

# NON PROFITS/THINK TANKS

In May of 2019 POLITICO Pro surveyed 1,400+ policy professionals, 20% of whom identified themselves as policy professionals at **non-profits or think tanks.** Here 's what they had to say about the state of being a policy professional in 2019.

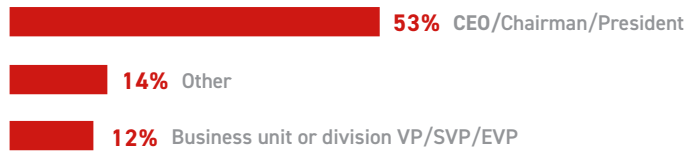
## TEAM SIZE



- ▲ **45%** Say their team size is growing
- ▼ **10%** Say it is shrinking

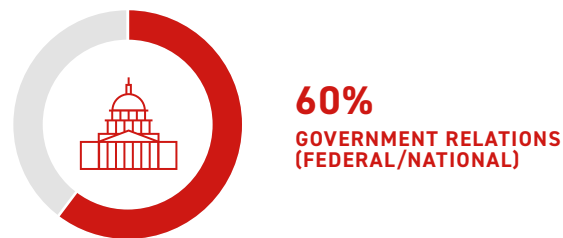
## TEAM REPORTING

To whom does your team report?



## TEAM RESPONSIBILITIES

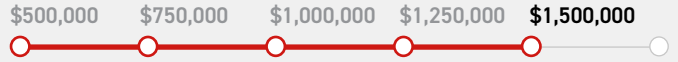
Primary responsibilities



- 45%** Direct lobbying
- 39%** Government relations (state/provincial)
- 58%** Public/media relations
- 45%** Grassroots advocacy
- 44%** Corporate communications: external

## BUDGET

### Median Team Budget

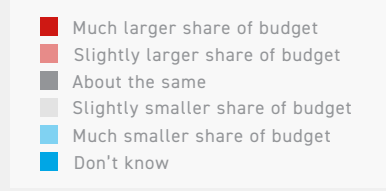
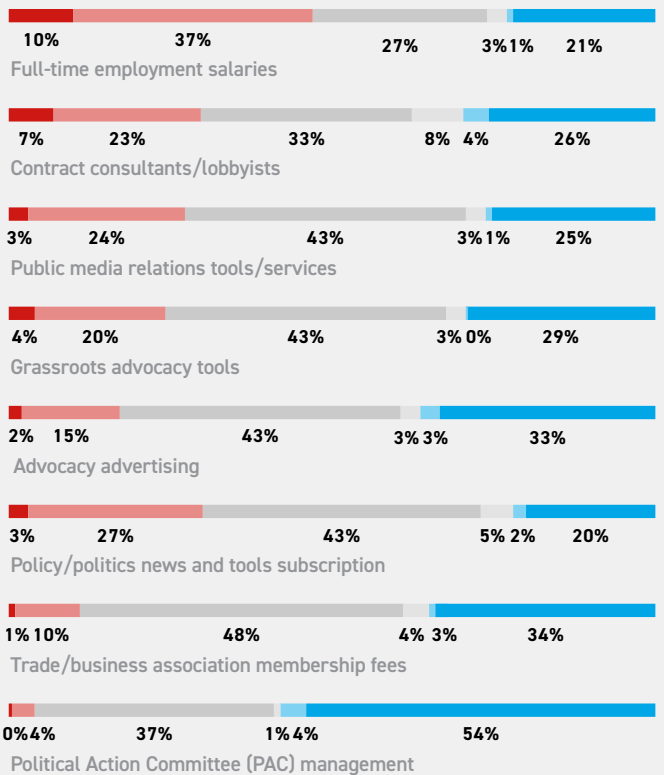


### Top Ranked Budget Line Items Other than full-time employee salaries

- 31%** Policy/politics news and tools subscriptions
- 25%** Contract consultants/lobbyists
- 22%** Grassroots advocacy tools

## BUDGET SHIFTS

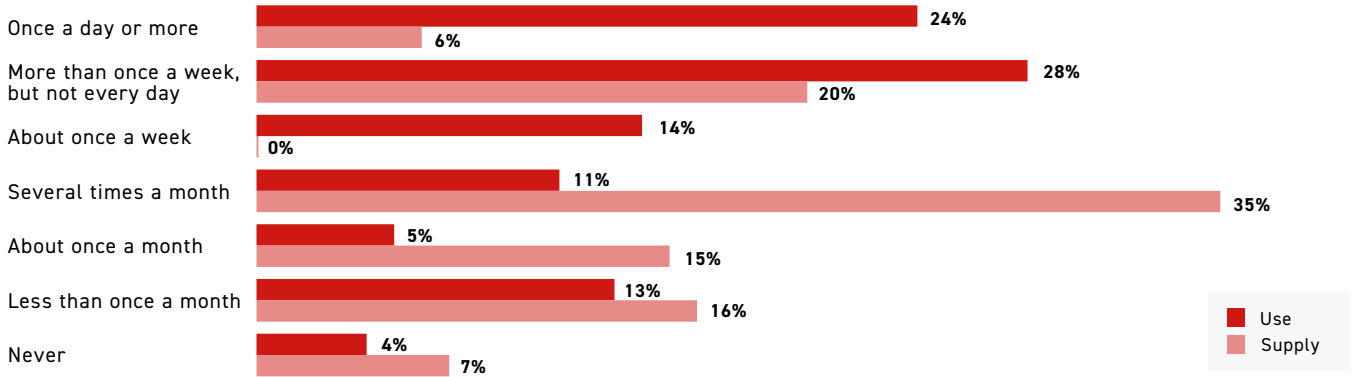
Shifts in organizational spend over the past two years



Base: Not working in government organizations or sole proprietorship (AA1=1-7)  
n= 230

## EXTERNAL ANALYSIS

How often do you use or supply external analysis



Base: Not working in government organizations or sole proprietorship (AA1=1-7)  
n= 188

### ADVOCACY ADVERTISING

Frequency and purpose of ads



- 73%** Shaping policymaker opinions
- 66%** Shaping public opinion

### CONSULTANTS

Contract consultant use cases



- 42%** Direct lobbying (federal)
- 34%** Strategic planning and advisory services