

Nonpartisan Voter Engagement “How To” for Nonprofits

July 30, 2024



Champions for the public good

Before We Begin

- This webinar will be recorded.
- All participants except speakers are on mute.
- Participants can use the Q&A to submit questions.

Disclaimer

No information provided in this webinar is intended to be nor should be construed as legal or tax advice.

Resources

Follow-up email with links to:

- ✓ Voter Engagement Guide
- ✓ Webinar recording
- ✓ Slides
- ✓ Additional materials
- ✓ Evaluation survey



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She/Her

Training and Partnerships Coordinator

Nonprofit VOTE

Agenda

- Welcome
- Who is Nonprofit VOTE?
- Highlights from Nonprofit Power Report
- Nonpartisan Voter Engagement Guide
- Additional Resources
- Call to Action
- Q&A

Who is Nonprofit VOTE?

Mission: Nonprofit VOTE equips our nation's nonprofits with nonpartisan tools and resources to help the communities they serve participate in voting and democracy.

Vision: We envision a diverse network of nonprofits across the United States with the skills, resources, and commitment needed to foster a **more inclusive democracy** where all voices are heard, particularly those currently underrepresented in the voting process.

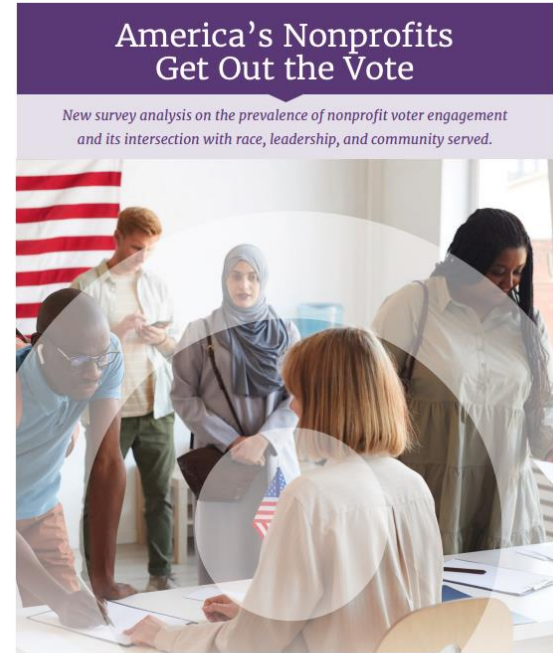
America's Nonprofits Get Out The Vote Report

What percentage of nonprofits do voter engagement?

1 in 5 or 20%

What percentage of nonprofits CAN do voter engagement?

ALMOST ALL OF THEM!



 Nonprofit VOTE

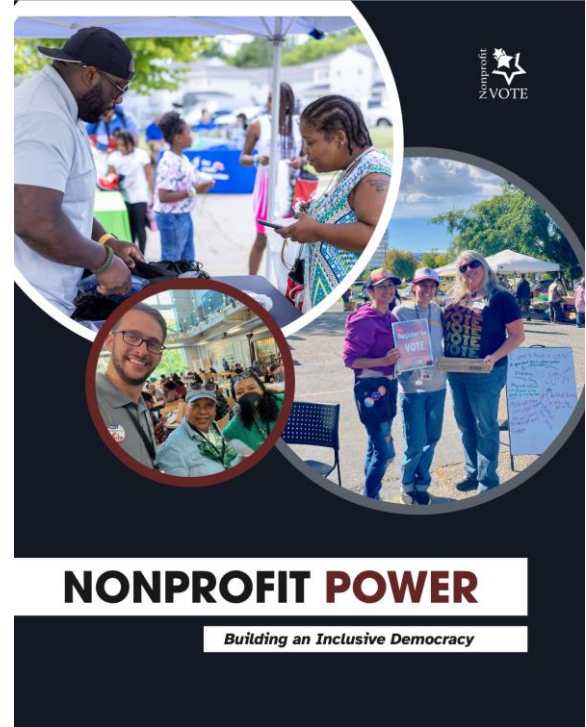
New! Nonprofit Power Report

New report shows the power of nonprofits to build a more inclusive democracy.

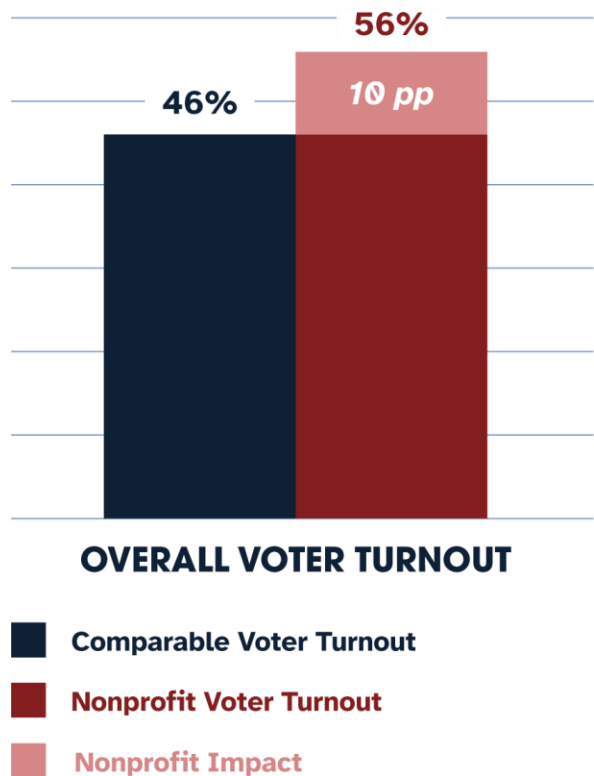
- Nonpartisan voter engagement by nonprofits significantly boosts turnout – 10 percentage points or more!



bit.ly/nonprofitpower2024



Nonprofit engagement boosts turnout!

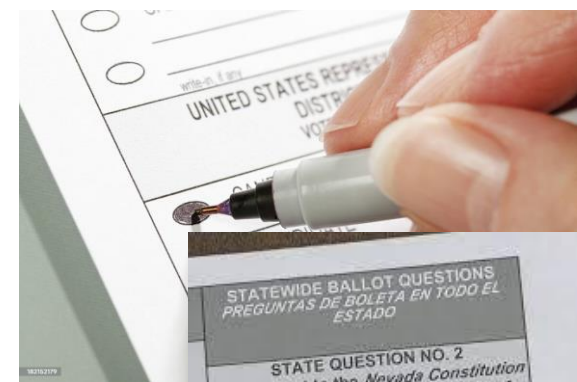


Nonprofit voter engagement drives the biggest increase among lower-propensity voters. Similarly:

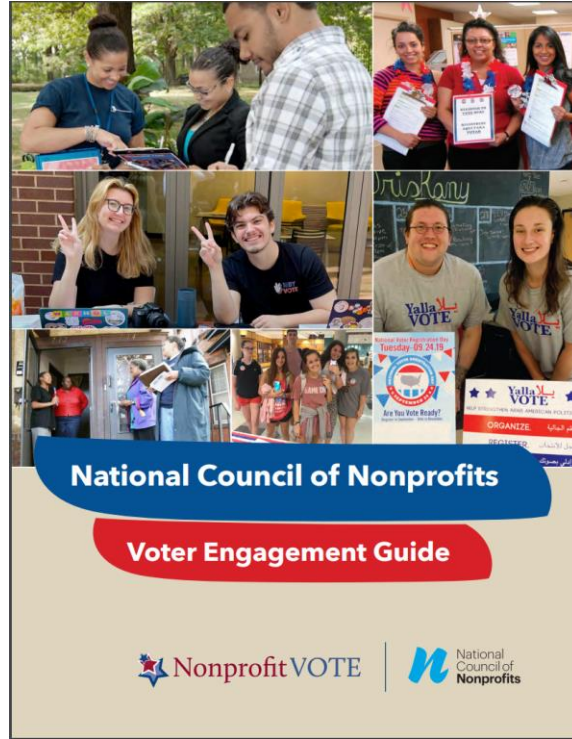
- 12 pp for voters of color
- 15 pp for those earning \$20-30K
- 14 pp for young voters 18-24

What's special about election 2024?

- **Presidential Election year but look down the ballot too**
 - 468 seats in US Congress (33 Senate and all 435 House)
 - 304 appellate court seats
 - 55 statewide ballot measures in 25 states
 - MANY State Senate and State House Representatives
 - MANY mayors, city, township, village, and county council members
- **4 years since the pandemic drastically shifted 2020 election**
 - still COVID considerations (distancing, PPE, wipe touched surfaces...etc) in light of recent wave of cases and general health and safety
- **Check state election laws because they might have changed or still be changing**



2024 Voter Engagement Guide



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Read about Rosie's Place, a community center serving women experiencing homelessness, and how they meld empowering women with civic engagement through candidate forums at <https://www.nonprofitvote.org/field-program/>.

Toolkit Snapshots-Making a Plan

Who's your audience?

Consider the various audiences for your voter participation activities and communications. The activities, messages, and format of the communications you choose may change depending on your audience, including:

- Your members, service population, or other constituents.
- Your staff, board members and volunteers.
- Your neighborhood or local community.

How to develop a lasting partnership

Open Communication: Initiate a dialogue with the organization's leadership team to discuss potential partnership opportunities and be transparent about your objectives, resources, and limitations. Emphasize that your goal is to provide accurate, nonpartisan information to eligible voters so they will have an easier time getting to the polls and casting a ballot.

Define Roles and Responsibilities: Clearly outline each party's roles and responsibilities within the partnership. Establishing expectations upfront helps prevent misunderstandings and ensures that both parties are committed to achieving common goals.

Collaborative Projects: Brainstorm collaborative projects that leverage the strengths of both organizations. Whether it's hosting joint events, conducting community outreach, or launching fundraising campaigns, collaboration can amplify the impact of your efforts.

Promote Each Other: Use your respective platforms to promote each other's initiatives and events and celebrate successes along the way. Recognize the achievements of both organizations and the positive impact of your partnership on the community.

Toolkit Snapshots-Talking With Voters

“I don’t want to register” or “I don’t care about voting.”

Respect their hesitancy. You can’t convince everyone, but you’ll get better at trying.

- “Candidates pay more attention to communities where everyone’s registered. They won’t always do what we want, but they’re more likely to pay attention if we register to vote.”
- Cite an important issue in the upcoming election. Give an example of what the city council, state legislature, or Congress might be voting on next year, being careful to remain strictly nonpartisan.
- Remind them that they won’t be voting alone – they’re voting with and for their families, neighbors, and community.

Toolkit Snapshots-Answering Practical Questions

Can a staff member use their personal account to support candidates?

Individuals have a right to express preferences for or against candidates, as long as they are doing so on their own time and using their individual resources. This applies to their personal social media accounts. The exception would be if that account is primarily used by the individual or others as a communication vehicle for the nonprofit.

Is my nonprofit responsible for how our posts are shared?

No. You are not responsible for how and with whom others share your posts.

Utilize the trust in the community

Organize your voter engagement around local events. Try partnering with local businesses or libraries to help increase awareness about the approaching elections because people are already going there, linking voting to something safe and familiar.

Toolkit Snapshots-Highlighting Important Points

After learning what it means to stay nonpartisan while engaging voters as a 501(c)(3) organization, researching state and local election information is the next step. Every state sets the legal framework for its own elections, so rules for and dates will vary. Always confirm your information with a reputable source, like the local election office. **If you're unsure if a website is from an actual governmental office, look for websites that end in ".gov".**

Key Takeaways

There are many options for voter engagement activities.
It's okay to start small and grow your efforts as you build capacity.
You can start with staff, board, and/or volunteers.

Include the relevant election protection hotline numbers for different languages:

- 866- OUR-VOTE (866-687-8683)
- 888-VE-Y-VOTA (888-839-8682) for Spanish
- 888-API-VOTE (888-274-8683) for Bengali, Cantonese, Hindi, Korean, Mandarin, Tagalog, Urdu, and Vietnamese
- 844-YALLA-US (844-925-5287) for Arabic

Staying Nonpartisan

What does the law say that nonprofits CAN do?

- Register voters
- Send election reminders
- Distribute nonpartisan candidate guides
- Host candidate forums
- Educate voters about options for voting (in person, early, by mail...etc)
- Drive people to the polls
- Support / oppose ballot measures
- Continue issue advocacy during an election



Nonprofit VOTE's Work

Equipping our nation's nonprofits with nonpartisan tools and resources to help the communities they serve participate and vote so that we build a more inclusive democracy.

- Free national webinar series
- Resource Library of free tools, templates, and printables
- Tailored support for partner organizations
- Multi-state field program
- Philanthropy for Voter Engagement initiative
- Lead National Voter Registration Day

Resources

- Nonprofit VOTE Free Resource Library: <https://www.nonprofitvote.org/resource-library/>
- National Voter Registration Day Community Partner Sign-up <https://nationalvoterregistrationday.org/2024-partner-sign-up>
- Nonprofit Power Report: <https://www.nonprofitvote.org/nonprofit-power-report/>
- Nonprofit Staff Vote: <https://www.nonprofitvote.org/nonprofit-staff-vote/>
- Nonpartisan Activities Checklist: <https://www.nonprofitvote.org/wp-content/uploads/2022/01/nonpartisan-election-activities-501c3-nonprofits-1.pdf>

Take the Nonprofit VOTE Pledge



bit.ly/nonprofitpledge

National Voter Registration Day

- Save the Date: September 17, 2024!
- Register as a community partner
- Partnership benefits:
 - free stickers and posters, customized resources, access to grants, and assistance in planning their celebration of the holiday.



• nationalvoterregistrationday.org

Thank you!

Thanks to the generous support of our network of democracy champions, Nonprofit VOTE's public webinars, tools, and resources are free for all to use!

Follow us on Socials: Facebook, Twitter/X, YouTube, and Instagram

Contact us: nonprofitvote.org and info@nonprofitvote.org

Q&A