501(c)(3) ADVOCACY GUIDELINES

These are rules you must follow while representing PFLAG, in person, including at chapter and coalition events, and online, including use of PFLAG email and social media accounts. Violating these rules may result in the denial or revocation of PFLAG’s tax-exempt status. If you have questions contact PFLAG National’s Director of Advocacy, Policy, and Partnerships, Diego Sanchez.

**DO**

**Educate** the public about issues relating to an upcoming election.

**Attend** candidate forums and town hall meetings.

**Organize** public forums where ALL candidates are invited and have equal speaking opportunity and coverage.

**Ask** ALL candidates about LGBT issues.

**Wear** clothing that supports specific issues, as long as it cannot be linked directly to a political party or candidate.

**Issue** public statements in favor/opposition of elected officials’ positions on LGBTQ issues.

**DON’T**

**Endorse** candidates in person, in writing, or online.

**Participate** in any political campaigns or conduct campaign outreach at meetings—no flyers, announcements about campaign events, etc.

**Invite** a candidate or their staff to a PFLAG meeting to recruit volunteers or give out membership lists.

**Donate** to any candidate on behalf of your PFLAG chapter.

**Engage** in partisan discussion at meetings.

**Wear** clothing/paraphernalia pertaining to or endorsing specific political parties or candidates.

**Sell** chapter member email lists to campaigns.

**Elected officials vs. Candidates: Know the Difference**

Understanding when an incumbent is acting as a candidate, versus in their role as an already-elected official, correlates with the **activity** in question, **not the timing**. For example, an incumbent holding a town hall is acting in their role as an elected official because they are not there to campaign, but to focus on legislative issues.