The webinar will begin shortly...

All attendees will receive a copy of this PowerPoint presentation and a link to the recorded webinar.
Getting Your Issue on the Ballot

Ballot Measure Advocacy for Nonprofits
About Nonprofit VOTE

Founded in 2005, Nonprofit VOTE partners with America's nonprofits to help the people they serve participate and vote.

We are a leading source of nonpartisan training, materials and other resources for nonprofits doing voter engagement work.

For more information, visit us online at www.nonprofitvote.org
Agenda

• Welcome
• What is a ballot initiative?
• Why get involved?
• Coalition and campaign building
• Case study from Maine
• Q&A

Kellie Dupree
Ballot Initiative Strategy Center

John Brautigam
Consultant, League of Women Voters of Maine
Kellie Dupree
Director of Partnerships & Training
What’s a ballot initiative?

• Initiated Statutes
• Initiated Amendment
• Referendum
• Legislatively-Referred
Who Can Do Them?
Who Can Do Them?

• 501 (c)3s can – and should – work on behalf of measures.

• This work is considered “direct lobbying.”
Why Do Them?

• Create policy change
• Shift public understanding
• Leadership development
• Movement building
Ballot Initiatives as part of long term strategy for power building, policy change & movement building.
Ballot Initiatives as part of long term strategy for power building, policy change & movement building.

- **Year Round Organizing**
  - **Early Agenda Setting**: Front line issues and activities show clear crisis and solution
  - **Base Building**: Field staff, coalition, volunteers, resources, capacity and infrastructure outside of election cycle.
  - **Messaging and Media**: Activities to increase comm’s capacity, refine winning message, and secure popular support.

- **Ballot Initiative**
  - **Ballot Measure as Solution to Crisis**
  - **Clear Consistent Message Appeals to Broadest Base**
  - **Diverse High Capacity Coalition Deploying Field Program**
Key Things to Consider

- Coalition
- Public Opinion/Research
- Political Environment
- Ability to Execute the Campaign
- Key Organizational Support
- Impact
Pre-conditions for a strong coalition

- Get in a fight together
- Relationships grounded in mutual interest
- Make a long-haul power commitment together
- Make sure there is skin in the game

The Missouri Organizing and Voter Engagement Collaborative:
A hub for c3 integrated voter engagement
Ballot Measure Campaign Phases

- Qualification Phase
- Campaign Phase
- Post Election Phase

Ballot Qualification

Election Day
You have questions?
We have answers!

Kellie@ballot.org
Chat us your questions.

We're happy to answer your questions on the webinar. If you have requests for specific resources we will try to include those in the webinar round-up email with the recording and slides.
John Brautigam
Getting Started

1. Identify and define the problem
2. Convene gathering of interested people and organizational representatives
3. Gather information on the problem
4. Assess possible solutions
5. Discuss and choose a solution
Write the Policy

1. Discuss and choose a pathway (legislative, initiative, administrative, judicial?)
2. Refine the solution to a consensus both in content, process to move forward, and timing.
3. Finalize legislative language
4. Get state approval for legislative language (not content)
5. State does fiscal analysis and fiscal note
6. Organize campaign apparatus, steering committee, funding. (timing varies)
7. Organize coalition. (timing varies)
Organize and Signature Collection

1. Get state-issued petition forms for collecting signatures
2. Build signature gathering program and system
3. Collect signatures (18 months to submit, but any one signature valid for only 12 months)
4. Get signatures verified at towns across the state
5. Submit more than enough signatures to the Secretary of State in one batch.
6. Wait for them to count and verify (1 month)
7. Bill then automatically goes to the legislature.
8. Legislative strategy – public hearings? Quick disposal?
9. Adjournment – off to the ballot
10. Negotiate ballot question with election officials (SOS)
The Campaign

1. Campaign plan – June to November (usually)
2. November – win election
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