Congress Takes a Hard Look at Charitable Giving: How Will Museums Fare?

The American Association of Museums’ Online Advocacy Training Series

Have no fear! We’ll explain muting, Q&A and other details when we start.
Topics

- About the Online Training Session
- Who’s Speaking?
- Taking a Hard Look at the Charitable Deduction
- How to be heard on the Hill (and more important, agreed with) on these issues
About the Online Training Session

- Muting
- Toolbar
- Q&A Box
- Chat Box
- Recording and Follow-Up Materials
Who’s Speaking?
Where are we Starting?

Let’s go to the polls!
Who’s Speaking? David Thompson
Taking a Hard Look at the Charitable Deduction

What we will cover

- What are we talking about?
  - Issues on the table
  - Likelihood of action, and when

- What are we going to do about it?
  - Making the case
  - Getting the case heard
Charitable Deduction: But First...

Can I advocate?

YES YOU CAN!

General Rule:
Nonpartisan Advocacy

Special Rule:
Self-Defense Lobbying
Charitable Deduction: What’s in Play

The Charitable Deduction is on the Table

- Obama 28% Limit
- Deficit Reduction Commission (Bowles-Simpson)
- Bi-Partisan Commission
- Gang of Six
- CBO Analysis of 11 Reforms
Charitable Deduction: What’s in Play

The Charitable Deduction is “Moving”

- American Jobs Act
- Comprehensive Tax Reform
- Joint Select Committee on Deficit Reduction (supercommittee)
  - Budget Control Act
  - $1.2 trillion to $1.5 trillion in deficit reduction
  - 12 Members (AZ, CA, MD, MA, MI, MT, OH, PA, SC, TX, WA)
  - November 23 due date
Charitable Deduction

So What are We Going to Do About It?
Charitable Deduction: What to Do

Making the Case (in 6 points or less)

6. $1 in tax loss = $3 in community gain
Charitable Deduction: What to Do

Making the Case (in 6 points or less)

6. $1 in tax loss = $3 in community gain
5. People give to communities; They give *more* for the deduction
Charitable Deduction: What to Do

Making the Case (in 6 points or less)

6. $1 in tax loss = $3 in community gain
5. People give to communities; They give *more* for the deduction
4. **Donations = LOCAL Impact**
Charitable Deduction: What to Do

Making the Case (in 6 points or less)

6. $1 in tax loss = $3 in community gain
5. People give to communities; They give more for the deduction
4. Donations = LOCAL Impact

3. Charitable contributions = no personal gain
Charitable Deduction: What to Do

Making the Case (in 6 points or less)

6. $1 in tax loss = $3 in community gain
5. People give to communities; They give *more* for the deduction
4. Donations = LOCAL Impact
3. Charitable contributions = no personal gain
2. **Nonprofits are the backup strategy** (Plan B)
Charitable Deduction: What to Do

Making the Case (in 6 points or less)

6. $1 in tax loss = $3 in community gain
5. People give to communities; They give *more* for the deduction
4. Donations = LOCAL Impact
3. Charitable contributions = no personal gain
2. Nonprofits are the fallback strategy (Plan B)

1. … and there is no PLAN C
Charitable Deduction: What to Do

Getting the case heard

- Talk to Policymakers
- Write to Congress
  - Individual Letters
  - Sign On Letters
- Participate
  - State Association Members of
How to be heard (and agreed with) on these issues:
Five Strategies for Success

Stephanie Vance, Advocacy Associates
Our Daily Acronym: LOCAL

- Language
- Opportunity
- Cost
- Audience
- Local
What LANGUAGE Works?

We Need to Understand LANGUAGE Differences

<table>
<thead>
<tr>
<th>What D’s Tend to Say</th>
<th>What R’s Tend to Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Access to Health Care</td>
<td>Repeal the Job-Killing Health Care Reform Bill</td>
</tr>
<tr>
<td>Estate Tax</td>
<td>Death Tax</td>
</tr>
<tr>
<td>ESEA Reauthorization</td>
<td>No Child Left Behind</td>
</tr>
</tbody>
</table>

And my favorite: The “Light Bulb Freedom of Choice Act”
What OPPORTUNITIES do we have to connect?

- Events
- Trustee / Friend Meetings
- Special Programs
- IF POSSIBLE: Space for Meetings

Key: How do charitable contributions make these possible?
Why is this worth the COST?


- Any guesses on the number of bills introduced in the entire 111th Congress mentioning jobs?
- How about so far in the 112th?
- Resources
  - AAM Economic Impact Statement
Why is this worth the COST?

Resource: AAM’s “Museum Facts”

Museums are Economic Engines

- Museums employ 400,000 Americans, according to the American Association of Museums.
- U.S. museums contribute $21 billion to the American economy each year (2008 estimate), encouraging economic growth in their communities.
- Quality of life issues contribute significantly to decisions businesses make in choosing to relocate, including access to cultural resources that includes a dynamic museum community.
- The U.S. Conference of Mayors has found that "the arts, humanities, and museums are critical to the quality of life and livability of America’s cities. It has been shown that the nonprofit arts and culture industry generates over $166 billion in economic activity annually, supports over 5.7 million full time jobs, and returns over $12 billion in federal income taxes annually. Governments which support the arts on average see a return on investment of over $7 in taxes for every $1 that the government appropriates."

What’s YOUR Story on Jobs?
Who is our AUDIENCE?

Primary

Decision-Makers

- Legislators
- Executive Branch
- Staff (both DC and local)

Secondary

Influencers

- Voters
- Trustees
- Friends
- Community Leaders
- Businesses
- Others?
Localize, Localize, Localize (Examples)
What Other Resources Are Available?

- Register for our future online training sessions!  
  www.speakupformuseums.org/advocacy_trainings.htm
- Save the Date: Museums Advocacy Day 2012  
  February 27 and 28, 2012 (wow! 2012!)
- Send letters to your legislators at  
  SpeakUpForMuseums.org
- Buy *Speak Up For Museums: The AAM Guide to Advocacy*
- Work with your AAM Government Relations & Advocacy team – they are here to help.
Final Questions or Comments?

AAM Contact Information online

- Gail Ravnitzky Silberglied
  Director of Government Relations & Advocacy
  Phone: (202) 218-7705
  Email: gsilberglie@aan-US.org

- Carla J. Myers
  Assistant Director of Government Relations & Advocacy
  Phone: (202) 218-7699
  Email: cmyers@aam-us.org

- Ember Farber, Grassroots & Advocacy Manager
  Phone: (202) 218-7703
  Email: efarber@aam-us.org