



Using PFLAG Connects as an Advocacy Tool: Dos and Don'ts

As your chapter launches virtual meetings and events, it's important to remember that the PFLAG Connects system can help with all your chapter work – including your advocacy efforts. To help your chapter advocate for LGBTQ+ individuals and their families effectively (and stay within our 501(c)3 rules), we've created some specific tools to help you advocate online like a pro.

The Dos and Don'ts of Advocacy Work

Before you start planning your chapter's virtual advocacy work please remember that it is imperative to remain nonpartisan. This can be difficult to do, particularly in an election year, but there are a few simple rules for you and your chapter to follow in order to avoid the partisanship in your advocacy efforts:

- You, in your capacity as a PFLAG leader and member, and your chapter may not endorse any candidate for any office.
- Chapter communications cannot include any statements favoring or opposing any candidates or elected officials.
- You and your chapter may not conduct campaign outreach during chapter meetings.
- You may not sell chapter membership lists to election campaigns or political parties.
- Your chapter may not donate to any election campaigns, nor may it accept any contributions from candidates or campaigns.

You, as a private citizen, are free to express your political opinions and participate in any political activity you choose. If necessary, clarify that any partisan opinions you express and any partisan efforts you undertake are done in your personal capacity, not in your capacity as a PFLAG leader or member.

The information in this section is also available in video format [here](#) and on the PFLAG National website [here](#). If you have questions please reach out to Diego Sanchez, Director of Advocacy, Policy, and Partnerships (dsanchez@pflag.org).