



Nonprofits Get Out The Vote!

The election is close. Your staff is busy and capacity stretched. You don't have resources for a campaign style GOTV effort. How can you help your community vote? Here are ten easy to implement tactics common to nonprofits.

FOR STAFF:

- Include personal messages in internal staff communications with dates and voting information.
- Have the CEO/ED send an email reminding staff of time off to vote policies.
- Do a staff education activity on a ballot measure or the election's impact on your issue and the community you serve.
- Circulate a sample ballot or nonpartisan voter guide or list of key races.

FOR CLIENTS AND CONSTITUENTS

- Put election reminders in communications. Two weeks out, one week out and day before.
- Create a flyer with basic voting information. Hand out at the front desk and during staff-client interactions.
- Recruit youth to lead activities. People respond to young people asking them to vote.
- Create visibility: In the final week, use announcements at events and meetings, messages boards, and signage to make the election visible.
- Organize a phone bank to contact people you've registered or have #s for.
- Devote the day before Election Day to asking everyone when and where they plan to vote. Have a # or website to go to for help.

Keep in mind factors most likely to help people vote. Use these to frame what you do.

1. **Getting personal contact.** Any type of personal contact close to the election from a trusted messenger like you increases a person's likelihood to vote. In person or the phone is best, but personalized email, social post or mail help as well.
2. **Knowing what's at stake:** Likely voters are motivated by knowing about and the potential impact of a contested candidate race or ballot measure.
3. **Making voting easier:** New voters benefit from any message or assistance that makes it easier to vote. Finding a poll or early voting location. Getting translation assistance. Seeing a sample ballot. Having a plan of when they're going to vote.





Nonprofits Get Out The Vote!

FAQS: WHAT CAN STAFF DO AND SAY AROUND ELECTIONS?

What can I say about the election?

Staff working for a 501(c)(3) nonprofit cannot suggest which candidate to vote for or political party to support. You may provide information about the voting process like dates, early voting hours, nonpartisan voter guides or any kind of assistance to help someone register and vote.

What if I'm asked about the candidates?

Remind the voter that your nonprofit must be nonpartisan. Encourage the person to talk to a friend or family member. Steer them to a sample ballot or a nonpartisan voter guide.

How do I help voters who may need language or other assistance?

State laws allow voters to bring someone to help in the voting booth. Many polls have translation assistance or have ballots in Spanish or another language. Check your local election office [here](#)

Where can I send someone who needs a ride to the polls?

Tell them both major parties and candidates offer rides. Contact the one of your choice.

How do I separate my personal political activities from when I'm representing my nonprofit?

It's your right to support the candidate of your choice. Keep partisan activities outside work hours or take time off. Don't use your organization's social media accounts for candidates.

GOTV - Working with Voter Files

Many advocacy-oriented nonprofits use state voter files for voter engagement and advocacy. For example, to get voting histories for their members or print out lists for canvasses. States are required to maintain a central file of registered voters with address information and voting history. The data, excluding personal IDs, is available to the public, with some exceptions. Most nonprofits get access through a 501(c)(3) coalition such as the [State Voices network](#). Others get voter file data from their local or state election office. The use of voter list software like the VAN – [Voter Activation Network](#) or [Nation Builder](#) is essential.

Resources

[Seven Principles for Getting Out the Vote - EN SP](#)
[Get Out the Vote Toolkit: For Staff Engagement](#)
[Get Out the Vote Posters by AIGA](#)
[Get Out the Vote Resource Page](#)
[Voting in your State: A 50 State Guide](#)

Free Nonprofit National Voter Help Lines:

- **866 OUR VOTE**
- **888-VEY VOTA**
- **888-API-VOTE**