

Running Head: NONPROFIT ADVOCACY

Advocacy as a Core or Secondary Function of Nonprofit Organizations

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## Abstract

Advocacy in its many forms, whether outright lobbying or more indirect public education and agenda-setting, is an important activity for nonprofit organizations in the United States. This literature review outlines definitions of nonprofit advocacy, assesses the prevalence of advocacy among nonprofits, and examines organizational characteristics that influence advocacy participation. While most advocacy by nonprofits is conducted by organizations with a core mission of advocacy, organizations focused on direct service can also play an important role in advocacy. Thus this paper explores both the activities of core advocacy organizations as well as the special challenges faced by service-oriented nonprofits seeking to practice advocacy as a secondary organizational function. The review concludes with a discussion of areas for future research on nonprofit advocacy.

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