

Benefits of Voting

Benefits to Your Organization

Investing in voter engagement - whether that means holding a training for staff, printing materials to give to voters, hosting candidate and community events, or using tech tools to reach voters - pays off. Starting, or deepening, your voter engagement work can help you advance your mission.

Build Power and Influence of Your Nonprofit

When your nonprofit starts registering voters, candidates will take notice! This will give your constituents and communities more opportunities to hear directly from the candidates on the issues that affect their lives. Also, elected officials will recognize your organization as one with an engaged community of voters.

Boost your Advocacy

Voters are more likely to advocate for their communities and to participate in other ways, such as contacting an elected official, signing up to be a poll worker, or volunteering for a campaign. If you build a list of voters you engage in the summer and fall, those constituents can bolster your advocacy efforts in winter and spring. Elected officials listen to the people who actually vote in their community.

Expand your Organization's Reach

Getting involved in voter engagement creates opportunities to expand your presence in the community. Your activities may draw in members of the community who have not used your services in the past and voter engagement events are great places to plug in volunteers. Your organization can tap into new partnerships by finding other organizations doing voter engagement work or by offering to conduct nonpartisan voter engagement activities with the people they serve.

Benefits for the People You Engage as Voters

The benefits of engaging voters in your community (as well as your staff, volunteers, or others in your network) extend far beyond the outcome of any single election.

Social Connections

Voters tend to have stronger social connections, leading to greater quality of life and longevity. Census surveys suggest that regular voters are, compared to voters who participate less frequently, more strongly connected with their neighbors and family members. They are more likely to discuss political issues with family or do favors for their neighbors.

Personal Agency

Voters have this satisfaction of knowing that they have expressed their opinions. Voting is a form of personal empowerment that gives you the opportunity to voice your opinion on issues that matter to you, your family, and your community.

Foster Community-Based Leadership

As community members are mobilized to vote, leaders from within the community often emerge, including those interested in seeking office. Communities that vote are more likely to elect representatives that reflect the diversity and interests of their communities.

RESOURCES:

My Vote Matters: Reasons to Register and Vote, www.nonprofitvote.org/wp-content/uploads/2021/05/My-Vote-Matters-Reasons-to-Register-and-Vote.pdf

How to Engage High Potential Voters, www.nonprofitvote.org/wp-content/uploads/2021/05/How-to-Engage-High-Potential-Voters.pdf

Questions About Nonprofit Voter Engagement, www.nonprofitvote.org/wp-content/uploads/2021/06/Questions-about-voter-engagement.pdf

