

ECONOMIC DEVELOPMENT PEER-LEARNING NETWORK

Coalition Building and Messaging Strategies

A field-tested operating system for turning
community evidence into policy movement

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South Carolina Community Development Tax Credit

Overview

A taxpayer may claim as a credit against their state income tax, bank tax, or premium tax liability for contributions made to a certified Community Development Corporation (CDC) or Community Development Financial Institution (CDFI).

Tax Credit Value

33% Tax Credit for all Equity Investments

50% Tax Credit for all Cash Donations

Rural Tax Credits

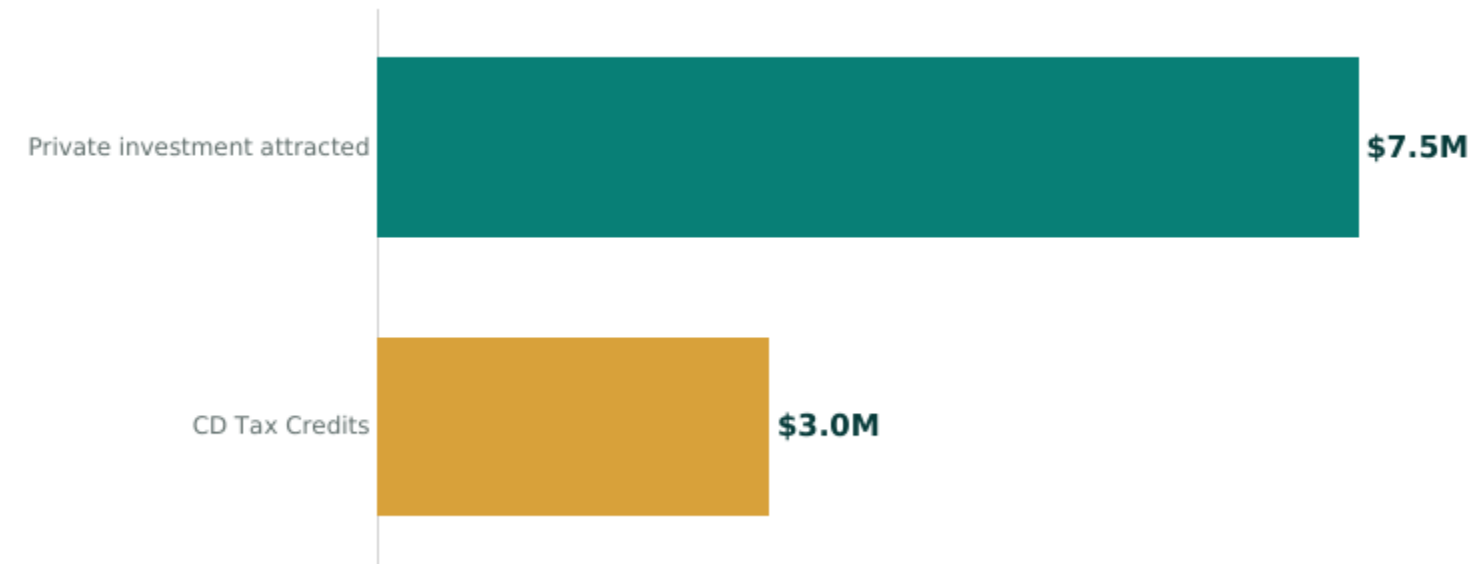
25% of the annual credits available are held in reserve for small, rural-based certified organizations



The tax credit converts public support into local investment

ELIGIBILITY Only about 21 Commerce-certified CDCs and CDFIs can access the credit statewide

2021–2023 Community Development Tax Credit results



SCACED's 2026 request

- \$3M** Annual allocation
- 5 YRS** Predictable authorization period
- 25%** Reserved for small, rural organizations
- BILLS** H.4164 and S.856

A \$3M allocation attracted more than \$7.5M in private investment and repaid the state's investment in 3.3 years.

SCACED's 2026 policy agenda

01

CD TAX CREDIT

H.4164 / S.856

\$3M annually for five years, with access protected for small rural organizations

02

EVICTIION RECORDS

ACT 214

H.4270 signed May 19, 2026; qualifying record removal begins January 1, 2027

03

MICROENTERPRISE

2026 STATE BUDGET

Fund the Microenterprise Partnership Program authorized under Act 171

WHERE SCACED CONCENTRATED

The CD Tax Credit carried most of our 2026 advocacy effort because it finances the organizations delivering South Carolina's CED work.

South Carolina's political landscape shaped the campaign



HOUSE 89 R 35 D



72% Republican

SENATE 34 R 12 D



74% Republican

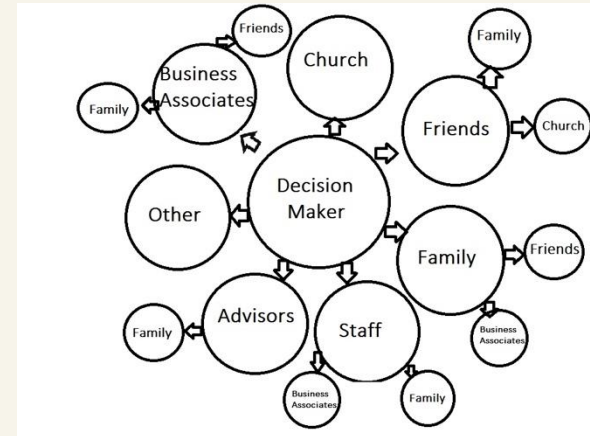
WHAT THIS REQUIRED FROM SCACED

Frame the credit around fiscal value and local control

Bring rural and urban district evidence

Cultivate champions in Ways and Means and Finance

- 1 NAME THE DECISION**
A bill, amendment, hearing, vote or administrative action
- 2 MAP FORMAL POWER**
Committee chairs, sponsors, staff and gatekeepers
- 3 MAP TRUST PATHS**
Members, donors, employers, residents and peers with access
- 4 PRIORITIZE MOVEMENT**
Focus where influence and openness can change the outcome



**The center is the decision,
not the organization.**

SCACED | Economic Development Peer-Learning Network

Coalition Profile



Legislative Action Day 2026

A strong proof stack makes the ask harder to dismiss

STATEWIDE NEED

Why the issue matters at scale

DISTRICT IMPACT

What the decision means locally

LIVED EXPERIENCE

Who carries the consequence

IMPLEMENTATION READINESS

Why the coalition can deliver

SCACED proof stack

\$3M

credits allocated

\$7.5M+

private investment attracted

3.3 years

to repay the public investment

The one-page rule

Statewide fact + district example + human story + specific ask

Message discipline keeps diverse partners moving together

THE MESSAGE HOUSE

SHARED VALUE

Local organizations turn modest public support into durable community investment.

PROBLEM

Without reauthorization, South Carolina loses a proven tool that attracts private capital to underserved communities.

SOLUTION + PROOF

Authorize \$3M annually for five years, preserve rural access and use the program's investment record.

SPECIFIC ASK

Advance H.4164 and S.856 with SCACED's allocation and rural-reserve provisions intact.

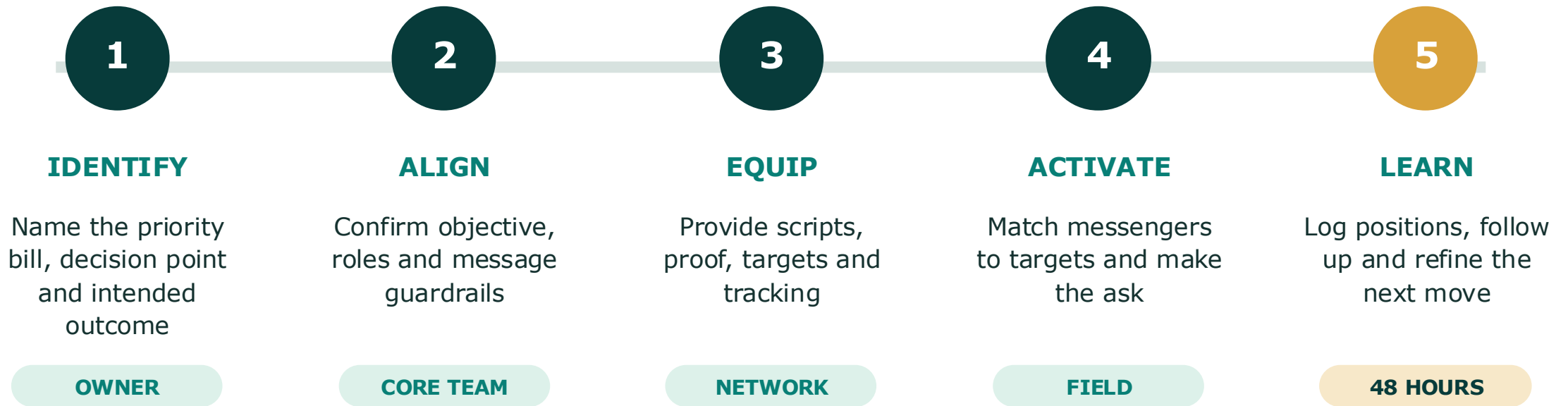
Every partner may use their own voice. The value, proof and ask remain consistent.

One core case travels through different decision lenses

AUDIENCE	LEAD WITH	BEST PROOF	ACTION
Legislator	District benefit and constituent consequence	Local results + trusted local leader	Co-sponsor or move the bill
Member organization	Mission risk and local opportunity	Briefing + story kit	Activate board, staff and residents
Business or funder	Capital leverage and delivery pipeline	Investment results	Endorse, convene or invest
Public or media	Visible community benefit	One story + one memorable number	Contact an official or amplify

Translation changes emphasis. It never changes the underlying facts or policy request.

SCACED champions priority bills with intention



The rhythm begins with intention: champion priority bills early, then align every contact to the outcome.

One coalition system advances three 2026 priorities

01**CD TAX CREDIT****H.4164 / S.856**

\$3M annually for five years, with rural access protected

02**EVICTIION RECORDS****ACT 214**

H.4270 became law, with qualifying record removal effective January 1, 2027

03**MICROENTERPRISE****2026 STATE BUDGET**

Fund the Microenterprise Partnership Program authorized under Act 171

Portfolio discipline

Keep each ask distinct while sharing members, relationships, evidence standards and a single feedback loop.

A phased advocacy campaign

PHASE 1**DECISION**

Define the policy objective, decision maker, deadline and exact ask.

Output: campaign brief

PHASE 2**COALITION**

Assign roles, map influence and recruit the missing messengers.

Output: role map

PHASE 3**MESSAGE KIT**

Build the one-page brief, story bank, scripts and tracking sheet.

Output: message kit

PHASE 4**ACTIVATION**

Match messengers to targets, follow up and adapt from feedback.

Output: contact log

Measure movement

Track commitments, messenger coverage, position changes and confirmed next actions

The field advantage is organized trust

Five questions to take home

- 01** Who makes the decision?
- 02** Who can credibly reach them?
- 03** What proof matters in their district?
- 04** What exact action advances the issue?
- 05** How will the coalition learn within 48 hours?



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