



Voter Engagement: Nonprofit Power, Staying Nonpartisan, and Best Practices for Success

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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.

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.

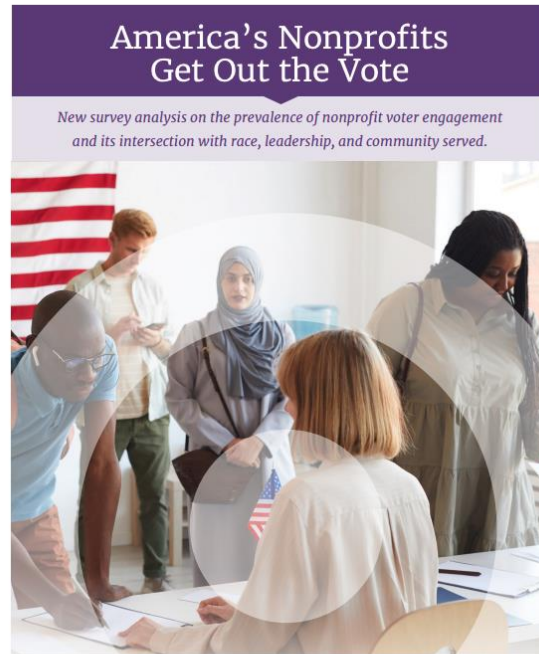
- Free national webinar series
- Resource Library of free tools, templates, and printables
- Tailored support for partner organizations
- Multi-state field program
- Philanthropy for Voter Engagement initiative
- Lead National Voter Registration Day

America's Nonprofits Get Out The Vote Report

What percentage of nonprofits do voter engagement? **1 in 5 or 20%**

What about nonprofits that serve underrepresented communities like people of color or low-income communities? **1-in-3 or 33%**

What about nonprofits that had people of color in leadership? **Nearly half.**

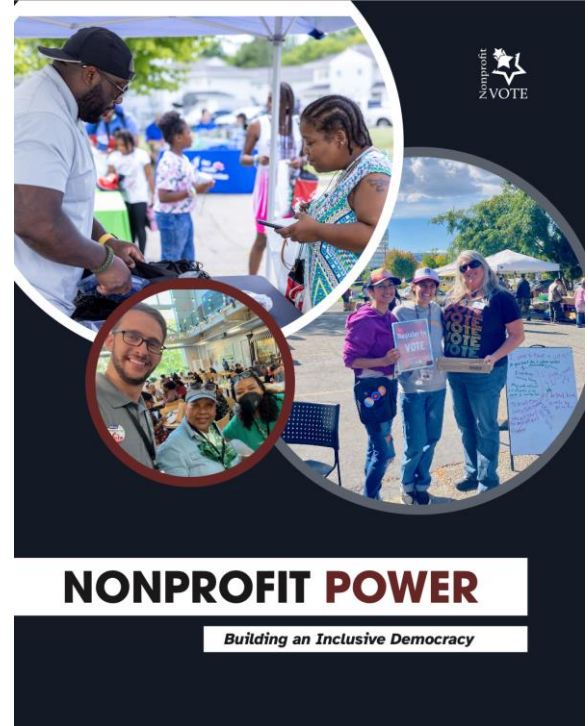


 Nonprofit VOTE

New! Nonprofit Power Report

New report shows the power of nonprofits to build a more inclusive democracy. After analyzing voter file data from 7,000 voters engaged by nonprofits across 8 states in the last midterm.

- Nonpartisan voter engagement by nonprofits significantly boosts turnout
– **10 percentage points or more!**
- Nonprofits reach voters historically underrepresented in our democracy.



Gaps in Voter Turnout

Gaps in voter turnout along the lines of

- race,
- income, and
- age

distort our democracy and the policy debates and outcomes that flow from it.

These gaps also diminish the influence of the nonprofits serving those communities, eroding their ability to deliver on their missions.



Participation Gaps are Self-Perpetuating

Campaigns perpetuate gaps in voter participation. Their goal is to win an election, not foster an inclusive electorate. As such, they focus their limited resources on engaging “likely” voters. **This fuels a negative, self-perpetuating loop.**

We need a new civic ecosystem that engages all eligible voters and brings historically marginalized voters into the process.

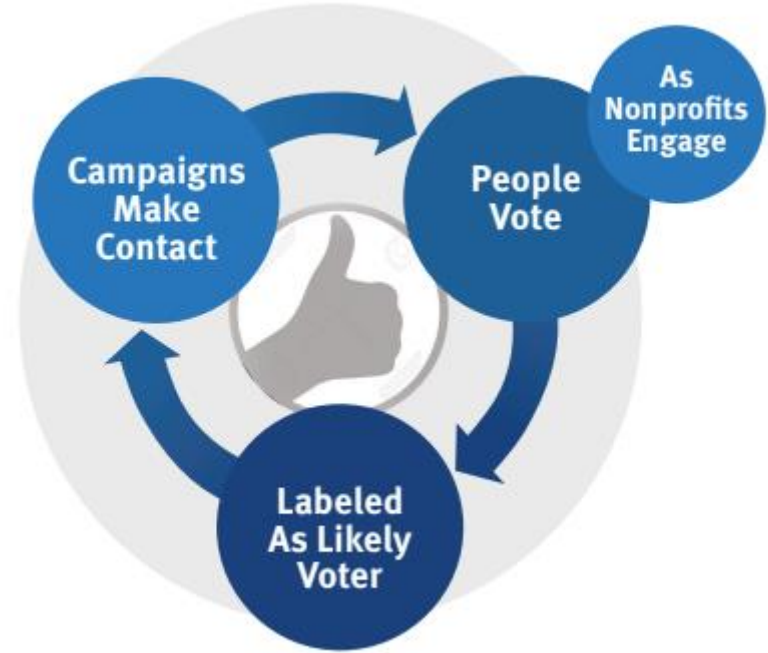


Nonprofits Can Make A Difference

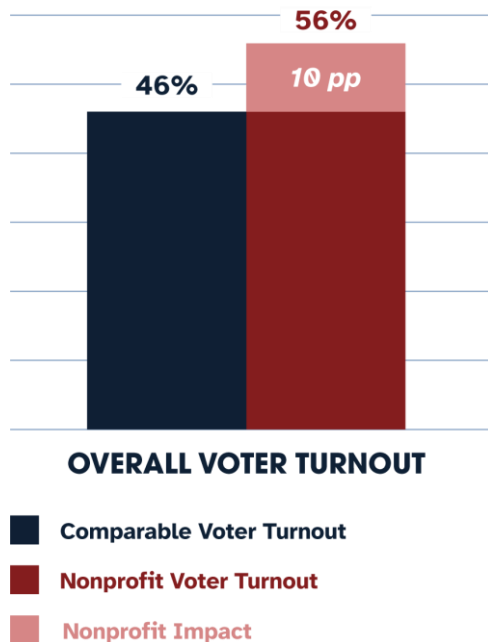
Nonprofits have a fundamentally different goal that transcends any one election cycle – to ensure the communities they serve are heard.

Nonprofits have trust, cultural competency, and deep, long-term roots with the communities served

Our research shows, it works!



Nonprofit engagement boosts turnout!



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

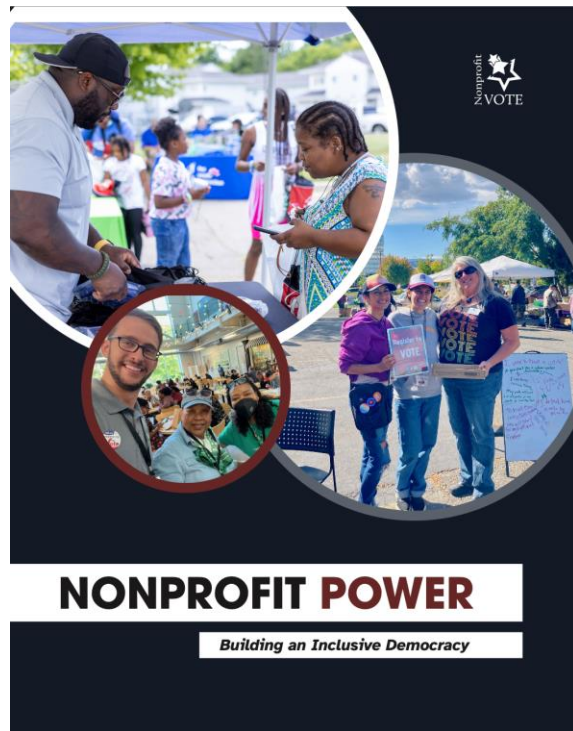
- 12 pp for voters of color
- 15 pp for those earning \$20-30K
- 14 pp for young voters 18-24

Nonprofit Power Report

Available online at:



Or bit.ly/nonprofitpower2024



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



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

Additional Resources

- [Staying Nonpartisan: Permissible Election Activities Checklist for 501c3 Nonprofit Organizations](#)
- [Webinar: Staying Nonpartisan \(in English\)](#)
- [Webinar: Staying Nonpartisan \(in Spanish\)](#)
- [What Nonprofit Staff Can Say about the Election FAQ](#)



Take the Nonprofit VOTE Pledge



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 and info@nonprofitvote.org