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Is this for real? Straight talk about the ERC

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MCN works to inform, promote, connect, and strengthen individual nonprofits and the nonprofit sector.

Together with our 2,200 members, MCN helps nonprofits accomplish their missions for a healthy, cooperative, and just society.

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I struggle with how to answer this basic question. It is often asked by people who are not familiar with our sector but probably felt it was a polite question with a simple answer once they found out what I do professionally.

“So, how are not-for-profits doing these days?” Depending on my mood, one of few things have happened. My conversation partner is:

1. offended by my condescending tone as I start the lecture on why hyphens and adding “for” in nonprofits are stupid;
2. bewildered as I philosophize on why the term “nonprofit” is actually harmful because, as businesses, profits are normal and needed for sustainability; or
3. seeking ways to leave the conversation as I whip out a PowerPoint on my phone to earnestly answer their question.

Remind me next time to just talk instead about THAT third episode of Last of Us or why Bonnie Raitt absolutely deserved that Grammy over Beyoncé.

The truth is, while nonprofits have and continue do great work on behalf of their communities, many in our sector are deeply struggling. Since 2020, Minnesota nonprofits have lost over thirty thousand workers, exacerbated in our sector where about 75 percent of workers identify as women. Women tend to carry disproportionate responsibilities at home, are generally paid less than men, and therefore leave the workforce first and take longer to come back.

As demands from communities continue to increase three-plus years into the pandemic, nonprofit organizations still report workforce and volunteer shortages, stemming from their inability to complete in the job market. External factors including rising costs of housing and child/elder care add burden to candidates, while current workers at all levels within organizations are dealing with epic burnout without an end in sight. Professionals with specialized skills – such as social work and finance - are being wooed away from nonprofits by higher pay, better benefits, and flexible workplaces.

Budgets for nonprofits are increasing without additional output. Inflation and costs of living have certainly impacted worker pay, as well as raised other costs to run a business. We are hearing reports that some audit firms have dropped nonprofit clients because their financials are complicated and costly; while the sector fights against declining public trust and redundant government oversight due to high-profile cases of fraud. Due to lack of internal capacity, awareness, and cumbersome processes, among other obstacles, nonprofits generally missed out on government relief funding such as the Paycheck Protection Programs and the Employee Retention Credit.

When I present about the state of the nonprofit sector, I often see a lot of head nodding from nonprofit staff. For some of us, it helps to know that our struggles are not ours alone. As your membership association, we are here to harness our collective power and voice, and to advocate for our best interests during these challenging times.

In this newsletter, we will highlight some of the work the Minnesota Council of Nonprofits is championing in 2023 to address priorities named by our nonprofit members. We are advocating for statewide policies that will make us stronger employers. We are pushing for systemic reform of state grantmaking to ensure equitable access. We are offering programs to support your finance, human resources, and fundraising teams, and empowering you to adapt internally to the changing needs of the moment. We are supporting YOU as experts in your field who can best speak and advocate with communities you serve. And we continue to advocate for the most vulnerable, highlighting the unique challenges of small nonprofits in rural areas and communities of color.

We are a sector of optimism. We believe in a better world and that world can only be realized if we demonstrate and practice self-care; certainly as individuals, but also as employees, as leaders, as employers, and as organizations. Hat tip to that wise person who created the airline oxygen mask rule.

For me, taking care of myself means actually unplugging during PTO, celebrating small victories, reflecting on the gratitude I feel towards my incredible colleagues, drinking more water, not reading the comments section in the Star Tribune, and probably listening to more Bonnie Raitt.

In community,
Nonoko
As it happens in odd-numbered years, January began with the convening of the Minnesota Legislature to set the state’s budget for the next two-year cycle. What’s different this year? It’s the most diverse group of legislators seen at the Capitol, and they’re getting down to business at an extremely fast pace.

Policymakers and the public learned in early December that the state had a historic forecasted budget surplus of $17.6 billion for FY 2024-25 and a structural balance of $8.4 billion for FY 2026-27. It’s clear Minnesota has the resources to make transformational investments in a more equitable future, with a focus on those who face the greatest barriers to taking part in Minnesota’s prosperity.

MCN nonprofit members see the need for such investments. In MCN’s fall community survey, more than half of respondents said that advocating for state funding for public services so that all Minnesotans can thrive, such as affordable health care and child care, should be among MCN’s top priorities. We also know that many folks, especially low-income and Black, Indigenous, and People of Color (BIPOC) Minnesotans, struggled from economic and health challenges from the COVID pandemic, as well as the disinvestment that preceded it.

The Minnesota Budget Project’s policy priorities this year include investing in affordable child care and health care, tax credits that boost the incomes of folks struggling to get by, and paid time off to ensure people can care for themselves and their families when they are sick. But the ability to make and sustain these and other crucial investments is threatened if policymakers pursue large, untargeted tax cuts that primarily benefit higher-income folks and make our tax system less fair.

One of our top priorities for this year is creating a state Child Tax Credit that would build on the documented success of the federal expanded Child Tax Credit in reducing childhood poverty and hardship, and narrowing racial, income, and geographic disparities in economic well-being.

In 2021, federal policymakers temporarily expanded the Child Tax Credit, increasing the size of the credit that families could receive, expanding the age range of eligible children, making the full value of the credit available to low-income families, and providing some of the credit to families on a monthly basis instead of once a year after they file their income taxes. The results were historic. The expansion of the Child Tax Credit is estimated to have kept 5.3 million people out of poverty, including 2.9 million children. The supplemental poverty measure showed that the percentage of American children living below the poverty line dropped from 12.6 percent in 2019 to 5.2 percent in 2021.

The Minnesota Budget Project has partnered with other advocates, including Children’s Defense Fund–Minnesota, Legal Services Advocacy Project, and the Minnesota Catholic Conference, urging policymakers to create a Minnesota Child Tax Credit that could meaningfully reduce poverty and hardship for everyday Minnesota families.

We are thrilled that Governor Walz and Lieutenant Governor Flanagan have proposed to create a powerful Child Tax Credit that incorporates most of our design principles and would make a substantial dent in child poverty, and that the Legislature is considering Child Tax Credit legislation as well.

Many nonprofit advocates work each day to strengthen families and communities across the state. We’re inviting organizations to sign onto a letter to policymakers supporting the creation of a state Child Tax Credit and join this effort to reduce the short- and long-term harm of poverty and dismantle Minnesota’s deep racial, income, and geographic disparities in financial well-being.

The Minnesota Budget Project team is educating policymakers, partners, and the public about our policy priorities and demonstrating public support to get our priorities across the finish line this session. If you haven’t already, sign up for our Budget News and Tools newsletter to keep up with the fast-moving policymaking in St. Paul.
Is this for real? Straight talk about the Employee Retention Credit
by Sondra Reis, director of e-learning

How many unsolicited emails, voicemails, and mailers about the Employee Retention Credit (ERC) have you received in recent months? How many ads have you heard on the radio or TV? It seems that there are hundreds of firms ready to help you “claim your organization’s share of the largest government stimulus program in history.” (Yes, that’s an actual quote from an actual vendor website.)

Let’s cut through the hyperbole and get to the facts regarding the ERC.

What is the ERC?
The ERC is additional pandemic recovery support available from the federal government. It was first introduced in March of 2020 to incentivize employers to keep paying their workers during the pandemic.

Who is eligible to receive the credit?
Employers who experienced a drop in receipts or were affected by full or partial shut-down on account of government orders may be eligible for this credit. Specifically, when it comes to receipts for 2020, if your organization experienced a 50 percent drop in one quarter (as compared to the same quarter in 2019) or, for 2021, if your organization experienced a 20 percent drop in one quarter (as compared to the same quarter in 2019).

Looking into the credit is definitely worth your time.

Wait, I thought my organization wasn’t eligible because (fill in the blank)...
Some of the confusion about the ERC is because it was modified by Congress several times after it was originally established; most significantly, organizations that received PPP (Paycheck Protection Program) loans were originally not eligible for the credit. In addition, the required revenue decline for eligibility has also changed.

In short, if your organization once believed it was not eligible for ERC, it might be worth your time to double check that assumption.

Should my organization look into its eligibility?
Absolutely! MCN believes that hundreds of Minnesota nonprofits may be eligible without realizing it. We also believe that organizations may think they are eligible but are not sure what to do about it. This credit could represent millions of dollars in additional support for nonprofits and the work that they do to support the community.

Great! So who do I turn to for help?
We recommend that you reach out to up to three firms to discuss their ERC services, including your audit firm and your payroll provider. A third option might be a firm that specifically helps organizations determine their eligibility for various tax credits, including the ERC.

MCN is in the process of identifying several firms with experience in working with nonprofit organizations on their ERC calculations and will soon have designated individuals at these firms for our members to contact.

What should I ask when calling these firms?
When calling any vendor for any service, it is helpful to know if they have served organizations that are similar in nature to your organization. Specifically for the ERC, your questions should include:

• Have you worked with nonprofits to claim the ERC? If so, how many?
• Have you worked with Minnesota entities? If so, how many?
• What’s your fee? When is it due?
• What types of assurances do you provide that your work (both the calculations and the determination of eligibility) will be accurate in case of an IRS audit? Will you provide audit defense?

What’s the risk in working with a firm that doesn’t provide audit defense?
Your organization—not your ERC preparer—is responsible for any information that is provided to the IRS. The IRS has noted that many firms have popped up specifically to help employers file the ERC and may be incorrectly advising organizations to claim the ERC when they may not qualify. Some third parties are taking improper positions related to taxpayer eligibility for, and computation of, the credit.

Be aware that nonprofits who claim the ERC are responsible for the information reported; the preparer is not. Improperly claiming the ERC could result in nonprofits being required to repay the credit along with penalties and interest.
Prioritizing nonprofit voices in state grant reform

by Marie Ellis, public policy director

Have you ever had difficulty applying for or managing a state grant and thought “there must be a better way!”? You are not alone!

Acknowledging a problem is a first step to fixing it. Good news: our state acknowledged earlier this year that often its models for grantmaking and grant administration require “communities to ‘fit in’ to systems that are rigid, inflexible, and in some instances, replicate harm and exacerbate existing opportunity gaps.”

Ask any nonprofit grantwriter about their experience with government funding and you’ll probably get an earful on the myriad frustrations that come along with this type of revenue, whether it be federal, state, or county dollars. You may hear about how the allowable uses of the funding are limited in a way that hinders their nonprofit work, that the evaluation metrics don’t match the goals of the program, that applying for and reporting on these grants is unnecessarily time-intensive, or that the reimbursement payment methods exclude small nonprofits.

At the same time, partnering with government is critical for a lot of nonprofits. Many nonprofits rely on government funding as a significant source of their revenue. On the flip side, partnering with nonprofits is critical for government! Government relies on nonprofits to perform crucial services. In fact, that reliance is to the tune of about $500 million annually (and that’s not including federal money that is passed through the state, or state money that is passed to nonprofits through the counties).

We know this is a pain point for so many of you. In MCN’s last member survey, 70 percent said “Government funding for issues/populations related to our mission” is a top priority.

A recent report by Minnesota Management and Budget (a state agency itself) notes: “Almost two-thirds of nonprofit leaders who responded to our survey said that the process of applying for a grant was ‘difficult’ or ‘somewhat difficult.’ Almost 80 percent of organizations listed in MCN’s BIPOC Index who responded reported that applying for a grant was ‘difficult’ or ‘somewhat difficult.’”

Minnesota’s grant management is largely decentralized, with the granting agencies like the Department of Human Services or Department of Employment and Economic Development having significant discretion in policy implementation, which we know results in dozens of different ways of having nonprofits request and report on grant funds and utilizes a wide array of supporting technology.

As your nonprofit association, MCN has elevated this issue based on nonprofit feedback in our advocacy for years and is gratified to see the state acknowledge the abundant opportunities for reforming its grant administration. It is often not in a nonprofit’s best interest to explain to the grant officer who oversees their grant for the state all the ways their process is problematic. As your advocate, we are able to bundle all those concerns together and bring them to the state. The great news is that our advocacy is being welcomed at the state, and we see real potential for reforms that alleviate documented pain points.

MCN is supporting state grant reform initiatives that would increase support for grant administrators at state agencies, streamline grant administration, and create a central technology platform that all state agencies would use. There are currently at least 13 different grant management systems used by state agencies. Some agencies don’t even have a systematic grants management platform, and instead rely on a combination of email, online systems, electronic documents, and physical documents to manage grants.

Our most important contribution to this work is ensuring inclusion of nonprofit perspectives if these changes are implemented. Indeed, people who are most often impacted by systemic inequities have the best insights and solutions, and we will create communication pathways between you and the people implementing changes to the state’s grants administration.

You are not alone in your frustrations over government funding processes. We hear you, and will make sure that the state hears you too!

Visit MCN’s policy webpage for more information and subscribe to MCN’s Nonprofit Advocate e-newsletter to receive the latest on state grant reform efforts in the current legislative session.
Nonprofit news & advancements

HousingLink announced Justin Vorbach as programs director, and two new board members, Jaime Stampley and Rico Morale.

The Southwest Initiative Foundation announced Scott Marquardt as president, replacing Diana Anderson who retired after 22 years.

The Partnership for Equitable and Resilient Communities welcomed Acooa Ellis as their executive director.

VEAP named Kari Thompson as its new chief executive officer.

Aeon welcomed Tyler Parette as vice president of resident support and board member Greg Werner.

The Women’s Foundation of Minnesota named Cynthia Bauerly as vice president of strategic initiatives.

The Ivy House announced Trisha Homan as executive director in August 2022.

DARTS welcomed Binrong Zhu as finance director.

The Partnership for Equitable and Resilient Communities welcomed Acooa Ellis as their executive director.

Ananya Dance Theatre welcomed a new managing director, Jennifer Ward, and operations manager, Hadiya Shire, in advance of the retirement of director Gary Peterson.

Lyngblomsten welcomed Cosmina Strain as housing manager.

The Jewish Community Relations Council of Minnesota and the Dakotas promoted Ethan Roberts, J.D. to deputy executive director.

Lifeworks Services, Inc. promoted Lisa Zaspel to chief program officer.

The Animal Humane Society announced the appointment of two new board members, Brenda McCormick and Brian Woolsey.

The Northland Foundation announced five new staff members, Vicki Hagberg as regional director, Christopher Henagin as business consultant, Katherine Lahti as business consultant, Curt Walczak as associate director, and Amanda Vuicich as economic development specialist/small business lender. Ashley Hall was also elected to their board of trustees.

The Minnesota Council of Nonprofits announced the addition of six nonprofit leaders to their board of directors: Sam Amundson, Amy Gray, Feather LaRoche, May yer Thao, Sara Sommarstrom, and Xavier Vazquez.

Submit Your Announcements

MCN member organizations are invited to submit your organization’s awards, staffing announcements, and other news to Laura Dunford. MCN cannot guarantee that all announcements will make it into Nonprofit News.

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Innovative nonprofit hits the road
to deliver abortion and reproductive health services

by John Wurm, membership and communications director

Each year, nonprofits across Minnesota make incredible contributions to our state’s high quality of life. The Minnesota Nonprofit Mission Awards were created specifically to honor these contributions. Since 1987, MCN has been showcasing the work of Minnesota’s outstanding nonprofits through the Nonprofit Mission Awards in the categories of Innovation, Anti-Racism, Advocacy, and Responsive Philanthropy.

Voted by MCN member organizations, we are honored to celebrate the 2022 Mission Award recipient for Innovation, Just The Pill.

Health service delivery has undergone a transformation in the last two years, accelerated by the COVID pandemic. Medical protocols have changed, patient expectations have changed, and health equity is front and center in the minds of many Minnesotans.

Just The Pill was founded in 2020 in the midst of the COVID-19 pandemic to provide access to abortion, contraception, and other sexual and reproductive health services in rural Minnesota. By leveraging technology, the organization has helped reduce barriers to providing healthcare in underserved communities, becoming the first provider to offer telehealth visits and medication abortion by mail in the United States in October 2020.

After identifying obstacles inherent in the existing abortion service model — unaffordable patient fees, lack of language support, long-distance travel, other logistical demands, and hours of patient time spent in the clinic — Just The Pill combined advances in scalable telemedicine with mobile clinics and brought care to the people who most need it, especially low-income, BIPOC, and rural patients.

In May 2022, Just The Pill announced the arrival of two new mobile clinics. The medication abortion mobile clinic is a small van outfitted with technology for telehealth consultation and secure delivery of medication, with the capability to serve 50 patients in an eight-hour day.

The organization’s second, larger van provides patients with a mobile clinic-based procedural abortion. This clinic serves patients who are not eligible for medication abortion (over 11 weeks) or who choose procedural abortion for other reasons. The clinic also offers same-day contraception, including IUDs.

Working with 18 abortion funds in Minnesota and across the country, Just The Pill’s goal is to ensure that money is never a barrier to care. The organization continues to collaborate with practical support organizations and abortion providers in Colorado, Illinois, and other “safe haven” states navigating the increased need for services as a result of the U.S. Supreme Court’s overturning of Roe v. Wade.

At a time of heightened abortion restrictions, Just the Pill’s telehealth/mobile clinic service model has helped to reduce travel burdens and make abortion more accessible. Their service model significantly reduces staffing and provides room for flexibility if a patient needs language support, as well as shortening appointment time from 3-6 hours to 15 minutes, and reducing patient fees to half of in-clinic visit costs.

As a result of Just The Pill’s innovative approach, safe, efficient, and equitable access to abortion has become a reality for many throughout Minnesota, the region, and states across the nation. The Minnesota Council was pleased to present the organization with the 2022 Minnesota Nonprofit Mission Award for Innovation. Learn more about Just The Pill.

Nominate an award-worthy nonprofit!

Do you know a Minnesota nonprofit (maybe yours) doing awe-inspiring work to make positive change in your community? Don’t wait for them to toot their own horn. Do it for them!

Nominate a nonprofit for the 2023 Minnesota Nonprofit Mission Award in the categories of Advocacy, Innovation, Anti-Racism, or Responsive Philanthropy.

Nomination deadline: Friday, April 28.
Retirement, nonprofit love, and five reasons to attend #NPFinance23

The 2023 Nonprofit Finance and Sustainability Conference happens later this month, coming to you virtually on March 28 & 30. This annual convening is a space to develop and strengthen our skills and strategies to proactively respond to all dynamics of Minnesota’s nonprofit sector from finance, human resources, and an operations view.

This year’s conference happens to coincide with the retirement of Glyn Northington, senior program director at co-host organization Propel Nonprofits. Given that this is Glyn’s final conference as a Propeller, his peers at MCN thought it would be fun to get his take on the sector—the relationships and learning that move it and us forward along with a pitch for the conference.

This interview has been edited for length and clarity.

MCN: You are a communications wizard and nonprofits are mission-based organizations. How would you articulate the collective energy of Minnesota nonprofits for the next three years?

Glyn Northington: Knowing how amazing the nonprofit and philanthropic sectors are in Minnesota continues to amaze me, and how they make the state a better place for all. I’m staying here in Minnesota, so I’ll get to continue to benefit from all the programs offered and engage with these sectors in new and still-to-be determined ways.

MCN: You are a tender of people and relationships. Who are some of the people who have tended to you over your career?

Glyn Northington: I have had the honor of working with some amazing leaders and mentors during my career – department chairs, marketing directors, university and nonprofit vice presidents, and presidents/CEOs, and they have all encouraged, nurtured, and supported me in my professional growth. But they are not the only ones who have. I have been tended to by everyone I have met on this journey, and that includes advisees and students, patrons and media reps, grantees and associates, and cohort members and colleagues.

MCN: The upcoming Nonprofit Finance and Sustainability Conference is your final big event as a Propeller. Why should people join you for two days of learning at the end of March?

Glyn Northington: The Finance and Sustainability Conference is a terrific way to connect and reconnect with our peers in the sector. Our virtual conference allows for flexibility, inspiring national speakers, and many people to attend. The content will encourage people to learn new skills, confirm concepts, and share knowledge with others. And, even though this is a mostly virtual event, I’m looking forward to the optional in-person Social Hour between the two conference days for those in the Twin Cities. It will be nice to learn, talk, and laugh together for a little while – a nice bright spot at the end of March.

Register now to join me there!

1. Gain confidence in financial best practices and people-centered HR at 20 breakout sessions.
2. Focus on sustainability with keynote speaker Aisha Benson, CEO of Nonprofit Finance Fund.
3. Connect with colleagues at the in-person Social Hour.
4. Move toward your goals by earning CPE credits for all breakout sessions.
5. Virtual format to offer statewide attendance, national speakers, and session recordings.

Secure my spot at #NPFinance23!
For over two decades, the Minnesota Council of Nonprofits has celebrated the New Year with biodegradable confetti and the publication of its *Grants Directory*, an important grant-seeking and writing resource that includes basic information on over 100 of Minnesota's most active community foundations, corporate giving programs, and private foundations. This year was no exception.

In January, MCN kicked off Minnesota Grantmakers, a series of statewide and region-specific events in tandem with the release of the 2023 directory. Grantmakers presented attendees with invaluable insights into Minnesota funders based on hours of interviews to get the inside scoop on staff changes, focus shifts, application does and don’ts, and unique insights not captured in the *Grants Directory*. A few funders joined the Greater Minnesota events to answer nonprofit questions live.

Here are some of MCN’s top learnings from Grantmakers about nonprofit funding in 2023:

• Many grantors are very open to conversations with individual nonprofits. They want to talk and learn about your work. Remember, they are humans just like you, they just happen to give away money for a living!
• There is no trick to invite-only grant opportunities, at least not that we have unearthed yet. Grantors moving to an invite-only application processes is something MCN will be watching closely for indications of a larger trend.
• We all need to take a note from Simon & Garfunkel’s *The 59th Street Bridge Song (Feelin' Groovy)*, and slow down. The Grantmakers events are full and information rich. Attendees love this and would also love a learning format that allows for a less rapid pace.
• *MCN’s Grants Directory* is a well-used resource that saves grantseekers time and energy by honing the massive number of funders across the state. It’s also a resource that is unique to Minnesota nonprofits.
• There is an appetite from grantwriters to learn more about strategies and barriers to approaching and securing new funding, and 2024 Minnesota Grantmakers could be a venue for this.

It’s not too late! Your nonprofit’s fundraising can still benefit from insights on Minnesota’s most active community foundations, corporate giving programs, and private foundations in the 2023 Minnesota Grants Directory. [Purchase your copy today](#), or for MCN members, use one of your two annual publication vouchers to get the directory for free.

Save the Date fundraisers! The [Nonprofit Fundraising Conference](#) is coming back, July 28 in St. Paul. More information to come.

Stay up to date on funding opportunities and grant resources with [MCN’s bi-monthly Grants Alert e-newsletter](#).

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The five W’s of advocacy coalitions

by Marie Ellis, public policy director; Laura Mortenson, communications director, Minnesota Budget Project

WHAT is an advocacy coalition?
A group of organizations and/or individuals working towards the same policy advocacy goal. Coalitions can have formal structures or be very informal.

WHY are advocacy coalitions important?
Coalitions are one very important avenue to amplify voices around a policy proposal. One organization alone may not be able to create persuasive materials about the issue, organize people to testify, and meet with all the members of a committee, but multiple organizations can divide the work, focusing on each organization’s capacity and strengths.

WHO participates in advocacy coalitions?
Depending on the size of the coalition, some people may focus on the lobbying work (connecting directly with legislators to advocate for change), others may focus on communications (what are the best ways to explain the issue, the best data and stories to share?), and others may organize people who would be impacted by the policy to share their stories.

WHEN do advocacy coalitions do their work?
Coalitions that focus on state public policy are most active leading up to and during the legislative session; many meet throughout the year to assess previous work and plan for upcoming campaigns. Some coalitions are formed for one specific advocacy campaign and when that campaign is successful the coalition disbands. Others focus on a large issue area and work on new policy priorities as needed.

WHERE do advocacy coalitions do their work?
Coalition meetings may be in person or virtual, and similarly any meetings with legislators can be in person or virtual.

How do I get involved with an advocacy coalition?
Below is a list of some of the larger, active coalitions, with links to more information or people to contact to get involved. If there is an advocacy issue you work on, or want to work on, not listed below, we recommend: 1) Ask around! Do colleagues know anyone involved in advocacy in that space? Are there organizations doing similar work that have dedicated advocacy staff? 2) Check with us! Ask our Policy team if we’re familiar with any coalitions on that issue. If we don’t know, we can ask our network of nonprofit advocates.

A sample of active advocacy coalitions:
- Coalition of Greater Minnesota Cities
- Homes for All
- ISAIAH
- Million Artist Movement
- Minnesota Coalition Against Sexual Assault
- Minnesota Coalition for the Homeless
- Minnesota Coalition for Youth Justice
- Minnesota Consortium for Citizens with Disabilities
- Minnesota Second Chance Coalition
- MN Artist Coalition
- This Is Medicaid Coalition
- Transportation Forward Coalition
- Violence Free Minnesota