



**Nonprofit Power:  
The Unique and Crucial Role  
of Nonprofits in Nonpartisan  
Voter Engagement**

# Speaker



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**Nonprofit VOTE**

# Agenda

- Welcome
- Who is Nonprofit VOTE?
- Highlights from Nonprofit Power Report
- Nonpartisan Voter Engagement Guide
- Voter Education
- Voter Registration
- 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.

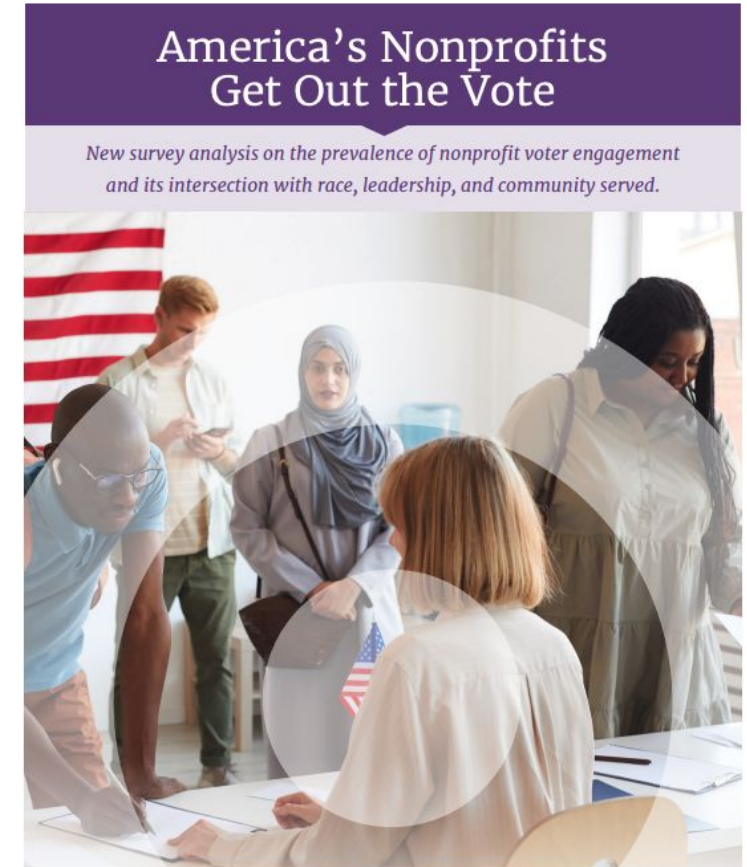
# America's Nonprofits Get Out The Vote Report

What percentage of nonprofits do voter engagement?

**1 in 5 or 20%**

What percentage of nonprofits CAN do voter engagement?

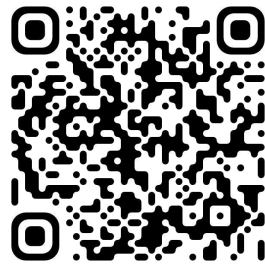
**ALMOST ALL OF THEM!**



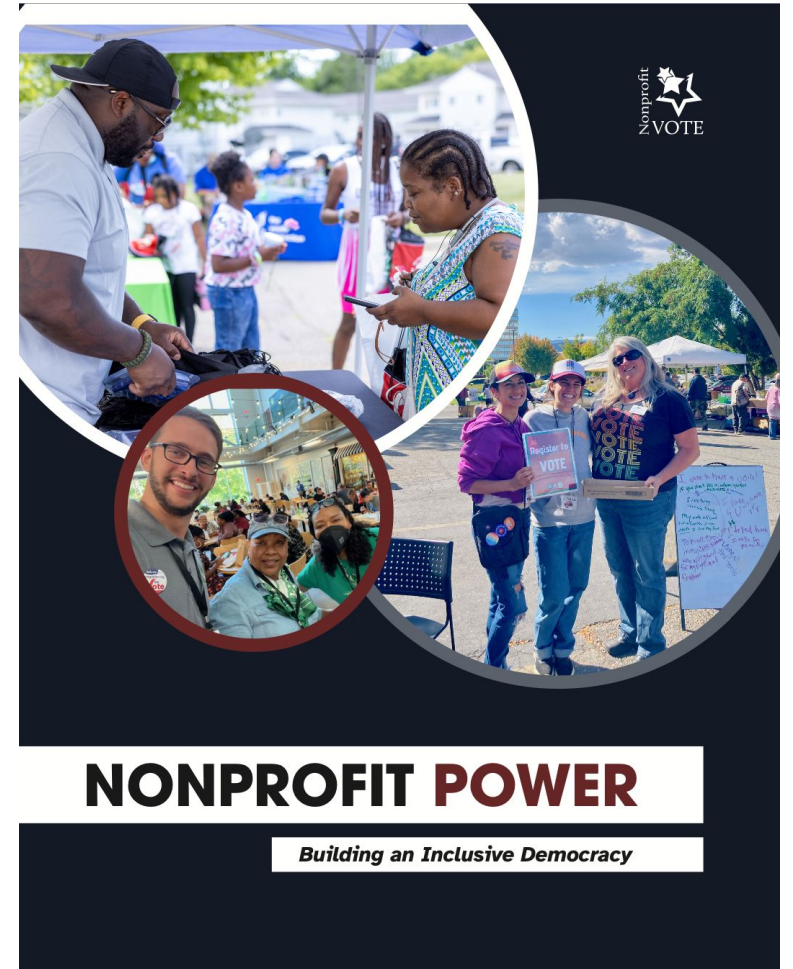
# New! Nonprofit Power Report

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

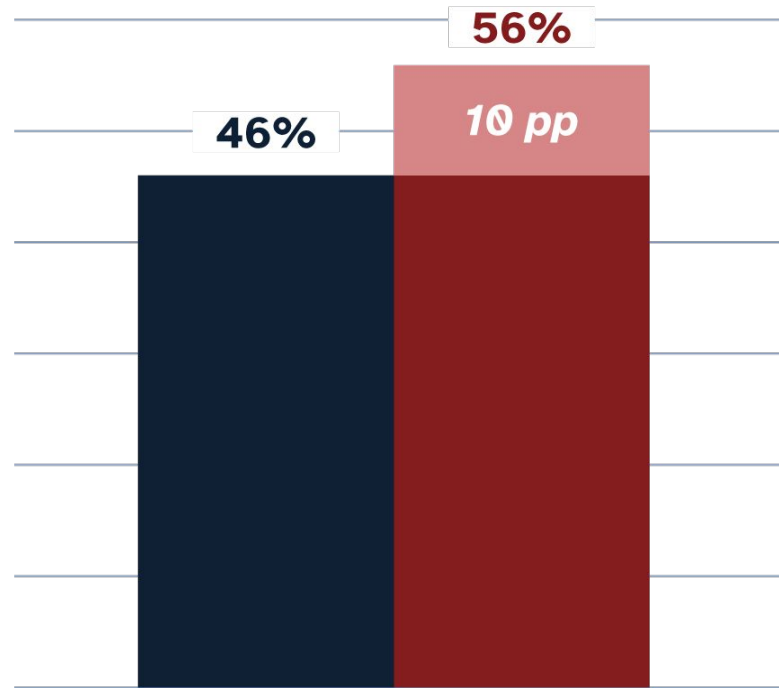
- Nonpartisan voter engagement by nonprofits significantly boosts turnout - 10 percentage points or more!



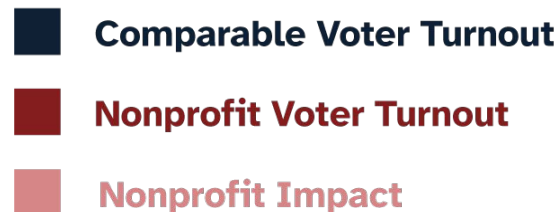
[bit.ly/nonprofitpower2024](https://bit.ly/nonprofitpower2024)



# Nonprofit engagement boosts turnout!



**OVERALL VOTER TURNOUT**

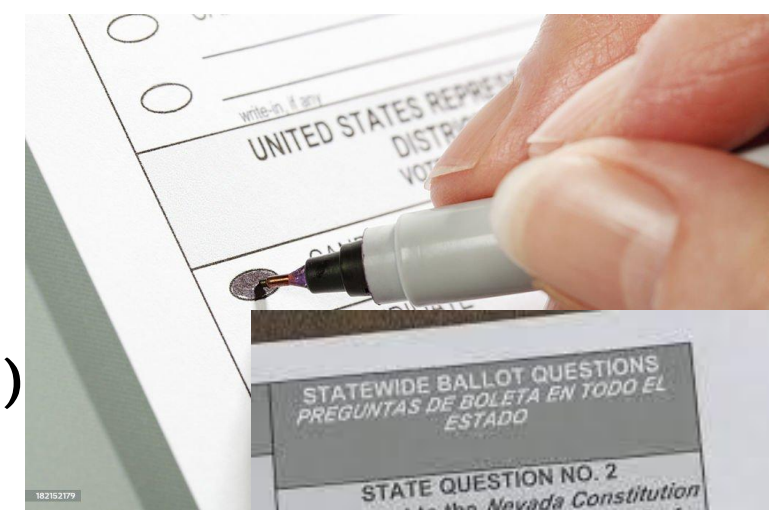


Nonprofit voter engagement drives the biggest increase among lower-propensity voters. Similarly:

- 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**





# 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



# Bolder Advocacy Hotline

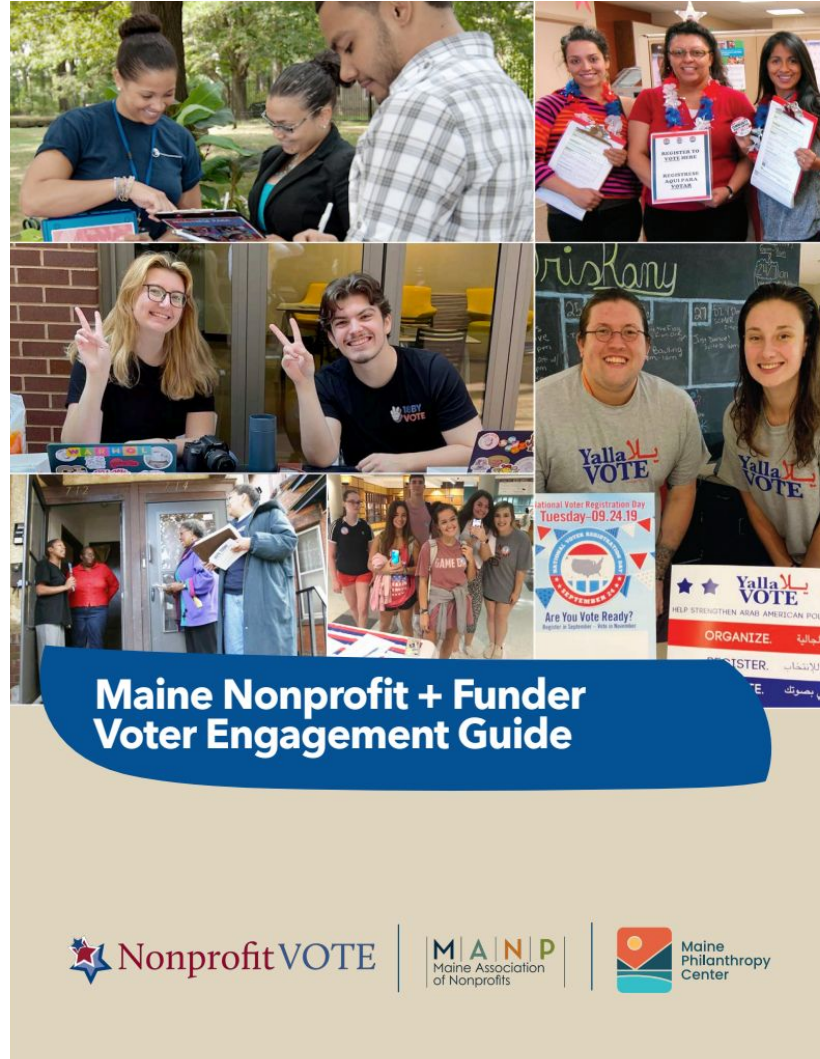
## Technical Assistance

Have an advocacy-related question? Just ask using [this form](#). One of our advocacy coaches will respond within two business days. We look forward to talking with you soon, and thank you for your patience during this incredibly busy time.

Submit a online question to our advocacy coaches using [this form](#) or email [advocacy@afj.org](mailto:advocacy@afj.org).

Call for technical assistance during standard business hours, ET: 866-NP-LOBBY (866-675-6229)

# 2024 Voter Engagement Guide



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# Toolkit Snapshots-State Rules

## Maine voter registration drive guide

### Getting Started:

Maine does not require training for registration drives and does not have notification requirements for registration drives. Do not pay registration drive participants based on how many registrations they collect. Do not offer an applicant any incentive of monetary value to register to vote.

### Obtaining Applications:

Maine registration cards can be obtained at no cost by requesting them from the Maine Office of Elections by completing the voter registration card request form available here: [maine.gov/sos/cec/elec/data/index.html](https://maine.gov/sos/cec/elec/data/index.html)

Individuals and organizations may request up to 1,000 per week, up to a total of 5,000 per election. Anyone may use the current electronic version of the Voter Registration Card to print additional cards. If voter registration drives opt to print their own cards, the cards must be printed double-sided on 4" x 6" green card stock. Print your own cards here: [maine.gov/sos/cec/elec/data/data-pdf/Voter%20Registration%20Card%20Policy.pdf](https://maine.gov/sos/cec/elec/data/data-pdf/Voter%20Registration%20Card%20Policy.pdf)

The federal mail-in voter registration application may be used in voter registration drives: [eac.gov/voters/national-mail-voter-registration-form/](https://eac.gov/voters/national-mail-voter-registration-form/)

# Voter Education

# Voter Education

## The basics:

- When
- Where
- How
- Why

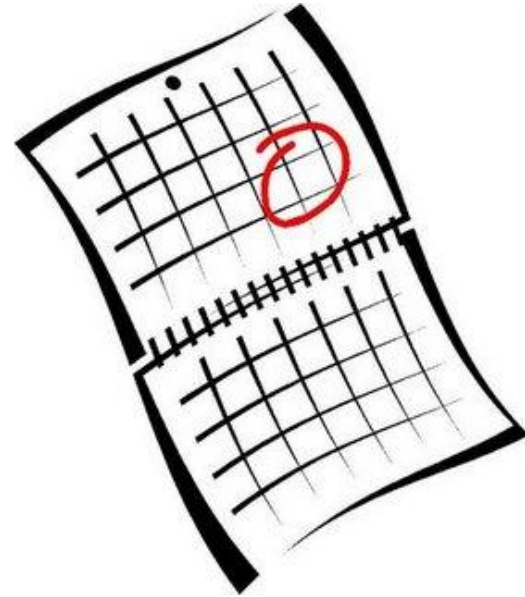


## The keys to success:

- Knowledge about the voting process
- Confidence about casting a ballot
- Urgency and importance

# Voter Education

- When
  - Election date
  - Deadline to vote by mail or vote early
  - Polling hours





# Voter Education

## Where

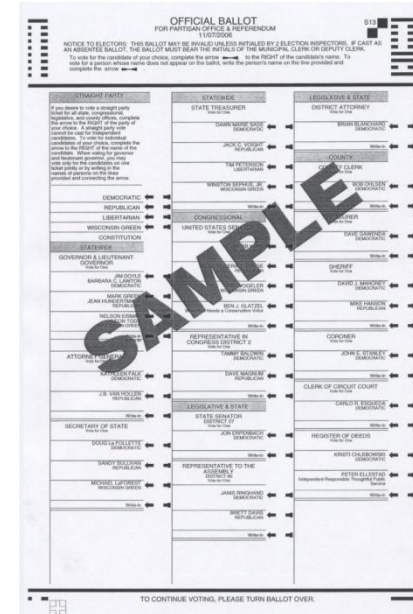
- Polling places
- Early voting locations
- Where to see if location has changed since last year



# Voter Education

## How

- Eligibility
- Id requirements
- How to vote absentee or early in-person
- Rides to the polls
- Election Day Registration
- Resources for help voting



# Voter Education

- Why
  - What does this voter care about?
  - What's at stake?
  - What's on the ballot?
  - Voter "apathy" to "voter connection"
  - Make the connection between every day services and the elected officials who make decisions about those things



# Voter Education

## Consider:

- Where are your points of contact?
- Your trusting relationships
- High traffic areas
- Community events



# Voter Education

## Sample activities:

- Posters in your agency's lobby with election date and polling place hours
- Distribute sample ballots and voter guides
- Help people find their polling place
- Make it a party: Hold a special event about the election for one of your programs.
- Invite the board of elections to bring a voting machine to your community center to build trust in the process
  - Cover specifics for your area
    - what races are on the ballot
    - how to vote
    - polling place locations
    - ballot initiatives.

# Voter Registration

# Benefits to organization and community

- Get the attention of candidates
- Build community visibility and trust
- Foster community-based leadership



# Voter Registration

When registering someone to vote:

- You may not suggest which candidate to support or which political party to join
- You may explain what it means to register without party affiliation
- You may provide nonpartisan voter guides or encourage people to ask friends or neighbors to learn more about the candidates





# Dos and Don'ts

The National Voter Registration Act of 1993 requires:

- Agencies signing up people for federal benefits like SNAP, Medicaid, SCHIP, WIC, TANF to proactively offer voter registration
- States to designate state-funded programs for people with disabilities to offer voter registration

- Nonprofits who receive Community Service Block Grant funding (e.g. Community Action Agencies) and Head Start agencies **MAY NOT:**
  - Use CSBG or Head Start funds to pay for staff or materials to conduct voter registration.
  - Use CSBG or Head Start funds to provide rides to the polls.
- AmeriCorps members cannot conduct voter registration during work hours.

# Voter Registration-Best Practices

When planning your efforts keep the following in mind:

- Put your plan on paper!
- Designate a staff person to take the lead
- Gain buy-in from the executive director and staff
- Connect with your local elections office

Getting voter registration forms:  
*Can you print them yourself or do you need to order/pick them up from the elections office?*

Return completed voter registration forms to your local election office

*States have deadlines for returning forms, sometimes as few as 3 business days!*

# Voter Registration-Best Practices

## At your organization:

- **As a part of services:** Integrated into intake or other interactions with constituents
- **Tabling:** In your lobby, outside your front door or in a high traffic area



## Outside your organization:

- **At events:** A citizenship ceremony, a community festival
- **In your neighborhood:** A highly trafficked location like a transit stop or shopping area

# Voter Registration-Best Practices

- *Many people are already registered*
- *Updating an address* on a registration is just as important as registering for the first time
- *Since many people are already registered*, it is useful to combine registration with other activities like a voter pledge card or promoting your services or an event.

# Our #1 tip for talking to voters

Here are some alternatives to asking: "Are you registered to vote?"

Have you moved or changed your name since you last voted?

Do you know which offices are on the ballot for the election on November 5?  
Which services matter to you?

Would you like to get reminders with helpful information before the election?

# Follow Up

- Make a plan to follow up with voters you registered.
- Text reminders
- Come back to same spots
- Follow up with pledge cards



# 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](https://bit.ly/nonprofitpledge)

# 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!

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**Contact us:** [nonprofitvote.org](https://nonprofitvote.org) and [info@nonprofitvote.org](mailto:info@nonprofitvote.org)