

## BENEFITS FOR NONPROFITS

**Voter engagement efforts build stronger nonprofits.** Nonprofits whose communities vote have more access to elected officials, increased clout on issues, and are better positioned to advance their mission. Nonprofits reach people missed by traditional campaigns, contributing to more active citizenship and an electorate that more fully represents the communities we serve.

### **We create a more representative electorate.**

Nonprofits disproportionately reach individuals who are younger, lower-income, and more diverse than the general public—groups that historically participate at lower rates. Because of our trust, personal relationships, and nonpartisan approach, the individuals that we serve are more likely to respond to our appeals to vote.

Candidates and campaigns seek out and respond to communities with higher voter registration and turnout rates and to organizations that care about voting.

### **Voter engagement boosts our advocacy.**

Voter engagement gets us a seat at the table and enhances our ongoing advocacy efforts. Elected officials pay attention to who votes. When our staff and communities participate, we have more access to decision makers, increased clout for our organization, and a greater chance to have our issues addressed.

### **Voter engagement makes us relevant during elections.**

Voter engagement raises our profile. Candidates and campaigns seek out and respond to communities with higher voter registration and turnout rates and to organizations that care about voting. While campaigning they're more likely to come to our neighborhoods, attend our events, respond to our questions, and listen to our concerns.

### **Voting gives power and voice to the people we serve.**

By encouraging voting, nonprofits can help people become more active and engaged citizens. Compared to nonvoters, voters are more likely to talk to elected officials and connect to their neighbors. As community members are mobilized to vote, leaders from within the community often emerge, including those interested in seeking office.<sup>1</sup>

### **We are effective.**

Nonprofit VOTE's 2012 evaluation showed that voters contacted in-person by nonprofits during services voted at higher rates than other registered voters in their state across all demographics. Nonprofits had the biggest impact on turnout among least-likely voters—those that campaigns typically disregard based on low “voter propensity scores” assigned before the election to predict the likelihood that they will vote.<sup>2</sup>

<sup>1</sup> See “Benefits for Voters” factsheet, [www.nonprofitvote.org](http://www.nonprofitvote.org).

<sup>2</sup> *Can Nonprofits Increase Voting Among Their Clients, Constituents, and Staff? An Evaluation of the Track the Vote Program.* 2012. [www.nonprofitvote.org](http://www.nonprofitvote.org)