



THE BLUE PLAID SOCIETY

FINDING YOUR VOICE: A CONVERSATION IN ADVOCACY

Suzy Pereira

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AGENDA

- The Blue Plaid Society
- Starting a Non-Profit
- Volunteering or Partnering with a Non-Profit
- Individual Advocacy



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A LITTLE BIT ABOUT ME ...

- Parent Advocate
- Founder, The Blue Plaid Society
- DEA Special Ambassador
- 36 years in Defense and Space, Avionics Project Engineer



TRISTAN WELSH

Beloved Son
Only Child
Smart
Handsome
Sweet
Funny
Thoughtful

Tristan always wore
“blue plaid”

November 4, 2021
Forever 26



THE BLUE PLAID SOCIETY



Professional Training

Blue Plaid offers a one-hour continuing education credit for treatment and recovery specialists.



Education

Public speaking events to address and educate the public about the epidemic.



Community Events

Event organizer of The Central Florida Fentanyl Summit.
Pop-up tents for festivals, concerts, and business events.



Collaboration

We fully support the efforts of other groups fighting fentanyl and welcome collaboration opportunities.



Angel Programs

Free graphic design services of unique advocacy material and digital memorials for our angel families.



Saving Lives

Distribution of opioid reversal medication, Naloxone, to anyone at most Blue Plaid events.



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STARTING A NON-PROFIT



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and Society

CHARACTERISTICS OF A NON-PROFIT

- An organization set up under section 501(c)(3) of the Internal Revenue Code
- Nonprofit groups with a dedicated mission
- As long as they operate to support their mission, they receive favorable tax treatment, such as avoiding federal income and unemployment taxes
- No earning may inure to any private shareholder or individual
- Includes churches, charities, and private foundations
- It may not attempt to influence legislation as a substantial part of its activities, and it may not participate in any campaign activity for or against political candidates
- Nonprofits exist that are not tax-exempt



BENEFITS OF A NON-PROFIT

- Tax Exemption
- Potential Property Tax Exemption
- Tax Deductible Contributions
- Credibility and Trustworthiness
- Access to Grants
- Eligibility for Public and Private Funding
- Legal Protections
- Discounted Rates and Services
- Access to Resources and Networks
- Fulfillment of a Mission



11 STEPS TO SETTING UP YOUR 501(c)(3)

- 1. Action:** **By-Laws**
File: Signatures required; no legal filing required
Purpose: Official name, rules of conduct, structure, operations, board and officers, meetings, indemnification, and dissolution for your organization
Note: You must have at least 3 people on your board who are not related
- 2. Action:** **Articles of Incorporation**
File: Electronic through Sunbiz.Org
Purpose: Provides basic information and serves as legal proof your company is established in your state.
Note: Determine your Registered Agent, the person responsible for receiving legal correspondence
Fee: \$70-\$90
- 3. Action:** **Employer Identification Number (EIN)**
File: Electronic through IRS EIN Registration
Purpose: Employer Identification Numbers are issued for tax administration
Note: Do not lose this letter; keep paper and electronic copies; IRS will not replicate it for you



11 STEPS TO SETTING UP YOUR 501(c)(3)

- 4. Application:** **Recognition of Exemption Under Section 501(c)(3) of Internal Revenue Code IRS Form 1023 or 1023EZ**
File: Electronic through [Pay.Gov](https://www.pay.gov)
Purpose: Apply for recognition of exemption from federal income tax
Fee: \$275
Notes: [501\(c\)\(3\) Instruction Video](#) [501\(c\)\(3\) Instruction PDF](#)
- 5. Action:** **Open a Business Bank Account**
Required: Original meeting minutes standing up the nonprofit and motion to set up a bank account, 501(c)(3) Designation Letter, and Articles of Incorporation from the State
- 6. Action:** **Application, Solicitation of Contributions, FDACS-10100 or 10110 and Solicitation of Contributions Annual Financial Reporting Form, FDACS-10122**
File: Electronic through Florida Department of Agriculture and Consumer Services [FDACS.gov](https://www.fdaacs.gov)
Purpose: Public disclosure of contributions to prohibit deception, fraud, and misrepresentation
Notes: Reporting revenue (including contributions) in the preceding fiscal year; filing depends on +/- \$50K in revenue, paid employees or unpaid volunteers



11 STEPS TO SETTING UP YOUR 501(c)(3)

- 7. Action:** **Consumer's Certificate of Exemption, Florida Department of Revenue, DR-14**
File: [Department of Revenue Forms](#) Scan and send DR-5 to [FloridaRevenue.com](#)
Purpose: Provides exemption from the payment of Florida sales and use tax for nonprofit activities
(Example: Computer purchase for the nonprofit, you don't pay sales tax.)
- 8. Action:** **File with Florida e-Services User Information / Credentials**
File: [FloridaRevenue.com](#). [Florida Business Tax Application](#)
(equivalent to DR-1)
Purpose: Allows electronic payment of Florida Sales and Use Tax
Yield: Provides Application Confirmation Number (AF#) and Password
- 9. Action:** **Florida Annual Resale Certificate for Sales Tax, DR-13**
Retrieve: [Print Annual Resale Certificate](#)
Purpose: Authorization to buy goods for resale tax-free, at which time sales tax will be collected
(Example: You buy t-shirts for sale, you don't pay sales tax, but you collect sales tax when you sell them.)



11 STEPS TO SETTING UP YOUR 501(c)(3)

10. Action: **Pay Your Taxes! Sales and Use Tax Return, DR-15**

File: [Florida DOR Online Payment DR-15](#)

Purpose: *To remit any sales tax collected from sales of goods or services*

Note: *Usually paid quarterly*

11. Action: **Return of Organization Exempt from Income Tax, IRS Form 990**

File: [File Annual Exempt Status](#)

Purpose: *To inform the IRS and the public about the organization's activities, governance, and finances, ensuring transparency and accountability in the nonprofit sector*

Note: *Must be filed annually*



SKILLS – YOU CAN'T DO IT ALONE!

- **Technical Skills**
*Website Hosting, Development & Maintenance
E-commerce, Social Media, AI*
- **Business Management**
*Creating & Maintaining Corporate Presence
Budgeting, Accounting & Finance
Business Writing (Contracts, Bios, Annual Reports, Grants)
Legal Knowledge, Tax Knowledge
Project Planning and Implementation
Hiring & Retaining Volunteers*
- **Public Speaking, Presentation Development**
- **Marketing, Store / Online Store Management**
Inventory, Shipping, Customer Satisfaction
- **Photography / Video**
- **People Skills**
*Leadership, Communication, Networking, Relationships
Ethics, Cultural Sensitivity, and Inclusion
Conflict Resolution
Interacting with the Public
Soliciting Donations, Fundraising
Adaptability, Flexibility, Patience*
- **Creative Skills**
*Software (Canva, Photoshop, Illustrator)
Brand Development, Logo, Aesthetics
Digital Content
Educational Materials (Booklets, Pamphlets, Posters)
Advocacy Materials (Wristbands, Pins, Decals, T-Shirts)*
- **Research Skills**
Database Research, Info Synthesis, Fact-Checking, Trend Eval



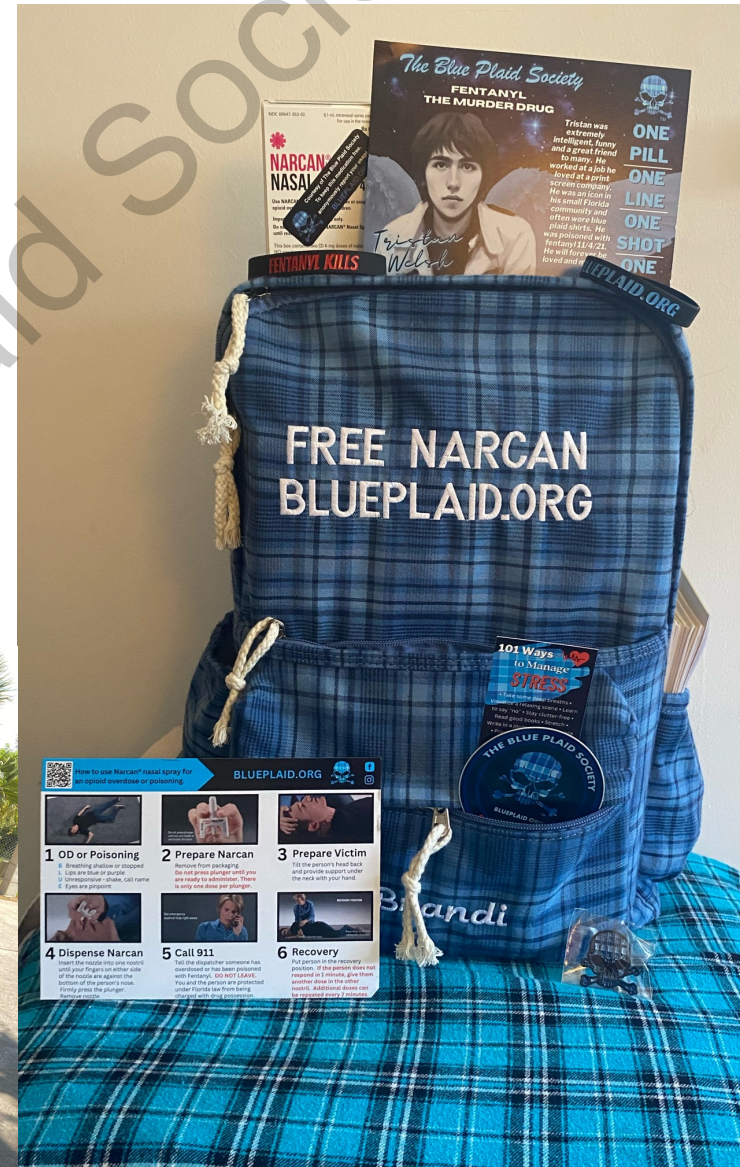
VOLUNTEERING OR PARTNERING WITH A NON-PROFIT



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VOLUNTEERING FOR A NON-PROFIT

- Seek out non-profits in your region that are looking for volunteers
- Ensure you share a common mission or message
- If there is no application process, write to them; highlight what you can bring to the table, or your upcoming events
- Inquire if they can support you with free, branded advocacy products
- Or, be prepared to donate for branded products
- Keep your commitments
- Send and post pictures of your success!



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NON-PROFIT OFFERS

Many non-profits solicit opportunities to create materials or content featuring your angel

- Blue Plaid Angel Memorial Graphics
- Blue Plaid Angel Awareness Cards

Blue Plaid Angel



Devon James Roberts
Poisoned by Fentanyl
8/21/22
Forever 28



Devon had a heart of gold. He would help anyone, even while fighting his own demons. He loved the beach, sun, moon, and stars. A true Pisces, who loved to fish. He was a mamas boy and proud of it. He had such a light about him. Our world is darker now without him. He will forever be loved and missed.

BLUEPLAID.ORG

Blue Plaid Angel



Cierra Matthews
Poisoned by Fentanyl
4/2/22
Forever 26



Cierra was a beautiful soul. She wore her heart on her sleeve. She loved to paint, listen to music, and study her Bible. She was learning to play the guitar. She loved animals, hippie soul, and peace and love. She will forever be loved and missed.

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The Blue Plaid Society
THE DANGER OF
FENTANYL & XYLAZINE



Jarod was intelligent, compassionate, loving, funny and kind. He would do anything to make people smile and would do anything for anyone. Jarod inspired people to be the best they can be. He wanted to make a difference and make the world a better place. He was poisoned with Fentanyl and Xylazine on 3/6/21. He will forever be loved and missed.

ONE
PILL
ONE
LINE
ONE
SHOT
ONE
TIME

For more Blue Plaid Angels visit BLUEPLAID.ORG

The Blue Plaid Society
FENTANYL
THE MURDER DRUG



Tim was intelligent, compassionate, creative, and had a great sense of humor. He was a classically trained chef and writer and played drums. He enjoyed playing Dungeons & Dragons, relished being in nature, and loved his family, friends, and life. He was poisoned with fentanyl on 10/5/22. He will forever be loved to the moon and back.

ONE
PILL
ONE
LINE
ONE
SHOT
ONE
TIME

Forever 36

For more Blue Plaid Angels visit BLUEPLAID.ORG

The Blue Plaid Society
FENTANYL
THE MURDER DRUG



Jesse was loved by all, he was a natural artist who could play the guitar and draw perfectly. He loved to travel and explore the United States. He was a jack of all trades and could fix and build anything. He was constantly making others laugh and he was loved by everyone. He is so missed and loved. Fentanyl took his life on 10-4-2021. I miss and love you son.

ONE
PILL
ONE
LINE
ONE
SHOT
ONE
TIME

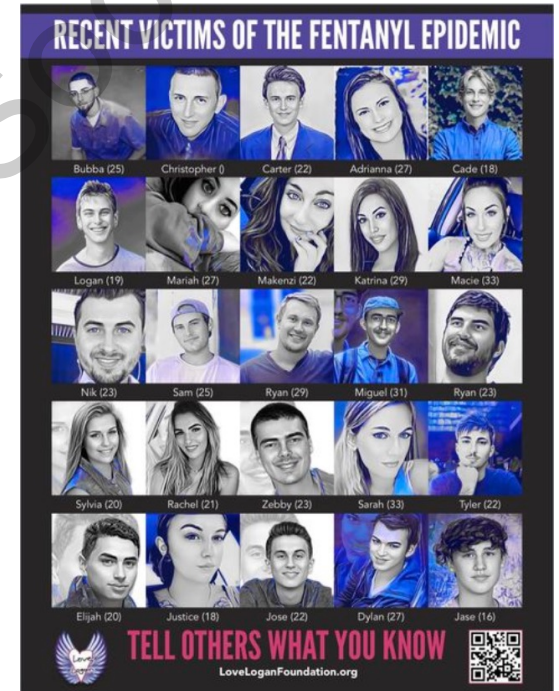
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NON-PROFIT OFFERS

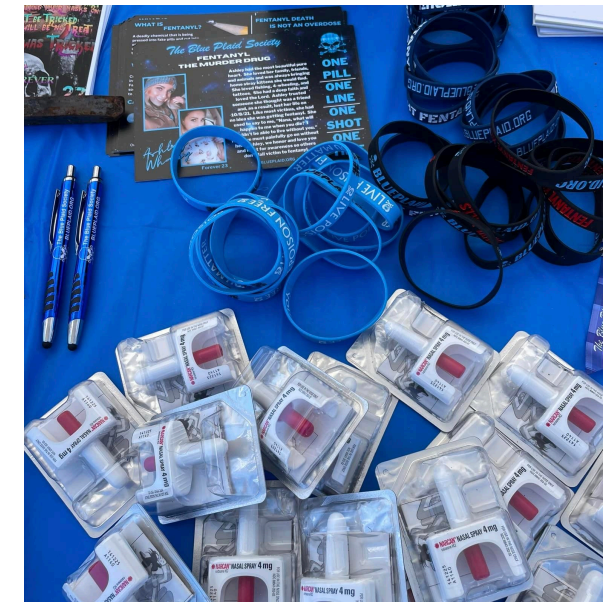
- Billboards
- Banners
- Posters
- Rallies



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PARTNERING WITH A NON-PROFIT

- Looking for individuals with a mission!
- Verify the non-profit is legitimate and operates with integrity
- Be ready to explain your vision or plans
- Be ready with proof of speaking engagements or events
- Some non-profits can help with material



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NON-PROFITS SUPPORTING NON-PROFITS

- Ensure you share an aligned message
- Be a good host when they come to town
- Be genuinely happy for others' success
- Be ready to support where they need you



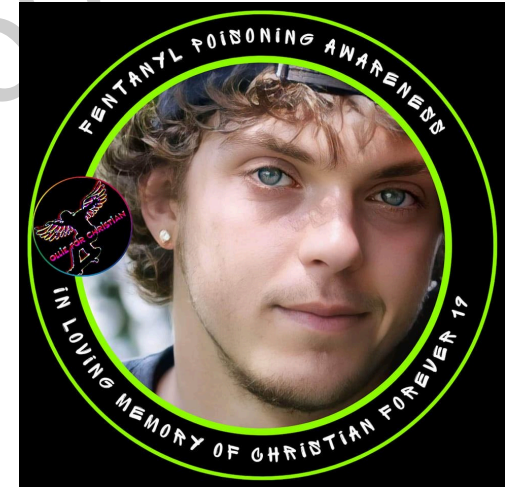
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INDIVIDUAL ADVOCACY

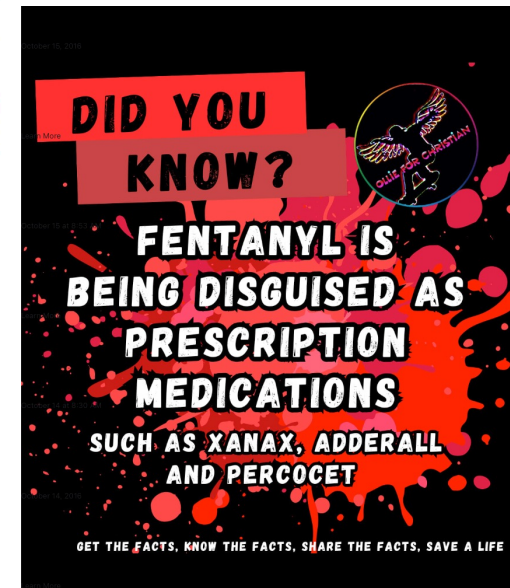


INDIVIDUAL CONTRIBUTION

- *You don't have to be a non-profit to be an advocate!*
- Write an article, tell your story on the news
- Create print materials or digital graphics
- Wear memorial t-shirts, wristbands, ribbons or pins
- Display a memorial decal on your car
- Run a Facebook Group or Meet Up



INSIDEEDITION.COM
Grandma Wants Answers in Fentanyl Poisoning Death of Granddaughter



PUBLIC SPEAKING TIPS

- Prepare, Practice, Perform
- Storytelling is best
- Avoid leading with grief or anger
- Avoid politics; stick to your message
- Know the room; bring your own tech if you have to
- Know your audience: hot or cold market
- Keep within your host's time limit
- Concentrate on your message; your nerves will dissipate
- Replace um's, ah's, and so's, with thoughtful silence
- You'll get better with experience; keep going!



Thank you!

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