



Two Ways to Educate Clients on Candidates and Issues

Clients deserve to be informed on the candidates and key issues in each election. In fact, for people who may not be engaged or interested in voting, information on where the candidates stand on topics like homelessness, housing, or healthcare may motivate them to participate.

The IRS states that “501(c)(3) organizations may take positions on public policy issues, including issues that divide candidates in an election for public office.” As long as your organization works in a nonpartisan manner and ensures that all candidates and issues are treated neutrally in your materials, you can help educate your clients.

1 Create Voter Guides

A brief, easily printed voter guide gives clients an at-a-glance reference point for the election. Guides should include:

Overview of All Candidates Running for a Particular Office:

- Name and photo
- Party affiliation and current occupation
- List of major endorsements provided by the candidate
- Campaign contact information
- Where they stand on key homelessness and housing issues

Guide to Ballot Measures:

- Brief summary of what a “yes” or “no” vote means
- Overview of ballot measures specific to homelessness and/or housing
- List of major endorsements provided by Yes/No ballot measure committees
- A list of top financial contributors to each side

2 Share Sample Ballots

Sample ballots can help clients familiarize themselves not only with what’s on the ballot, but also what the ballot will look like.

Helpful tips:

- Ask your state or local election officials to provide an official sample ballot, rather than creating one in-house. Be sure to make this request during your organization’s outreach to election offices.
- Consider adding a short explainer of the offices that are up for election.
- Take into account any language barriers in your community, and translate sample ballots accordingly.

For more information and resources, please visit the National Alliance to End Homelessness’ “Every One Votes” toolkit, available at www.EndHomelessness.org/voting

Legal Disclaimer: This document provides helpful information and guidance regarding voting in the United States, but the information and guidance should not be construed as providing specific legal advice about your right to vote. You should consult with legal counsel and/or local and state election offices about specific activities or questions.