



## A Case Study

### Community Partnership Family Resource Center (CPFRC)

Community Partnership Family Resource Center is the primary provider of prevention services, in particular for child abuse prevention and family support, in Teller County, CO and partners with organizations in the community to complement intervention services. Their rural community is spread out and faces high rates of poverty, both of which makes their population hard to reach through traditional voter registration activities. CPFRC believes that despite the poverty that many of the families experience, they are not invisible and voting is an equalizer.



Due to their rural location, establishing trust has always been a challenge within Teller County. Before CPFRC's 2018 voter registration efforts, many community members had never been asked to register to vote. Voter registration efforts typically receive pushback and suspicion from the community. Community members often distrusted the political system or thought that registration was too political. To access the guidance, training, and support they needed to offer nonpartisan voter engagement to their clients and community, CPFRC partnered with the Community Resource Center's (CRC) Participation Project. Since CPFRC had been a part of the

community for almost thirty years, they were a trusted source of information in Teller County.

Family Advocates on staff were instrumental in leveraging this trust because they already had established relationships with families. In their one-on-one meetings, Family Advocates would ask eligible family members if they would like to update their voter registration. This was a natural addition to the conversations that families were already having. These trusted relationships also allowed families to ask questions and engage in conversations about the importance of voting. These one-on-one meetings further strengthened the trust between Family Advocates and the families. CPFRC also registered voters at the local high school and a partner food pantry. CPFRC and the food pantry have overlapping clients, so partnering to do voter registration was a natural extension of their existing relationship. The high school was especially receptive to them registering and pre-registering students.

Different geographic locations and characteristics sometimes require different approaches. Voter registration approaches that typically work in big cities did not work in Teller County, so CPFRC found an approach that was more fitting for their community. By integrating its voter registration efforts into the work they were already doing, CPFRC reached families and even strengthened existing relationships. CPFRC continues to learn about its community and how they can effectively register community members. As they learn and work, they give their rural community more voice and visibility.



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