



Since our inception, nonprofits have served as the bridge between government and community – a role that has ultimately defined America. As a reliable and trusted source of information, you are uniquely qualified to inform the communities and nonprofits within your network about the long-standing economic benefits of large-scale infrastructure investments that support workforce development.

## **The Issue**

**State of Play:** A globally competitive workforce is the foundation upon which the American economy is built.

Employees of nonprofit organizations comprise more than 10% of the nation's private workforce. As the nation's third largest employer the nonprofit sector has proven to be a driving force in advancing economic vitality as nonprofit jobs paved the road to recovery after the most recent recession.

## **What Can I Do To Help?**

This toolkit is designed to support your advocacy and mobilization efforts. Curated content and resources included are as follows:

- Talking points and context to support the enclosed policy solutions
- An email template with sample language to support outreach efforts to advocates and stakeholders
- A letter template to support advocacy efforts to Congressional lawmakers
- Social media graphics and sample text to support digital advocacy and engagement

# Talking Points & Context

## Developing A Competitive Workforce Is Essential To Economic Recovery

*Use the following talking points and context to engage policymakers, constituents, and nonprofit advocates:*

### A 21st-Century Workforce Requires 21st-Century Solutions

A significant investment in talent development and procurement must be secured to reduce barriers to employment and economic opportunity.

- We call for \$100 billion in workforce funding, including funds for registered apprenticeships, worker protection, and community colleges, with a special focus on job training for women, people of color, and those with barriers to employment.
- These trainings and wraparound services can help dislocated workers gain new skills and find employment in highly sought job sectors, including those that are core to the nonprofit sector, such as caregiving and clean energy.
- We support further investment in an equitable workforce through funding to HBCUs, Tribal colleges and universities, and other institutions meeting the needs of underserved communities, as well as a robust continuation of the Public Service Loan Forgiveness program.

### Economic Resilience Requires Robust Workforce Investments

The state of the current labor market and impacts of the COVID-19 pandemic have left millions permanently laid off or displaced from the workforce.

- Substantial funding must be secured to address the needs of both disadvantaged and dislocated workers.
- Building routes to economic growth and prosperity extends beyond roads, ports, and bridges. To ensure long-term economic recovery, Congress must invest in a robust workforce development system that benefits our growing economy and the people and institutions that sustain it.

### Nonprofits Are Trusted Sources of Information — Our Collective Advocacy is More Important Now than Ever

Research indicates that nonprofit roots and trust within communities provide ample opportunity to increase civic engagement among those who are regularly excluded from the democratic process.

- Our natural engagement assets and unparalleled reach make us particularly well suited to encourage active civic participation.
- As the nation's third largest employer, nonprofits are able to organize 12.3 million employees and mobilize networks of donors, volunteers, and constituents across 1.5 million organizations.

## Email & Letter Templates

### Invest In Workforce Skills & Development

#### Take Action Today

Well-constructed civic infrastructure is needed to cultivate more equitable and vibrant communities.

- We ask you to submit a [letter](#) to your members of Congress to urge their support for workforce development funding as they seek to reinvestment in the country's aging infrastructure.
- Encourage your nonprofit network to take action using our [Nonprofit Infrastructure Investment Advocacy Toolkit](#).

*Use the following email templates to support your outreach efforts to organizations and policymakers in your network:*

#### Call-to-Action Email to Advocates

Issue Summary: Infrastructure is a competitive workforce, because America's workers power a growing economy. If we want a society where every person can thrive, all of us need to work for it. That means all of us need to have the opportunity to work. We need to invest in a local, state, and national infrastructure that supports and trains those with barriers to employment. The nonprofit sector plays a unique role as the third largest private workforce employer, but also as the vehicle to help individuals develop the necessary skills to get back to work.

Subject Line: Take Action to Make Competitive Job Creation an Infrastructure Priority

Dear {Name},

American workers drive this country's growth and ingenuity, and they need our support more than ever. As members of Congress continue to design an infrastructure package, helping people return to work must be a priority. The nonprofit sector plays a unique role as the third largest private workforce employer, but also as the vehicle to help individuals develop the necessary skills to get back to work.

Tell your legislator today: Nonprofit jobs led the way out of the most recent recession, and we need to invest in a local, state, and national infrastructure that helps nonprofits build a competitive workforce.

Sincerely,  
{Organization}

Thank You:

Thank you for taking action! We appreciate your efforts to advance economic recovery through the development of a globally competitive workforce. Share this information with your nonprofit network and encourage them to take action today.

### Letter to Congress

Dear {{target member}},

Infrastructure is a competitive workforce, because America's workers power a growing economy. If we want a society where every person can thrive, all of us need to work for it. That means all of us need to have the opportunity to work. Employees of nonprofit organizations comprise more than 10% of the nation's workforce, and nonprofit jobs led the way to recovery after the most recent recession.

Scholars assert that rebuilding our economy will require partnerships across business, nonprofit and government sectors. The Chamber of Commerce notes, "The longer that someone is out of work, the harder it is for them to get a job and reenter the workforce. Every time that occurs that's a tragedy for that individual and their family, but it also means the overall economy suffers."

I urge you to invest \$100 billion in workforce funding, including funds for registered apprenticeships, worker protection, and community colleges, with a special focus on job training for women, people of color, and those with barriers to employment. These

trainings and wraparound services can help dislocated workers gain new skills and find employment in highly sought job sectors, including those that are core to the nonprofit sector, such as caregiving and clean energy. I also ask you to support further investment in an equitable workforce through funding to HBCUs, Tribal colleges and universities, and other institutions meeting the needs of underserved communities, as well as a robust continuation of the Public Service Loan Forgiveness program.

In addition to being a critical priority in its own right, this request also aligns with the agenda of the Nonprofit Infrastructure Investment Advocacy Group. This diverse coalition advocates for investments in and through nonprofit organizations that strengthen civic bonds across the country, put people back to work rebuilding our communities, and provide – at a national scale — the critical resources and services nonprofits need to accomplish their missions. I hope you will see more about this coalition’s policy agenda: [independentsector.org/infrastructure\\_agenda](https://independentsector.org/infrastructure_agenda)

Sincerely,

{{contact\_full\_name}}

## **Social Media Graphics & Sample Messaging**

*Use the following messages and graphics to engage in digital advocacy across your organizational platforms:*

Graphic: Infrastructure is a competitive workforce. Because America’s workers power a growing economy.

Tweet/Facebook Post: If we want a society where every person can thrive, all of us need to work for it. That means all of us need to have the opportunity to work. We need to invest in #civicinfrastructure that supports and trains those with barriers to employment.

Tweet/Facebook Post: Creative workers are at the very heart of #civicinfrastructure because they literally create a better society – culture, jobs, community, music, art, identity. Supporting the creative workforce is one of the best investments we can make in our future.



Additional digital advocacy resources can be accessed [here](#)