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Title
Visible or Invisible Interest Expression? Nonprofit Advocacy of Human Service Nonprofits in China

Abstract
Nonprofit advocacy and service providing are the main activities of NGOs (Mosley, 2011), which is the foundation of NGOs governance. What’s more, different networks of funding may change the advocacy strategies of NGOs, especially nonprofit advocacy of human service nonprofits (HSNPs) (AbouAssi & Tschirhart, 2017). While the advocacy behavior of HSNPs in western settings are broadly discussed, the research on nonprofit advocacy tactics and approach under authoritarianism is still limited (Guo & Zhang, 2014). This study fills this gap by an original quantitative research. Under a non-western setting with limited resources and lower professionalism (Guo & Zhang, 2013), unlike the advocacy-oriented NGOs, the HSNPs usually focus more on organizational value instead of public value (Li, H. et al. 2017), and thus are more likely to choose certain advocacy tactics to reach their organizational objectives (Zhan & Tang, 2016).

This study uses data from an original nationwide survey of 407 HSNPs in China collected in 2014 to answer the following two questions: First, what kinds of advocacy tactics do HSNPs usually conduct? Second, do the HSNPs adjust their advocacy tactics to fit the need of their funding resource, especially the social fund?

We find that HSNPs with more self-raised funds and the strong executive team are encouraged to engage in both insider and indirect advocacy tactics; while those with more social funding tend to choose more indirect tactics and less insider tactics. The indirect tactics of nonprofit advocacy are often used by HSNPs with limited government resource as a specific strategy of visible interest expression to attract social donations to maintain their organization service. The findings also suggest that the social network may affect the nonprofit advocacy approach the HSNPs use. For
those in the initial development stage with the incomplete social network, the HSNPs tend to be active players of both insider and indirect tactics, lobbying policy makers, enterprise and the public for development opportunities and adequate resources.

This study shed light on how the HSNPs in China intentionally adjust their nonprofit advocacy approaches with different reliance of funds. We believe that this study will not only let us know more about the nonprofit advocacy in an authoritarian country but also shed lights on the sophisticated relationship between government and NGOs in developing civil society.

**Keyword**