2018 YEAR IN REVIEW

Nonprofit VOTE
Dear friends and supporters,

Since Nonprofit VOTE’s founding, we have helped nonprofits across the nation engage the communities they serve in voting and elections. A central value driving that work is an understanding that nonprofits are more than just an efficient vehicle for delivering services. They are vital parts of the communities they serve, with trusted relationships, deep roots, and a commitment to the health and well-being of the neighborhoods they call home and the clients they call family.

On the following pages, we celebrate the success stories of 2018, success made possible by our many financial supporters and collaborative partners. From the webinars and trainings for nonprofit leaders across the nation, to the strategic partnerships with key nonprofits and funder networks who can influence the larger sector, we worked to “voterize” the nonprofit sector. We ran on-the-ground voter engagement campaigns in several states, and used the data from that work to document the effectiveness of nonprofits and identify best practices. Finally, we provided key leadership for National Voter Registration Day which shattered records in 2018.

Of course, the work is far from over. We are using 2019 to help nonprofits get ready for what will be a year like no other in 2020. With Presidential and Congressional races, thousands of state and local elections, and the Census, there is no shortage of opportunities for nonprofits to step up and engage. With your continued support and partnership, we will be here to help them do that.

Thank you,

Brian Miller
Executive Director
In our quest to build lasting capacity for nonpartisan voter engagement and a robust civic voice throughout the nonprofit sector, we provide high-quality webinars, trainings, toolkits, and online resources to nonprofit staff and leaders across the nation.

**Free Monthly Webinars**
Nonprofit VOTE worked to organize and promote our free webinar series for nonprofit staff and leaders in 2018, hosting 14 webinars that drew a total of 3,000 attendees. Webinar topics included Planning Ahead, Being Nonpartisan, Engaging Young Voters, Philanthropy’s Role in Democracy, Interacting with Candidates, National Voter Registration Day, Ballot Measure Advocacy, GOTV strategies, Preparing for the Census, and more.

**Online Resources**
We updated key toolkits, online fact sheets, and our resource library to reflect best practices for running an effective program as well as changes in election law. We also converted our web site to a mobile-optimized format so nonprofit staff could readily access those high-value resources from in the field or on the road. The result was impressive! We saw a 600% increase in mobile traffic and a 200% increase in unique pageviews.

14 WEBINARS
3,000 ATTENDEES

600% INCREASE IN MOBILE TRAFFIC
200% INCREASE IN PAGEVIEWS
To shift the culture of the nonprofit sector more broadly, Nonprofit VOTE works in partnership with major nonprofits and trusted brands who not only help achieve scale in their own right, but also serve as validators for other nonprofits thinking of moving into this space.

Most visibly, Nonprofit VOTE collaborated with several national organizations to create voter engagement toolkits for their local chapters and affiliates on the ground. In addition to being broadly distributed across their respective networks, these toolkits were accompanied by either in-person trainings at their advocacy conferences or custom webinars.

**National Urban League**: launched their toolkit at their Advocacy Conference with a workshop for 20 leaders of Urban Leagues across the country and a webinar for their Young Professionals.

**YMCA**: Showed strong participation in National Voter Registration Day after launching their toolkit and hosted a voter registration webinar for members.

**Goodwill**: Worked with us to create a co-branded voter engagement toolkit which they disseminated to over 8,000 of their employees.

**Food Research and Action Center**: FRAC hosted three webinars to engage hunger relief agencies in their network after releasing a co-branded toolkit with Nonprofit VOTE.

**California Health+ Advocates**: Engaged a dozen of their consortia members for input on a toolkit for their 1,300 member health centers. One consortia member, Southern Health Care Partners, hosted an in-person training for several of their health centers.

In addition to toolkits, Nonprofit VOTE’s tailored trainings and webinars reached over a dozen additional national or state organizations, including the National Association for the Education of Young Children and the YWCA. Several of these trainings were for long-time partners, such as the United Way, but just as many were requests from new groups, such as Forward Community Investments in Wisconsin.
In 2017, Nonprofit VOTE began convening a working group of foundations and funder networks to explore ways foundations could be more supportive of their grantees doing voter engagement work with the communities they serve, while still remaining true to and even enhancing their mission focus. We interviewed dozens of foundations and accumulated case studies. These case studies and related strategies became the backbone of a set of toolkits we put together in partnership with the Council on Foundations and Independent Sector.

After a year of interviews, working group calls, and production, two versions of the Voter Engagement Toolkit, one for Private and one for Community Foundations, were formally released before 150 foundation leaders at the Council on Foundation’s Policy Summit in April 2018. A full morning plenary at the COF Summit was devoted to the toolkits including Nonprofit VOTE and two of the foundations profiled in the toolkit.

We continued to promote the toolkits throughout 2018, including a presentation before 150 participants at the Youth Engagement Fund convening in New York City in May. This was followed by a July webinar entitled “Philanthropy’s Role in Democracy” that lifted up the toolkit and its strategies which drew 56 foundation staff. The biggest audience by far was in Kansas during October, when we presented the toolkits to a national convening of 400 community foundation officers.

The toolkits were also publicized on blogs and emails lists of key partners like Council on Foundations, Independent Sector, United Philanthropy Forum, PACE, FCCP, Exponent, Philanthropy Roundtable, Youth Engagement Fund, and Grantmakers for Education.
Through our States Program, Nonprofit VOTE works to practice what we preach and learn in the process, working with anchor groups and local nonprofits to run on-the-ground voter engagement drives at health centers, food pantries, housing clinics, and more.

Nonprofit VOTE recruited seven civic engagement anchors across six states, including Arizona, Colorado, Illinois, Ohio, Georgia, and North Carolina. We provided grant funding, training, and support to these civic anchors, who in turn recruited local nonprofits in their respective communities to participate in the tracked voter engagement program. In all, the anchors collectively recruited 70 sites that registered or secured pledge-to-vote cards from 14,000 voters.

We followed this up with a robust, multi-touch Get Out the Vote campaign aimed at the voters engaged through the program. We sent postcards to over 8,000 voter contacts, conducted two rounds of text messaging reaching 6,000 and 8,000 contacts respectively, and a round of over 10,000 live phone calls.

After the voter engagement phase ended, detailed surveys were distributed to the 70 local sites to identify best practices for high-performing sites – what worked and what didn’t. Meanwhile, the voter contact data from the States Program, along with additional data partners running similar programs in New York, Minnesota, Massachusetts, and Ohio, was gathered for a comprehensive analysis. By matching the voter registrations and pledge cards to the voter files, we will examine the unique impact of nonprofits doing voter engagement work, including the demographics reached and the impact on voter turnout. The final result of this analysis, our Engaging New Voters report, will be released in late May 2019.
Nonprofit VOTE is committed to being a learning organization, continuously evaluating the unique impact of nonprofits working in the voter engagement space, documenting best practices, and applying the lessons learned to our broader programs.

Engaging New Voters Report
In March 2018, Nonprofit VOTE released the “Engaging New Voters” report documenting the unique impact of nonprofits doing voter engagement work with the communities they serve. The report was based on over 30,000 voter contacts made in our previous States Program at 110 nonprofit service providers and CBOs across nine states.

Unlike previous reports which looked at all voters engaged by nonprofits, we chose to focus this year’s report on the impact nonprofits had on younger voters under 30. As the report shows, young people engaged by nonprofits in the program are 1.6 times as likely to be Black and 2.1 times as likely to be Latino. And when nonprofits engage the young people they serve, they vote at rates 5.7 percentage points higher than demographically similar young registered voters. The report also documented best practices for running an effective program.

The report has since been publicized and distributed throughout the nonprofit sector, thanks to key partners and allies who shared the report through their respective communication channels, e-newsletters, and organizational blogs.

Voter ID Study
To bring the most complete and informed understanding of challenges and opportunities for doing successful voter engagement work, we also worked with researchers at CUNY’s Baruch College to learn how nonprofits are assisting voters lacking the necessary ID in several states that have strict voter ID requirements. Through our network, we helped researchers collect nearly 50 survey responses from nonprofits in those states and they conducted several hours of focus group work to inform a white paper scheduled for release in 2019.
As a truly nonpartisan celebration of democracy, National Voter Registration Day is a single day of coordinated media and field events to raise awareness of voter registration opportunities and register as many eligible voters as possible.

National Voter Registration Day 2018 was one for the record books! An eye-popping 865,015 voters registered thanks to the collaborative and coordinated work of thousands of organizations working toward a shared goal.

Among these were 55 Premier Partners, including major digital and media partners, national nonprofits, election official associations, and more. Each Premier Partner supported the holiday in its own unique way, by recruiting its local affiliates, registering voters by the thousands, or leveraging it broadcast or digital media platforms.

Meanwhile, 4,087 community partners with help of 22,641 staff and volunteers organized face-to-face registration drives at libraries, colleges, nonprofits, health centers, and other community venues across the nation. This field work got a huge boost from the engagement of major digital media partners at the national level.

National Voter Registration Day dominated social media platforms throughout the day, with over 400,000 posts and 2.6 million social media engagements (likes, shares, and comments). Major news outlets were not about to miss the scoop as stories ran in Washington Post, CNN, TIME, The Hill, USA Today, Fox News, Billboard, Forbes, Fortune, and elsewhere.

865,015 REGISTRATIONS

22,641 STAFF AND VOLUNTEERS

4,087 COMMUNITY PARTNERS

In addition to Nonprofit VOTE's unique management and coordinating role of the civic holiday, Nonprofit VOTE engaged as one of the 55 Premier Partners and directly recruited 350 of the 4,087 community partners who formed the backbone of National Voter Registration Day.

For a more detailed summary of the record-breaking accomplishments of 2018, see nationalvoterregistrationday.org/about/2018-report/
The work of Nonprofit VOTE is hard to describe or contain in one tidy year, as each year’s work informs and spills into the next. Already at the time of this report’s writing, there is exciting work taking place. Below are a few quick highlights.

**America Goes to the Polls**
In March 2019, Nonprofit VOTE released the 7th biennial “America Goes to the Polls” report in partnership with the U.S. Elections Project. The report ranks all 50 states and the District of Columbia in voter turnout during the 2018 Midterm election, and uses that ranking to highlight policies that boost voter turnout like Same Day Voter Registration, Vote from Home, and Automatic Voter Registration. In addition to making the rounds on the email list serves of voting rights groups across the nation, the report was picked up by USA Today, CBS News, and dozens of local and partner press outlets.

**Census 2020 and NonprofitsCount.org**
With so much riding on the 2020 Census, from federal funding to redistricting, nonprofits across the nation are getting ready to play their part. Nonprofit VOTE will be here to help. Initially created in February, Nonprofit VOTE launched NonprofitsCount.org in April as a compendium of tools and fact sheets for organizations interested in Getting Out the Count in communities that are often hard to reach.

**Engaging New Voters**
On May 30, Nonprofit VOTE will be releasing our new Engaging New Voters report discussed earlier. With the biennial release of this report comes an analysis of over 20,000 individuals engaged by nonprofits across the U.S., documenting the turnout advantage of those engaged by nonprofits, along with a breakdown by race, age, and income. Collected from participating states, it shows the real impact nonprofits have when engaging their underserved communities in voting and elections.

Thank you once again for your contributions and partnership in helping to make 2018 such a successful year for Nonprofit VOTE. We look forward to your continued support and engagement as we move forward into 2019, 2020, and beyond.
Thanks to Our Supporters!

Nonprofit VOTE and National Voter Registration Day
Total financials shown below are inclusive of the work of National Voter Registration Day, a collaborative project that is managed and fiscally housed by Nonprofit VOTE. Separate fund details listed below. Some of the funders recognized above gave support that was dedicated* or in-part for the collaborative work of National Voter Registration Day.

<table>
<thead>
<tr>
<th>Financials (unaudited)</th>
<th>Nonprofit VOTE</th>
<th>NVRD</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundation Grants</td>
<td>$ 515,171</td>
<td>$ 339,903</td>
<td>$ 855,074</td>
</tr>
<tr>
<td>NVRD Sponsorships</td>
<td>$ –</td>
<td>$ 100,000</td>
<td>$ 100,000</td>
</tr>
<tr>
<td>Contracted Services</td>
<td>$ 52,939</td>
<td>$ –</td>
<td>$ 52,939</td>
</tr>
<tr>
<td>Contributions and Support</td>
<td>$ 7,760</td>
<td>$ 3,914</td>
<td>$ 11,674</td>
</tr>
<tr>
<td>Merchandise Sales</td>
<td>$ –</td>
<td>$ 3,136</td>
<td>$ 3,136</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$ 575,871</td>
<td>$ 446,953</td>
<td>$ 1,022,824</td>
</tr>
<tr>
<td><strong>Expense</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personnel</td>
<td>$ 199,528</td>
<td>$ 172,904</td>
<td>$ 372,432</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>$ 70,265</td>
<td>$ 65,496</td>
<td>$ 135,761</td>
</tr>
<tr>
<td>Partner Grants</td>
<td>$ 163,301</td>
<td>$ 61,972</td>
<td>$ 225,273</td>
</tr>
<tr>
<td>Communications</td>
<td>$ 14,991</td>
<td>$ 15,991</td>
<td>$ 30,982</td>
</tr>
<tr>
<td>Printing, Postage, and Supplies</td>
<td>$ 27,300</td>
<td>$ 83,396</td>
<td>$ 110,696</td>
</tr>
<tr>
<td>Occupancy</td>
<td>$ 13,838</td>
<td>$ 12,257</td>
<td>$ 26,095</td>
</tr>
<tr>
<td>Meetings and Travel</td>
<td>$ 23,991</td>
<td>$ 14,413</td>
<td>$ 38,404</td>
</tr>
<tr>
<td>Business Expenses</td>
<td>$ 7,409</td>
<td>$ 6,900</td>
<td>$ 14,309</td>
</tr>
<tr>
<td><strong>Total Expense</strong></td>
<td>$ 520,623</td>
<td>$ 433,329</td>
<td>$ 953,952</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>$ 55,248</td>
<td>$ 13,624</td>
<td>$ 68,872</td>
</tr>
</tbody>
</table>

Grants and NVRD Sponsorships shown are only the share of support that was allocated toward fiscal year 2018 (January through December).
2018 Staff

Brian Miller  
Executive Director

James Hill  
Associate Director of Communications and Partnership

Caitlin Donnelly  
Education Director

Lamont Harrell  
Partner Engagement Coordinator

Linda Hein  
Administration and Data Coordinator

Caroline Mak  
Research Coordinator

George Pillsbury  
Senior Consultant

Greg Cameron  
Communications and Data Associate

John Williams  
Communications (Contract)

Board of Directors

David Heinen,  
Chair

Lindsay Torrico,  
Vice Chair

Jeff Narabrook,  
Clerk

Martina Bouey,  
Treasurer

Michelle Bishop

Judd Choate

Michael Weekes

Leadership Council  *Joined in early 2019

Ebony Baylor*

Dir. of Civic Engagement, National Urban League

Martina Bouey  
Independent Consultant

Tiffany Gourley Carter  
State Policy Counsel, National Council of Nonprofits

Natalie Cone  
Manager of State Advocacy and Civic Engagement, YWCA

Cheryl Clyburn-Crawford  
Exec. Dir., MassVOTE

Rachid Elabed  
Advocacy & Civic Engagement Specialist, ACCESS

Jatrice Martel Gaiter  
Exec. VP of External Affairs, Volunteers of America

Dr. Kei Kawashima-Ginsberg  
Dir., CIRCLE

David Heinen  
VP for Public Policy and Advocacy, N.C. Center for Nonprofits

Amanda Pears Kelly  
VP of Grassroots Campaigns & Internal Advocacy, American Diabetes Association

Terry Ao Minnis*  
Dir. of Census and Voting, Asian Americans Advancing Justice

Jeffrey Moore  
Chief Strategy Officer, Independent Sector

Jeff Narabrook  
Elections Administrator, City of Minneapolis

Hadar Susskind  
Senior VP of Government Affairs, Council on Foundations

Lindsay Torrico*  
Dir. of Policy and Advocacy, United Way

Laura Walling  
Dir. of Advocacy and Legislative Affairs, Goodwill Industries International

Michael Weekes  
Pres. and CEO, Massachusetts Council of Human Service Providers
List of Advisors

Gary Bass
Executive Director, Bauman Family Foundation

Jeffrey Berry
John Richard Skuse Professor of Political Science, Tufts University

Harriet Barlow
Director, Blue Mountain Center

Elizabeth Boris
Fellow, Urban Institute

John Bridgeland
President and CEO, Civic Enterprises, LLC

Tim Delaney
President and CEO, National Council of Nonprofits

Kathay Feng
Executive Director, California Common Cause

Seth Flaxman
Executive Director and Co-Founder, Democracy Works

Cynthia M. Gibson
Senior Fellow, The Philanthropic Initiative

Alexander Keyssar
Matthew Stirling Professor of History and Social Policy, Harvard Kennedy School of Government

Kim Klein
Principal, Klein & Roth Consulting

Maria Teresa Kumar
President and CEO, Voto Latino

Kelly LeRoux
Assistant Professor, University of Illinois Chicago

Abby Levine
Director of the Bolder Advocacy initiative, Alliance for Justice

Peter Levine
Dean for Research and Lincoln Filene Professor of Citizenship & Public Affairs, Tufts University’s Jonathan Tisch College of Civic Life

Michael McDonald
Associate Professor of Political Science, University of Florida

Michael McGrath
Director of Research & Publications, National Civic League

Norman Ornstein
Resident Scholar, The American Enterprise Institute

Jon Pratt
Executive Director, Minnesota Council of Nonprofits

Miles Rapoport
Senior Practice Fellow, Harvard, Kennedy School

Hon. Mark Ritchie
Former Secretary of State, Office of the Secretary of State – MN

Mark Rosenman
Ph.D., Professor Emeritus, The Union Institute & University

Heather Smith
Founding Partner, Seven Strategies

Steven S. Taylor
Senior Vice President and Counsel for Public Policy, United Way Worldwide

Tracy Westen
Founder, Center for Governmental Studies
Every year, thousands of nonprofits use our resources, including over 100 state and national partners.

For a full list of partners, go to nonprofitvote.org/our-mission/national-partners/ and nonprofitvote.org/our-mission/state-partners/

To learn how your organization can become a national or state partner, email us at info@nonprofitvote.org.