



## Communication Guidelines for Public Policy and Political Issues

Communications in our polarized country have become increasingly challenging. Members of the community want to know Social Venture Partner's stand in relation to political developments, many of which relate to and impact our nonprofit work. Furthermore, our mission to elevate philanthropy to create a network of stronger, more sustainable Boulder County nonprofits demands that SVP advocate for the best interest of local nonprofits.

SVP is a nonpartisan broker of community issues, but we are not neutral. Our core values dictate a point of view that we have historically communicated through our work on behalf of Boulder County residents.

- We put a high priority on learning and engagement. We develop our Partner members and the broader community through active volunteerism and education. We believe informed, knowledgeable residents have greater impact.
- We trust that connecting individuals, nonprofits, businesses, and community leaders strengthens relationships, the foundation for positive social change.
- We support social good efforts along the full 'live' to 'thrive' spectrum.
- Our work advances equity and access to opportunity for all people, and we are committed to standing with our community's most marginalized and vulnerable residents. Fostering inclusivity and respect for all community members builds the foundation of community solutions and sustainability.
- We take risks in the pursuit of mission.

As a 501(c)3, SVP can provide voter education and registration, support get out the vote efforts, and lobby directly to elected officials about issues that relate to our mission and client's best interests. While SVP cannot endorse political candidates, we are allowed to report out on how candidates vote, hold candidate forums, and endorse and fund ballot initiatives and try to influence voters about those initiatives.

SVP has a policy that outlines a process for how we will or will not take positions on issues. However, our policy does not provide guidelines for communications for the socio-political environment in which we currently find ourselves. These guidelines provide clarity rather than ad hoc determinations and decisions on particular messages.

### Communications Guidelines

In communications SVP amplifies our core values and ongoing work as a capacity builder and thought leader, not by reacting or responding to specific political leaders or their actions, but by leveraging the stories of our ongoing efforts and impact to bring attention to local issues, and our work—and that of our nonprofit allies—to address these issues in support of those who live in Boulder County.

- We will seek to educate to assist our community in making informed decisions.
  - Education may include:
    - Blog posts

- Newsletter articles
  - Website content
  - Social media posts
  - Opinion letters to the editor
  - White papers
  - Guest content
  - Public appearances by an individual approved to speak on behalf of SVP
  - And, other commensurate activities
- Educational communications will reflect a fair assessment of alternative views on the issue in question.
  - Educational communications will provide links to additional resources whenever possible.
  - Educational communications on a topic for which SVP has not taken an official position (by a vote of the Board) will represent all perspectives on the issue, cause, idea, or policy. Staff will secure input from the Board of Directors before preparing educational communications.
  - We will continue to regularly affirm our values and related key messages and invite people to join us in making a difference.
  - We will develop and share stories that align with our values and help contextualize the experience of vulnerable people and threatened environments.
  - We will highlight examples of peaceful and productive civil engagement in alignment with our values.
  - We will neither make blanket statements about a particular political party nor use derogatory terms in reference to a party, elected official, or candidate.
  - We will not use language that assumes all Boulder County constituents are aligned with one political party or another. We will speak to the issues and where our underlying values intersect with those issues.

**Social Venture Partners Boulder County (SVP) will engage in advocacy activity, or active support or education for a cause, idea, issue, or policy to the degree allowed by its staff and volunteer capacity.**