

# The point of Impact

**Where policy advocacy meets political action**

Our research-backed approach seeks out opportunities where 501(c)(3) awareness and support can be amplified through 501(c)(4) action. We then provide funding and technical assistance to help accomplish that action. This graphic illustrates the strengths and differences among 501(c)(3)s, 501(c)(4)s, and PACs—**and where we have the greatest impact.**



LEAST POLITICAL

MOST POLITICAL

## 501(c)(3)

### WHERE POLICY ADVOCACY GAINS A SOLID FOUNDATION

Polling, research, messaging, non-partisan education, and issue advocacy are best accomplished with 501(c)(3) resources. While they can engage in direct and grassroots lobbying, 501(c)(3)s can legally only allocate a limited percentage of their budgets for this purpose. They are also prohibited from engaging in partisan political activity and often choose to pause advocacy efforts during election season to avoid potentially crossing this line.

## 501(c)(4)

### WHERE POLICY ADVOCACY MEETS POLITICAL ACTION

**As a 501(c)(4), Impact Fellows' primary mission is to fund and support unrestricted lobbying exclusively in service of early childhood development policy and budgetary goals.** While we are non-partisan, we do **engage in electoral politics as a secondary, yet essential, form of support** for early childhood advocacy.

## PAC

### WHERE CAUSE BECOMES SECONDARY TO CAMPAIGN

PACs exist primarily to influence the outcome of elections, so they can target specific candidates regardless of their stance on an issue. As a result, PACs spend a lot of their funds on direct candidate contributions. Impact Fellows' funds are strictly used to further early childhood development—we do not directly fund candidates.