CAN NONPROFITS INCREASE VOTING

AMONG THEIR CLIENTS, CONSTITUENTS, AND STAFF?

AN EVALUATION OF THE TRACK THE VOTE PROGRAM

PART I

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This report was prepared by Sophie Lehman, Communications Director, and Isela Gutierrez, Special Consultant, with assistance from Julian Johannesen, Training and Research Director, and George Pillsbury, Executive Director.

Nonprofit VOTE
www.nonprofitvote.org
89 South Street, Suite 203
Boston, MA 02111
617-357-8683

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.

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Acknowledgements

The Track the Vote program sought to answer questions about the effectiveness of nonprofit service providers in promoting voter participation within their regular services and programs, and their potential for increasing voter turnout among nonprofit clients and constituents. To do so, the program tracked 33,741 individuals who registered to vote or signed a pledge to vote at 94 nonprofits. The nonprofits included a diverse set of community health centers, family service agencies, multi-service organizations, and community development groups across seven states.

Using demographic and voting history data, we were able to determine whom the nonprofits reached and at what rate contacted voters turned out to vote in the 2012 general election, as compared to all registered voters in the seven states involved. The results showed the impact of personal voter outreach by nonprofit service providers in raising turnout rates among those least expected to vote and in closing gaps in voter participation across all demographics.

To complement the voter turnout information, we conducted standardized interviews with 27 of the participating nonprofits to learn more about the capacity issues they faced and the tactics they used to engage voters. Fifteen of those interviews were turned into case studies, contained in Part II of this report.

Findings

Whom Nonprofits Reached

- **The clients and constituents engaged by nonprofits were markedly more diverse, lower income, and younger** than all registered voters in the seven states, made up of populations with a history of lower voter turnout in past elections.

- **Those contacted were almost twice as likely to be young voters** under 30, more than the three times as likely to be Latino or African American, and nearly four times as likely to have a household income under $25,000.

Comparing Voter Turnout Rates

- **Voters contacted by nonprofits voted at a higher rate than the average turnout for all registered voters.** Voter turnout among the clients and constituents that nonprofits registered or collected pledges from ("nonprofit voters") was 74%, six points above the 68% turnout rate for all registered voters. In fact, nonprofit voters outperformed their counterparts across all demographic groups studied.

- **Nonprofits were particularly effective at increasing voter turnout among groups that are traditionally underrepresented in the electoral process.** Voter turnout of nonprofit voters compared to all registered voters was 18 points higher for Latino voters (72% vs. 54%), 15 points higher for voters under 30 years old (68% vs. 53%), and 15 points higher for voters with household incomes under $25,000 (68% vs. 53%).

- **Disparities in voter turnout by age, income, race and ethnicity narrowed or disappeared among voters engaged by the nonprofits** compared to the large turnout gaps evident among registered voters in Census data[1] and the data in this report.

- **The intervention by nonprofits had its biggest impact on turnout among least-likely voters – those that campaigns typically disregard** based on low "voter propensity scores" assigned before the election to predict their likelihood to vote. The nonprofit voters with the lowest voting propensity scores were three times more likely to vote than their low-propensity counterparts among all registered voters.

Motivation, Capacity Challenges, and Success Factors

- **The top reasons nonprofits cited for conducting voter engagement** were to advance their organization's mission and empower their clients.

- **Nonprofits faced their biggest challenge in staffing** their voter registration and pledge activities, in part due to insufficient planning. The most successful agencies were able to assign voter engagement activities to staff who had compatible workloads and schedules, such as outreach and marketing teams or those signing clients up for benefits.

- **The most identifiable success factors were** motivated staff and volunteers and strong support from a state or national partner in the form of training, check-ins, and materials.

- **Nonprofits used a range of agency-based strategies** to engage voters, finding venues where they had the time and opportunity to talk their clients and constituents about the election and voter registration during services, in classes and meetings, and at agency-related events.

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1 Voting and Registration in the Election of November 2012, U.S. Census Bureau, Current Population Survey, November 2012.

Since the nation's founding, observers have heralded the role of civil society and nonprofits – from neighborhood and voluntary associations to service providers and community development and educational organizations – as the heart of a vibrant and engaged democracy. In many ways, their civic assets are ideally suited to promote participation in any range of citizenship activities, including community engagement, advocacy, volunteering, and voting.

Nonprofits have unparalleled personal contact with millions of Americans. These relationships are critical because research demonstrates that the most powerful factor in voter mobilization or any kind of civic participation is personal contact from a person or entity known to the individual – especially for those who are less likely to participate and vote.[2] Nonprofits disproportionately reach low-income and diverse populations new to the political process and with a history of lower voter participation. The country's community health centers alone serve over 22 million low-income Americans every year at over 9,000 locations.[3]

Nonprofits are deeply rooted in and trusted by the communities they serve. In an annual Harris poll, the nonprofit sector ranks at the top among organizations Americans would like to have more, rather than less, influence in the direction of public policy.[4]

Increased voter and civic participation is a good fit for the inherently social missions of nonprofits. Participation is generally seen as enhancing the health of those who do vote or volunteer, and correlates with a higher likelihood of engaging in community affairs, talking to elected officials, and connecting to neighbors. Nonprofits whose communities vote and who promote voting are better positioned to have greater access to elected leaders and decision makers before and after elections.

Evaluating the Agency-Based Nonprofit Voter Engagement Model

Nonprofit VOTE and its partners promote a site- or *agency-based model of voter engagement* to make it easier for nonprofits to encourage voting without creating additional programs. The model integrates voter participation into an organization's already ongoing activities, including direct service, classes, community outreach events, and work they do with partners. It supports a kind of reverse door knocking that engages the people already knocking on nonprofits' doors to access services, training, education, and more.

While there is a solid body of research on political campaign tactics and strategies, a 2010 study of voter engagement by social service agencies in Detroit was the first time research addressed agency-based voter engagement by nonprofits.[5] (See sidebar, Past Research.)

2 Green, Donald P., and Alan S. Gerber, *Get Out the Vote: How to Increase Voter Turnout*, 2nd ed. The Brookings Institution, 2008.
3 National Association of Community Health Centers, "About Our Health Centers," http://www.nachc.com/about-our-health-centers.cfm.
4 "Power and Influence in DC," 2012 edition of Harris Interactive annual poll,
  http://www.harrisinteractive.com/NewsRoom/HarrisPolls/tabid/447/mid/1508/articleId/1069/ctl/ReadCustom%20Default/Default.aspx.
5 Le Roux, Kelly, and Kelly Krawczyk. "Can Nonprofit Organizations Increase Voter Turnout? Findings from an Agency-Based Voter Mobilization Experiment."
  Forthcoming in *Nonprofit and Voluntary Sector Quarterly*.

While the study showed higher turnout among clients contacted by their nonprofit compared to those not contacted, it also raised additional questions and demonstrated the need for a broader and more complete assessment of the agency-based model. What is the capacity of nonprofits to encourage voting? If nonprofits promote voting, what kind of impact do they have? What strategies or conditions make them more successful or better suited for the task? To answer these and other questions, Nonprofit VOTE partners enlisted 94 multi-service agencies, health centers, and other nonprofits primarily in seven states to participate in the Track the Vote Program.

Each participating nonprofit agreed to a goal of registering or collecting voter pledge cards from 250 or more clients, constituents, or staff, in addition to keeping track of the contact information for follow-up and evaluation purposes. After the election, the names were matched to a national database of state voter files to find out if the contacted individuals voted in the 2012 election and to build a demographic profile of the voters reached by nonprofits. To learn more about the tactics nonprofits used and the capacity issues they faced, we conducted standardized interviews with 27 participants, turning 15 into case studies.

Purpose

The purpose of the Track the Vote program is to answer questions and test assumptions about the effectiveness and potential for nonprofits to promote voter participation within their regular services and programs. The five main issues under consideration were:

Audience: Whom do nonprofit service providers reach? Is the audience, as we would expect, comprised of disproportionately lower income and diverse populations newer to voting and with a history of lower turnout?

Past Research

Past research on voter mobilization has focused on the impact of campaign-style voter contact methods such as canvassing, phone banking, or direct mail. It established the impact of face-to-face door knocking or phone calls, although it has become increasingly difficult to reach people at home or on the phone in recent years. This research has produced findings relevant to any type of voter engagement, including:

- The power of personal contact from a friend, neighbor, or peer.[6]

- The impact of timing—talking to voters closer to an election when they are paying attention has a greater impact on whether or not they turn out to vote.[7]

- The multiplier effect, where people contacted are likely to encourage family and friends to vote.[8]

- The higher likelihood of turnout when you ask someone to envision when and where they will vote before or on Election Day.[9]

6 Green, Donald P., and Alan S. Gerber, *Get Out the Vote: How to Increase Voter Turnout*, 2nd ed. The Brookings Institution, 2008.
7 Michelson, Melissa R., Lisa García Bedolla, and Donald P. Green, "*New Experiments in Minority Voter Mobilization: Third and Final Report on the California Votes Initiative,*" The James Irvine Foundation, 2009.
8 Nickerson, David W., "Is Voting Contagious? Evidence from Two Field Experiments," *American Political Science Review* 102, no.1 (February 2008).
9 Nickerson, David W., and Todd Rogers, "Do You Have a Voting Plan?: Implementation Intentions, Voter Turnout, and Organic Plan-Making," *Psychological Science*, 21, no. 2 (2010): 194-199.

Capacity: What is the capability of busy service providers to promote voter engagement in the context of their regular programs? For example, could the nonprofits involved enlist and train staff and volunteers to do voter engagement? Would they be able to track the people whom they registered or had sign voter pledge cards and meet the goals of the program? Are certain types of service providers better suited than others to do so?

Impact: Do voters contacted by nonprofits turn out to vote at rates comparable to their state or locality or to voters of similar demographics, like age, race, ethnicity, income, and voting propensity? While turnout among nonprofit voters might be lower than average given the anticipated demographics of voters contacted, it is also possible that turnout could be higher because, as research shows, there is a positive participation effect when voter engagement contact is made by a trusted person or organization known to the voter.

Tactics and strategies: What tactics and strategies do service providers use to engage voters receiving services at their agency? Which ones are most common and potentially the most effective?

Success factors: What factors contribute to the success of a service provider in meeting voter engagement goals? What kind of staffing and support is needed? Is there a difference between the types of service providers doing this work?

Goals

For many years, nonprofits have promoted voting to their communities, not only as an effort to empower their service population and promote active citizenship, but also as a tool to further their organizational mission and goals. They have done so because of the perceived and demonstrated benefits of voting for both individuals and communities.

For nonprofits already doing voter engagement and those considering it, the goal of Track the Vote program was to provide tangible data to assess the impact of nonprofits on increasing voter participation – using that data to ground their work in outcomes and make the case for voter engagement as an ongoing priority. The results would also serve to help organizations be more effective in efforts to incorporate voter engagement into their programming, with better knowledge of how to both consider and address capacity issues and what approaches to employ with their communities.

An additional goal was to offer direction to those who provide resources to the nonprofits that undertake this kind of civic engagement activity. The results could shed light on the value of supporting the field and the kind of training, materials, or organizational support that could help nonprofits and civic groups do more to incorporate voter participation and education into their menu of programs and services. Finally, the Track the Vote program sought to lay the groundwork for future research both in its purpose and in what more there is to learn.

State and National Partners

The Track the Vote program involved nine nonprofit partners in seven states and one national partner. These partners identified the nonprofits that participated in the evaluation and provided training, materials, and supervision.

Arizona   *Protecting Arizona's Family Coalition (PAFCO)*
Louisiana   *Louisiana Association of Nonprofit Organizations (LANO)*
Massachusetts   *MassVOTE; Providers' Council of Massachusetts*
Michigan   *Michigan Nonprofit Association*
Minnesota   *Minnesota Participation Project / Minnesota Council of Nonprofits*
North Carolina   *N.C. Center for Nonprofits; Democracy North Carolina*
Ohio   *Coalition on Homelessness and Housing in Ohio (COHHIO)*
National   *National Association of Community Health Centers (NACHC)*

Nonprofit Participants

Ninety-four local nonprofits participated in the Track the Vote program (full list in Appendix A). Almost all were located in the seven states where we had our primary state partners. Of the participants, 82% were direct service providers or associations of service providers, while a subset included nonprofits with a primary mission of advocacy and community engagement.

TYPES OF PARTICIPATING NONPROFITS

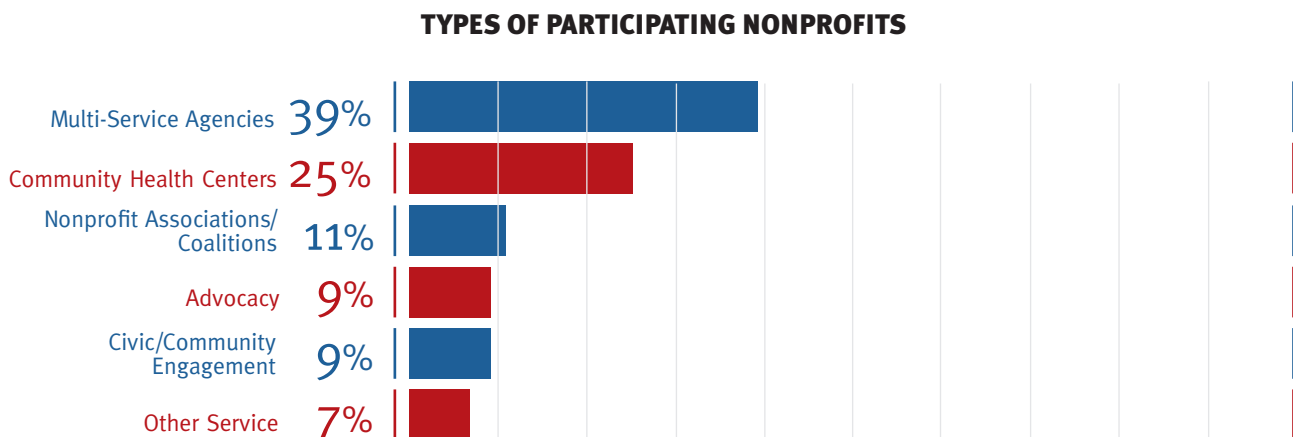| Type	Percentage
Multi-Service Agencies	39%
Community Health Centers	25%
Nonprofit Associations/Coalitions	11%
Advocacy	9%
Civic/Community Engagement	9%
Other Service	7%

Figure 1

Research Partner

CIRCLE (Center for Information & Research on Civic Learning and Engagement) at Tufts University's Jonathan M. Tisch College of Citizenship and Public Service assisted in conducting the analysis of voter turnout and demographics and preparing the findings.
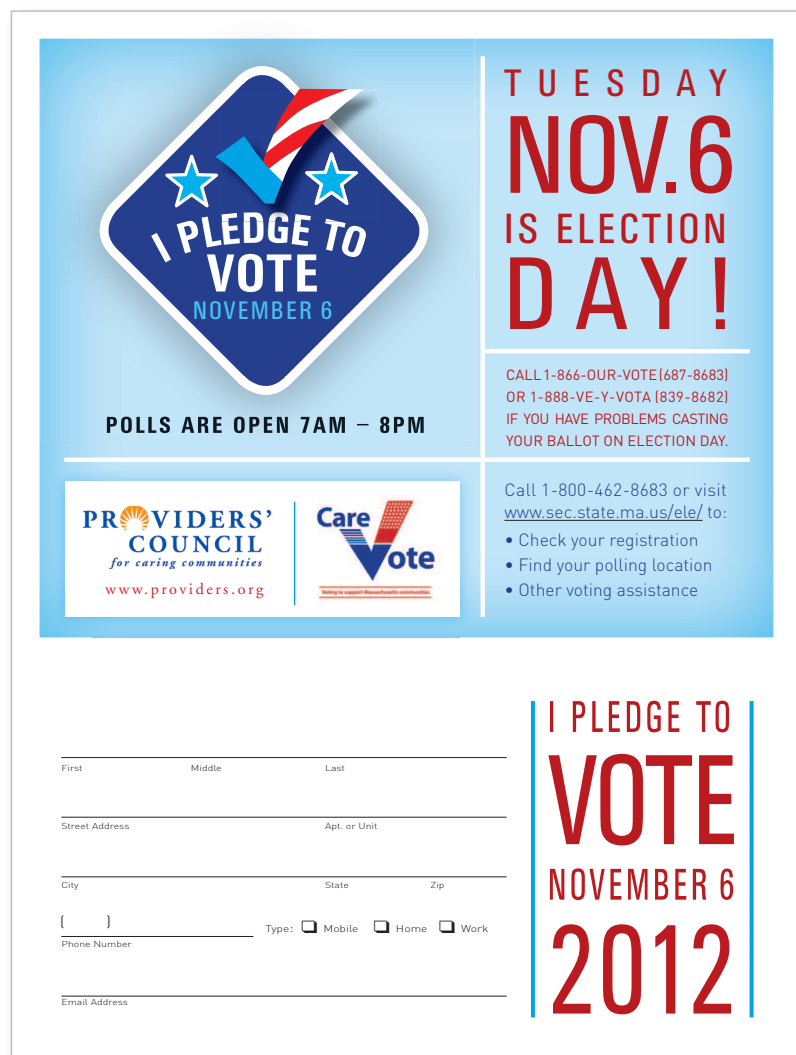
Conducting the Evaluation

Partner Recruitment and Activities. Nonprofit VOTE selected nine of its state and national partners to participate in the Track the Vote program and attend a convening where they learned more about the requirements of the program. Partner organizations were responsible for identifying, recruiting, training, and monitoring participating agencies as well as data collection.

Participant Recruitment and Activities. Recruitment of the 94 participating agencies began in the spring of 2012. Partner organizations publicized the program via their newsletters, email lists, and other networks. In most cases, partners proactively contacted individual nonprofits that they thought would be a good fit. Three state partners in Massachusetts, Michigan, and Minnesota required interested agencies to complete a short application.

In order to participate in Track the Vote program, agencies had to commit to make and track 250 unique voter contacts – either completed voter registrations or voter pledge cards (see Figure 2) – by reaching out to some combination of their clients, constituents, and staff. Participation in the program was finalized through a memorandum of understanding (MOU), signed by each agency's executive director. Most MOUs were received by July, with the majority of agencies starting their work on the program in August.

Voter Pledge Cards. Pledge cards were used to collect contact information from already registered voters for the purposes of follow-up and matching against the state voter file to see if they voted in the election. The cards asked voters for their name and the street address at which they registered, as well as a phone number and email address for additional contact.

Figure 2: Sample Pledge Card from Massachusetts

Funding. As an incentive to participate and track their voter contacts, mini-grants of up to $1,000 were provided to the participating nonprofits. In addition to making their voter contact goals, participants had to retain copies of the registration forms or pledge cards for data entry, ensure that registration forms were submitted to the local election board, and maintain communication with their partner. No other parameters were set around the use of mini-grants. In some cases, agencies that significantly exceeded their voter contact goal of 250 were eligible for additional funds.

Partners also received grants of up to $10,000 from Nonprofit VOTE to offset the costs of managing the program. In states with more than one partner, grants were shared.

Materials and Support. Beginning in August, Nonprofit VOTE provided partner groups with pledge cards and "Vote November 6" buttons, stickers, and posters, which they were responsible for distributing to participating agencies.

Partners provided ongoing check-ins, support, technical assistance, and outreach materials customized by state and/or agency type (e.g., community health centers) to participating nonprofits. In Minnesota and Michigan, a cohort model was used to support participants. Minnesota held monthly, in-person meetings for its cohort, while Michigan had cohort check-in calls every two weeks. Nonprofit VOTE also held monthly conference calls with state partners and checked in regularly with partners via email and one-on-one calls.

Figure 3: "Vote November 6" Button and Sticker Design

Data Collection. Partners were responsible for collecting data from completed voter registration forms and pledge cards. Partners recorded the voter's name, voting address, and other contact information in a Google spreadsheet through a customized form or directly into their state Voter Activation Network, a state database with information on all registered voters used to conduct and track voter engagement activities.

With the exception of Michigan, where participating agencies were responsible for data collection, state partners handled all data entry so that participants could focus exclusively on voter engagement.

Follow-Up. All voters contacted through the program received at least one follow-up contact via a reminder postcard mailed in mid- to late October. Postcards included early voting dates, if applicable, and phone numbers and web addresses that voters could use to ask questions and find their polling place. In addition, some agencies and partners made phone calls and sent emails to the voters they contacted.

Quantitative Analysis

To obtain the voting histories and demographics of voters contacted through the program, including whether they voted in the 2012 general election, we matched their names and addresses to the Catalist database.[10]

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10 The match was performed with the assistance of State Voices, whose state affiliates manage state voter files based on Catalist data.

Catalist is a national data management firm specializing in state-level political data that obtains monthly updates of state voter files from election officials. The voter file lists the names of every registered voter in the state, their voting and mailing address, birth date, voting history, and political jurisdictions.[11] Catalist enhances the voter file with information on gender, race, ethnicity, estimated household income, and other demographic data from government and commercial sources.

Only valid matches appearing in the Catalist database and listed as registered voters eligible to vote in the 2012 election were included in our final tally of voters contacted.

Of the 37,852 records submitted by participating nonprofits, 87% were successfully matched. Failure to match a record was most frequently due to incomplete address information, misspelled names and addresses, or mistakes made during data entry. Matches were performed six months after the election when states had updated their voter files with information from the 2012 election. Many voters had moved, changed names, or were dropped from their state voter file between the time they were contacted and when the match took place.

Comparison Dataset. Ninety-four percent of our records came from seven states. For comparison data, we obtained counts and turnout rates from the Catalist database of all registered voters in the seven states broken down by the same demographics of gender, age, race, ethnicity, and income. The overall voter turnout rate of registered voters in the states (68%) closely matched that reported on state election websites (69%). The advantage of the Catalist data is that it is broken down by demographics and voter propensity scores[12] not available from state election offices.

Qualitative Analysis

With the goal of learning more about the tactics used and specific success factors and challenges nonprofits face when doing voter engagement work, Nonprofit VOTE asked its partner groups to identify two to three participants, both ones that met their goals and ones that did not, for a set of standardized follow-up interviews. Twenty-five out of the 94 Track the Vote program participants were selected for interviews, as well as two agencies that participated in similar voter engagement programs managed by Nonprofit VOTE partners, the Colorado Participation Project and the National Council of La Raza. (Additional information about the groups interviewed is provided in the qualitative findings section of the report.)

Interview notes were written up by the interviewer in a standard format and coded and analyzed by an evaluation consultant experienced in qualitative analysis. Coding was cross-checked and reviewed for reliability by another research consultant from our research partner, CIRCLE. In addition, responses to the same question were grouped and analyzed for similarities. Coding and analysis focused on common themes, tactics, and challenges. Fifteen of the interviews were turned into case studies, available in Part II of this report.

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11 States covered by Section 5 of the Voting Rights Act also have the race/ethnicity of the voter.
12 A voter propensity score is a score assigned to each voter in advance of an election indicating the person's likelihood of voting in that election, based on past voting history, demographics, and other factors.

The Track the Vote program analyzed data on the demographics and voting histories of 33,741 voters contacted by nonprofits. These voters (hereafter called "nonprofit voters") either registered to vote or signed a pledge to vote. For this analysis, we compared the demographics and voter turnout of the nonprofit voters with all of the registered voters in the seven states where 94% of the records came from: Arizona, Massachusetts, Michigan, Minnesota, New Jersey, North Carolina, and Ohio. The states are geographically and ethnically diverse, with varying rates of voter turnout. The demographics and turnout in these seven states closely reflect those of the country as a whole (see Appendix B).

This analysis looks first at a demographic profile of the voters that nonprofits contacted. Whom did the nonprofits reach at their agency or agency events? How does this profile compare to the profile of all registered voters in the seven states?

It then compares voter turnout of the nonprofit voters in the 2012 general election to all registered voters, as a whole and broken down by demographics, in order to answer the following questions: Did the nonprofit voters turn out to vote at comparable rates? Did nonprofits have a particular impact on turnout among specific constituencies?

It concludes with a discussion of the findings and what they say about the ability of nonprofits to increase voter participation among their clients and constituents and the potential of agency-based voter engagement to mobilize citizens who traditionally do not show up at the polls on Election Day.

The analysis was done in partnership with CIRCLE, the Center for Information & Research on Civic Learning and Engagement at Tufts University's Jonathan M. Tisch College of Citizenship and Public Service.

Definitions

Nonprofit Voters: These individuals were contacted by a nonprofit to register to vote or sign a voter pledge and were registered to vote at the time of the 2012 general election. This term covers anyone contacted by our nonprofits, regardless of whether they voted.

All Voters: This group is comprised of all registered voters in the seven comparison states. It includes all registered voters, both those who did and did not vote in 2012.

Voter Turnout: In this report, voter turnout is the number of people who voted in the 2012 general election divided by the total number of registered voters.

Whom Nonprofits Reach

To gain a better understanding of the people the participating nonprofits reached, we looked at the demographic composition of two unique groups. The first group we call "nonprofit voters." This group includes all of the people contacted by the nonprofits. The second group we call "all voters." This group is comprised of all registered voters in our seven target states, according to the Catalist database.
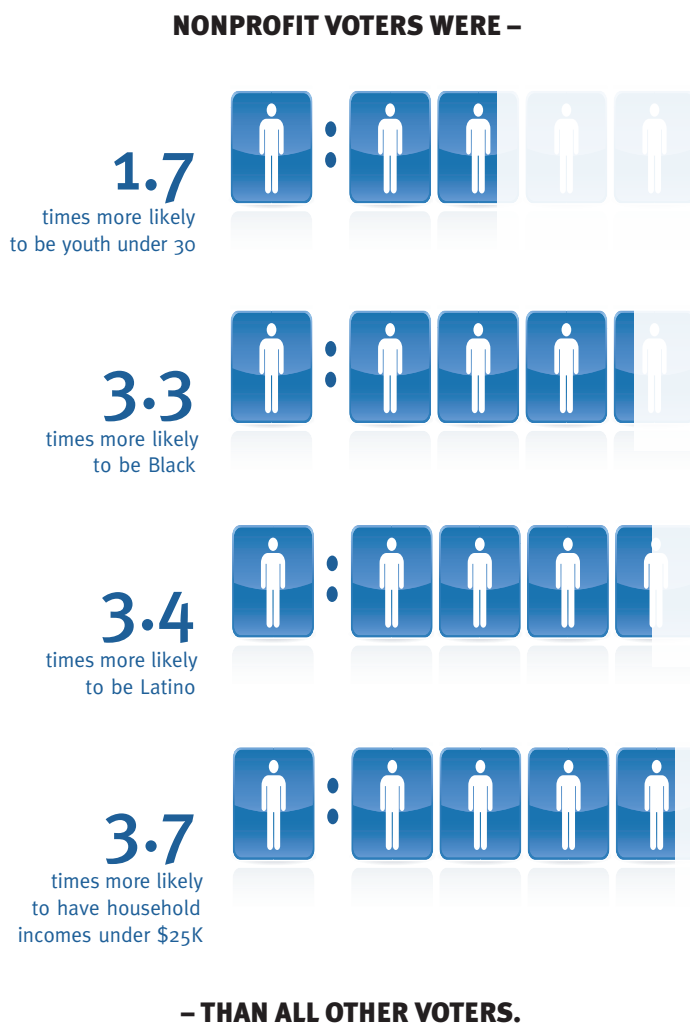
The clients and constituents contacted by the nonprofits were, as expected, lower income and more diverse than the general pool of registered voters in the seven states. The extent to which this is true was surprising. Those in households earning less than $25,000/year comprised 20% of nonprofit voters, but only 5% of the general population of all registered voters. African Americans made up about 43% of the nonprofit voters, but only 13% of all registered voters. Latino voters made up 17% of nonprofit voters compared to only 5% of registered voters in the seven states. About one in three of the voters contacted by nonprofits were between the ages of 18 and 29 in comparison to only about one in six of all registered voters. Nonprofit voters were also more likely to be women: about two-thirds were female and a third male.

NONPROFIT VOTERS WERE –

1.7 times more likely to be youth under 30

3.3 times more likely to be Black

3.4 times more likely to be Latino

3.7 times more likely to have household incomes under $25K

– THAN ALL OTHER VOTERS.

Figure 4

WHOM NONPROFITS REACH

	% of Nonprofit Voters	% of All Voters
Gender		
Female	67%	53%
Male	33%	47%
Race		
Asian	3%	2%
Black	43%	13%
White	35%	79%
Hispanic	17%	5%
Income		
Less than $25k	20%	5%
$25k - $50k	51%	37%
More than $50k	29%	58%
Age		
18-29	31%	18%
30-59	53%	54%
60+	6%	28%

Table 1: Demographic Profile

Comparing Voter Turnout

This section compares voter turnout rates of nonprofit voters to the turnout rates of all registered voters in the seven states where the program was conducted.

Given the demographics of the nonprofit voters, one might expect them to turn out at lower rates than the general voting population. After all, the nonprofit voters were disproportionately younger, lower income, and Latino, populations whose voter turnout is typically 5 to 15 points below average according to the biennial Census survey on voting and registration in national elections.[13]

On the other hand, the nonprofit voters contacted through this program have a turnout advantage over the general voting population from a mobilization standpoint: Every nonprofit voter was personally contacted by a person from an agency known to the voter. Research has established this type of personal contact from someone known to the voter as the single most powerful factor in encouraging voter turnout. Even in a presidential election year, the majority of registered voters do not receive any personal contact about voting, much less from a peer or someone they know.

The program is both a test of the turnout impact of service providers – as well as a statement about the power of personal contact from any source to increase relative voter turnout, especially among populations with a history of lower turnout.

Turnout of Nonprofit Voters Versus All Registered Voters

- The nonprofit voters, in spite of being comprised of voters whose demographics would indicate a lower voting propensity, turned out at a rate six points higher than the average turnout of all registered voters in the seven states.

- The turnout advantage was found in all seven states – slightly higher in North Carolina and lower in Michigan.

VOTER TURNOUT RATE

Nonprofit Voters 74%
All Voters 68%
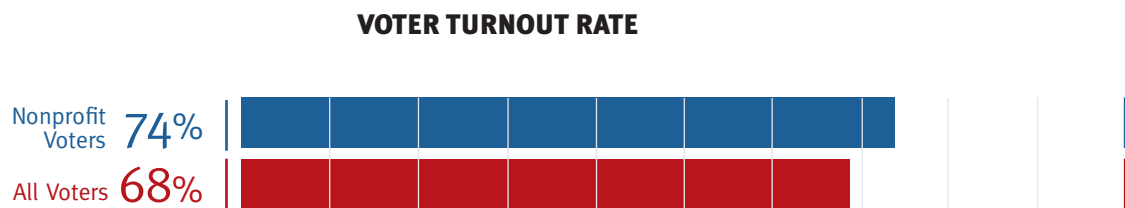
Figure 5

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13 U.S. Census Voting and Registration biennial surveys, http://www.census.gov/hhes/www/socdemo/voting/.

VOTER TURNOUT RATE BY STATE

Voter Turnout by State	NP Voters	All Voters	Voter Turnout by State	NP Voters	All Voters
Arizona	72%	64%	North Carolina	81%	69%
Massachusetts	77%	73%	New Jersey	68%	63%
Michigan	64%	63%	Ohio	75%	71%
Minnesota	85%	80%			

Table 2

Turnout by Race and Ethnicity

- The strongest turnout difference was among Latino and Asian American voters. Latino and Asian American nonprofit voters voted at rates 18 points higher than all other Asian American[14] and Latino registered voters.

- Traditional disparities in voter turnout by race and ethnicity were not evident among the nonprofit voters. Nonprofit voters of all races and ethnicities turned out a similar rates: white, African American, Asian American, and Latino voters all had turnout rates around 70%.

- This is in stark contrast to the general voting population where turnout ranged from 54% among Latinos to 71% among whites. These gaps are documented in both our data and the U.S. Census Current Population Survey, November Voting Supplements.

TURNOUT RATE BY RACE/ETHNICITY

Asian — Nonprofit Voters 76% — All Voters 58%
Black — Nonprofit Voters 71% — All Voters 64%
White — Nonprofit Voters 79% — All Voters 71%
Latino — Nonprofit Voters 72% — All Voters 54%
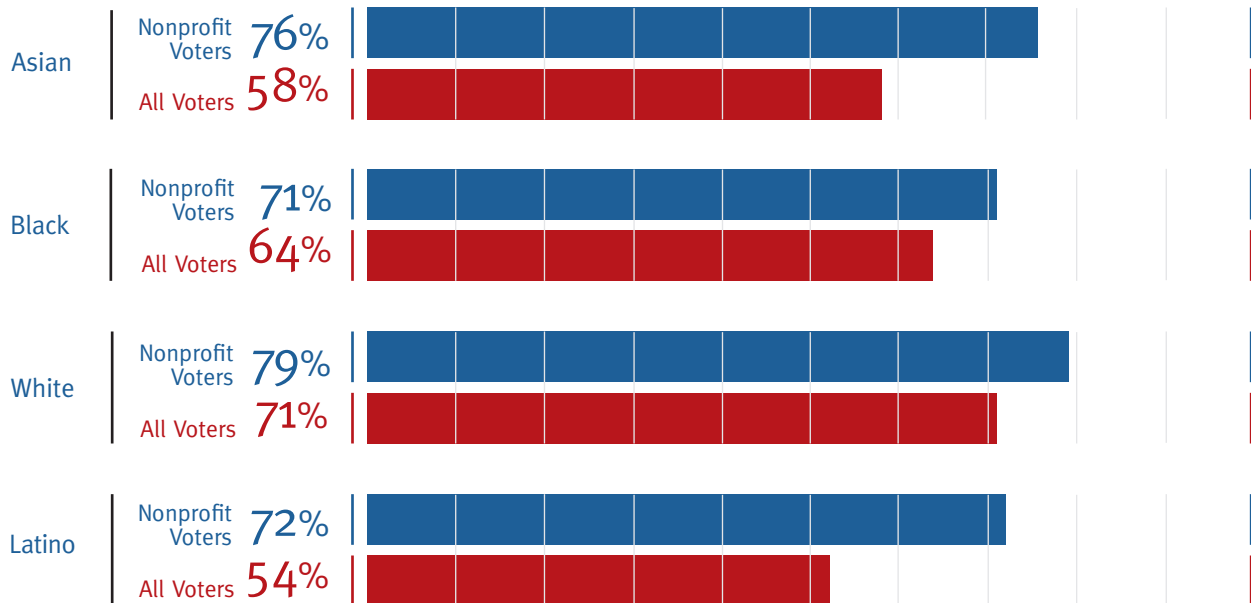
Figure 6

14 The program included only 952 Asian American voters, statistically significant given the large 18-point difference between turnout rates.

Turnout by Income

- Voter turnout rises by income among both nonprofit voters and all voters, the same as reported in Census surveys of voter turnout.

- Nonprofits did the most to increase voter turnout among the lowest-income voters, those in households earning $25,000 or less. These particular nonprofit voters turned out at a rate 15 points higher than all other voters: 68% vs. 53%.

- Overall, the nonprofits substantially shrunk the income turnout gap among the voters they reached. The people contacted by nonprofits turned out to vote at rates equivalent to those in higher-income brackets.

TURNOUT RATE BY INCOME

Less than $25k	Nonprofit Voters	68%
	All Voters	53%
$25k-$50k	Nonprofit Voters	72%
	All Voters	64%
More than $50k	Nonprofit Voters	82%
	All Voters	73%
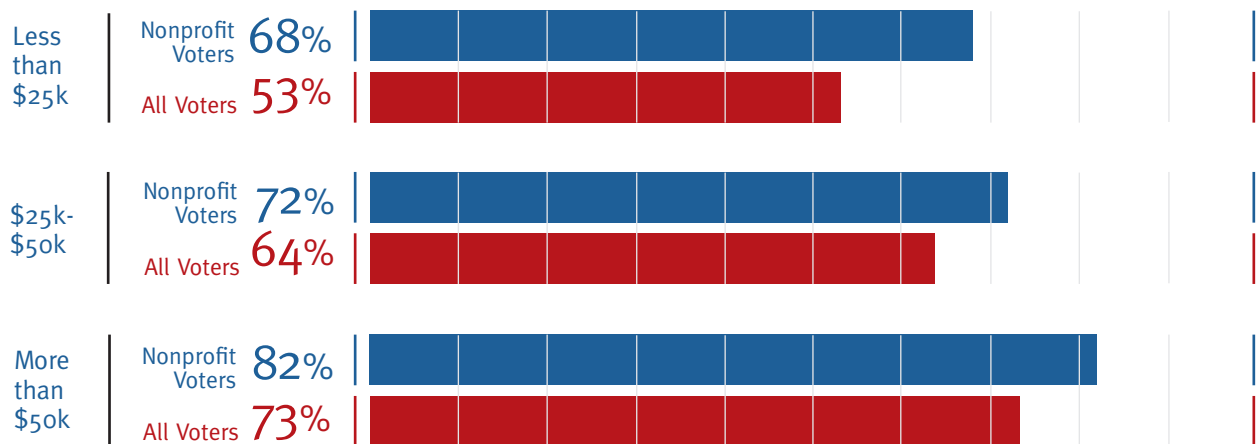
Figure 7

Turnout by Age

- Among the different age groups, nonprofits made the biggest impact among younger voters ages 18-29. Turnout among young voters contacted by nonprofits was 15 points higher than turnout among all other young voters: 68% vs. 53%.

- Young nonprofit voters matched the turnout rate among all older voters ages 30-59.

- As was the case with turnout by race or income, the turnout difference between younger and older voters flattened from 26 to 17 points.

TURNOUT RATE BY AGE

18-29
Nonprofit Voters **68%**
All Voters **53%**

30-59
Nonprofit Voters **74%**
All Voters **68%**

60+
Nonprofit Voters **85%**
All Voters **79%**
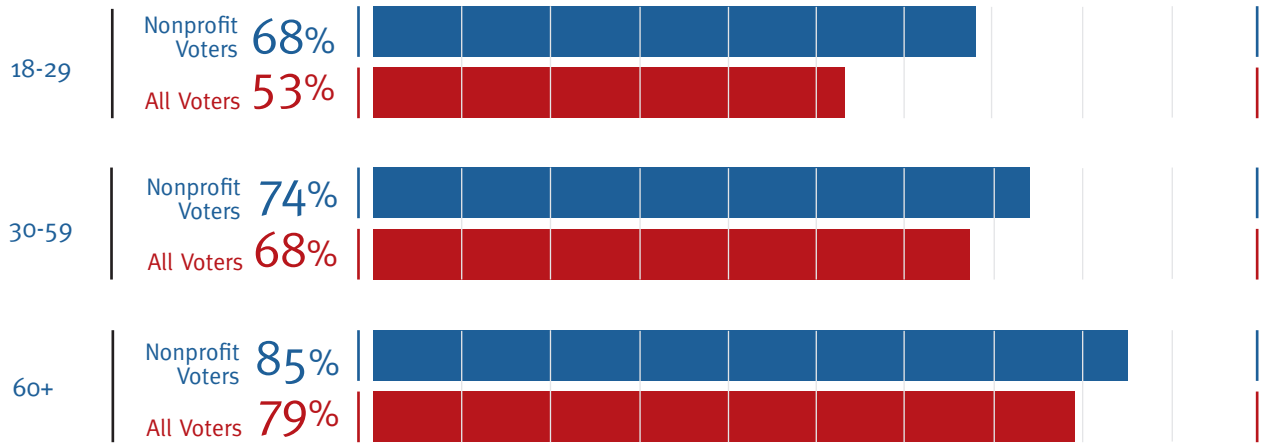
Figure 8

- Young nonprofit voters outperformed their counterparts in the general population across the board, regardless of race and ethnicity.

TURNOUT RATE, YOUNG VOTERS BY RACE/ETHNICITY

Black
Nonprofit Voters **69%**
All Voters **54%**

White
Nonprofit Voters **70%**
All Voters **54%**

Latino
Nonprofit Voters **63%**
All Voters **43%**
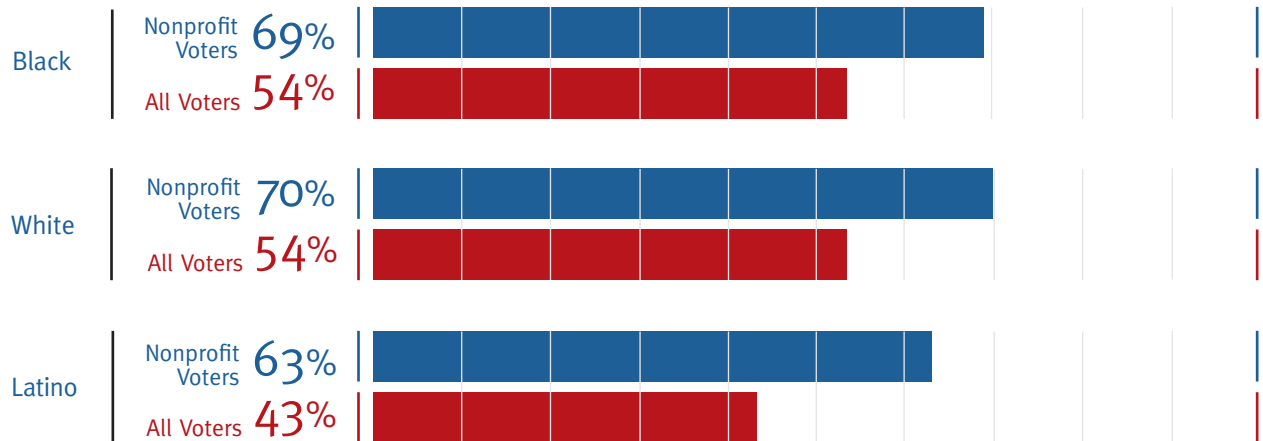
Figure 9

- The higher turnout among young nonprofit voters of color is evident for both men and women, but especially for young women.

- Among nonprofit voters, young African American and Latino men, while still lagging behind their female nonprofit counterparts, far outperformed their male counterparts in the general population. Young Latino men contacted by the program turned out at a rate 18 points higher than all other young Latino men. Young African American men turned out at a rate 13 points higher than their counterparts in the general population.

TURNOUT RATE, YOUNG MEN BY RACE/ETHNICITY

Black
- Nonprofit Voters: 60%
- All Voters: 47%

White
- Nonprofit Voters: 68%
- All Voters: 51%

Latino
- Nonprofit Voters: 56%
- All Voters: 38%
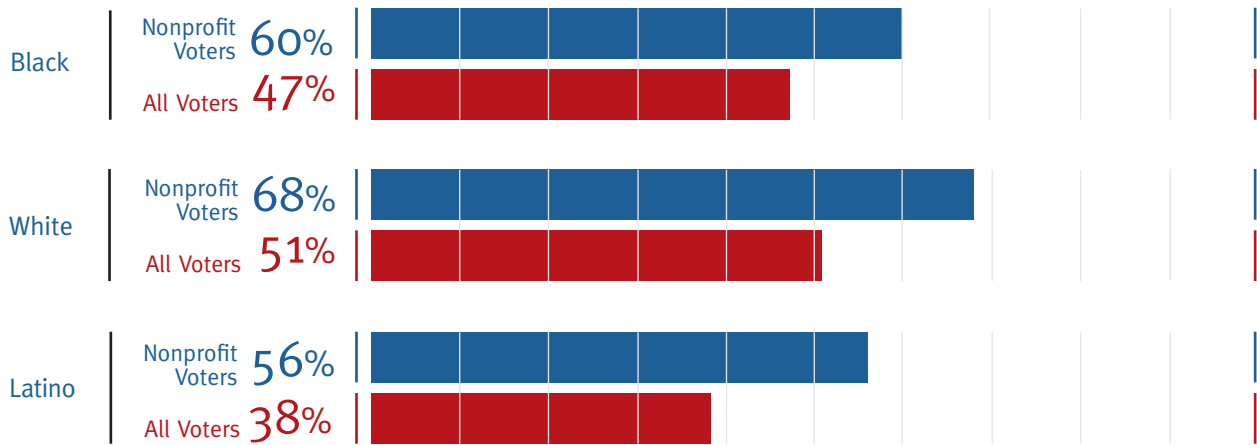
Figure 10

TURNOUT RATE, YOUNG WOMEN BY RACE/ETHNICITY

Black
- Nonprofit Voters: 71%
- All Voters: 60%

White
- Nonprofit Voters: 72%
- All Voters: 56%

Latino
- Nonprofit Voters: 68%
- All Voters: 47%

Figure 11

Turnout by Propensity to Vote

In advance of the 2012 election, Catalist used voter turnout histories, demographics, and other information from the U.S. Census and commercial sources to assign every registered voter a "voter propensity score" of 0 to 100. A lower score indicates a lower propensity to vote and higher score a higher propensity to vote. Campaigns use the scores to target their get-out-the-vote efforts and most focus on voters with scores in the 30-70 range where their canvassing efforts or phone calls are said to make the most difference given limited time and budgets.
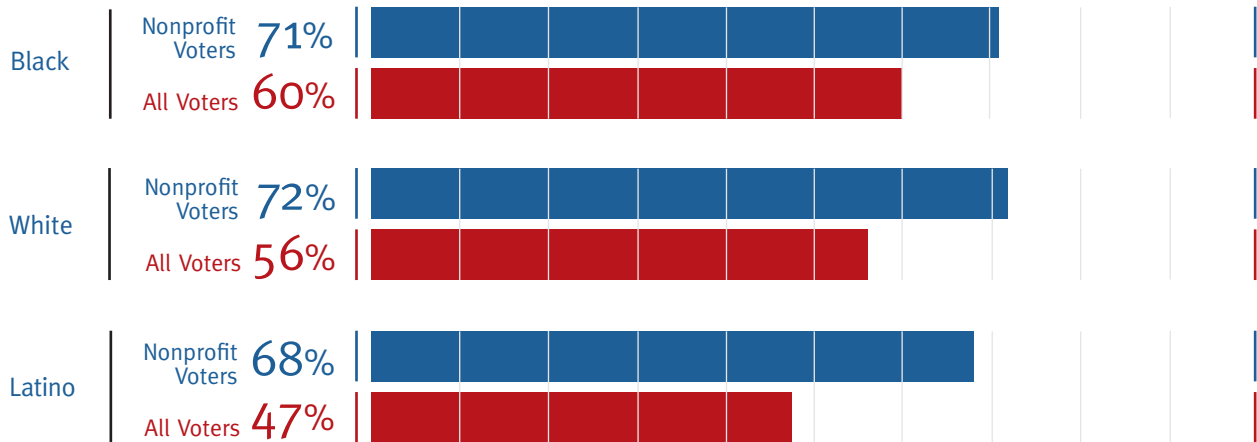
- Among nonprofit voters, both lower- and middle-propensity voters turned out to vote at rates well above that of voters with similar propensity scores in the general population.

- The intervention by nonprofits had its biggest impact with the lowest-propensity voters most campaigns disregard. The nonprofit voters with scores under 30 were three times as likely to vote as their counterparts in the general voting population.

TURNOUT RATE BY PROPENSITY TO VOTE

Propensity <30	Nonprofit Voters 37%	
	All Voters 12%	
Propensity 30-70	Nonprofit Voters 60%	
	All Voters 42%	
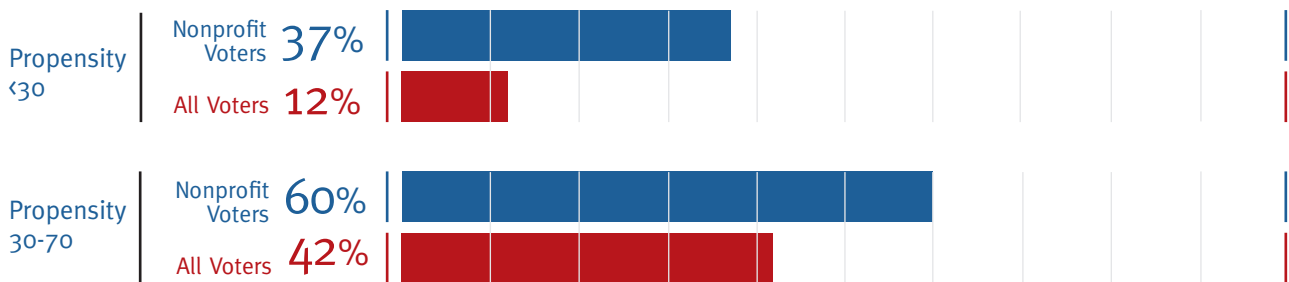
Figure 12

Turnout by Type of Contact: New Registrants or Already Registered Voters

- Turnout among nonprofit voters who signed a pledge to vote was nine points higher than turnout among the nonprofit voters whom agencies registered to vote: 77% vs. 68%.

- This appears to be explained in large part by the demographics of the two groups. Voter pledges were completed disproportionately by older voters and higher-income voters who traditionally have higher voter registration and turnout rates.

TURNOUT RATE BY CONTACT TYPE

Pledge 77%	
Registration 68%	
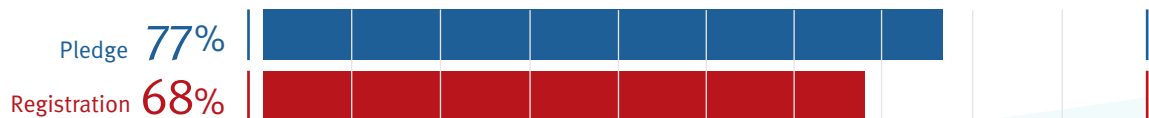
Figure 13

Discussion

The demographic profile of people contacted by the nonprofits supports the idea that nonprofits reach underrepresented populations newer to the voting process. Compared to all registered voters, the people nonprofits reached were disproportionately younger, Latino, African American, lower income, and female.

The personal contact by the nonprofits had a measurably positive impact on turnout. When, in the context of their programs and services, nonprofit personnel engaged the people they serve, their likelihood of voting was equal to or above average turnout rates – overcoming expectations of lower voting rates. This speaks broadly to the power of personal contact in mobilizing people to vote. More specifically it affirms the impact of the personal contact coming from someone or an organization known to and trusted by the voter. The results do not address the capacity of nonprofits to do voter engagement work, discussed in the qualitative section of this report, but they do point to the potential turnout impact from a substantive interaction about voting that takes place between the nonprofit staff or volunteer and the person contacted.

> This speaks broadly to the power of personal contact in mobilizing people to vote. More specifically it affirms the impact of the personal contact coming from someone or an organization known to and trusted by the voter.

Nonprofits had their biggest impact in increasing turnout among younger, lower-income voters and Latino voters – populations with low turnout rates who need more encouragement to vote in presidential elections and even more so in other elections. The double-digit advantage of 15-18 percentage points between the turnout rates of these nonprofit voters compared to all registered voters was striking and large enough to be statistically significant.

Correspondingly, the nonprofits boosted participation even more among voters assumed to have a low propensity to vote in the 2012 election. Nonprofit voters who were assigned midrange propensity scores turned out at rates 18 points higher than all voters in their category, while voters who fell into the lowest voter-propensity range led all voters in that range by 25 points.

As noted, voter propensity scores are used by campaigns to determine whom to target for get-out-the-vote efforts. On a scale of 0-100, voters with scores higher than 70 are assumed highly likely to vote. Most campaigns target voters in the 30-70 range, where additional personal contact could boost turnout, but pay less attention to or give up on those with scores below 30 because they are harder to get to vote and are often viewed as not worth the time or cost required to reach them.

But our results provide reason not to give up on these voters. More than a third of the lowest propensity nonprofit voters did turn out to vote. When nonprofits engage potential voters through their agency activities, they do not know their propensity scores. There is no pre-screening. They are simply talking to anyone eligible to vote. From a practical perspective, campaigns do have to worry about cost, whether using paid canvassers or volunteers with limited time. In contrast, the agency- or site-based voter engagement model employed by nonprofits in this program appears better positioned to reach all voters, including those considered least likely to participate.

Beyond those not targeted by campaigns, nonprofits also reach voters that campaigns do target but cannot or do not reach through the traditional campaign methods of door knocking and phone calls. We know anecdotally that it is becoming more difficult to find people at home and even more so on the phone. A survey done every four years by the American National Election Studies (ANES) provides evidence: It asked registered voters after the 2008 election if they were contacted to register to vote or personally reached by a campaign at the door or on the phone. More than half answered no to both questions.[15] Even when campaigns are able to reach people, it is most often not contact from a person known to the voter.

The agency- or site-based voter engagement used by nonprofit service providers is well suited to promote

> What stood out the most in the data was the effect the personal outreach efforts of the nonprofits had in shrinking voter turnout disparities evident among all registered voters and in Census surveys generally.

participation among those campaigns may miss – and to do so at a low cost. The Track the Vote program cost $115,000, including the stipends to state partners and mini-grants to nonprofit participants who tracked their voter engagement for the purposes of evaluation. This amounts to just over three dollars for each voter who registered or pledged to vote that matched to the voter file.

What stood out most in the data was the effect the personal outreach efforts of the nonprofits had in shrinking voter turnout disparities evident among all registered voters and in Census surveys generally. This was true across all groups by age, income, race, and ethnicity. It suggests that personally asking someone to vote may be more powerful than the simple demographics of income, education, age, or other factors traditionally associated as barriers to voting. It further underscores the potential of nonprofits serving underrepresented populations to increase voter participation and close turnout gaps toward building a broader electorate more reflective of all eligible voters.

15 The American National Election Studies. The ANES 2008 Time Series Study. Stanford University and the University of Michigan. http://electionstudies.org/studypages/2008prepost/2008prepost.htm.

In an attempt to learn more about what makes nonprofit voter engagement successful, we conducted interviews with 27 of the 94 service providers that participated in Track the Vote program or similar efforts. Of those 27, most were multi-service organizations (13) or community health centers (9).

We selected groups who we thought we could learn the most from – both the more successful participants and a subset of groups that fell short of their goals. Two-thirds (18) of the 27 groups interviewed met their goal of 250 or more voter contacts. A significant percentage (88%) of the agencies we interviewed had prior voter engagement experience, with most (18) expanding their efforts in 2012.

Preliminary Factors

Motivation for Participating

Respondents spoke candidly about what most motivated them to participate in the Track the Vote program. The top motivators among the groups interviewed were: a sense that voter engagement efforts advanced their mission or existing programs, a commitment to client empowerment, or a commitment to advocacy. Additional reasons given for participating (listed in Figure 14) include a request by a valued partner or the chance to impact the election, most often affecting the outcome of a ballot measure.

Finding #1: Nonprofits are more likely to participate in voter engagement when it is understood as advancing their missions or building power and efficacy for their communities and the people they serve.

ORGANIZATIONAL MOTIVATION

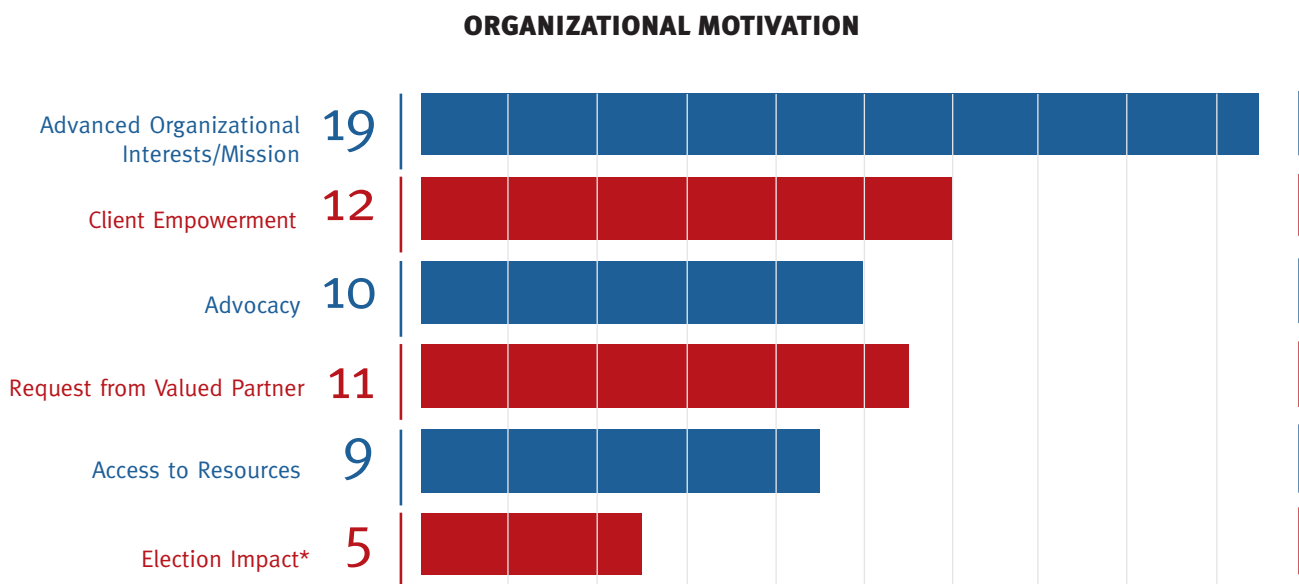| Motivation	Count
Advanced Organizational Interests/Mission	19
Client Empowerment	12
Advocacy	10
Request from Valued Partner	11
Access to Resources	9
Election Impact*	5

Figure 14

* Specifically, organizations hoped to affect ballot measures or increase their clients' participation in the election.

Staffing and Leadership

As shown in Figure 15, 78% of the groups interviewed reported that their leadership was very engaged with and enthusiastic about participation in Track the Vote program. Most importantly, this translated into senior leadership affirming the many hours required for effective voter engagement.

In groups where leadership was less engaged, staff reported feeling anxious about the amount of time they were spending on voter engagement. In the words of one interviewee: "Voter engagement is not a part of my job description, so every hour I spend on it is an hour I can't spend on things that I'll actually be graded on. Validation and support from my CEO would have helped ease my mind and energized me."

LEADERSHIP SUPPORT
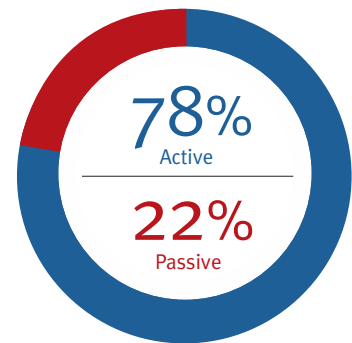
Figure 15

All but one of the 27 groups interviewed had one or two primary staff coordinating their voter engagement efforts. Many reported mixed success with putting the majority of the voter engagement responsibility onto the "front line" staff who work directly with clients and constituents. Over half of the groups interviewed (15) also utilized volunteers, interns, or externs. Nevertheless, figuring out how best to staff voter engagement efforts was challenging for most of the agencies we interviewed.

Finding #2: Nonprofits that participated in the Track the Vote program and committed to voter engagement goals most often had explicit support from the Executive Director/CEO and one program-level staff person leading the effort. Those without active leadership support either did not join the program or faced more challenges in implementing it.

Conducting Voter Engagement

Top Tactics

Nonprofits used their full range of daily contacts with the people they serve and their staff to do voter registration and collect voter pledges. For a complete list of the tactics reported, see Table 3.

Events

Of the 17 groups that conducted voter engagement at events, many took advantage of regularly scheduled annual events that drew large crowds (such as back-to-school events or annual meetings) or paired voter engagement with ongoing community outreach by staff at public events. A number of multi-service organizations also used events organized by other groups, but hosted at their site, as an opportunity to reach out to voters. For community health centers, health fairs organized during National Health Center Week in August were the most popular event. Over half (14) of the groups interviewed organized voting-specific events, such as voter education forums or National Voter Registration Day events.

VOTER ENGAGEMENT TACTICS

Events	17
Outreach to Staff & Board	15
Waiting Room/Lobby Activities	11
Front Desk/Intake Staff	9
During Services (not Front Desk)	9
Meetings/Classes	8
At Partner Organizations	8
Other	4
One-day Voter Registration Drives	3
Canvassing	2

Table 3

Integration into Daily Activities: Front Desk/Intake Staff and During Services
Most groups (15) found ways to integrate voter engagement into their daily activities, typically during the course of providing services or by utilizing front desk and intake staff. For nine groups that meant having front desk or intake staff ask clients to register to vote or fill out a pledge card. In nine cases voter engagement was combined with other services, such as the work of social workers and caregivers at Bristol Elder Services in Massachusetts. Three groups did both.

Outreach to Staff and Board
Nonprofit voter engagement need not be limited to clients or community members, especially since many nonprofit staff are from the communities that they serve. For 15 groups, outreach to their staff and board was a key tactic. This was especially true for organizations with multiple locations or a very large staff.

Waiting Room/Lobby Activities
Waiting rooms and lobbies provide great opportunities for voter engagement. Eleven groups set up self-serve voter registration centers (some with drop boxes), had staff or volunteers sit at a table, or did some combination of both depending on staff or volunteer availability. Waiting room/lobby outreach was especially popular with community health centers: eight out of the nine community health centers interviewed reported it as a primary tactic.

Finding #3: *Overwhelmingly nonprofits found ways to integrate voter engagement into their ongoing services, classes, or other organizational activities including scheduled events. Only a few did any canvassing or used public events outside of the agency that were not already part of their regular community outreach.*

Success Factors

Because each organization is unique, there was no single factor or set of factors that guaranteed its voter engagement was successful. However, a few important themes emerged from the interviews.

Support from Partners

Sixty-seven percent (18) of the Track the Vote program participants named support from partners as key to their voter engagement efforts. For this study, the term "partner" is defined as the state partner assigned by Nonprofit VOTE to support Track the Vote program participants (see page 6) and/or another partner that participating agencies identified to assist their efforts. The kinds of support provided by partners included:

- **Training** on a range of topics including ballot initiatives, election protection, voter engagement and registration, and guidelines for nonprofits on maintaining nonpartisanship.
- **Strategy and advice,** particularly when dealing with specialized populations or unique service environments.
- **Hard-copy outreach materials,** such as voter information cards, Portuguese-language materials, posters, and handouts on ballot content.
- **Volunteers** to assist with voter registration from groups including historically African American sororities, the League of Women Voters, university service-learning projects, the NAACP, and the National Council for Negro Women.
- **Sites that allowed voter registration,** such as local churches, a hospital, a community center, a senior center, congregate dining sites, and community colleges.
- **Publicity** about voter registration efforts via a local radio station or a coalition of local service providers.

Strong Outreach Materials

Of groups interviewed, 61% (16) noted that having strong materials facilitated their outreach to voters. Educational materials (information on felon re-enfranchisement, handouts on ballot initiatives), small giveaways (buttons, pens, postcards, food), posters and postcards targeting special populations (such as young voters or survivors of domestic violence), and drop boxes for pledge cards or voter registration forms were the most common materials referenced.

Enthusiastic Staff

Over half of the groups (15) found that personally motivated staff helped to drive the agency's work. Staff were most likely to be motivated by an individual commitment to civic engagement, excitement about who or what was on the ballot, or a sense of pride in assisting community members. Groups that met their voter contact goal were more likely than other agencies to have made the connection between staff enthusiasm and successful voter engagement: 78% of successful organizations mentioned staff engagement as a key factor, as compared to only 59% of all organizations interviewed.

Finding #4: *The most successful organizations benefited from experienced state or regional partners for training, materials, volunteers, or technical assistance on voting in their state.*

Finding #5: *A motivated staff team that shares the enthusiasm of the staff lead for promoting voter participation is key to better results.*

Common Challenges

Although the quantitative data demonstrates the positive impact that nonprofits can have in increasing voter participation among their constituents, it is important to note that only about half of the 94 agencies that participated in Track the Vote program were able to meet their goal of 250 completed voter contacts (Figure 16). Each agency faced a set of hurdles specific to its geographic location, service population, and the way that the program unfolded at the organization. However, some common challenges emerged from the interviews.

SUCCESS RATES

53%
Met Goal

47%
Didn't Meet Goal

Figure 16

Staffing Difficulties

None of the groups we interviewed were immune to staffing difficulties. The most commonly reported obstacle was finding staff or volunteers who could devote the necessary time to voter outreach. Agencies typically had the staff capacity to plan their voter engagement strategy, but struggled to find people in the organization who could actually execute it. A connected challenge was that front-line staff had many other primary work duties competing for their time. In the words of one program lead, "If staff who are registering voters have long patient lines or are otherwise backed up, then [voter engagement] is the kind of thing that will have to wait because it isn't the primary focus of their work."
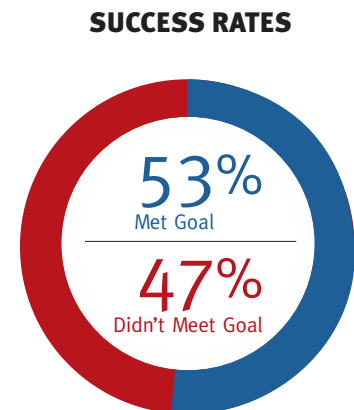
Agencies that effectively navigated this challenge were able to identify subsets of staff whose regular activities were most compatible with voter engagement. For example, at Crisis Assistance Ministry in Charlotte, NC, voter engagement was paired with the work of Benefit Bank Counselors, who enroll eligible clients in social services. Since the software they use already includes an option for voter registration, voter engagement was an easy addition. Similarly, the street-based Outreach Workers at Open Access Connections in St. Paul, MN, were experienced at reaching out to homeless and low-income individuals about the agency's voice-mail program, so adding voter engagement to their workload was a natural fit.

Revisiting training methods and building staff engagement over time were also effective ways to navigate staffing challenges. At Salud Family Health Centers in Fort Lupton, CO, low voter contact numbers from front-desk staff led to a retraining: "After the front-desk staff had training directly from the Colorado Participation Project we saw a large uptake in voter engagement. The Participation Project was able to talk to each of the front-desk staff and run through dialogues on what to say to patients when they came in, boosting staff confidence levels. Our numbers definitely increased dramatically over time, probably because of training and the gradual connection of activities."

Late Start

For 30% (8) of agencies interviewed, getting a late start was their biggest hurdle. Most of these groups had a month or less to get their efforts off the ground. The crunched time frame meant that they did not have the time to identify problem areas and develop solutions in the same way as other groups did. Additionally, challenges in registering special populations, such as survivors of domestic violence or people with disabilities, were especially difficult to address with registration deadlines bearing down.

Finding #6: When nonprofits take on voter engagement, a top consideration is staffing – figuring out who is going to do the work and making sure they have the motivation, training, and time to be successful.

Finding #7: While research says nonprofits are likely to have the most impact closer to the registration deadline or election, an earlier start allows agencies the chance to identify gaps and opportunities and ensure that they are prepared to be successful during that high-impact time frame.

Other Voter Engagement

For 85% (23) of groups, their efforts went beyond merely contacting voters to include other types of voter engagement. The most common forms of other voter engagement were education on the voting process (21), education on ballot content (12), intensified outreach/activity on or leading up to Election Day (9), and rides to the polls (6).

The willingness to conduct other forms of voter engagement indicates a holistic perspective on voter engagement among those agencies interviewed. Their work was truly intended to increase voting knowledge, interest, and ease in their community, not focused exclusively on the number of voter registrations and pledge cards completed.

"Voter education was important, and we had feedback from community members about how grateful they were for clarity around ballot proposals. We were also able to explain the rights of ex-offenders and other voting myths."

– Neighborhood Service Organization, Detroit, MI

Voter Education as Tactic?

Almost half of groups interviewed (12) found that voters were more interested in registering or pledging to vote when they received additional information about the election or voting, on topics such as ballot measures, rules and laws, deadlines, and polling place locations.

Finding #8: Nonprofit voter engagement does not end with voter registration. Virtually all of the agencies involved in Track the Vote program did other kinds of nonpartisan voter education or get-out-the-vote activities as the election drew closer.

Role of Mini-Grants

Although not all of the groups interviewed received mini-grants from Nonprofit VOTE, 86% (19) of the 22 that did reported that receiving the mini-grant increased their capacity to do the work. (Of the five groups that did not receive mini-grants from Nonprofit VOTE, three received additional funding from another national partner organization.)

Seventy-seven percent (17) of groups that received the mini-grant used it for outreach materials, staffing, incentives for staff and volunteers, prizes in internal competitions, and postage. Although few of these were "big ticket" items, they functioned to increase the enthusiasm of staff, volunteers, and community members.

For a significant number of groups, voter engagement was only possible with additional funding. Although small in size, the grants were a major factor in getting organizations to commit to specific voter engagement goals and track their contacts for follow-up and evaluation. The mini-grants created stronger buy-in from the organization's leadership and gave the staff person leading the program the flexibility to provide a stipend to temporary staff or pay for materials.

But successful participation in Track the Vote program was not all about the money. When asked about funding, over a quarter of groups said that the relationships that accompanied the mini-grant were as important as the money. Regular check-ins, technical assistance, enthusiasm about the work, access to materials, and the promise of an ongoing relationship with partner groups were mentioned as particularly motivating.

Figure 17: Photos from Track the Vote program participants, clockwise from top left – Harbor Health (photo © Kelly Creedon), Catholic Charities of St. Paul and Minneapolis, Neighborhood Service Organization, and Clinica Family Health Services.

For Nonprofit Service Providers

As demonstrated by the nonprofit voter turnout results, nonprofits are well positioned to reach and engage voters missed by campaigns, giving them a special role in strengthening our democracy. For organizations considering voter engagement or interested in refining their existing efforts, Nonprofit VOTE urges you to keep the following recommendations in mind:

Plan ahead. Detailed, careful planning of your voter engagement efforts should begin well before any actual voter outreach. Where will voter registration take place? In which programs and services and at what locations? How will it be managed and staffed?

Start early. You are likely to collect the most registrations in the six weeks before your state's registration deadline when research shows that voter interest is highest. But starting earlier will give your staff time to become familiar with the process and address any problems that come up.

Focus on staffing. One of the biggest challenges faced by the nonprofits we interviewed was figuring out how best to staff their voter engagement efforts. Think your staffing plan through carefully. Make sure that the staff you are relying on to conduct voter engagement have the time, training, and resources to the do the job. Staffing options include enrollment and service delivery staff, outreach staff with experience engaging new clients/constituents, volunteers, and temporary paid staff.

Train staff and volunteers. Staff and volunteers are more able and motivated to do voter registration when they understand the basics of how to fill out the registration form, can answer questions about eligibility and where to vote, and understand the value of the work to the nonprofit's mission. Don't be afraid to retrain if needed.

Identify a voter engagement partner. For the agencies we interviewed, help from partner organizations familiar with nonprofit voter engagement was key to success. Partner organizations provided a range of assistance, including training, outreach materials, technical assistance, and volunteers.

Contact your local board of elections. We recommend connecting with your local board of elections with questions about returning the forms or your state's voting procedures.

Target your audience. Chose a location that is relatively easy to staff, where the people you are contacting are more likely to have the time and motivation to fill out a registration form or talk about the election. Examples that worked for participants were engaging people while waiting for services or signing up for a benefit, during a class, in a group meeting, or at a community outreach event.

Promote your activities. Nonprofits had success publicizing their voter registration activities and the election with posters, buttons, and other outreach materials they created or accessed from partners. They asked staff who were not directly involved in voter engagement to highlight the election in their constituent interactions and used all their communication channels to promote their on-site voter registration assistance as well as important registration and election deadlines.

Incorporate voter education. Understanding the voting process and issues on the ballot can be overwhelming for first-time or infrequent voters. Voter education can be as simple as providing flyers about voting in your state, distributing sample ballots, discussing a ballot question in a small group setting, or co-sponsoring a forum with partners.

Add a fun factor. Many groups found ways to enliven their voter engagement work by decorating registration tables, adding incentives and treats, and giving T-shirts and buttons to volunteers. The Boys and Girls Club encouraged staff to wear red, white, and blue (including blue jeans) the day before and on Election Day. *(Note: Giveaways should be minimal in cost – like treats or stickers – and available to anyone to avoid the appearance of exchanging anything of value for registering to vote.)*

For Foundations

There are many avenues and models for foundations to support nonpartisan voter and election activities.[16] We recommend the following as ways for foundations to encourage voter engagement among their grantees, partners, and broader community:

Support state capacity. Voting differs state by state. The support of an experienced state partner proved an invaluable asset for local nonprofits conducting voter engagement. Our state partner contacts were staff within nonprofit associations and networks or civic engagement initiatives that combined voter engagement training assistance in the context of the broader public policy or voting rights work they do year-round.

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16 Public charities such as community foundations can support all types of nonpartisan voter engagement activity. Private foundations may support the same range of activities, although restrictions apply when funding voter registration drives. For more see: "Foundation Support for Election-Related Activities: It's Legal, It's Effective, It's Doable!," Bolder Advocacy, http://bolderadvocacy.org/wp-content/uploads/2012/05/Foundation_Support_for_Election-Related_Activities.pdf.

Consider a mini-grant program. Mini-grants functioned to catalyze agencies' interest in voter engagement and formalize their commitment to and relationship with the state partner. Agencies used the funds to offset staff costs, create outreach materials, hold special voting-related events, and provide incentives for staff and volunteers conducting voter outreach. Even a small investment in nonprofit capacity for voter engagement can yield big results.

Play a convening role. Outside of grantmaking, community foundations and United Ways are effective conveners for civic engagement or issue education. Sponsoring a voter engagement training or providing information to your grantees and local nonprofits in your community plays a dual role. It ensures they understand how to remain nonpartisan in elections while contributing to the civic health of their community and the success of their mission by promoting voter and civic participation in their communities.

Arizona Bridge to Independent Living (ABIL), AZ*
ABIL provides programs and services designed to empower people with disabilities to live independent lifestyles within the community. www.abil.org

Arizona Coalition Against Domestic Violence (AzCADV), AZ*
AzCADV provides technical assistance and training for domestic violence agencies and community partners throughout Arizona and engages in systems-level advocacy on domestic violence issues. www.azcadv.org

Association for Supportive Child Care (ASCC), AZ*
ASCC works to enhance the quality of child care for children in Arizona by helping parents locate childcare, linking employers with job seekers, and accrediting programs for training and education. www.asccaz.org

Chicanos Por La Causa, Inc. (CPLC), AZ*
CPLC serves low to moderate income families in Arizona, Nevada, and New Mexico with a focus on housing, education, social and behavioral services, and economic development. www.cplc.org

Lodestar Day Resource Center (LDRC), AZ
LDRC provides holistic services to homeless individuals in Arizona through peer-driven social enterprise, behavioral health and educational programs. www.lodestardrc.org

Salud Family Health Centers, CO*
Salud Family Health Centers provides quality, integrated primary health care services to the individuals, families, and communities in Northeast Colorado. www.saludclinic.org

EXCELth Incorporated, LA*
EXCELth is a federally qualified health center that provides comprehensive, quality, primary care and oral and behavioral health services in the Orleans and East Baton Rouge Parishes. www.excelth.com

MICAH Project, LA
The MICAH Project engages in faith-based community organizing to empower and develop grassroots leaders and find innovative solution to problems facing the people of New Orleans and the surrounding areas. www.micahpico.org

Teche Action Board Inc., LA
Teche Action Board Inc. is a federally qualified health center, committed to providing comprehensive, quality health care to residents of St. Mary, Terrebonne, St. John, St. James and Assumption Parishes. www.tabhealth.org

Alliance to Develop Power (ADP), MA
ADP works to establish and promote cooperative economic development and civic engagement through their cooperatively controlled businesses, community organizing, and leadership development. www.a-dp.org

Advocates Human Services, MA
Advocates Human Services partners with people with disabilities and the elderly statewide so that they can obtain and keep their homes, engage in work and other meaningful activities, and sustain relationships. www.advocatesinc.org

Bay Cove Human Services, MA
Bay Cove provides a full range of comprehensive human services to individuals and families throughout Boston and southeastern Massachusetts who face developmental disabilities, mental illness, drug addiction, and aging. www.baycove.org

Bristol Elder Services (BES), MA*
BES helps the elderly and disabled in Massachusetts maintain their independence and remain in their homes by hosting programs such as elder abuse prevention and pantry programs with Meals on Wheels. www.bristolelder.org

Center for Human Development (CHD), MA*
CHD provides needy people of Massachusetts with essential human services (including minor medical services), focusing on children and families, elders, the homeless, and people struggling with addiction. www.chd.org

Chelsea Human Services Collaborative, MA
Chelsea Human Services Collaborative enhances the social, environmental and economic health of Chelsea, Massachusetts through community organizing and education. www.chelseacollab.org

* Denotes organizations interviewed for the qualitative data analysis.

Dorchester Bay Economic Development Corporation, MA
Dorchester Bay EDC develops comprehensive strategies integrating organizing and development in its housing, economic development and community organizing programs in Dorchester. www.dbedc.org

Dudley Street Neighborhood Initiative (DSNI), MA
DSNI is a nonprofit, community-based, planning and organizing entity in Roxbury/Dorchester that focuses on economic, human and environmental growth. www.dsni.org

East Boston Neighborhood Health Center (EBNHC), MA*
EBNHC provides easily accessible, affordable, high quality primary care for all in East Boston and the surrounding communities, regardless of age, income, insurance status or language. www.ebnhc.org/en

East Boston Ecumenical Community Council (EBECC), MA
EBECC is a neighborhood-based organization that promotes the advancement of Latino immigrants through education, advocacy, community organizing and leadership development in East Boston. www.ebecc.org

Elm Hill Family Service Center, MA
Elm Hill FSC serves and empowers individuals and families of Roxbury by providing clothing assistance, a food pantry, MassHealth, SNAP, fuel and tax assistance. www.bostonabcd.org/elm-hill-fsc.aspx

Fall River Housing Joint Tenant Council (FRHJTC), MA
FRHJTC is the recognized representative of Fall River public housing tenants.

Harbor Health Services, Inc., MA*
Harbor Health Services, Inc. provides primary care, inclusive care for the elderly, nutrition programs for women, infants and children, behavioral health services, and substance abuse treatment in the greater Boston and Cape Cod areas. www.hhsi.us

Madison Park Development Corporation, MA
Madison Park Development Corporation is a community-based nonprofit organization that develops affordable housing for low and moderate income residents in Roxbury. www.madison-park.org

Massachusetts Alliance of Portuguese Speakers (MAPS), MA*
MAPS is a multi-service health and social service organization that works to increase access and remove barriers to health, education and social services for Portuguese-speaking individuals and families. www.maps-inc.org

Massachusetts Senior Action Council, MA
Mass Senior Action is a grassroots senior-run organization that is committed to empowering seniors and others to act collectively to promote the rights and well-being of vulnerable seniors. www.massSenioraction.org

Massachusetts Affordable Housing Alliance (MAHA), MA
MAHA is a grassroots organization of tenants, homebuyers and homeowners that fight for public and private sectors to increase their support for affordable and sustainable homeownership. www.mahahome.org

Northeast Arc, MA
Northeast Arc helps people with disabilities become full participants in the community by providing occupational, medical and housing programs in the New England region. www.ne-arc.org

Rosie's Place, MA
Rosie's Place offers emergency and long-term assistance to women with food programs, outreach, education, and housing. www.rosiesplace.org

Arab Community Center for Economic & Social Services (ACCESS), MI
ACCESS provides a wide range of health and human services, employment services, youth programs, educational and cultural programs and civic engagement, advocacy, and social entrepreneurship services to Arab Americans and other needy Americans in the Detroit metro area. www.accesscommunity.org

Advantage Health Centers/Detroit Health Care for the Homeless, MI
Advantage Health Centers offer medical, dental and social care to all from Detroit without regard to insurance or housing status. www.ahcdetroit.org

Family Medical Center of MI, Inc., MI
Family Medical Center of Michigan is a not-for-profit, federally qualified community health center serving the health care needs of Monroe, Wayne, and Lenawee counties. www.familymedicalmi.org

Franklin Street Community Housing Corporation, MI
Franklin Street CHC is a neighborhood-based nonprofit that is committed to preserving and revitalizing neighborhoods of Lansing. www.fschc.org

Hispanic Center of Western Michigan, MI
Hispanic Center of Western Michigan is a nonprofit organization serving the needs of the Hispanic community through family support services, adult education, youth leadership development, immigrant integration, early learning, parenting programs, civic engagement, translation and interpretation services, and cultural competency training. www.hispanic-center.org

Interfaith Council for Peace and Justice, MI
Interfaith Council for Peace and Justice inspires, educates and mobilizes people to unite across differences to pursue peace with social and environmental justice in Ann Arbor. www.icpj.net

Latin Americans United for Progress, MI
Latin Americans United for Progress serves Hispanics and other needy individuals with language, employment, education and legalization in the Holland and Lakeshore areas. www.laup.org

League of Women Voters of Berrien and Cass Counties, MI
The League of Women Voters encourages informed and active political participation in government in the Berrien and Cass counties area. www.lwvbcc.org

Matrix Human Services, MI*
Matrix advocates for the underserved of the Detroit community with a broad array of programs such as Head Start, prisoner reentry, housing assistance, public health, and youth empowerment. www.matrixhumanservices.org

Matrix Human Services Vistas Nuevas Head Start, MI
Matrix Human Services VNHS is a federally funded, comprehensive program serving low-income children ages three to five and special needs children and their families in Detroit. www.sitedesigntech.com/matrix/vistas_nuevas.htm

Mothering Justice, MI
Mothering Justice is a project dedicated to empowering mothers to influence policy on behalf of themselves and their families. www.motheringjustice.org

Muskegon Family Care, MI
Muskegon Family Care promotes physical, emotional and spiritual health of families through accessible health care in West Michigan. www.mfc-health.org

NAACP Michigan State Conference, MI
NAACP Michigan State Conference works with NAACP Prison Branches, Young Adult Councils, Youth Councils, High School Chapters, and College Chapters in their aim to eliminate racial prejudice. www.michigannaacp.org

Neighborhood Service Organization (NSO), MI*
NSO is a nonprofit human service organization in Detroit that delivers services such as food vouchers and utilities and clothing assistance, along with support for individuals coping with substance abuse, violence, and homelessness, and education for human service professionals. www.nso-mi.org/index.php

School-Community Health Alliance of Michigan, MI
SCHA Michigan is a collaboration of individuals and organizations that support school-based health centers and programs. www.scha-mi.org

Superior Alliance for Independent Living (SAIL), MI
SAIL promotes the inclusion of people with disabilities into our communities by providing information, referrals, support, and advocacy services in the Upper Peninsula community of Michigan. www.upsail.com/index.php

Washtenaw Prisoner Reentry (WPR), MI*
WPR, a project of Catholic Social Services, is a transitional program for individuals who have been released from prison to Washtenaw County on parole or probation. WPR works to prevent recidivism by providing case management for housing, employment opportunities and behavioral health services. www.washtenawprisonerreentry.org

The Arc Greater Twin Cities, MN
The Arc of the Greater Twin Cities of Minnesota works to ensure that all people with intellectual and developmental disabilities and their families have the opportunity to realize their goals for their lives. www.arcgreatertwincities.org

Aurora St. Anthony Neighborhood Development Corporation (ASANDC), MN
ASANDC addresses the needs of residents through community organizing, senior support, political engagement, and youth empowerment. www.aurorastanthony.org

CAPI USA, MN
CAPI helps refugees and immigrants gain access to jobs, housing, food, health, health education and youth and senior social services to promote economic independence. www.capiusa.org

Catholic Charities of St. Paul and Minneapolis, MN*
Catholic Charities of St. Paul and Minneapolis is a leader in addressing poverty, creating opportunities and advocating for justice in the community through its shelters, food pantries, child care and immigrant services. www.cctwincities.org

Employment Action Center (EAC), MN
EAC provides comprehensive education employment and family support services to low income youth, adults and families in St. Paul to ensure their academic achievement, economic success, and family stability. www.eac-mn.org

Face to Face Health and Counseling, MN
Face to Face is a nonprofit organization that offers health care, counseling, and programs for homeless individuals aged 11-23 in the St. Paul area. www.face2face.org

HOME Line, MN
HOME Line is a nonprofit tenant advocacy organization that provides services including free legal advice to renters statewide and low-cost consultations for renters in Minneapolis. www.homelinemn.org

ICA Food Shelf, MN
ICA Food Shelf assists low-income individuals with food distribution, financial assistance and employment assistance programs. www.icafoodshelf.org

Keystone Community Services, MN
Keystone Community Services is a community-based human service organization in St. Paul that offers food pantries, a comprehensive Senior Program, case management and support for youth. www.keystonecommunityservices.org

Lao Family Community of Minnesota, MN
Lao Family Community supports the Hmong population in Minnesota with English education, youth and family services, and social work. www.laofamily.org

Metropolitan Consortium of Community Developers (MCCD), MN
MCCD is an association of nonprofit community development organizations committed to expanding the wealth and resources of neighborhoods through housing and economic development initiatives. www.mccdmn.org

Minneapolis Highrise Representative Council (MHRC), MN
MHRC provides support and guidance to the 36 highrise resident councils throughout the city and works collaboratively with the Minnesota Public Housing Authority on a variety of resident participation activities.

Minnesota AIDS Project, MN
Minnesota AIDS Project is a statewide nonprofit that promotes HIV prevention education and provides confidential services including practical, emotional and social support for Minnesotans living with AIDS and HIV. www.mnaidsproject.org

Minnesota Coalition for the Homeless (MCH), MN
MCH works to eliminate homelessness through advocacy, technical assistance and building public awareness. www.mnhomelesscoalition.org

Minnesota Recovery Connection, MN
Minnesota Recovery Connection provides support programs and peer counseling for those in recovery and also engages in advocacy to reduce stigma and increase services for Minnesotans dealing with addiction. www.minnesotarecovery.org

Minnesota State College Student Association (MCSA), MN
MCSA is an association of Minnesota public college students that works to ensure accessible and affordable higher education while providing students with representation and leadership development across the state. www.mscsa.org

NAMI Minnesota, MN
NAMI of Minnesota is dedicated to improving the lives of adults and children with mental illness by offering education, support and advocacy. www.namihelps.org

Neighborhood House, MN*
Neighborhood House helps stabilize immigrant, refugee, and low-income families in crisis in the St. Paul area through its family centers, food pantries, and refugee resettlement program. www.neighb.org

Open Access Connections, MN*

Open Access Connections provides communications technology, such as voice mail, cell phones and computer access, to low income individuals in the Twin Cities area so their participants can access housing, employment, health care and safety resources. www.openaccessconnections.org

Organizing Apprenticeship Project (OAP), MN

OAP works to advance racial, cultural, social and economic justice through organizer and leadership training, policy research and strategic convening work. www.oaproject.org

OutFront Minnesota Community Services, MN*

OutFront Minnesota Community Services provides programs and services in education, training, community organizing, advocacy, and anti-violence for and on behalf of the LGBT community. www.outfront.org/home/aboutus/ofmcs

Tamales y Bicicletas, MN

Tamales y Bicicletas works to develop healthy Latino and immigrant communities through bicycle repair, cultural empowerment, and environmental justice programs. www.tamalesybicicletas.weebly.com

Urban Ventures, MN

Urban Ventures is a faith-based nonprofit that strives to break the cycle of generational poverty in south Minneapolis through education, parenting, mentoring and job readiness programs. www.urbanventures.org

Adelante Healthcare, NACHC

Adelante operates seven health centers throughout Arizona that offer a wide array of services to patients of all economic backgrounds. www.adelantehealthcare.com

Cherry Street Health Services, NACHC

Cherry Street Health Services offers comprehensive health services to low-income children and families in Michigan. www.cherryhealth.org

Clinica Family Health Services, NACHC

Clinica provides medical and dental care for low-income and other underserved people in Boulder, Broomfield and Adams, Colorado. www.clinica.org/index.php

Delaware Valley Community Health (DVCH), NACHC

DVCH is a community-focused health care organization providing affordable and accessible primary medical, dental and behavioral health care for the Delaware Valley of Pennsylvania. www.dvch.org

East Jordan Family Health Center, NACHC

East Jordan Family Health Center provides quality affordable healthcare to the community of East Jordan, Michigan. www.ejfhc.org

El Rio Community Health Center, NACHC

El Rio Community Health Center provides accessible and affordable medical and dental care to underserved populations in Arizona. www.elrio.org

Newark Community Health Center (NCHC), NACHC

NCHC provides adult and family medical care, dentistry care, social work support, nutritional counseling and outreach services for uninsured and medically underserved populations in the greater Newark, New Jersey area. www.nchcfqhc.org

North Country Health Center, NACHC

North Country Health Center provides accessible, affordable, comprehensive, primary healthcare, training, education, outreach and advocacy in Arizona. www.northcountryhealthcare.org

Piedmont Health Services, NACHC*

Piedmont Health provides high quality, affordable, comprehensive primary health care and outpatient care to medically underserved populations, such as women, children and the elderly, in rural areas of central North Carolina. www.piedmonthealth.org

Southern Jersey Family Medical Centers, NACHC

Southern Jersey Family Medical Centers provide and promote effective high quality primary and preventative health and dental care services to uninsured and underserved residents and migrant workers of Southern New Jersey. www.sjfmc.org

C.W. Williams Health Center (CWWCHC), NC

CWWCHC is a federally qualified health center that provides comprehensive, community oriented healthcare to the medically underserved and economically disadvantaged in Charlotte-Mecklenburg. www.cwwilliams.org

Children First/Communities in Schools of Buncombe County, NC*
Children First empowers children and families through its services, advocacy and education – such as after school learning centers, a family resource center, parenting classes and a food pantry. www.childrenfirstbc.org

Church World Service of Greensboro, NC
CWS of Greenboro provides comprehensive case management and employment services aimed at empowering newly arrived refugees to build a foundation for long term self-sufficiency and success in the United States. www.cwsgreensboro.org

Crisis Assistance Ministry, NC*
Crisis Assistance Ministry focuses on preventing homelessness and preserving the dignity of Charlotte-Mecklenburg's poor with rent and utility bill assistance and furniture and food banks. www.crisisassistance.org

First in Families of North Carolina, NC
First in Families helps people with developmental disabilities and their families, and assists in developing state-wide policy for implementing self-directed supports for people with disabilities. www.fifnc.org

Kinston Community Health Center (KCHC), NC*
KCHC is a federally qualified health center that provides quality accessible health care geared towards the uninsured population in Kinston County. www.kinstonhealth.org

Triangle Residential Options for Substance Abusers (TROSA), NC
TROSA is a residential program in Durham that enables substance abusers to recover by providing comprehensive treatment, work-based vocational training, education and continuing care. www.trosainc.org

YWCA of Asheville, NC*
YWCA of Asheville is dedicated to eliminating racism and empowering women with programs and services that bridge gaps in education, health care, and child care. www.ywcaofasheville.org

Community Development for All People, OH
Community Development is a faith-based community development organization dedicated to creating a community and church that works to improve the economic and social and spiritual quality of life for residents in Columbus. www.4allpeople.org/index.html

Godman Guild Association (GGA), OH
GGA promotes self-sufficiency and leadership development with programs focused on adult education, employment services, youth empowerment and community outreach in Central Ohio. www.godmanguild.org

Lower Lights Christian Health Center, OH
Lower Lights offers high quality primary medical care for patients without health insurance and low-income families in the Columbus area. www.llchc.org

Neighborhood House, OH
The Neighborhood House assists children, families and adults in their efforts to become self-sufficient with a food pantry, senior services, day camps, community organizing and drug and alcohol counseling services in Columbus. www.colsnhi.org

Northeast Ohio Coalition for the Homeless (NEOCH), OH*
NEOCH is a Cleveland-based regional advocacy organization that empowers homeless and at risk men, women and children to break the cycle of poverty through public education, advocacy and nurturing environments. www.neoch.org

Northeast Ohio Neighborhood Health Centers (NEON), OH*
NEON's health centers provide access to comprehensive primary care services to residents of greater Cleveland regardless of their ability to pay. www.neonhealth.org

St. Stephen's Community House, OH*
St. Stephen's serves the greater Linden area with civic and social service programs, youth mentoring, quality child healthcare and education. www.saintstephensch.org

Youth Empowerment Program (YEP), OH
YEP empowers youth aged 12-21 by increasing opportunities for them to build self-esteem and improve their quality of life through advocacy, leadership and education in Columbus. www.cohhio.org

DEMOGRAPHIC PROFILE OF NONPROFIT VOTERS COMPARED TO ALL REGISTERED VOTERS

	Nonprofit Voters*	% of Total	All Voters**	% of Total
Total Voters in file	33,741	100%	37,693,690	100%
Gender				
Female	22,044	67%	19,821,797	53%
Male	10,924	33%	17,352,475	47%
Total	32,968	100%	37,174,272	100%
Race				
Asian	952	3%	691,828	2%
Black	14,491	43%	4,816,630	13%
White	11,809	35%	29,691,992	79%
Hispanic	5,623	17%	1,899,351	5%
Other	866	3%	593,889	2%
Total	33,741	100%	37,693,690	100%
Income				
Less than $25k	6,712	20%	2,014,453	5%
$25k - $50k	17,374	51%	13,993,625	37%
More than $50k	9,653	29%	21,678,529	58%
Total	33,739	100%	37,686,607	100%
Age				
18-29	10,605	31%	6,908,490	18%
30-59	17,740	53%	20,185,434	54%
60+	5,333	16%	10,557,405	28%
Total	33,678	100%	37,651,329	100%
Vote Propensity Score				
0-29	1,827	6%	3,666,001	10%
30-70	12,068	36%	8,457,355	22%
71+	19,187	58%	25,580,589	68%
Total	33,082	100%	37,703,945	100%

* "Nonprofit Voters" refers to those contacted by a nonprofit to register to vote or sign a pledge to vote and who were registered to vote at the time of the 2012 election.
** "All Voters" refers to all voters registered to vote at the time of the 2012 election in the seven states referenced in the report.

VOTER TURNOUT COMPARISON: NONPROFIT VOTERS VS. ALL VOTERS BY DEMOGRAPHIC

	NP Voted*	NP Voters	NP Turnout	All Voted*	All Voters	All Turnout
Total Voters in file	24,945	33,741	74%	25,807,925	37,693,690	68%
Race						
Asian	722	952	76%	399,356	691,793	58%
Black	10,288	14,491	71%	3,078,189	4,816,523	64%
White	9,303	11,809	79%	20,962,073	29,691,195	71%
Hispanic	4,066	5,623	72%	1,030,221	1,899,241	54%
Income						
Less than $25k	4586	6712	68%	1,068,365	2,014,453	53%
$25k - $50k	12476	17374	72%	8,997,109	13,993,625	64%
More than $50k	7882	9653	82%	15,739,119	21,678,529	73%
Age						
18-29	7,245	10,605	68%	3,634,037	6,908,490	53%
30-59	13,129	17,740	74%	13,770,790	20,185,434	68%
60+	4,525	5,333	85%	8,386,005	10,557,405	79%
Vote Propensity Score						
0-29	675	1,827	37%	448,983	3,666,001	12%
30-70	7,186	12,068	60%	3,522,863	8,457,355	42%
71+	16,643	19,187	87%	21,836,933	25,580,589	85%

* Voted in the 2012 presidential election

VOTER TURNOUT COMPARISON: NONPROFIT VOTERS VS. ALL VOTERS BY RACE AND AGE

	NP Voted	NP Voters	NP Turnout	All Voted	All Voters	All Turnout
All Voters	24,945	33,741	74%	25,807,925	37,693,690	68%
Gender						
Male	7,823	10,924	72%	11,643,769	15,690,598	74%
Female	16,541	22,044	75%	13,879,682	19,821,302	70%
Race and Age						
18-29						
Asian	261	351	74%	66,692	144,903	46%
Black	3,453	5,010	69%	648,167	1,194,331	54%
White	2,288	3,265	70%	2,663,532	4,978,056	54%
Hispanic	984	1,550	63%	200,334	467,079	43%
30-59						
Asian	335	451	74%	242,720	408,219	59%
Black	5,618	8,027	70%	1,743,394	2,701,387	65%
White	4,692	5,895	75%	10,996,013	15,666,876	70%
Hispanic	2,259	3,022	75%	590,384	1,064,224	55%
60+						
Asian	124	147	84%	89,714	138,030	65%
Black	1,189	1,416	84%	684,446	914,675	75%
White	2,315	2,637	88%	7,288,844	9,014,790	81%
Hispanic	815	1,041	78%	238,716	365,584	65%
Race and Gender						
Male						
Asian	218	279	78%	165,657	293,136	57%
Black	2,522	3,642	69%	1,163,819	1,994,843	58%
White	3,408	4,478	76%	9,719,834	13,928,296	70%
Hispanic	1,447	2,155	67%	442,012	862,404	51%
Female						
Asian	334	460	73%	196,849	331,310	59%
Black	7,535	10,552	71%	1,826,565	2,667,913	68%
White	5,785	7,172	81%	11,122,353	15,545,785	72%
Hispanic	2,595	3,431	76%	577,048	1,011,842	57%

VOTER TURNOUT COMPARISON: NONPROFIT VOTERS VS. ALL VOTERS BY RACE AND AGE

	NP Voted	NP Voters	NP Turnout	All Voted	All Voters	All Turnout
Youth Vote by Race and Gender						
Male						
Asian	73	97	75%	25,633	60,680	42%
Black	659	1,090	60%	236,396	499,147	47%
White	864	1,279	68%	1,228,641	2,395,279	51%
Hispanic	325	584	56%	79,750	210,997	38%
Female						
Asian	113	161	70%	33,511	69,326	48%
Black	2,699	3,787	71%	377,110	629,670	60%
White	1,373	1,911	72%	1,392,524	2,497,901	56%
Hispanic	649	948	68%	116,899	246,440	47%

Well-researched[17] and designed materials give nonprofits the know-how and confidence to carry out effective nonpartisan activities that engage their communities in voting. Below is a partial list of Nonprofit VOTE's current resources—most are available in both Spanish and English.

National Webinar Series

- Plan Ahead: Creating a Voter Engagement Plan for your Nonprofit
- Being Nonpartisan: 501(c)(3) Guidelines for Nonprofit Voter Engagement
- Ready, Set, Register: Nonprofit Voter Registration
- Taking a Stand: Ballot Measure Advocacy for Nonprofits
- Engage Candidates and Build Clout: Hosting a Candidate Forum
- What Nonprofit Staff Can('t) Do
- Nonprofits Get Out the Vote: Countdown to Election Day

Guides and Toolkits

- A Voter Participation Starter Kit for Nonprofits and Social Service Agencies
- A Nonprofit's Guide to Hosting a Candidate Forum
- A Voter Registration Toolkit for Nonprofits and Social Service Agencies
- Nonprofits, Voting & Elections: A Guide for 501(c)(3) Organizations on Nonpartisan Voter Participation and Education

Factsheets

- Nonprofits and Ballot Measures
- 501(c)(3) Permissible Activities Checklist
- Candidate Appearances at Your Nonprofit
- State Felon Disenfranchisement Laws
- Federal Funds and Voter Participation
- What Nonprofit Staff Can Do

Checklists

- Getting Started With Voter Engagement
- Seven Reasons to Do Voter Registration at Your Nonprofit
- Seven Principles of Getting Out the Vote
- 10 Things to Do Before Election Day

Other Resources

- Voting in Your State – 50 State Guide
- Posters
- Web Badges

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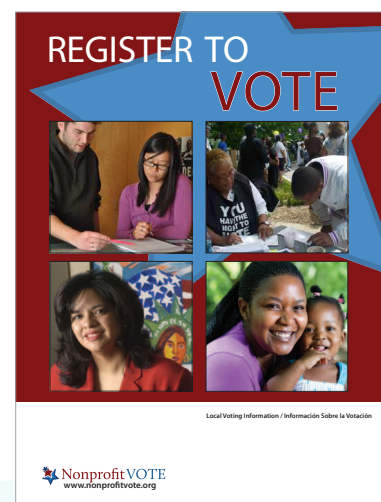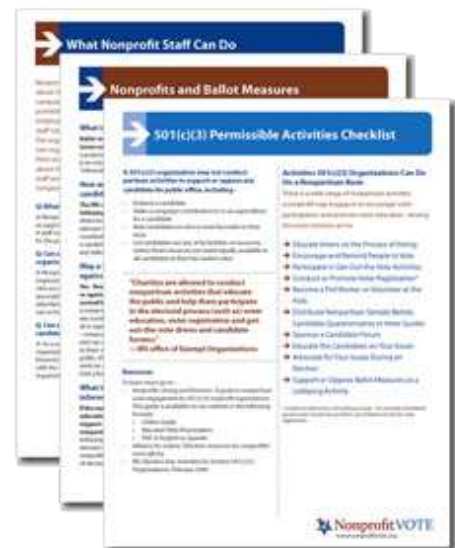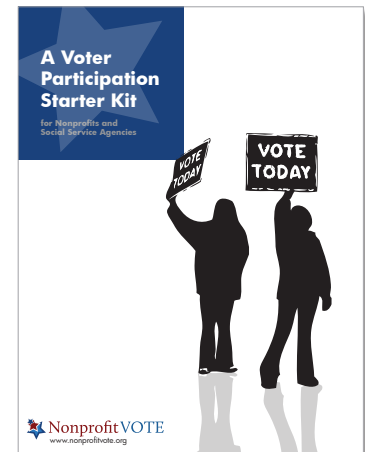
17 All Nonprofit VOTE materials are carefully researched, sourced, and updated based on the latest guidance from the IRS and partners like Bolder Advocacy, the National Association of Secretaries of State, Independent Sector, and the National Council of Nonprofits.