

# NONPROFIT ADVOCACY SURVIVAL GUIDE

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# ALLIANCE BUILDING RESOURCES

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## Blumbergs' Charity Search

With [Blumbergs' comprehensive search engine](#), you can identify Canadian charities that align with your mission. You can search for partners using keywords or by searching a specific location or cause area.



## Partnership Strategies

The folks at [NetChange Consulting](#) and [the Broadbent Institute](#) teamed up to create a [report that maps out the strategies and practices](#) that underline the most successful advocacy campaigns. This report outlines a model for success that can be learned and replicated by other campaigns.



## 7 Ethical Principles For Philanthropic Collaboration

Can and should are very different concepts! Nonprofit professionals must consider the ethics associated with philanthropic collaboration. Lucky for you, Geofunders published [a list of seven ethical principles](#) for collaboration in the philanthropic sector.

# MP OUTREACH RESOURCES

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## MP Research

To find alignment with your MP, find out what your MP thinks about the issues that matter most to you.

Go to the [House of Commons website](#) to watch committee meetings, learn more about the house's activities, or read topical agendas.

Also, [check out Open Parliament](#) for more information on how MPs have voted and what they have said in the House of Commons.



## Examples and Best Practices

Don't know what to say when communicating with your MP? No problem. The people at Citizens for Public Justice (CPJ) have you covered.

CPJ has [guidelines and a sample letter](#) to help you write the perfect advocacy letter. Also, if you're unable to write out your message, CPJ has an [advocacy toolkit for calling your MP](#).

# DIGITAL ADVOCACY RESOURCES

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## Planable

Collaborating nonprofits need a social media platform that enables content development across different organizations. [Use Planable to co-author social media posts](#) and tell the perfect story for your digital advocacy campaign.



## How to Manage Your Digital Presence

In this [webinar hosted by Adam Walker](#), Co-Founder of 48in48 and CMO at TechBridge, you'll learn how to manage your time and digital presence. After watching, you'll understand the best ways to think about, plan for, and interact on social media platforms to maximize your advocacy efforts.

For more resources  
check out [this blog post](#)

