Dear friends and supporters,

For over 15 years, Nonprofit VOTE has worked to foster a more representative democracy by leveraging the vast reach of America’s nonprofit sector. We believe that community-based nonprofits, including health centers, food pantries, housing groups, and others, are uniquely positioned to engage the communities they serve in voting and elections. To that end, we provide essential resources, trainings, and support to nonprofits across the nation seeking to more fully support the communities they serve and strengthen their nonpartisan civic voice.

This report celebrates the great success over the last two years (2019-2020), made possible by our many financial supporters and collaborative partners. Without a doubt, the COVID-19 pandemic has impacted all of our work and required the team to rethink nearly every aspect of our mission and evolve to meet the challenge – which we did. Despite the sea-change we experienced, we stayed on task producing webinars and trainings for nonprofit leaders; creating and strengthening strategic partnerships with key nonprofits and funder networks; and continued on-the-ground (and virtual) voter engagement campaigns in several states – campaigns which also provide solid data detailing best practices and the true effectiveness of nonprofit work. Lastly, no year would be complete without National Voter Registration Day, which under our leadership, shattered all prior records!

As successful as these years have been, there is still much more work to be done. In 2021, we will build capacity not only for this year’s election cycle – which features tens of thousands of local and state races that directly impact people’s day-to-day lives – but also for the 2022 midterms which will provide ample opportunity for more nonprofits to take up the mantle of engaging and empowering the communities they serve. With your continued support, we will assist, resource, and support them in this shared civic awakening.

Thank you,

Brian Miller,
Executive Director
Monthly Webinars Reach Thousands

During 2019 and 2020, over 6,000 nonprofit staff attended one of our nearly 30 free webinars covering a wide-range of topics including staying nonpartisan, engaging young voters, ballot measures, and more. We saw interest and attendance skyrocket in 2020 as we hosted webinars about the impact of COVID-19 on Census 2020, GOTV strategies, mail-in ballots, and National Voter Registration Day.

~30 WEBINARS
6,000+ ATTENDEES

Online Resources Strengthen Sector

In addition to updating our popular, online resource library - including fact sheets, toolkits, checklists - to improve usability and ease of access, we created several new reports and assets for nonprofit staff. In 2019, we released an updated “America Goes to the Polls” report which ranked all 50 states by voter turnout to highlight voting policies that gave some states an edge in voter turnout during the 2018 midterm elections. Additionally, we worked to ensure nonprofit staff were prepared for 2020 by creating a weekly Countdown to Election tool with plug-and-play assets, election rule fact sheets for all 50 states, and a Census 2020 resource section to help nonprofits get out the count.
As a core part of our work, we strive to partner with key organizations that help normalize robust, nonpartisan voter engagement as part of the work nonprofits commit to when serving their communities.

Over the last two years, we created 15 custom webinars and five custom toolkits with organizations like Feeding America, Habitat for Humanity, NAMI, Alliance for Museums, National Council of Jewish Women, and more.

On May 30, 2019, we brought together national nonprofit leaders to promote the “Engaging New Voters” report. Speakers from the National Urban League, United Way, and the Community Resource Center spoke to a packed room representing organizations like YWCA, National Council of Nonprofits, Volunteers of America, and more about the effectiveness of nonprofits doing voter engagement, citing hard data from the report and their own experience.

In the leadup to the 2020 election, we launched the “Nonprofit Staff Vote” initiative to encourage nonprofits to give their staff paid time off to vote. Ultimately, we recruited 14 flagship partners including United Way, Volunteers of America, Feeding America, Goodwill, Independent Sector, Council on Foundations, and others, along with another 310 nonprofit partners representing over 65,000 nonprofit employees nationwide.
Our Engaging New Voters Field Program is where our principles meet reality as we engage with anchor organizations to do on-the-ground voter engagement drives at nonprofits of every stripe in select states.

Despite the COVID-19 pandemic’s impact on in-person events, we engaged 35,000 voters in our 2020 program thanks to the efforts of nearly 200 sites across seven states, including NC, PA, OH, MI, CO, TX, and AZ. The people we reached speak directly to our mission of fostering an inclusive democracy, representing often underrepresented sectors of our society – low-income, people of color, and younger voters.

~200 SITES NATIONWIDE

35,000 VOTERS ENGAGED

To assist the organizations who were finding it difficult to adjust to the new COVID landscape, we put together phone banks to better reach out to their communities and provide voters with information about requesting mail-in ballots, making a plan and more.

Our work continued with a robust get-out-the-vote effort, contacting those who filled out pledge-to-vote/make-a-plan cards to ensure they were aware of crucial deadlines through Election Day.

We also ran a smaller field program in 2019 in NC, OH, MS, AZ, and CO. This smaller program helped us test ideas and strategies which we put into place during the 2020 cycle.
National Voter Registration Day, a collaborative event managed by Nonprofit VOTE, is a single day of coordinated media and field activations to raise awareness of voter registration opportunities and register as many eligible voters as possible.

National Voter Registration Day, held on the fourth Tuesday of September, continues to gather strength and break records, even in “off-year” election cycles. In 2019, we worked with 4,083 community partner organizations and 54 premier partners to update and register 473,725 voters – nearly doubling our initial goal. The holiday made a splash in the media: from 27 stories in national outlets like USA Today, Newsweek, the Washington Times, and CNN to thousands of local news stories to the 2.6 million social media engagements and #1 Twitter trending topic.

But this was just a preview of what we would achieve in 2020, which was the BIGGEST National Voter Registration Day ever! Working with a record 107 premier partners and 4,589 community partners, we overcame the challenges presented by the COVID crisis to register or update the registrations of over 1.5 million voters! As usual, we provided partners with posters, stickers, and sample social media messaging, but 2020 required we meet the moment with additional resources including face masks to encourage COVID-safe interactions and toolkits on doing drive-through registrations. Ultimately, the holiday lit up digital media, trending #1 on Twitter for over 11 hours and driving conversation on Facebook, Instagram, Snapchat, Google, and Reddit (where we held multiple Ask Me Anything events). The success of the day was lifted up in dozens of national outlets including Newsweek, The Hill, ET, as well as thousands of local news stories.
Moving forward from these successful years, we will regroup, revitalize, and reinforce our mission to foster a more civically-engaged nonprofit sector, providing nonprofits with the best resources, research, and training needed to keep the communities they serve #VoteReady. Here’s what we’re planning:

“America Goes to the Polls” Report

2020 saw many states change their voting policies in response to the COVID pandemic. These policy changes coupled with heightened voter interest helped fuel the biggest voter turnout in modern history. This year’s report, in partnership with the U.S. Elections Project, examines the voting policies that had the biggest impact (Vote at Home, Same Day Registration, etc.) on where states fell in the 50-state ranking of voter turnout. The report was released in March.

Webinars and Online Resources

With a new year comes a new schedule of monthly, free webinars to help educate and inform nonprofit staff. We will continue to discuss the “new normal” of voter engagement as well as bring back popular topics like fighting misinformation and the digital resource fair. Digital resources are key to our scheduled nonprofitvote.org site redesign – which looks to focus on providing our growing audience of nonprofit staff and leaders with a streamlined, dynamic resource library, better tracking of user habits and user information gathering.
“Engaging New Voters” Report

This year’s report will examine the turnout advantage of the 35,000 voters who were engaged by participating nonprofits across seven states in our 2020 field program. This research examines the efficacy of nonprofits who reach often underrepresented communities to help them have a voice in the democratic process. Anticipated release in late 2021.

Foundation Toolkits

Initially released in 2018, our voter engagement toolkits for public and private foundations will be updated and re-released with new case studies from 2020, lessons learned, new strategies, and more. Anticipated release in late 2021.

National Voter Registration Day

Coming off both a historic year of voter turnout and a record-breaking 2020 holiday, we turn our focus to energizing organizations and voters around this year’s impactful state and local elections and setting the stage for the highly anticipated 2022 midterms.
**2019-2020 Staff**

**Brian Miller**  
Executive Director

**Kimberley Carroll-Cox**  
Communications and Development Coordinator

**Caitlin Donnelly**  
Program Director

**Linda Hein**  
Administration and Data Coordinator

**James Hill**  
Communications Director

**Lauren Kunis**  
National Voter Registration Day Program Director

**Debi Lombardi**  
Director of Partner Engagement

**Caroline Mak**  
Research and Field Coordinator

**Travis Morin**  
Communications Coordinator

**Alex Veloria**  
Operations Director

**Leadership Council**

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Independent Consultant

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**Jatrice Martel Gaiter**  
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**Jeffrey Moore**  
Chief Strategy Officer, Independent Sector

**Jeff Narabrook**  
Elections Administrator, City of Minneapolis

**Thao Nyugen**  
Vice President of Advocacy, Feeding America

**Maggie Osborn**  
Chief Strategy Officer, United Philanthropy Forum

**Laura Walling**  
Director of Advocacy and Legislative Affairs, Goodwill Industries International

**Michael Weekes**  
President & CEO, Massachusetts Council of Human Service Providers
Thanks to Our Supporters!


Thanks as well to those whose made contributions in support of the 2019 and 2020 work of National Voter Registration Day managed by Nonprofit VOTE, including Aflac, BET Networks, Carnegie Corporation of New York, Creative Artist Agency (CAA), Democracy Fund, Facebook, Google, New Venture Fund, Participant Media, State Infrastructure Fund, Tumblr, ViacomCBS, and Wallace H. Coulter Foundation.

### INCOME 2019 (unaudited) 2020

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### EXPENSE 2019 (unaudited) 2020

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