The webinar will begin shortly

Use the Q&A box to send us your questions.
Recording and slides will be sent within a week.
How Nonprofits Can Promote Voting By Mail
Founded in 2005, Nonprofit VOTE partners with America’s nonprofits to help the people they serve participate and vote. We are the leading source of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services.
• The USPS and voting by mail
• Tools for requesting mail ballots:
  ○ Civitech
  ○ VoteByMail.io
• Educating voters about the use of mail in ballots
• Q&A

Have questions for our speakers?
Use the Q&A box to send us your questions!
Speakers

James Hill
Nonprofit VOTE

Sarah Jackel
Civitech

Brett Clarke
VoteByMail.io

Alek Psilakis
MassVOTE
The USPS and voting by mail
Concerned about the USPS and mail voting?

We’ve held legitimate elections during the Civil War, WW2 and even the 1918 flu epidemic, using the post office as a crucial part of the electoral process. That has not changed.

The most important thing is to apply for and turn in mail ballots EARLY.
Concerned about the USPS and mail voting?

Can’t get your ballot in the mail at least one week before election?
- Use a secure drop off box (if available in your area)
- No drop box? Voters can take their ballot to the post office for a “postmark” stamp before dropping in the mail.

Use our state factsheets to understand the process in your state.
Tools for requesting mail ballots
Vote-by-Mail Solutions
About Us

Civitech builds technical solutions for nonprofits, candidates, activists, and local/state governments to maximize voter engagement and turnout.

Our Success:

- **20M+** unregistered voters identified
- **500K** newly registered voters
- **8K+** active VR volunteers
Proof of Concept

How We Used a Digital Tool to Improve Voter Registration Conversion by Printing & Mailing Applicants their Forms.

20% vs 68 - 91%

Print + Mail Conversion w/ Other VR Tools

Print + Mail Conversion w/ Civitech VR Tool
Many voters find vote by mail confusing and daunting. They don’t know if they qualify to vote-by-mail or how to sign up to do so.

State-by-state rules are infinitely complex and changing regularly.

Many states with online portals often require state-issued ID;

Many voters nationwide still must print and mail a form to sign up to vote by mail.
Many people are left out from the online application process.

49M
# voters living in the 10 states without online voter registration

30%
Americans who must print + mail an application

<10%
Americans own printers

Voting-age citizens without photo ID

- 8% White
- 11% All
- 15% Income <$35k
- 18% 18-24 y/o
- 19% Latinx
- 25% Black

49M Americans who must print + mail an application due to lacking an online registration process.

Many people are left out from the online application process.

Black voters are 25% more likely to be left out than all other races.

Income <$35k is 15% more likely to be left out than all other incomes.

18-24 y/o is 18% more likely to be left out than all other ages.

Latinx voters are 19% more likely to be left out than all other races.

White voters are 8% more likely to be left out than all other races.
How the Process Works

Users can request their mail-in ballot:

- Online (if their state allows it and they are eligible)
- Via email (if their state permits it)
- By having their form printed & mailed to them
- By downloading and printing their own form
Voter Registration

Built in workflow allows voters to:

- Check their registration status.
- Register to vote online (if eligible, available).
- Have their voter registration form printed & mailed to them.

✔ You’re registered to vote!

We see that you are registered to vote at the address you submitted.

You’re ready to sign up to vote by mail!

APPLY TO VOTE BY MAIL
Users can request their mail-in ballot:

- Online (if their state allows it and they are eligible)
- Via email (if their state permits it)
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<table>
<thead>
<tr>
<th>Why CampaignOS VBM?</th>
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<tbody>
<tr>
<td><strong>Simple, intuitive UX/design</strong></td>
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<tr>
<td>We guide users through simplified paths based on in-depth state-by-state research. Our mobile-optimized interface is also translated to Spanish</td>
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<tr>
<td><strong>End-to-End Tracking</strong></td>
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<td>We utilize barcode tracking so we know where each piece of mail is at any given time</td>
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<tr>
<td><strong>Customizable CSS</strong></td>
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<td>Our white-labelable embed fits seamlessly into a website and can be customized to any organization’s branding and design</td>
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<tr>
<td><strong>Back-end Analytics</strong></td>
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<tr>
<td>Clients are given access to user data to track and maximize conversion</td>
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Conversion & Chase Analytics

We maximize the numbers of voters who register and request a mail-in ballot through strategic chase efforts.

By collecting email and phone number upfront, then tracking drop-off at each step we can use phone and email follow up to assist voters who:

- Check registration, are unregistered, and don’t complete registration
- Request a registration form but do not return it
- Get registered but do not request a vote-by-mail ballot
- Request a vote-by-mail ballot but drop off during the process.
Thank You

Contact Our Team:

sarah.jackel@civitech.io
support@civitech.io
Question & Answer

Use the Q&A box to send us your questions.
Digital Vote-By-Mail Signup
Current Absentee/Vote by Mail application process is ineffective and frustrating!

Today, in most states, it takes 5 steps to vote by mail:

1. Print application at home
2. Fill out application by hand
3. Find your local elections official
4. Find stamp and mail application
5. Wait for ballot

< 20% of households have a printer

Over 1800 officials in Wisconsin alone
VoteByMail.io cuts the process down to 2 steps

1. Fill out the absentee / mail-in ballot application without leaving your device.
2. Wait for your ballot to arrive.
VoteByMail.io

Voter Journey
Type in your ZIP code on VoteByMail.io to access your In-app state request page.
Complete your absentee / mail-in ballot request.

We automatically look up election official contact from registration address.
Sign with your finger or upload signature and click **SEND**.

We work with local officials to make sure these signatures are readily accepted.
Dear Election Official,

I am writing to request an Absentee or Vote-by-Mail ballot through Staging.VoteByMail.io. This letter conforms to the requirements set forth by the Michigan Secretary of State.

Per said requirements, the request may be sent by email. It is being sent to the following email addresses:

- afidler@cityofnewbuffalo.org

Below are the details of my application:

- Name: brett clarke
- Birth Year: 1995-11-12
- Voter Registration Address: 301 W Buffalo St, New Buffalo, MI 49117, USA
- Mailing Address: Same as registration address
- Email: brettclarke73@gmail.com
Wait for your ballot to arrive via mail and VOTE!
Other Features for Organizers:

1. **Free:** we’re a free open-source project
2. **De-Facto Permanent Absentee List:**
   Voters can re-submit the VBM sign-up by clicking a link or responding to a text.
Other Features for Organizers:

1. **Access to your voter data:**
   Know which voters have signed-up and need ballot chasers for your group and which need to be reminded to request.

2. **Data Fidelity:**
   VoteByMail.io does not contact organizers’ users for any reason other than troubleshooting if necessary. Data is not sold or shared. VoteByMail.io only uses voter data recruited by organizers for analytics and diagnostics.
Contact Our Team:

BrettClarke@votebymail.io

https://calendly.com/brettclarke

Additional Resources:

Get Started:
https://docs.google.com/document/d/1341vB4gQin_dPyweDQc_rUSAzch85Q8ouQbAjokxBCo/edit?usp=sharing

Learn More:
https://docs.google.com/document/d/11twfdGrndTYE2l3xhNoUHHx4QZkOQ5iO5eLYrBdD3UA/edit?usp=sharing
Question & Answer

Use the Q&A box to send us your questions.
Educating Voters About the Vote By Mail Process
UNDERSTANDING VOTE BY MAIL

ALEX PSILAKIS
POLICY AND COMMUNICATIONS MANAGER
MASSVOTE
WHO IS MASSVOTE?

- Non-partisan non-profit voting rights organization
- Dedicated to voting rights, voter education, and social justice
- Strive to close the economic, geographic, and racial voter turnout gap
UNDERSTANDING VOTE BY MAIL

• Applying to vote by mail
• Know where to go for info
• Filling out and returning your ballot
• Having a back-up plan
APPLYING TO VOTE BY MAIL

• Vote by mail before COVID19
• How has COVID19 impacted vote by mail?
  • Process
  • Eligibility
  • Timing
KNOW WHERE TO GO FOR INFO

- Vote411.org
- Contacting local election officials
- 866-OUR-VOTE
FILLING OUT AND RETURNING YOUR BALLOT

• Follow ALL instructions
• Options for return – mail, hand delivery, and drop box
• Tracking your ballot
HAVING A BACK-UP PLAN

• What if I make a mistake or lose my ballot?
• What if I never receive my ballot?
Question & Answer

Use the Q&A box to send us your questions.