

# Nonprofit Sector Public Polling 2022



# KEY FINDINGS

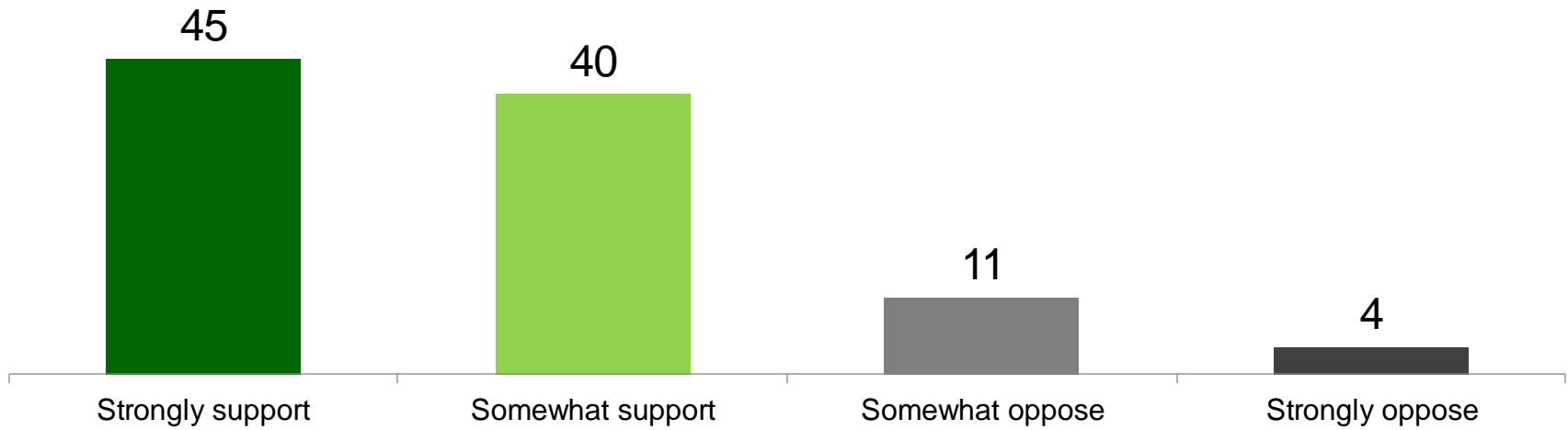
1. Americans overwhelmingly support restoring charitable tax deductions.
2. We continue to see overwhelming support for nonprofit involvement and educating lawmakers.
3. Strong majority want to see nonprofits assist others when they can and formally get a “seat at the table.”
4. Significant concerns exist about the 1023-EZ fast-track process.
5. Americans more likely to support or donate to nonprofits when they advocate for issues they care about.

# Expanding Charitable Tax Deduction

# 85% of Americans Support Restoring \$300 Deduction

About 90 percent 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 this year. Would you support or oppose restoring this deduction permanently, allowing everyone to receive a tax break when they make charitable contributions?

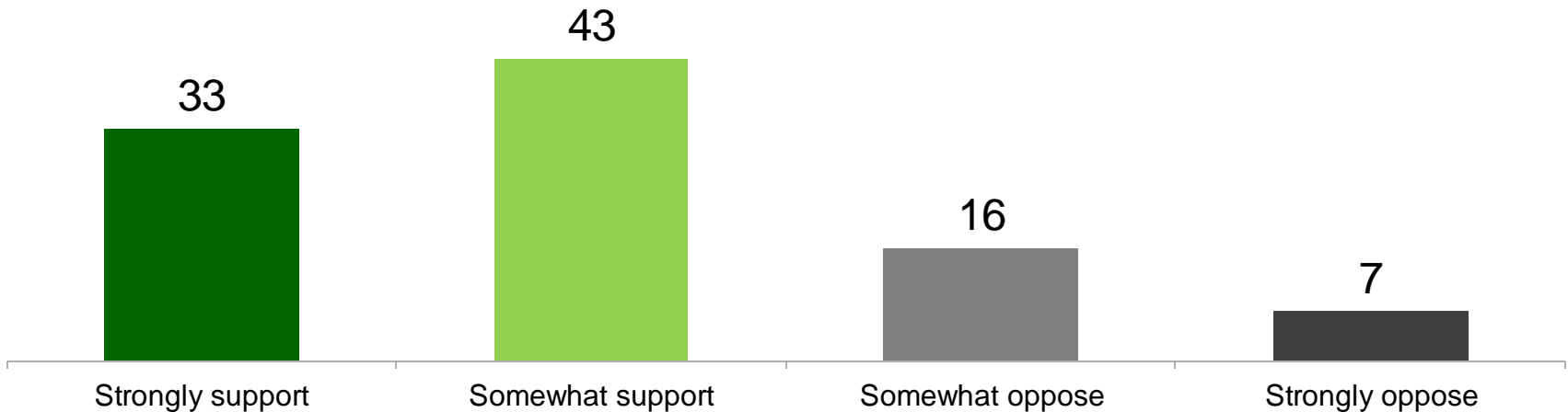
Total Support: 85% | Total Oppose: 15%



# Support for Expanding Charitable Tax Deduction Continues to Be High

Would you support expanding that charitable tax deduction up to \$4,000 for every American?

Total Support: 77% | Total Oppose: 23%



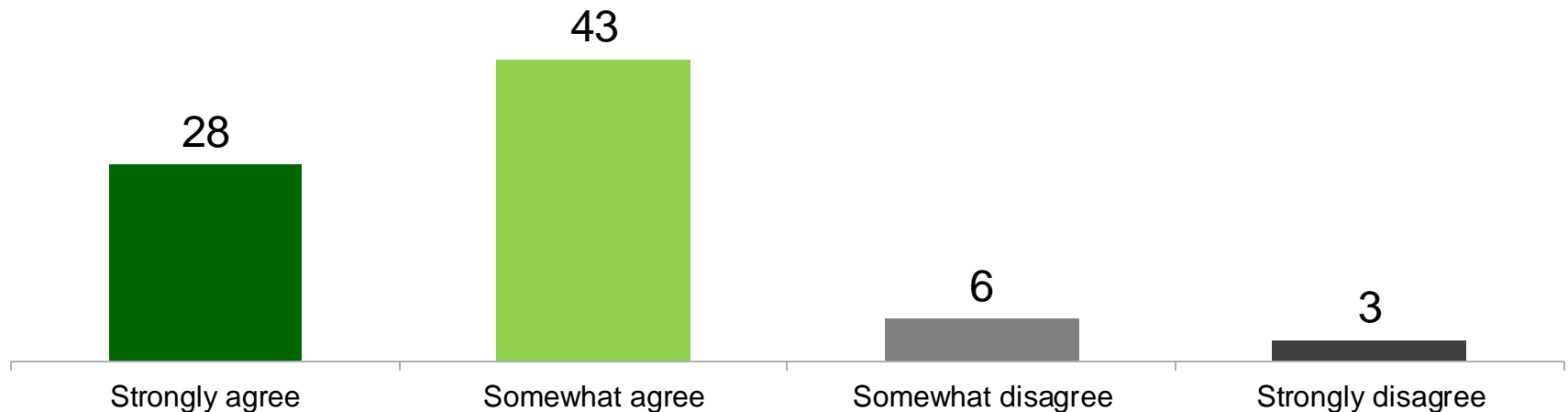
# Charity/Nonprofit Involvement in Government

# Americans Agree Nonprofits Need to Receive Workforce Data

Do you agree or disagree with the following statement?

Nonprofits are the third largest employer of the private workforce, employing more than 12 million people in the U.S. Other industries, like limousine services and goat farming, receive free, regular data about their workforce from the federal government. Nonprofits and policymakers need to receive data about the nonprofit sector workforce, just like for-profit industries.

Total Agree: 71% | Total Disagree: 9%

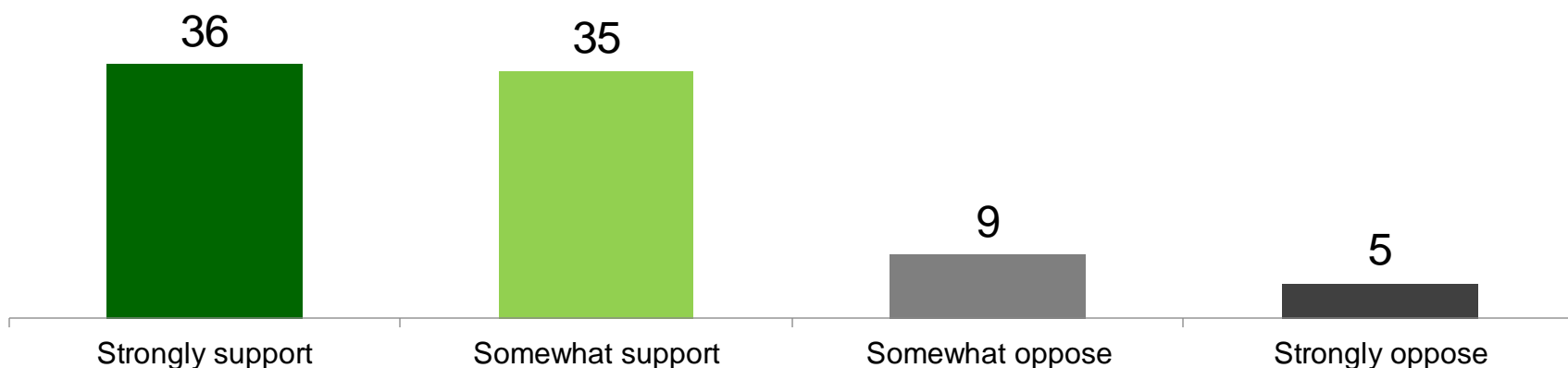


# Over Two-thirds of Americans Strongly Support Proposal to Rethink Fast-Track Process

The 1023 EZ is an expedited process for establishing a nonprofit organization and can be almost automatic, with limited review. A key government watchdog found that as many as 40% of ineligible applications are approved, opening charities up to fraud. Congress is currently considering a proposal to stop and rethink this fast-track process.

After reading this information, do you support or oppose this proposal?

Total Support: 70% | Total Oppose: 14%

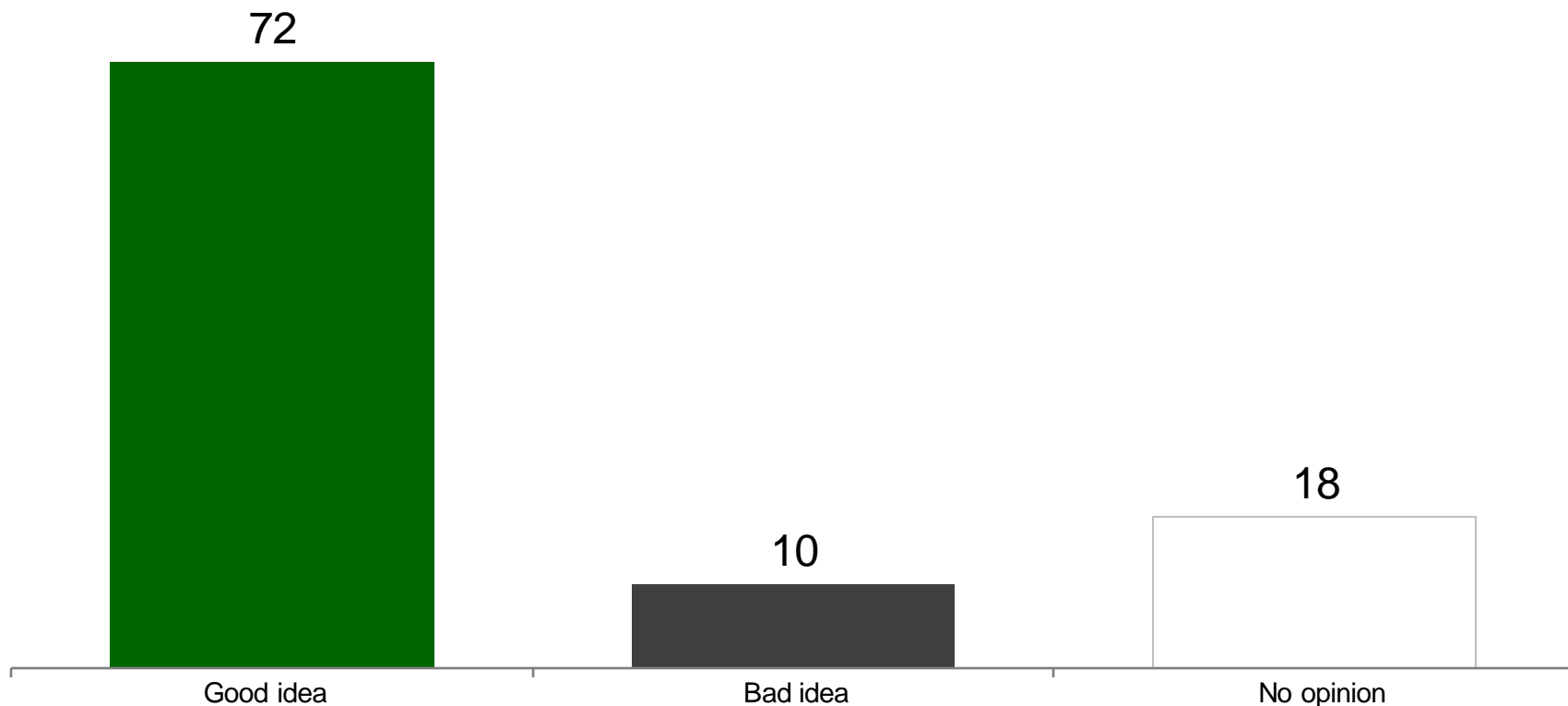




# Majority Think It's a Good Idea for Charities and Other Organizations to Help Communities Vote

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.

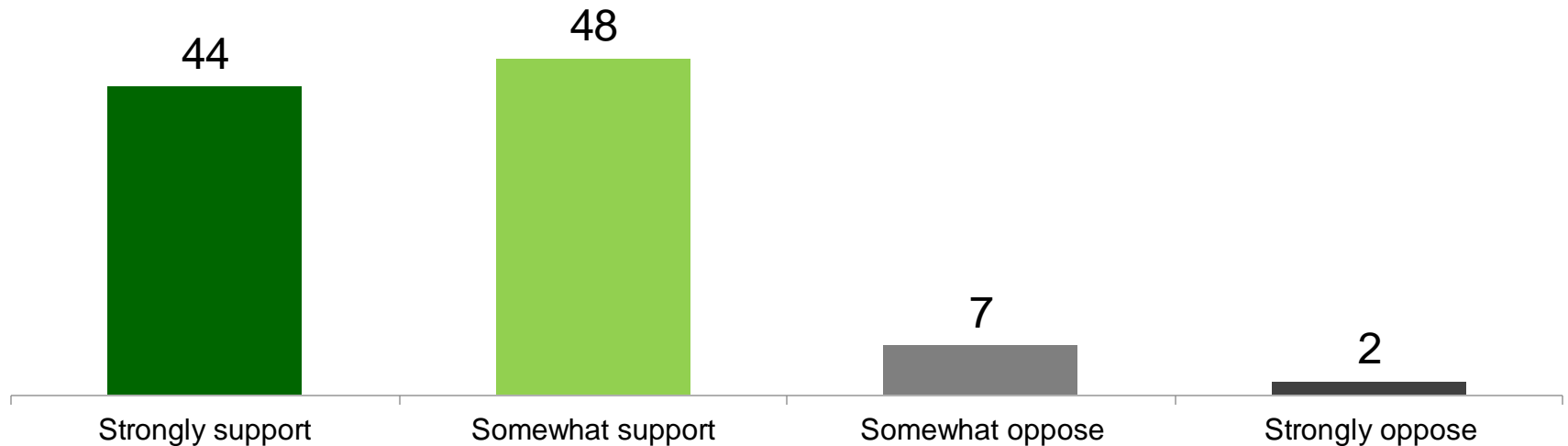
Do you think it is a good idea or a bad idea for these charities to offer these services?



# More than 9 in 10 Americans Support Charities Educating Policymakers and Businesses About Community Needs

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

Total Support: 92% | Total Oppose: 8%

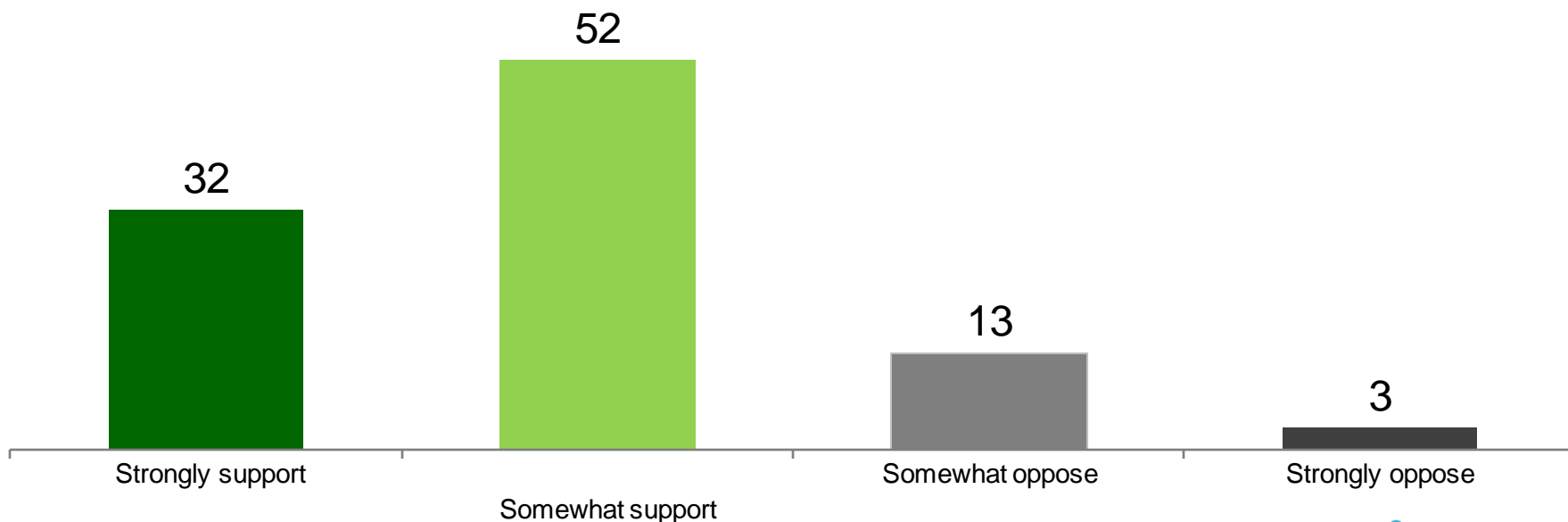


# Charity/Nonprofit Involvement in Government Messaging

# Strong Majority of Americans Support Nonprofits Having a “Seat at the Table”

Nonprofit organizations currently have little representation in the federal government. Some people have proposed that, because of the importance of nonprofits to our communities, nonprofits should be given an official “seat at the table” to collaborate with the federal government in order to more effectively solve challenges facing local communities. Would you support or oppose this proposal?

Total Support: 84% | Total Oppose: 16%



# All Messages Perform Favorably with Respondents

Now you are going to read some statements regarding collaboration between the federal government and nonprofits. After each statement, please tell me if this information makes you more supportive or less supportive of a proposal to give nonprofits an official “seat at the table” to collaborate with the federal government.

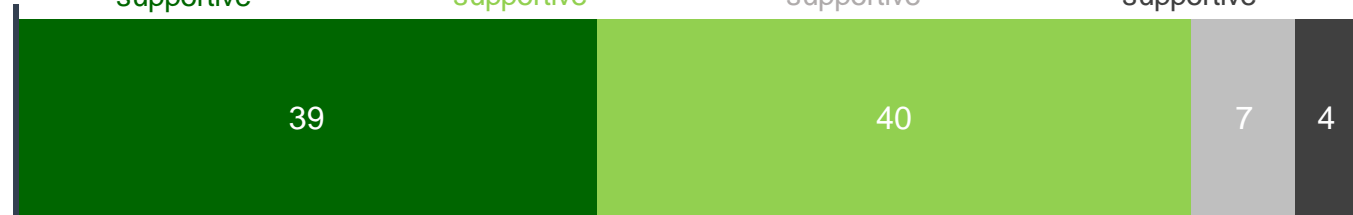
Much more supportive

Somewhat more supportive

Somewhat less supportive

Much less supportive

Nonprofits have a deep understanding of the communities they serve. Collaboration between the federal government and nonprofits will create policies that better serve me and my community.



Total more supportive: 78%

Nonprofits are the nation's 3<sup>rd</sup> largest private employer and provide 10% of the private sector jobs in America. It is only fair they have a seat at the table working with the federal government alongside other businesses and groups.



Total more supportive: 77%

For-profit businesses have agencies in the federal government that are designed to look out for them, like the Small Business Administration and the Department of Commerce. Nonprofits are left out of these structures, and the people and communities they serve suffer as result.



Total more supportive: 73%

Nonprofits are among the most trusted institutions in the U.S. When the federal government fails to collaborate with nonprofits, financial resources, knowledge, and time are wasted, resulting in ineffective solutions that fail to address the needs of communities.



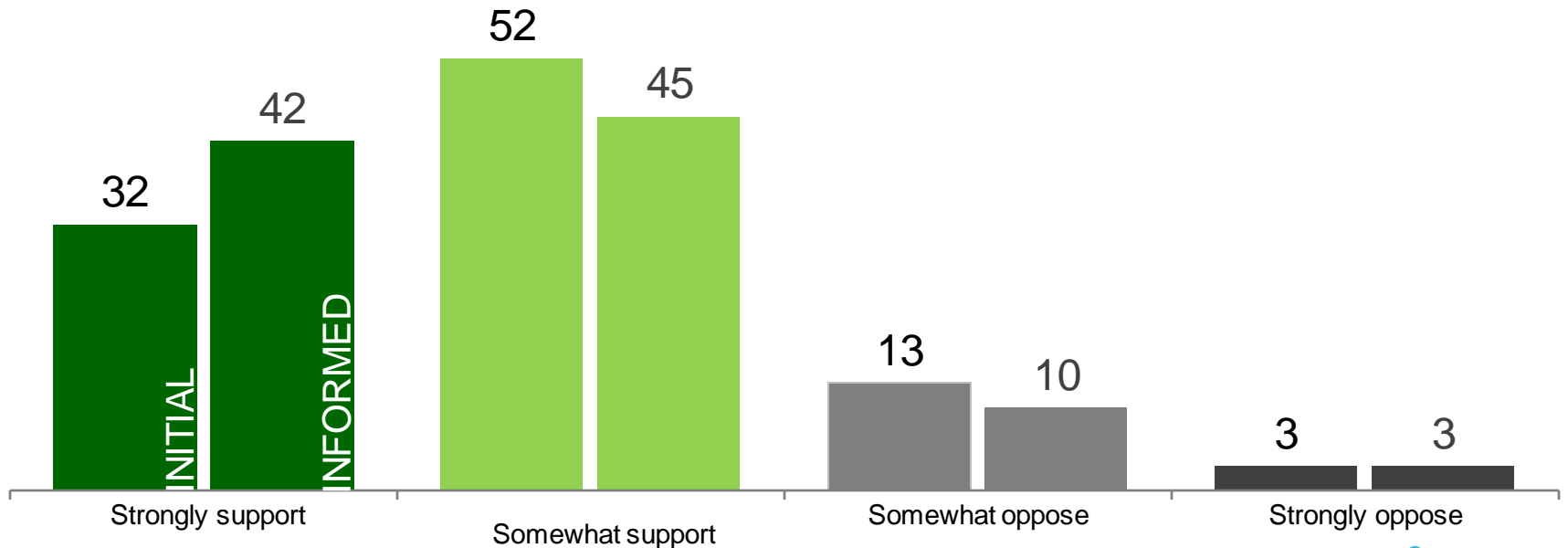
Total more supportive: 73%

Sorted by total more supportive

# Strong Support for “Seat at the Table” Increases After Messaging

Now that you’ve heard a bit more, would you support or oppose a proposal giving nonprofits an official “seat at the table” to collaborate with the federal government in order to more effectively solve challenges facing local communities?

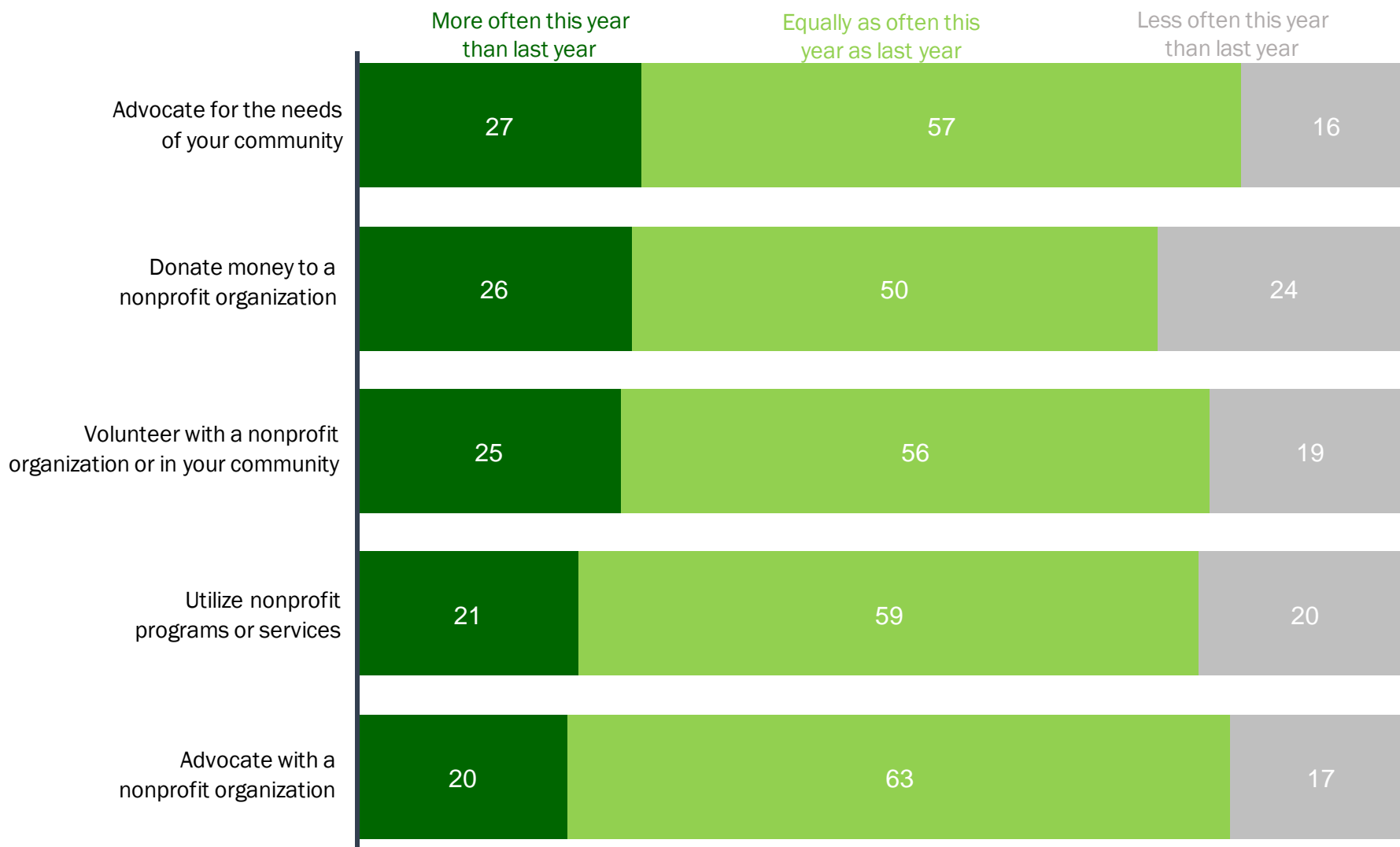
Total Informed Support: 87% | Total Informed Oppose: 13%  
Total Initial Support: 84% | Total Initial Oppose: 16%



# Respondent Nonprofit Involvement

# Individual Engagement with Nonprofit Groups

Now you are going to read some ways individuals may engage with nonprofit groups or 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.



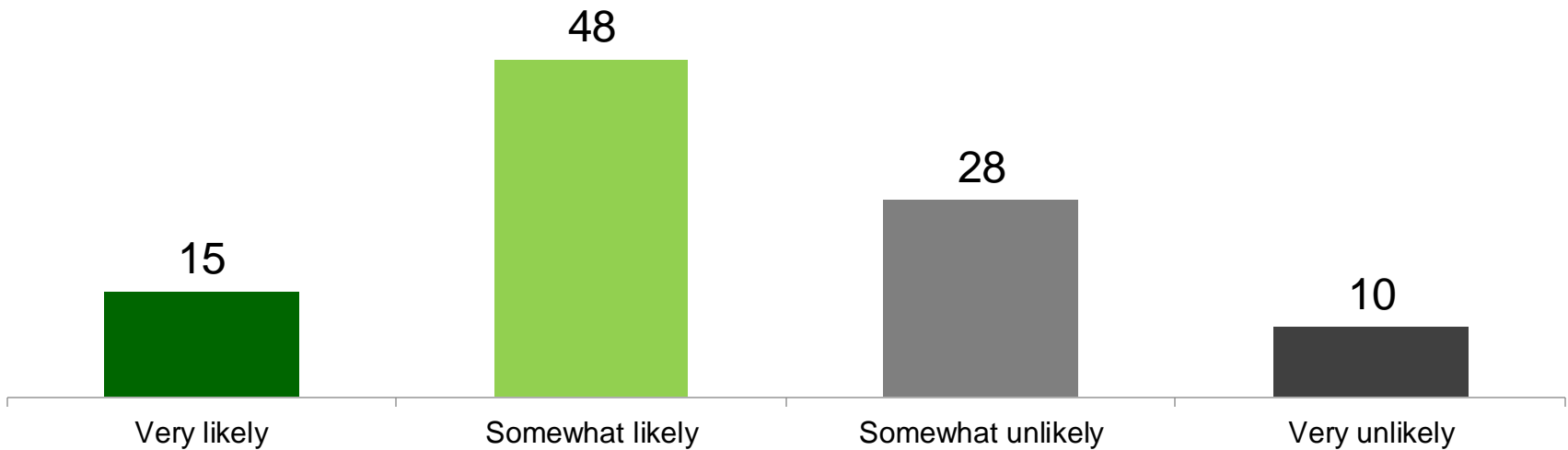
Sorted by more often



# Majority of Americans Say They Are Likely to Volunteer with a Nonprofit Group

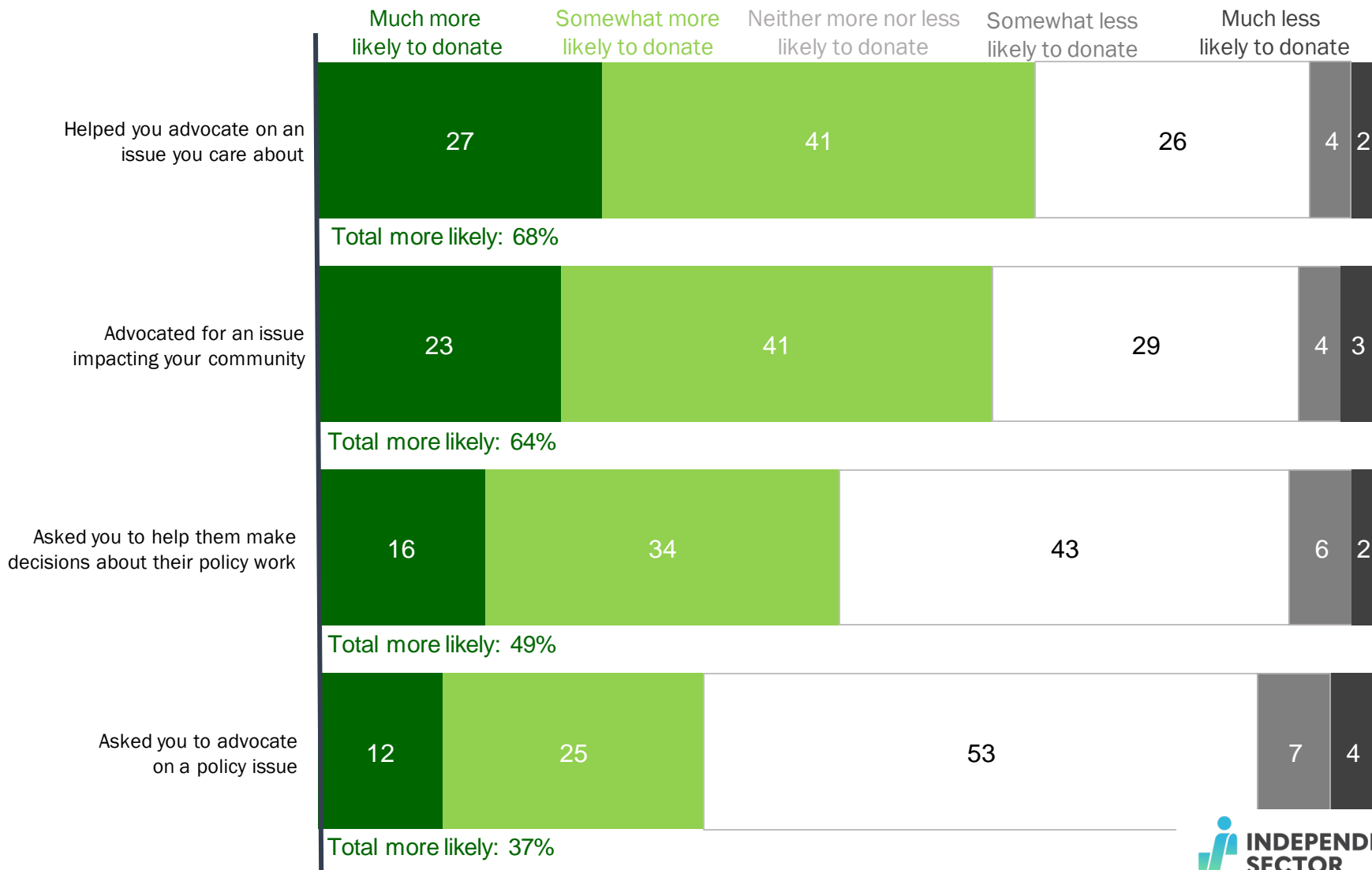
How likely are you to volunteer with a nonprofit group to help them make decisions about their public policy work?

Total Likely: 62% | Total Unlikely: 38%



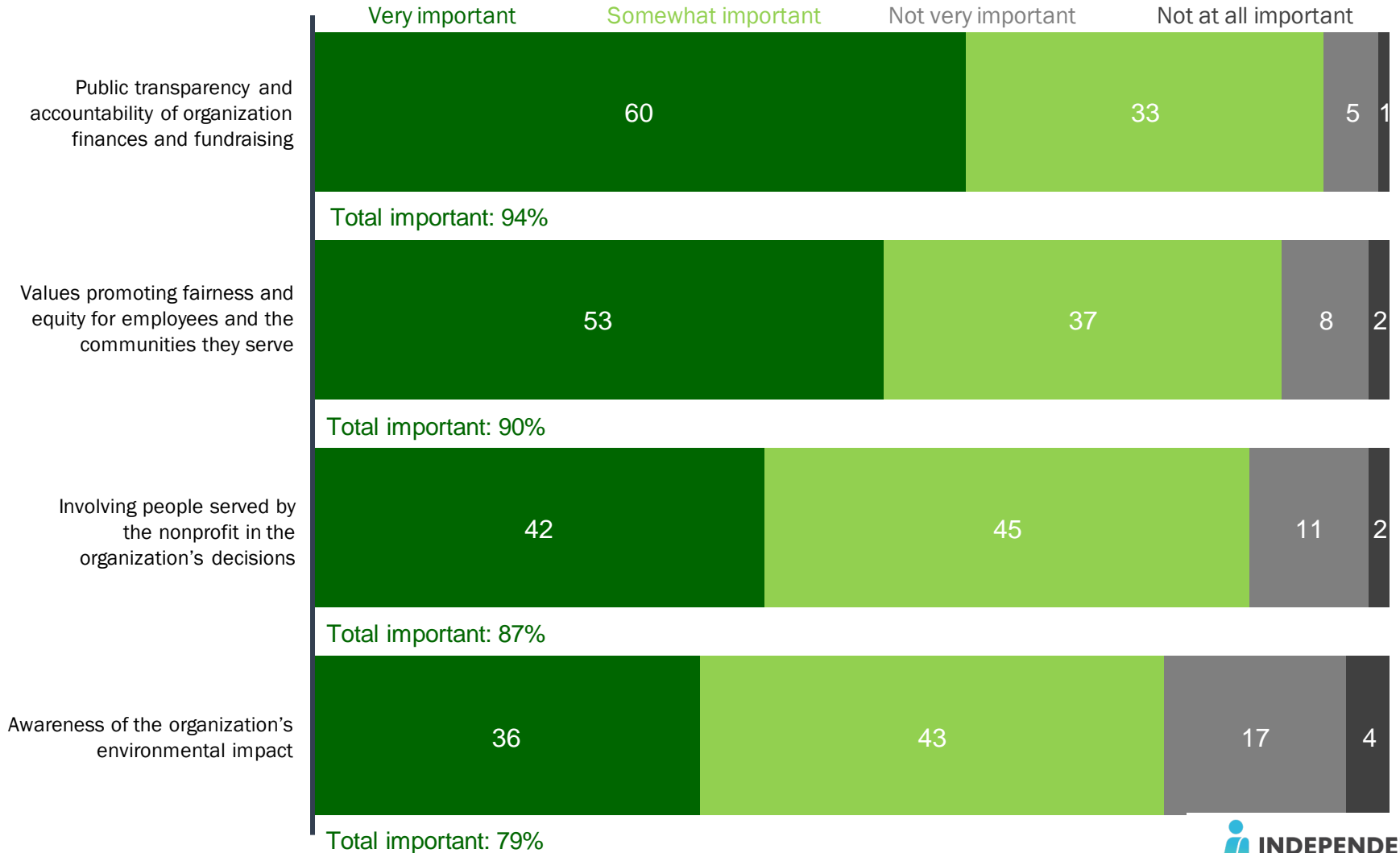
# Americans More Likely to Donate to Nonprofits that Help Advocate on Cared About Issues

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



# Transparency Most Important Nonprofit Practice

When you decide to support a nonprofit, how important is it to you for their operations/practices to be informed by:

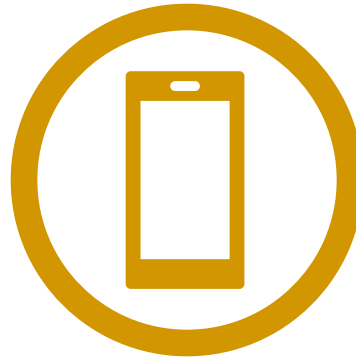


# Methodology

---



1000 interviews  
among self-identified  
voters nationwide



All interviews  
conducted online



Conducted  
August 30 - September 1

# TargetPoint