The webinar will begin shortly...

This presentation will be recorded and sent out to all attendees with the PowerPoint.
It’s not too late!
Seven things to do between now and election day
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.
Seven GOTV Ideas for Your Organization

Presented by the staff of Nonprofit VOTE
1 Help staff members make voting plans
You make a plan before you start a project...

… so help staff make a plan before they vote!

Where

- At home (by mail)
- In person

When

- Early
- Election Day
Make sure they know the rules...

... in your state and at your organization

NONPROFIT VOTE STATE FACT SHEET

MASSACHUSETTS

VOTER FAQS:

WHAT SHOULD I KNOW TO BE REGISTERED TO VOTE?

- How Old Do I Need to Be? Can I register at 16, 18 to vote.
- Can I Register Online? Yes, if you have a state-issued ID, otherwise register on paper.
- I Have a Felony Record. Can I Still Register? Once you are no longer incarcerated you may register.
- I Am Homeless, How Do I Register? Use the address or census tract for wherever you sleep.
- Where Do I Register in Person? At any local election office or the Elections Division at the Secretary of Commonwealth Office.
- Is there a Residency Requirement? No requirement, only have to be a U.S. citizen.
- Did I need ID to Register in-person? No, but ID will be required at polling location if not provided beforehand. License, state ID, utility bill, or any document showing voter’s name and address.

WHAT SHOULD I KNOW ABOUT VOTING IN-PERSON?

- Do I need ID to vote? May be required for first-time voters. Required if no ID

IMPORTANT DATES

General Election: Nov 3
Registration Deadline: Oct 26
Vote by Mail Request Deadline: Oct 18
Early Voting Period: Oct 17 - Oct

HELPFUL LINKS

Register to Vote Online: sec.state.ma.us/online
State Voter Portal: sec.state.ma.us/votersonline/home
Find My Election District: sec.state.ma.us/online
Local Election Office: sec.state.ma.us/online
Track Your Ballot: sec.state.ma.us/online
Everyone has a role to play this election!
2. Triple your vote by contacting people you know.
Let’s get started with the basics!

- What is Vote Tripling?
- Who can do it?
- Why does it have an impact?
Vote Tripling: Getting Started!

- Consider the best way to reach your community.
  - Email outreach, Direct Contact, Via Text Message.
- Make reaching out as easy as possible!
  - Include drafted messages to be included.
- Frequently Follow up!
  - Send reminders that coincide with important dates in the lead up.
Vote Tripling: Example Messaging

What to include in messaging:

- Deadlines!
  - Registration
  - Ballot Requests
  - Voting Early Periods

- Useful Links
  - Finding Polling location
  - Ballot information
  - Elections Protection Line 866-our-vote
REMEMBER!

- Encourage Your Community to Have Fun with their reminders!
- Tell a friend to tell a friend!

RESOURCES:

- [Organizing Empowerment](#)
- [Rock The Vote - Pledge to Vote Tool](#)
In your network, you are the greatest influencer!

Sometimes all it takes is a simple Instagram post!
3 Make voting a visible part of your online presence
Email -- Don’t Be Afraid to Be a Nuisance!

Send regular (weekly, daily) emails highlighting immediate and crucial information users need to act on in order to be ready to cast their ballot:

- Voter Registration Deadlines
- Absentee Ballot Request/Return deadlines
- Voter ID laws
- Election protection hotline (866-Our-Vote/866-687-8683)
Dedicate and highlight a part of your homepage that points directly to your states’ election portal (Secretary of State page, etc.) to ensure your community is getting official, sanctioned information they can use:

- Finding your polling place
- Ballot tracking
- Rules for voting if they have a past felony conviction
Encourage your community to motivate others to vote! Be sure to post daily, increasing frequency as we get closer to November 3.

- Encourage users to share pics and stories of their voting experience
- Start a social challenge for followers to bring friends/family to the polls/vote early/vote by mail
- Start a voting-relevant hashtag that relates to your organization
Your posts can help people get #VoteReady
Host a nonpartisan ballot info party
Vote411.org - Put together by League of Women Voters

BallotReady.org

BallotPedia.org
Parties may look different this year
Knowledge is power for voters

me in my natural habitat
Take a position on a ballot initiative
Lobbying for Ballot Measures: Assume the Position!

- Voters directly weigh in on proposed or existing laws, bond issues, local expenditures, or constitutional amendments
- Don’t worry: You’re ALLOWED to do this
- Are you an Old Navy store in November? Because I don’t see any flip flops here
- FAR more effective at driving grassroots involvement at the local level
Ballot Measures: “Old Media” STILL Reigns Supreme

- Local issue + local voices = local importance
- Don’t underestimate the power of a good, old fashioned op-ed or LTE (Letter to the Editor)
- Use those new media whipper snappers, too
Make it a Full Court Press

- Send out the first (second, and third) pitch
- Volunteers (or voluntolds) are your friend
- Be a good host
- Start the presses!
- And more!
Details, details, details

- NO PARTIES (or candidates)
- Percentages matter
- 501(h) expenditure test = 20% (generally recommended)
- Default to “insubstantial part test” -- about 2% to 3%
- No federal limits, but federalism gonna be federalist-y, so check your state
We’ve got you covered!

NonprofitVOTE

VOTER ENGAGEMENT

FACTSHEETS

Nonprofits and Ballot Measures
Find out how to take a stand for or against a ballot measure, or provide neutral information about what is on the ballot.

DOWNLOAD PDF
DOWNLOAD PDF IN SPANISH

WEBINARS

Take a Stand in 2016
In this webinar, Culver Advocacy’s Abby Lehto walks you through the ins and outs of ballot measure advocacy.

DOWNLOAD AUDIO MP3
DOWNLOAD PDF
WATCH ON YOUTUBE

PARTNER RESOURCES
Each *Election Day*, we drive to the local fire station to overthrow the government and there isn't a single tank in the street
Include voting in interactions with people you serve
Help the population you serve be represented

By including voting in your interactions, you help close the voter gap of high-risk of disenfranchisement populations like:

- Persons experiencing mental or physical health crises
- Families and persons experiencing food insecurity
- Communities of color & LGBTQ+
- Frequently displaced or mobile populations
Your organization is already empowering people

Include voting in

- Interactions that overcome the same infrastructural barriers
- Interactions that help your clients advocate for their needs and their voice
And helping them overcome barriers

If you help people overcome transportation/mobility barriers: Go to their place of residence to check if they’re facing any challenges returning their mail ballot and/or or prep arrangements for returning or voting early in person.

If you help people overcome language barriers: Communicate what the voting process in their native language in print and digital.
If you help people overcome housing insecurity: Let people know they can use your organization’s address to register to vote (if deadline hasn’t passed!) or receive their ballot.

If you help people access internet / information: Put your state’s voter information home page (the one with polling place, registration, all the buttons) as your computer homepage, provide voting info at checkout/circulation.

Resources: Don’t need a home to vote National Coalition for Homeless
Find the right context

Nonprofits have included voting during:

- SNAP intake and registration
- Tax assistance sessions at VITA sites
- Immigration integration services
- 1-1 family meetings
- Telehealth calls
- ER Doctor visits
The people you serve are counting on you!
7 Be a poll cheerleader
Be a poll cheerleader! WHY?

With surging civic interest in the elections and social distancing at polling stations -> LINES MAY BE LONG!

Voters may need some encouragement to get and STAY in line during early in-person voting and on Election Day.

Anyone IN LINE when polls close has the right to vote.
Be a poll cheerleader! HOW?

- This can and should be fun!
- Get creative and think of ways to keep voters energized and ready to vote.
- Create a celebratory and community-building atmosphere.
- **Remember:**
  - Stay nonpartisan
  - Offer giveaways to everyone
  - Check in with poll workers for a heads up
- Consider early morning or post-work rushes
Be a poll cheerleader! Ideas & resources

- See #VoteTogether (votetogetherusa.org)
- Share useful resources:
  - 866-OUR-VOTE (866ourvote.org)
  - Pizza to the Polls (polls.pizza)
- Encourage voters leaving the polls to text, call, or post on social media reminding others to vote
Democracy is a team sport!

Vote early if you can! You never know what can happen between now and Election Day...
Bonus
Keep calm and carry on... even if election results take time
Everyone has a role to play this election!
Audience

Q&A
Nonprofit VOTE
info@nonprofitvote.org
617.357.VOTE (8683)
www.nonprofitvote.org

Happy voting!

You can thank us by sending your feedback in the chatbox!