

Power Building Activity	Who	What	Why	How	
				<i>In a c3</i>	<i>In a c4+ (high level, check with Bolder Advocacy for nuances & disclosure laws on partisan work & its funding)</i>
Organize	Directly Impacted people (deep base)	Become leaders and take action together that makes demands of people in power that support collective self-interest	Shift power to the impacted	<ul style="list-style-type: none"> Through informal or formal membership (where members are provided for in bylaws which list out members' powers and rights.) Member leadership development Participating in and coordinating organizational bodies Building coalitions and networks Speaking for the organization and its campaigns Issue advocacy and education All c3 permissible advocacy activities 	<ul style="list-style-type: none"> Through informal or formal membership (where members are provided for in bylaws which list out members' powers and rights.) Member leadership development Participating in and coordinating organizational bodies Building coalitions and networks Speaking for the organization and its campaigns Issue advocacy and education Pay dues that increase org capacity to do work to win self-interest All c4 permissible advocacy activities
Mobilize	Tiers of people from broader impacted community (mass base) to mildly concerned supporters	Advocate	Demonstrate power in numbers and commitment to an issue	<ul style="list-style-type: none"> Rallying Changing narrative and culture and telling stories Limited lobbying (Pressuring a legislator in their capacity as legislator) Non-partisan voter education Non-partisan voter registration Etc. 	<ul style="list-style-type: none"> Rallying Changing narrative and culture and telling stories Unlimited lobbying Working on passage or defeat of ballot measures Partisan political activity (candidate-specific GOTV, candidate pipeline dev) Allowable partisan work must take into consideration state and federal election laws

Rev Gen Activity	Who	What	Why	How	
				<i>In a c3</i>	<i>In a c4+ (high level, check with Bolder Advocacy for nuances & disclosure laws on partisan work & its funding)</i>
Mobilize	Tiers of people from broader impacted community (mass base) to mildly concerned supporters	Financially support	Demonstrate personal power and commitment to an issue	<ul style="list-style-type: none"> • Make tax-deductible donations • Pay membership dues (lobbying advantage) • Buy • Fundraise 	<ul style="list-style-type: none"> • Make donations • Pay membership dues • Buy • Fundraise
Mobilize	Institutional Philanthropy (Foundations, LLCs & Hybrids, Labor Unions, Donor Networks)	Financially support	<p>Demonstrate institutional power and commitment to an issue</p> <p>Provide for social welfare</p> <p>Reallocate wealth</p>	<ul style="list-style-type: none"> • General operating or programmatic use widely available • Restricted from being used for electoral or candidate activities (can legally be used for non-candidate GOTV and limited lobbying) 	<ul style="list-style-type: none"> • Grants for c4s less widely available, if given must be used for permissible 501(c)(3) public charity activity except lobbying and voter registration. • Some foundations have c4 affiliates. • Donor networks are key. • Labor and LLC may fund c4 and c5.
Mobilize	For-Profit Businesses	<p>Financially support</p> <p>OR</p> <p>Take for-profit tool set and put it in service of progressive allies and their strategies</p>	<p>Demonstrate corporate power and commitment to an issue</p> <p>Improve brand image and “better society”</p>	<ul style="list-style-type: none"> • Corporate social responsibility programs can include philanthropic donations • Great source of matching gifts for independent campaigns, especially at aspiring social justice companies • New models emerging 	<ul style="list-style-type: none"> • Likely can't be used for political activity • Grant terms or any documentation that accompanies a contribution should be carefully reviewed to understand what, if any, restrictions apply to the funds