



Media Toolkit:

California Nonprofit Equity Initiative

March 21, 2023

This is a milestone moment! After more than a year of advocating for nonprofit-government contracting reform, a total of **seven bills* are being introduced as part of the California Nonprofit Equity Initiative – and it is thanks to the efforts of our community, working as the force for good that it is, that we have arrived at this moment.

So let's take action! Help us mobilize as many nonprofit folk as possible to sign on in support of the bill package. Here you'll find everything you need to help get the word out to your networks, including suggested social media posts and graphics. We thank you!

**Note: AB 885 is now a two-year bill; as of 7/20/2023, six bills are currently moving through the legislative process*

Key Links

- Sign-on form: <https://bit.ly/NonprofitEquity>
- Initiative web page: <https://calnonprofits.org/equity-initiative>
- CalNonprofits social media [@CalNonprofits](https://www.facebook.com/CalNonprofits) - Tag us when possible
 - Facebook: <https://www.facebook.com/CalNonprofits>
 - Twitter: <https://twitter.com/CalNonprofits>
 - LinkedIn: <https://www.linkedin.com/company/calnonprofits>

Hashtag

- #NonprofitEquityCA

Timeline

- We will continue the push for signatures and we'll share informational updates as things progress.

Sample Social Media Posts

Below are several sample posts for different platforms. Feel free to adapt as you see fit, or craft your own. Include graphics as desired.

Twitter:

#Nonprofits need greater efficiency, fairness and stability in our partnerships with the State of California. Please sign-on to support #NonprofitEquityCA bill package today. #caleg bit.ly/NonprofitEquity

We signed on to support the California Nonprofit Equity Initiative – 7 bills that will help bring greater efficiency, fairness and stability to nonprofits’ work with state government. Have you? Sign on today! bit.ly/NonprofitEquity #NonprofitEquityCA #caleg

Prompt payments. Start-up costs. Full costs. These have been missing for too long from nonprofit contracts with CA state gov’t. If you want to see more equity for nonprofits and the communities they serve, sign on to support #NonprofitEquityCA. #caleg
 bit.ly/NonprofitEquity

Join nonprofits from across the state in supporting the the CA Nonprofit Equity Initiative bill package. Let state legislators know how critical these contracting changes are. Sign on today!  bit.ly/NonprofitEquity #NonprofitEquityCA #caleg

LinkedIn/Facebook

A package of 7 bills aimed at bringing greater efficiency, fairness and stability to nonprofits that partner with state government was announced today by Assemblymember Luz Rivas, Senator Monique Limón and their colleagues. Let legislators know how important these changes are to nonprofits and the communities they serve by signing on to support the CA Nonprofit Equity Initiative. Sign on today! bit.ly/NonprofitEquity #NonprofitEquityCA #nonprofitpower

Improving how state government contracts with nonprofits is a question of equity – for our most vulnerable communities and for the nonprofits that serve them. Nonprofit leaders: please show your support for the CA Nonprofit Equity Initiative bills now moving through the state legislature. Sign on today! bit.ly/NonprofitEquity #NonprofitEquityCA #caleg #nonprofitpower

Instagram:

Improving how state government contracts with nonprofits is a question of equity – for our most vulnerable communities and for the nonprofits that serve them. Nonprofit leaders: please show your support for the 7 bills that are part of the CA Nonprofit Equity Initiative now moving through the state legislature. Sign on today! bit.ly/NonprofitEquity

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#NonprofitEquity #caleg #nonprofitpower #nonprofit #nonprofitCA #CAPolitics #501c3

Newsletter Post:

Sign-On to Support the California Nonprofit Equity Initiative: Improving how state government contracts with nonprofits is a question of equity – for our most vulnerable communities and for the nonprofits that serve them. That's why CalNonprofits brought together the California Nonprofit Contracting Coalition to advocate for change and develop seven state bills that now comprise the California Nonprofit Equity Initiative, currently pending in the California legislature.

Passing this package of bills will bring greater efficiency, fairness and stability to our essential partnerships with the State of California and our mutual efforts to deliver the highest quality service to the people of California. Please sign-on to support the bill package today. Go to: bit.ly/NonprofitEquity

California Contracting Coalition

