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## A Campaign for Respect. And More!

What nonprofit hasn't wistfully pondered the dream: "We want our sector to achieve the recognition, respect, and support we deserve"? Wistful no more, a relentless group of New Yorkers is doing something about it through the launch of a campaign entitled [Nonprofits Make New York](#)

Nonprofits from across New York City have come together through a coalition, **Nonprofits Make New York**, to change the way corporations, elected officials, and everyday New Yorkers view nonprofits. Led by [Nonprofit New York](#), the coalition's core message is that "New York's nonprofit sector is essential in shaping the community, culture and economy - it's plain and simple." The coalition wants the nonprofit sector to achieve the recognition, respect, and support that nonprofits deserve. And coalition members believe they can make that happen only if New Yorkers - residents, business leaders, and government officials - come together as neighbors and show support for the local nonprofits that shape our everyday lives.

Hence the Nonprofits Make New York campaign. But this is no mere PR effort; there's a meaningful and action-oriented advocacy agenda. The campaign materials explain, "New York City is in a crucial moment of transition and as we close out 2021, we need to rebuild in ways that

- center racial equity,
- focus on sustainability,

- demand real impact, and
- ultimately help make New York City a more just and equitable city.”

The plan is to take to Twitter ([#NonprofitsMakeNewYork](#)), sharing data and upbeat messages, [publish op-eds](#), and our personal favorite, asking the question, “So, how many nonprofits did you come in contact with today?” See this powerful [website for more information and ideas](#).

The philosophy of the Nonprofits Make New York campaign explains why it matters to the local nonprofits, and to all of us: “There is no going back to the ‘old’ normal that was deeply flawed and inequitable – New York’s nonprofits will be essential in this next phase of the city.”