



Nonprofit Issues National Survey

FEBRUARY 2025

Key Findings

1. Americans continue to overwhelmingly support providing charitable tax deductions, 8 in 10 support restoring a \$300 tax deduction for everyone, and expanding that deduction for donating up to \$5,000.
2. Majority of voters do not support increasing taxes for nonprofits and charities.
3. Continued support for keeping the Johnson Amendment in place, prohibiting charities and churches from endorsing political candidates.
4. Strong support and trust in nonprofits and charities to engage in policy work for the good of the community.
5. 8 in 10 voters support streamlining federal grants to get nonprofits paid sooner and reimbursing volunteers who use their own vehicles to donate time to nonprofits.
6. A wide range of activities promotes volunteering, however "community and belonging" resonates more broadly than "diversity, equity, and inclusion".

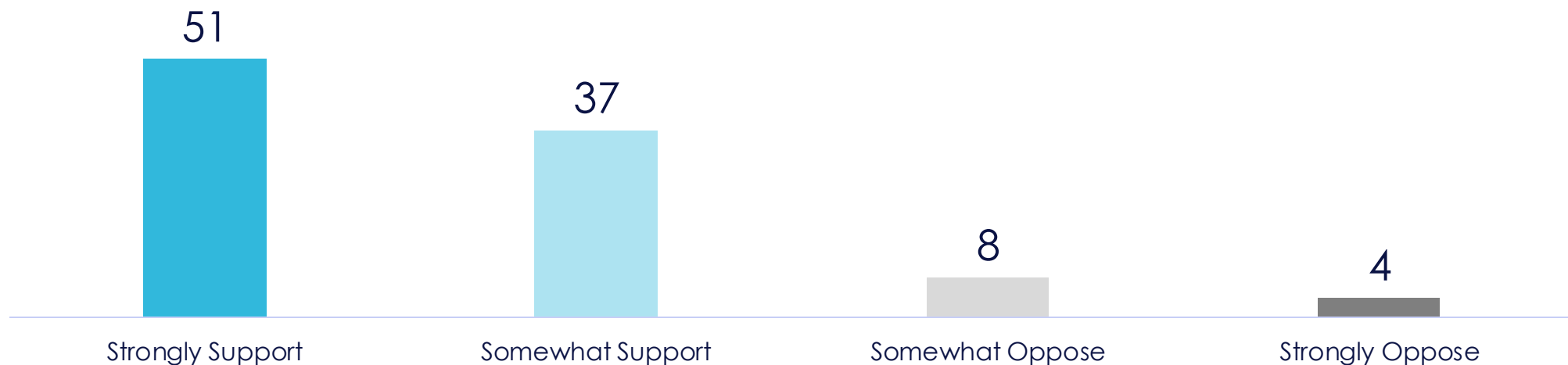


Expanding Charitable Tax Deduction

88% Support Restoring \$300 Deduction

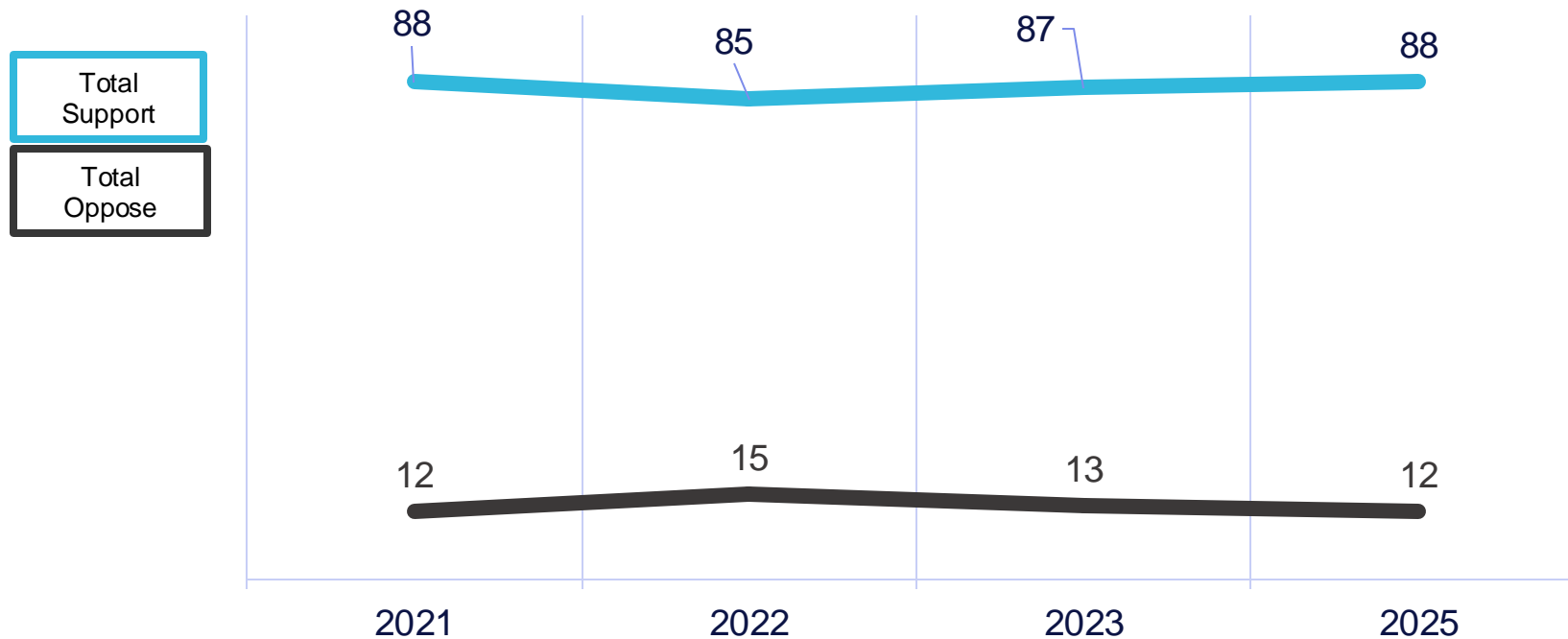
About 90 percent of Americans cannot claim a deduction for their charitable contributions. Congress previously passed a law allowing everyone to claim a charitable tax deduction of up to \$300, but let it expire in 2021. Would you support or oppose restoring this deduction permanently, allowing everyone to receive a tax break when they make charitable contributions?

Total Support: 88% | Total Oppose: 12%
Non-registered Voters: **Total Support: 84%** | Total Oppose: 16%



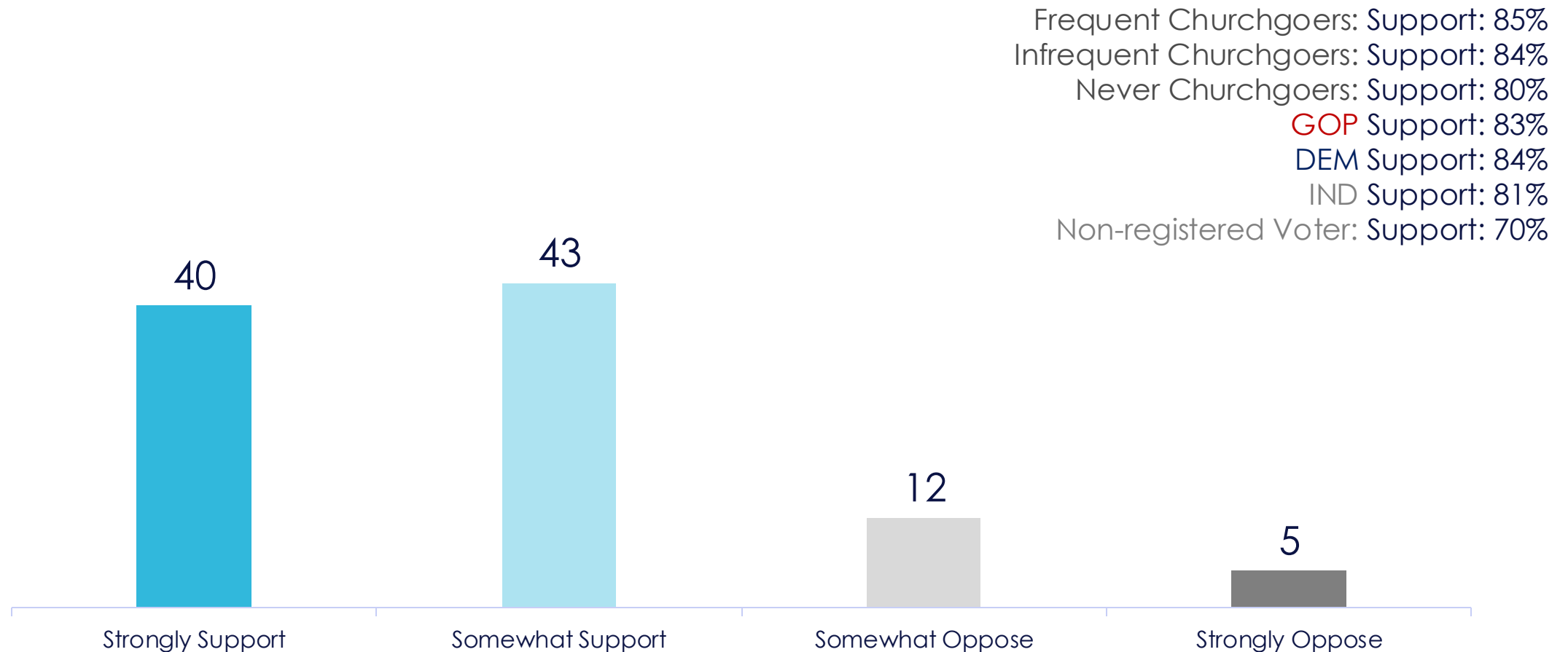
Support For Restoring Deduction Stays Steady

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 in 2021. Would you (ROTATE) support or oppose restoring this deduction permanently, allowing everyone to receive a tax break when they make charitable contributions?



83% Support Tax Break For Up To \$5,000

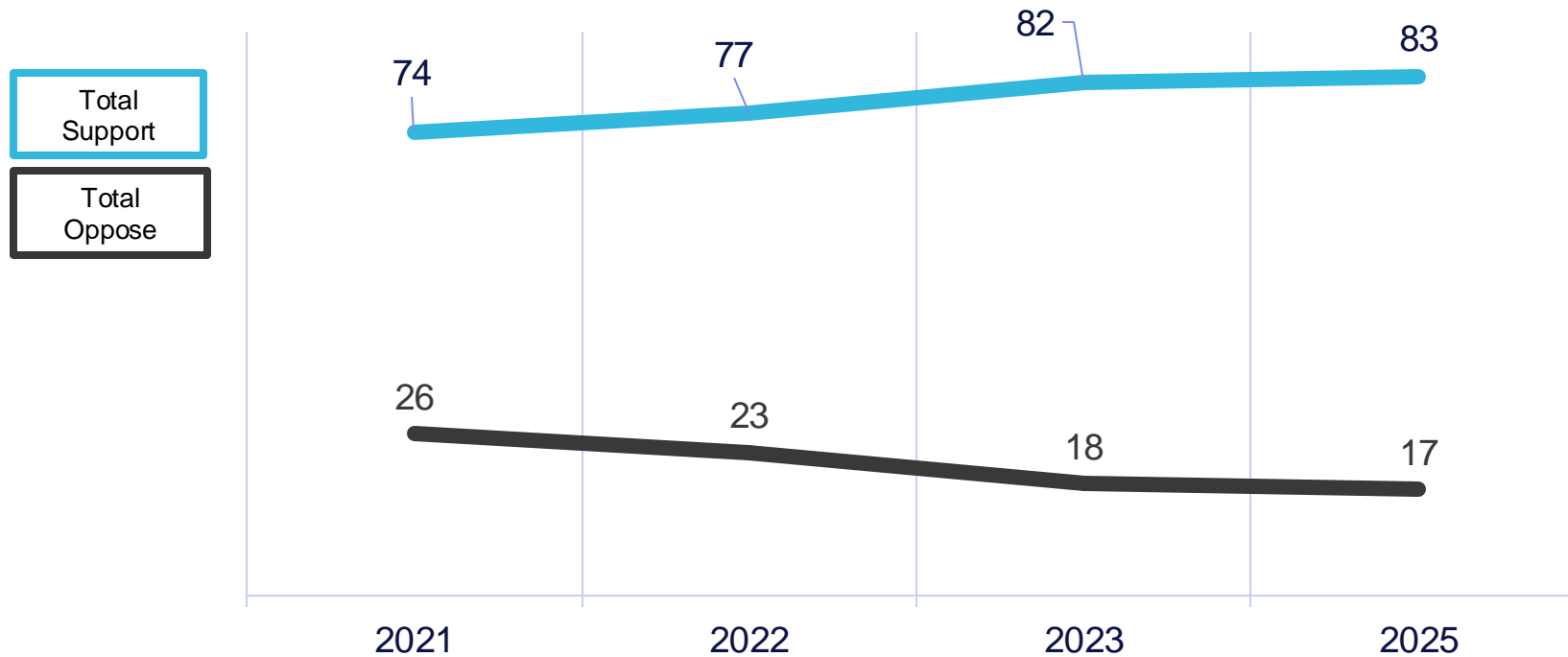
Would you support or oppose expanding the charitable tax deduction for donating up to \$5,000 for every American?



*Donating up to \$4,000 was asked in 2021 and 2022, \$4,500 was asked in 2023

Support For Expanding Tax Break Has Grown

Would you support or oppose expanding the charitable tax deduction for donating up to \$5,000 for every American?



*Donating up to \$4,000 was asked in 2021 and 2022, \$4,500 was asked in 2023. All approximately 1/3 of the standard deduction.

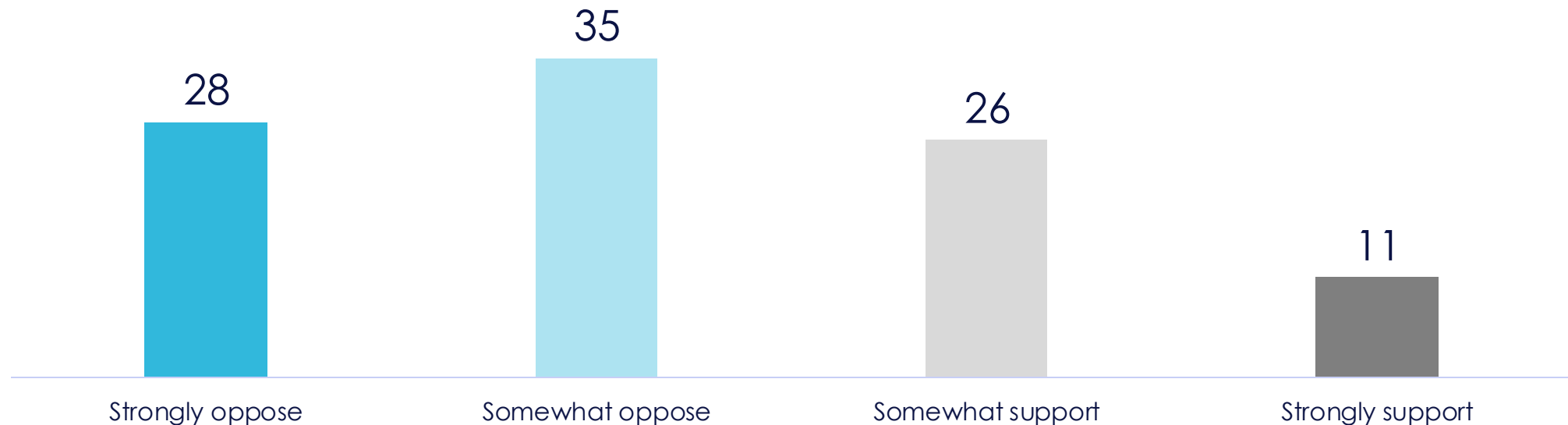
Nonprofit Involvement in Government and Policy Work

63% Oppose Increasing Taxes on Nonprofits

There has been discussion among policymakers about levying additional taxes on nonprofits and charities in order to help pay for other tax legislation. Would you support or oppose increasing taxes on nonprofits and charities?

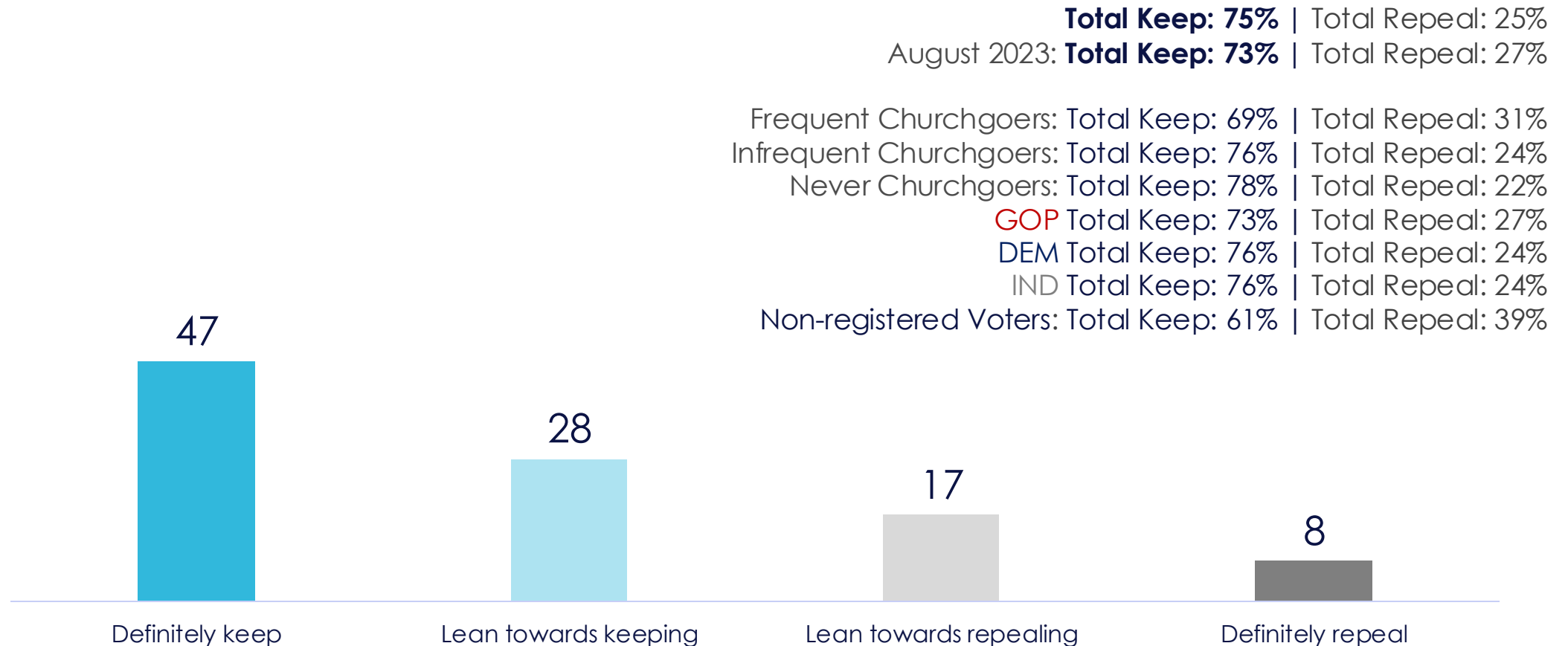
Total Oppose: 63% | Total Support: 37%

Non-registered Voters: **Total Oppose: 74%** | Total Support: 26%



3 in 4 Want to Keep Johnson Amendment

The Johnson Amendment is a provision in the US Tax code from 1954 that prohibits charitable organizations, including churches, youth development programs, and food pantries from either endorsing or opposing political candidates. Do you think that we should keep the law in place and continue to prohibit these organizations from endorsing political candidates, or should we repeal the law and allow charities and churches to endorse political candidates?



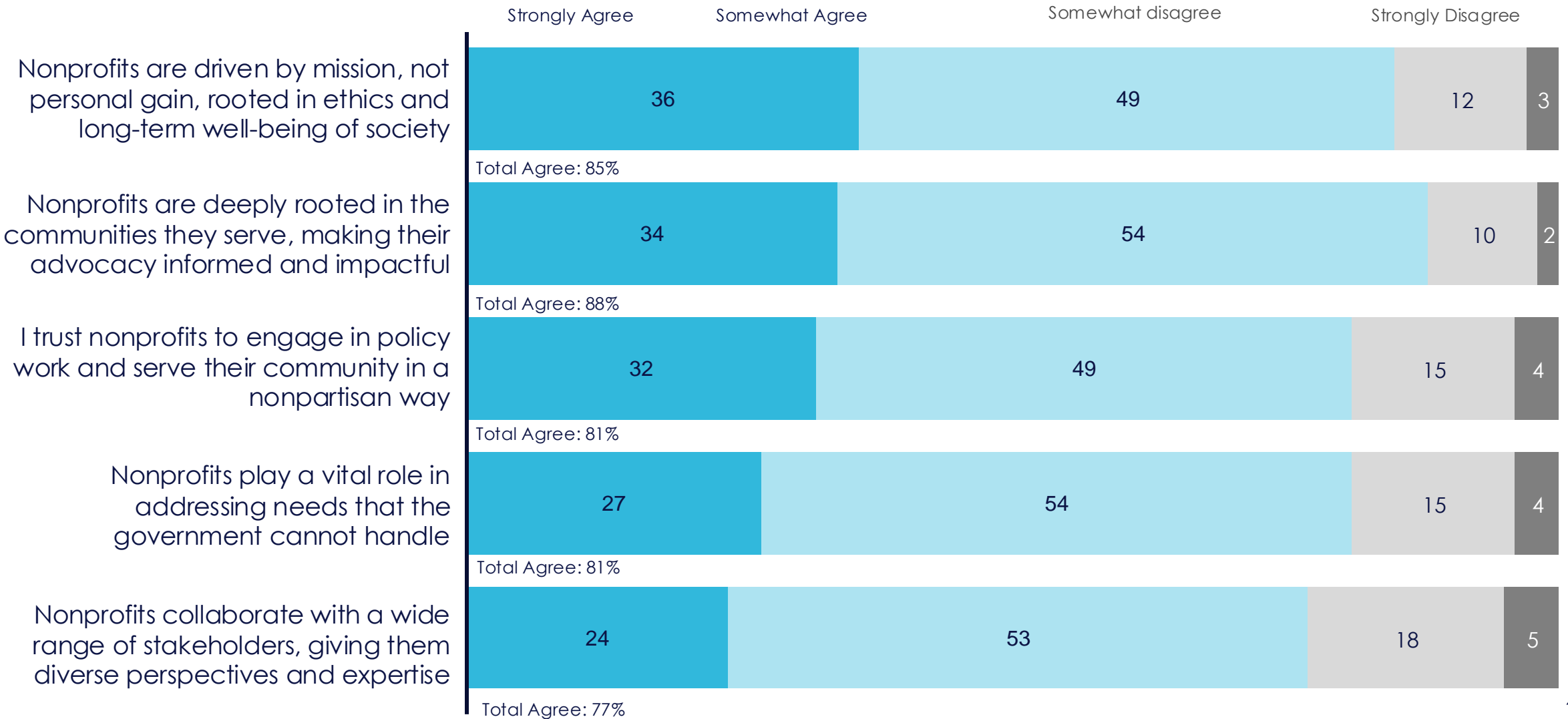
Nonprofit Messaging Key

Message	Abbreviation
One of the greatest assets of a nonprofit is its ability to advocate for those without a voice. I trust a nonprofit to engage in policy work that cuts through the mess of politics and serve their community in a nonpartisan way.	I trust nonprofits to engage in policy work and serve their community in a nonpartisan way
Nonprofits are deeply rooted in the communities they serve, giving them unique insights and understanding of the issues that matter most, ensuring their advocacy is both informed and impactful.	Nonprofits are deeply rooted in the communities they serve, making their advocacy informed and impactful
With a focus on social good rather than profit, nonprofits are driven by mission, not personal gain, making their policy work rooted in ethics and the long-term well-being of society.	Nonprofits are driven by mission, not personal gain, rooted in ethics and long-term well-being of society
Nonprofits often collaborate with a wide range of stakeholders, including small and local businesses and organizations. This collaboration gives them diverse perspectives and expertise, leading to more balanced and effective policy outcomes. Their voices deserve a seat at the table when it comes to politics.	Nonprofits collaborate with a wide range of stakeholders, giving them diverse perspectives and expertise
Charities and nonprofits play a vital role in addressing needs that government either cannot or should not handle. When these organizations engage in policy work, it reduces government interference and empowers them to be more effective in meeting the needs of the community.	Nonprofits play a vital role in addressing needs that the government cannot handle



Nonprofit Policy Work Strongly Supported

Next you will read several reasons why nonprofits and charities should engage in advocacy and policy work. For each, please select if you agree or disagree with the following statements.



Nonprofit Messaging by Key Demographics

The below matrix indicates the most popular messages among key demographics – by **strongly agree**

	2024 VOTE		AGE			GENDER		LOCATION		
	Trump	Harris	18-34	35-54	55+	Male	Female	Rural	Urban	Suburbs
Nonprofits are driven by mission, not personal gain, rooted in ethics and long-term well-being of society	34%	41%	36%	37%	36%	34%	39%	32%	40%	35%
Nonprofits are deeply rooted in the communities they serve, making their advocacy informed and impactful	33%	37%	38%	36%	31%	34%	34%	30%	38%	32%
I trust nonprofits to engage in policy work and serve their community in a nonpartisan way	30%	37%	42%	35%	30%	31%	33%	23%	38%	30%
Nonprofits play a vital role in addressing needs that the government cannot handle	38%	28%	29%	29%	24%	26%	28%	25%	30%	25%
Nonprofits collaborate with a wide range of stakeholders, giving them diverse perspectives and expertise	34%	25%	26%	30%	19%	26%	23%	20%	30%	21%



Nonprofit Messaging by Key Demographics

The below matrix indicates the most popular messages among key demographics – by **strongly support**

	VOTER STATUS		INCOME			CHURCH ATTENDANCE		
	Registered	Non-registered	Less than \$50K	\$50K-\$100k	\$100k+	Frequent	Infrequent	Never
Nonprofits are driven by mission, not personal gain, rooted in ethics and long-term well-being of society	38%	24%	37%	36%	35%	44%	34%	35%
Nonprofits are deeply rooted in the communities they serve, making their advocacy informed and impactful	34%	21%	35%	31%	36%	44%	31%	36%
I trust nonprofits to engage in policy work and serve their community in a nonpartisan way	32%	17%	33%	31%	32%	41%	31%	32%
Nonprofits play a vital role in addressing needs that the government cannot handle	27%	20%	26%	25%	29%	34%	25%	29%
Nonprofits collaborate with a wide range of stakeholders, giving them diverse perspectives and expertise	24%	15%	24%	24%	26%	34%	24%	26%



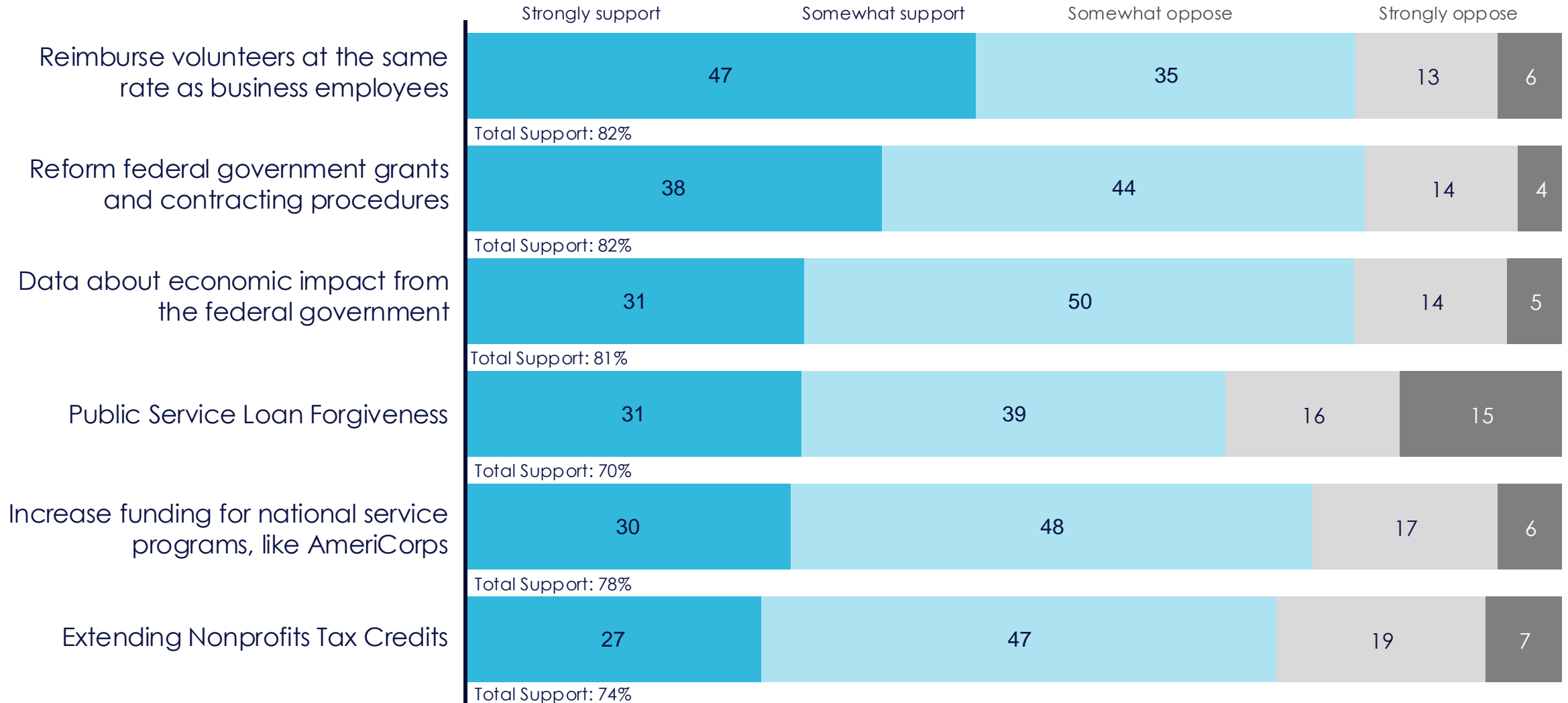
Nonprofit Workforce Proposals Messaging Key

Message	Abbreviation
The Public Service Loan Forgiveness program, which forgives the remaining balance on an individual's federal student loans after they make 120 qualifying, required payments over at least ten years working full-time in a public service position at a nonprofit organization--such as many teachers, nurses, and social workers--should be preserved and made easily accessible to borrowers.	Public Service Loan Forgiveness
Nonprofit organizations are major employers but are currently excluded from federal business tax credits for offering their employees child care, retirement plans, or paid family leave. These credits usually focus on income tax, which nonprofit organizations do not pay, but they do pay \$65 billion in other federal employment taxes each year. These tax credits should be extended to nonprofit employers.	Extending Nonprofits Tax Credits
For-profit industries, like travel and tourism, receive free, regular data about economic impact and their workforce from the federal government in order to make important business decisions, but nonprofits do not. Without access to this data, nonprofits and policymakers lack critical information to design effective policies. Federal agencies should produce regular, accurate, and accessible data about the nonprofit sector, just like they do about for-profit industries.	Data about economic impact from the federal government
We should maintain or increase funding for national service programs, like AmeriCorps, which provide an important way for people of all ages to serve their communities and learn new skills, while also building our nation's workforce. Congress currently allocates less than \$5 per American to the primary national service agency. This funding should be maintained or increased.	Increase funding for national service programs, like AmeriCorps
Although many nonprofit organizations deliver services on behalf of the federal government, including housing, clean water, and addiction treatment, nonprofits are frequently not paid the full cost for services and are paid late making it difficult for nonprofits to fully serve communities. Federal government grants and contracting procedures should be reformed to ensure that nonprofit organizations are paid on time and fully reimbursed for their costs to deliver vital community services.	Reform federal government grants and contracting procedures
Volunteers who use their own vehicle when donating their time to nonprofits, such as delivering food for Meals on Wheels, can only be reimbursed 14 cents per mile, whereas business employees who use their own vehicle for work can be reimbursed 70 cents per mile. Volunteers should be reimbursed at the same rate as business employees.	Reimburse volunteers at the same rate as business employees



Nonprofit Workforce Top Proposals

Nonprofits make a difference in their communities. In addition to their charitable work, nonprofits are the third largest employer of the private workforce. Now you are going to see a list of policy proposals that support the nonprofit workforce. Please indicate whether you support or oppose these proposals.



Proposals by Key Demographics

The below matrix indicates the most popular proposals among key demographics – by **strongly support**

	2024 VOTE		AGE			GENDER		LOCATION		
	Trump	Harris	18-34	35-54	55+	Male	Female	Rural	Urban	Suburbs
Reimburse volunteers at the same rate as business employees	43%	52%	38%	48%	52%	45%	49%	44%	45%	50%
Reform federal government grants and contracts procedures	29%	48%	36%	37%	41%	33%	43%	32%	41%	39%
Data about economic impact from the federal government	28%	37%	30%	32%	31%	28%	34%	29%	32%	31%
Public Service Loan Forgiveness	22%	42%	33%	36%	26%	28%	33%	26%	33%	30%
Increase funding for national service programs, like AmeriCorps	24%	37%	27%	34%	29%	29%	31%	26%	31%	30%
Extending Nonprofits Tax Credits	25%	31%	29%	30%	24%	26%	28%	21%	31%	26%



Proposals by Key Demographics

The below matrix indicates the most popular proposals among key demographics – by **strongly support**

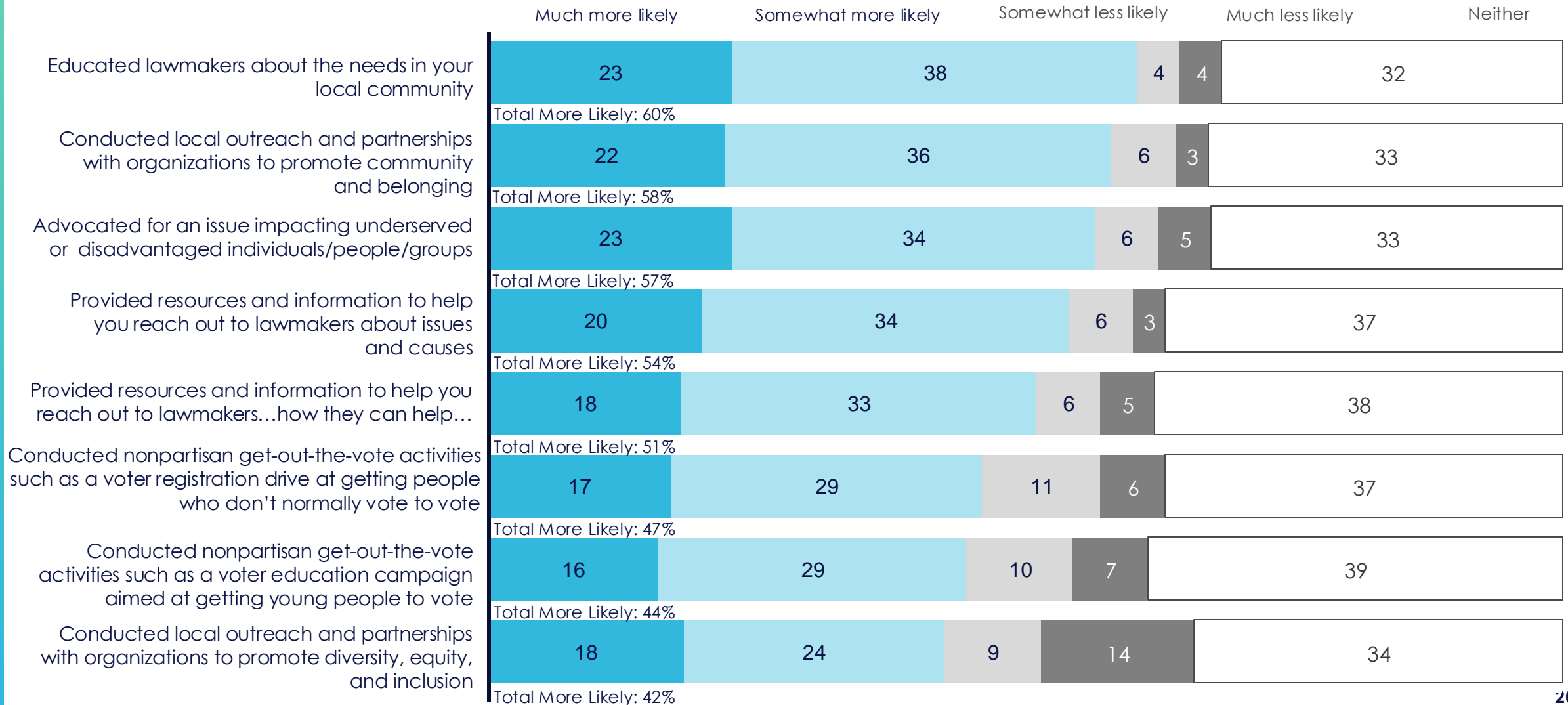
	VOTER STATUS		INCOME			CHURCH ATTENDANCE		
	Registered	Non-registered	Less than \$50k	\$50K-\$100K	\$100k+	Frequent	Infrequent	Never
Reimburse volunteers at the same rate as business employees	47%	37%	44%	49%	48%	49%	42%	50%
Reform federal government grants and contracts procedures	38%	32%	40%	35%	40%	41%	37%	38%
Data about economic impact from the federal government	31%	23%	30%	32%	31%	34%	27%	33%
Public Service Loan Forgiveness	31%	25%	29%	31%	32%	30%	29%	33%
Increase funding for national service programs, like AmeriCorps	30%	19%	31%	29%	30%	37%	27%	28%
Extending Nonprofits Tax Credits	27%	17%	28%	27%	26%	33%	27%	24%



Individual Engagement with Nonprofits

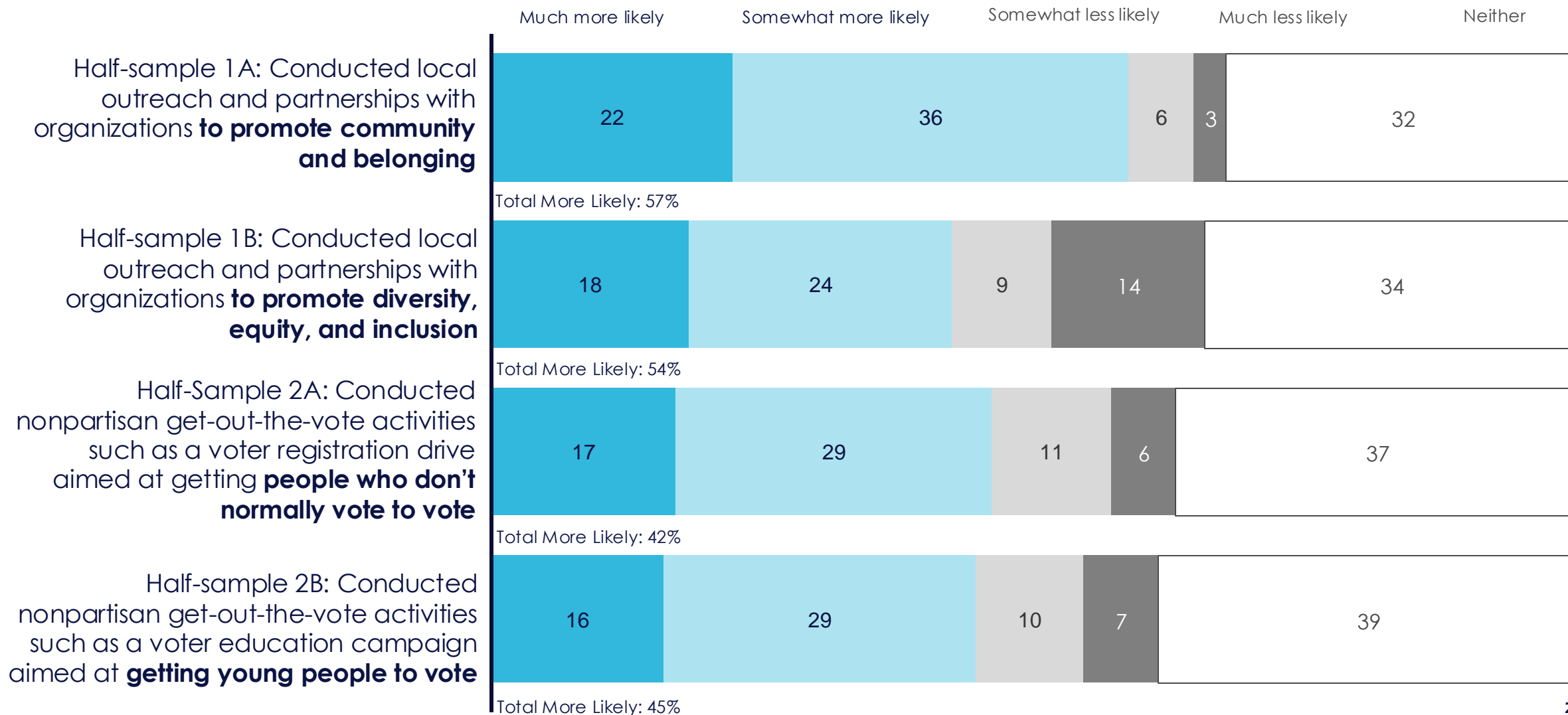
Wide Range of Nonprofit Activities Promotes Volunteering

Now you are going to see a list of activities a nonprofit organization may engage in. Please indicate whether you would be more or less likely to volunteer for a nonprofit organization if they engaged in each action.



Community Language Resonates

Now you are going to see a list of activities a nonprofit organization may engage in. Please indicate whether you would be more or less likely to volunteer for a nonprofit organization if they engaged in each action.



Nonprofit Activities by Key Demographics

The below matrix indicates the most popular activities among key demographics – by **Total More Likely to Volunteer**

	2024 VOTE		AGE			GENDER		LOCATION		
	Trump	Harris	18-34	35-54	55+	Male	Female	Rural	Urban	Suburbs
Educated lawmakers about the needs in your local community	59%	64%	65%	65%	55%	59%	61%	55%	64%	60%
Advocated for an issue impacting underserved or disadvantaged individuals/people/groups	51%	64%	66%	62%	48%	56%	57%	49%	64%	53%
Provided resources and information to help you reach out to lawmakers about issues and causes	56%	54%	64%	56%	46%	55%	53%	47%	59%	52%
Provided resources and information to help you reach out to lawmakers...how they can help...	50%	54%	58%	56%	43%	52%	50%	47%	54%	50%
2b. Conducted nonpartisan get-out-the-vote activities ...aimed at getting young people to vote	39%	53%	55%	52%	34%	47%	42%	43%	48%	42%
2a. Conducted nonpartisan get-out-the-vote activities ...getting people who don't normally vote to vote	45%	53%	49%	53%	42%	47%	47%	37%	54%	44%
1a. Conducted local outreach and partnerships with organizations to promote community and belonging	59%	57%	65%	64%	48%	58%	57%	56%	61%	55%
1b. Conducted local outreach ... to promote diversity, equity, and inclusion	31%	55%	54%	50%	30%	39%	46%	32%	50%	40%

Nonprofit Activities by Key Demographics

The below matrix indicates the most popular activities among key demographics – by **Total More Likely to Volunteer**

	VOTER STATUS		INCOME			CHURCH ATTENDANCE		
	Registered	Non-registered	Less than \$50K	\$50K-\$100k	\$100k+	Frequent	Infrequent	Never
Educated lawmakers about the needs in your local community	60%	47%	57%	60%	65%	65%	61%	57%
Advocated for an issue impacting underserved or disadvantaged individuals/people/groups	57%	45%	57%	56%	58%	61%	57%	54%
Provided resources and information to help you reach out to lawmakers about issues and causes	54%	42%	54%	53%	54%	61%	57%	46%
Provided resources and information to help you reach out to lawmakers...how they can help...	51%	39%	54%	47%	52%	59%	52%	45%
2b. Conducted nonpartisan get-out-the-vote activities...aimed at getting young people to vote	44%	19%	43%	44%	47%	54%	42%	40%
2a. Conducted nonpartisan get-out-the-vote activities...getting people who don't normally vote to vote	47%	21%	46%	44%	50%	50%	52%	40%
1a. Conducted local outreach and partnerships with organizations to promote community and belonging	58%	40%	58%	55%	60%	66%	60%	50%
1b. Conducted local outreach ... to promote diversity, equity, and inclusion	42%	33%	47%	39%	41%	45%	42%	41%



Methodology



1395 interviews
among registered
voters nationwide,
and an additional
105 adults



All interviews
conducted
online



Conducted
Jan 28 – Feb 3, 2025
Margin of Error = $\pm 2.7\%$



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