector

Help increase nonprofit policy advocacy rates by joining the Nonprofit Coalition Connection today! Visit [independentsector.org/coalitions](https://independentsector.org/coalitions) to learn more. @IndependentSector #NonprofitCoalitionConnection #IndependentSector

Strengthen your organization's advocacy efforts by joining the Nonprofit Coalition Connection! Visit [independentsector.org/coalitions](https://independentsector.org/coalitions) to learn more. @IndependentSector #NonprofitCoalitionConnection #IndependentSector

## **X (Twitter)**

Join the Nonprofit Coalition Connection to connect with organizations across the country that are committed to driving better outcomes for all! Visit

independentsector.org/coalitions. @IndSector #NonprofitCoalitionConnection  
#IndependentSector

Help increase nonprofit policy advocacy rates by joining the Nonprofit Coalition Connection today! Visit [independentsector.org/coalitions](https://independentsector.org/coalitions). @IndSector #NonprofitCoalitionConnection #IndependentSector

Strengthen your organization's advocacy efforts by joining the Nonprofit Coalition Connection! Visit [independentsector.org/coalitions](https://independentsector.org/coalitions). @IndSector #NonprofitCoalitionConnection #IndependentSector

## **LinkedIn**

Join the Nonprofit Coalition Connection to connect with organizations across the country that are committed to driving better outcomes for all! Visit [independentsector.org/coalitions](https://independentsector.org/coalitions) to learn more. @IndependentSector #NonprofitCoalitionConnection #IndependentSector.

Help increase nonprofit policy advocacy rates by joining the Nonprofit Coalition Connection today! Visit [independentsector.org/coalitions](https://independentsector.org/coalitions) to learn more. @IndependentSector #NonprofitCoalitionConnection #IndependentSector

Strengthen your organization's advocacy efforts by joining the Nonprofit Coalition Connection! Visit [independentsector.org/coalitions](https://independentsector.org/coalitions) to learn more. @IndependentSector #NonprofitCoalitionConnection #IndependentSector

## **Digital Newsletter Blurbs**

### **Blurb No. 1:**

Nonprofits achieve big things together. According to research published by Independent Sector, nonprofit coalitions are particularly well-suited to addressing systemic challenges.

To support these efforts, Independent Sector is developing the [Nonprofit Coalition Connection](#), an interactive coalition directory that will make it easier to find new coalitions and recruit new coalition members. Register your coalition's information today!

**Blurb No. 2:**

Attention nonprofit advocates: Independent Sector is developing a one-stop-shop for coalition building! The [Nonprofit Coalition Connection](#) will help organizations scale their policy engagement and advocacy efforts nationwide. Register your coalition's information to connect with organizations who are committed to driving better outcomes for all communities.

**Blurb No. 3:**

Is your nonprofit seeking to join an advocacy coalition or recruit new perspectives to your own coalition? Independent Sector is developing a nonpartisan coalition directory to help nonprofits locate and connect with similar organizations to advance shared interests and policy goals. [Join the Nonprofit Coalition Connection](#) today to enhance your nonprofit's advocacy network!

## Email Template

**Subject:** Register today for the Nonprofit Coalition Connection

**Preheader:** Strengthen your coalition by connecting with others!

Did you know that coalition advocacy is the most efficient and effective way for organizations to speak up for the communities they serve, amplify their constituents' voices, and share intelligence and workloads? In fact, [research](#) commissioned by Independent Sector — a leading national network of nonprofits and grantmakers — indicates that nonprofits that belong to collaborative groups, such as associations or coalitions, advocate at higher rates than those that do not.

That's right — whether tackling a worldwide pandemic, climate change, or racial injustice, advocates can make transformative change when we work together through coalitions and collaborative groups. To expand opportunities for collaboration, Independent Sector is launching a one-stop-shop this fall to expand coalition building for nonprofit and philanthropic organizations, academic institutions, government agencies, and others. Register today for the [Nonprofit Coalition Connection](#).

How Does the Nonprofit Coalition Connection Benefit Coalitions?

The Nonprofit Coalition Connection is a nonpartisan resource that supports coalition building and advocacy engagement for organizations nationwide. Advocates will be able to use the forthcoming coalition directory to:

Identify, access, and engage with similar organizations working to advance a common cause or policy goal; and

Connect with coalitions to combine expertise, skills and resources from various organizations to achieve meaningful change.

Register Your Coalition

Independent Sector is currently collecting and compiling coalition data as they prepare to launch the Nonprofit Coalition Connection Directory this year. [Register your coalition today](#) to invite new and diverse perspectives to your organization!

## **Additional Information**

You can find additional information about the Nonprofit Coalition Connection on the [Nonprofit Coalition Connection webpage](#). At Independent Sector, we are committed to protecting your privacy and ensuring the security of your personal data, per our [Privacy Policy](https://independentsector.org/privacy-policy/). Please submit your questions, concerns, or requests for additional information to [Neisha McGee](#), Independent Sector Manager of Advocacy, Engagement & Mobilization.