



Reasons to Register and Vote

There are as many reasons to vote as there are voters. When speaking to your clients and constituents about the reasons for voting, try a variety of different approaches. Many people vote because they are for or against an issue or candidate. For others, voting is about ensuring high voter turnout in the community, which results in greater access to elected officials and more of a say in decisions affecting the community. Review these and other reasons to register and vote below.

For this nonprofit, your community...or those who can't vote

For this nonprofit

Our nonprofit depends on support from the city or state to maintain our funding and services. Elected officials respond to neighborhoods and communities where more people are registered to vote and vote.

For your community

Neighborhoods and communities that vote get more attention from candidates and office holders. They are less likely to visit and listen to communities that don't participate in elections.

For our kids and youth

People under 18 can't vote. Our children or youth depend on us to represent their voices too! When we vote, we are looking out for our kids, and their futures. Vote for their future as well as yours.

For neighbors not yet citizens

Many in this community are not citizens. They can't vote. They need you/us to vote for them.

To make your voice heard on an issue or candidate (Don't let others decide for you)

Every vote does count!

Remember: there is power in numbers. When we vote and get our family members to vote, we can impact outcomes and change the debate.

- Many elections are decided by less than 100 votes.

- You send a message by what candidate or party you vote for. Even if your candidate doesn't win, the number of votes they do get impacts what's decided by government.
- Just how close the vote is changes who might run and win the next time.

Don't let others decide for you

If you don't vote, you're letting others decide who wins and what issues matter. Today's non-voters actually favor government and social services (like access to health care, spending on education, income inequality or public safety) at a much higher rate than people who vote regularly.

Send a message. Register to vote for change

More people voting can send the message that we want new policies and more attention to this neighborhood.

Honor our history and the right to vote!

Voting is one of our most important right as citizens. As long as this country has existed, communities like ours have had to fight for the right to vote. There are still people today who don't want some people to vote. It's our turn to stand up and vote to preserve this right the honor of those who went before us.

Because of what's at stake in the next election

An issue

Cite an issue specific to your nonprofit or community like health care access, affordable housing, school funding, etc. Who we elect can be as much about protecting a program as it is starting a new one.

A specific race

Mention an important or high profile race they might know about. Even if the election doesn't look close, the size of the victory or loss can make a difference in what happens next.

A new candidate running

It is nonpartisan to point out interesting new



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candidates, like the first time an Asian-American or Latino candidate is running for a seat up for election.

An important ballot measure

Nonprofits can advocate for and against ballot measures. Asking your clients and constituents to vote in support of your position is a good motivator.

It's easier than you think

It's easy

In many ways, voting has gotten easier in recent years. Once you've done it once, you'll find it easier to vote again and again.

I can't vote...
but you can vote for me

- ✓ Access & quality healthcare
- ✓ Better schools
- ✓ Safer communities
- ✓ Jobs

My future depends on you.



Even easier

If your state has expanded early voting, no-excuse absentee or mail voting, or added language assistance, be sure to emphasize how that makes voting even easier.

You can get help

You can get help voting. Ask your family and friends or someone who follows politics. They'll have good ideas about what's important and which candidates or issues to support or oppose. (Have a handout on voting in your state and how to get help.)

Don't know the candidates?

Say we'll make sure you get information on the candidates before the next election. In the meantime, ask your friends and family. They may have some ideas.

And finally...

If you're not registered, you can't vote!

Resources

The benefits of voting – for individuals, nonprofits and your health.

www.nonprofitvote.org/benefits-voting