

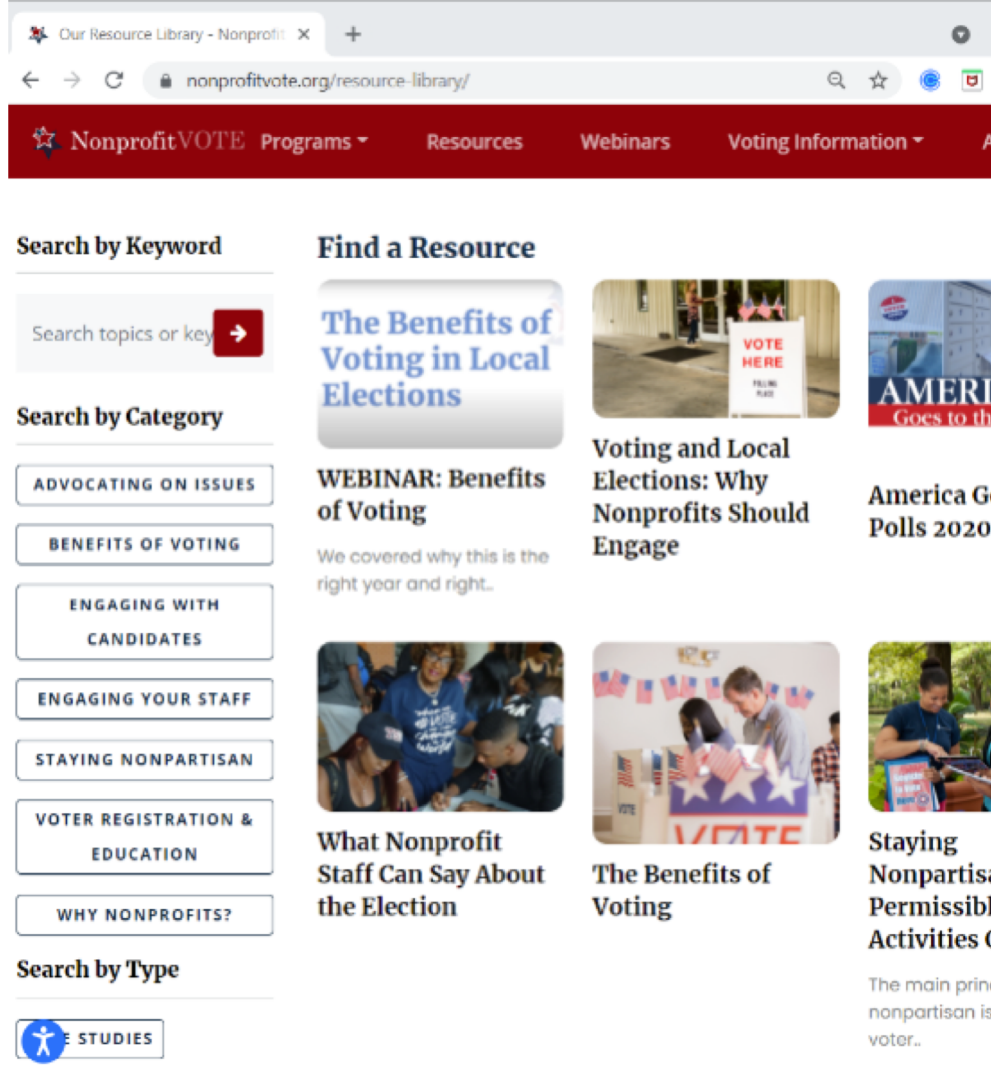


# Safely Engaging Voters in 2021

June 10, 2021

# We've updated our website

Find the right resource for  
your voter engagement  
activities



The screenshot shows the 'Our Resource Library - Nonprofit' page on the website nonprofitvote.org/resource-library/. The page has a dark red header with navigation links: NonprofitVOTE, Programs, Resources, Webinars, and Voting Information. Below the header, there are two main sections: 'Search by Keyword' and 'Search by Category'. The 'Search by Keyword' section has a search bar with the placeholder text 'Search topics or key' and a red search button. The 'Search by Category' section has a list of buttons: 'ADVOCATING ON ISSUES', 'BENEFITS OF VOTING', 'ENGAGING WITH CANDIDATES', 'ENGAGING YOUR STAFF', 'STAYING NONPARTISAN', 'VOTER REGISTRATION & EDUCATION', and 'WHY NONPROFITS?'. Below these sections is a 'Search by Type' section with a button for 'E STUDIES'. The main content area features a 'Find a Resource' section with three featured resources: 'The Benefits of Voting in Local Elections' (a webinar), 'Voting and Local Elections: Why Nonprofits Should Engage' (a resource), and 'America Goes to the Polls 2020' (a resource). Each resource has a thumbnail image and a brief description.

Our Resource Library - Nonprofit

nonprofitvote.org/resource-library/

NonprofitVOTE Programs Resources Webinars Voting Information

### Search by Keyword

Search topics or key

### Search by Category

ADVOCATING ON ISSUES

BENEFITS OF VOTING

ENGAGING WITH CANDIDATES

ENGAGING YOUR STAFF

STAYING NONPARTISAN

VOTER REGISTRATION & EDUCATION

WHY NONPROFITS?

### Search by Type

E STUDIES

### Find a Resource

#### The Benefits of Voting in Local Elections

**WEBINAR: Benefits of Voting**

We covered why this is the right year and right..

#### Voting and Local Elections: Why Nonprofits Should Engage

#### America Goes to the Polls 2020

#### What Nonprofit Staff Can Say About the Election

#### The Benefits of Voting

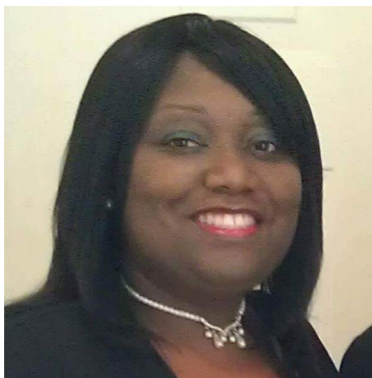
#### Staying Nonpartisan: Permissible Activities

The main principle of nonpartisan is voter..

# Featured Speakers



**Aubrey Hasvold**  
Colorado Coalition for  
the Homeless



**Dr. Bambi Hayes-  
Brown**  
Georgia ACT



**Omar Parbhoo**  
ideas42

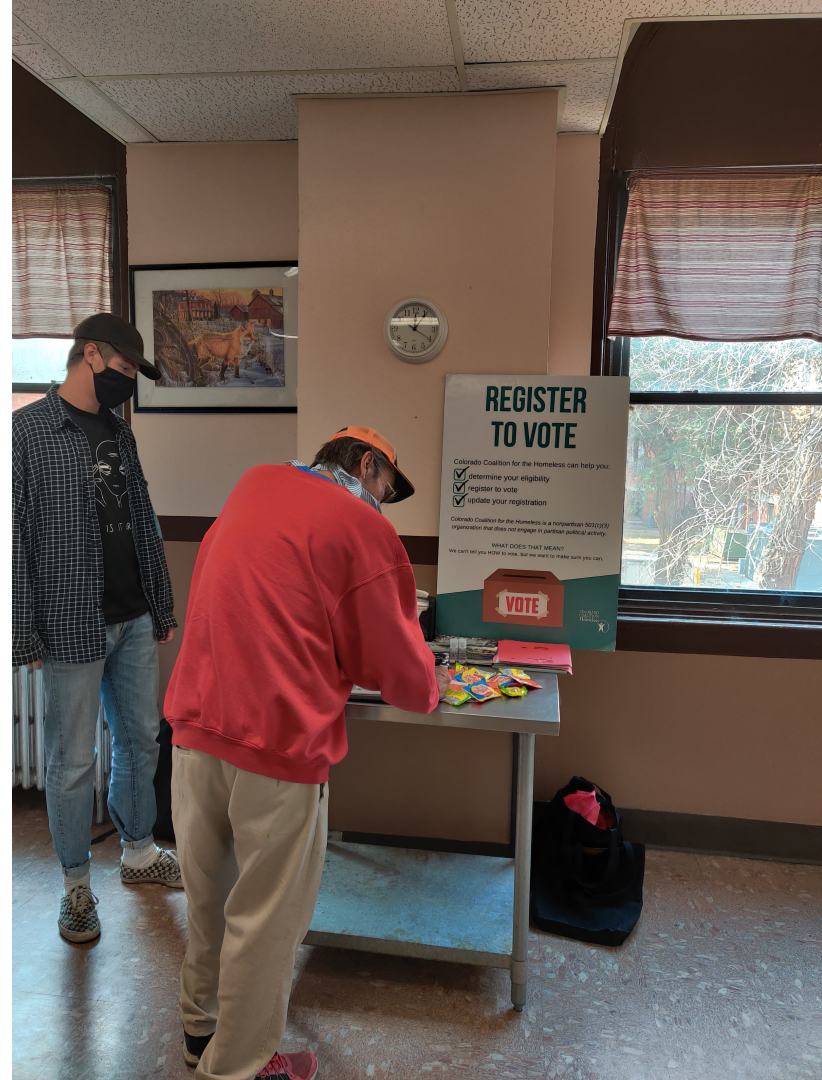
# Safely Engaging Voters: Lessons Learned





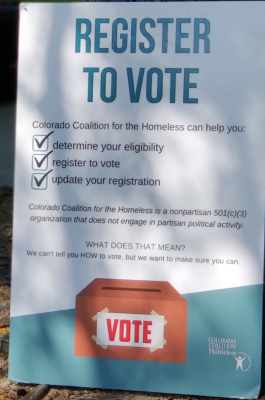
# Why VR During COVID-19?

- Your vote is your voice
- Representation can't wait
- Dispel myths about homelessness/criminal records
- Might not be asked elsewhere
- Influence COVID-19 response
- Shape recovery



# Partnerships and Strategies

- 18 volunteers did in-person and remote outreach (using Hustle and VAN calling and texting)
- CRC/Participation Project volunteer and staff assistance
- In-person outreach at:
  - Renaissance Downtown Lofts
  - Stout Street Health Center
  - Fort Lyon
  - CCH Protective Action sites
  - Urban Peak
  - The Gathering Place
  - The Coliseum
  - 48th Ave. Shelter
- Post cards for all CCH residential sites, posters at all CCH locations, QR codes
- GOTV (also related to Denver measure 2B)





# Protective Measures

- Masks, hand sanitizer, painters tape to mark 6ft, extra tables for space, sanitizing wipes for tablets, pens to keep
- Efforts largely met with gratitude, high level of interest, some fear
- Worked around (and WITH!) triage and emergency shelter efforts



# Looking Forward

- Elect individuals who support expanding housing and homelessness resources/protections
- Once-in-a-lifetime opportunity to influence use of stimulus dollars
- Engage clients and residents in VR/GOTV work
- Harness energy from 2020 efforts

## **CONTACT:**

Aubrey Hasvold

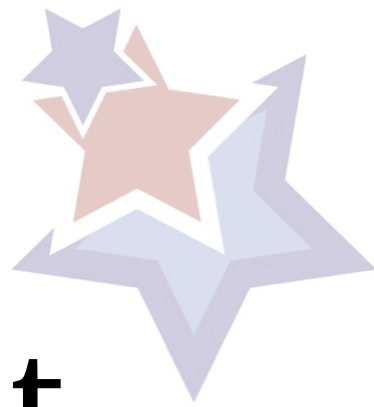
Advocacy Program Director

Colorado Coalition for the Homeless

[ahasvold@coloradocoalition.org](mailto:ahasvold@coloradocoalition.org)

(970) 412-1177





# Voter Engagement with Georgia ACT

Dr. Bambie Hayes-Brown

# About Georgia ACT

## Who We Are

*Georgia Advancing Communities Together is a statewide membership organization which represents the state's nonprofit housing and community development organizations.*

## Mission

*To build, support, and inform a statewide network of thriving organizations, professionals, and individuals advancing equitable housing and community development.*

## Vision

*All Georgia families have safe & decent housing in vibrant neighborhoods.*

**ACT Connect! ACT Advocacy! ACT Capacity! ACT Engagement!**



# Reaching voters in South GA - Challenges



- Community Trust
- Lack of understanding rural & southern GA
- Geographical distances
- Fear



# Reaching voters in South GA – 2020 Strategy



- Trusted Partners/Faith-Based Collaborations
- Research common interests across demographics
- Grouping of five counties
- “Underground Railroad” System, Security, PPE, Outside Events





# 3V Liberation Tour 2021

- 42 Georgia cities Votes, Vaccine & Vision
- Interest in elections, meeting people where they are
- Partnerships & coordination with community festivals



# What is ideas<sup>42</sup>?

we use insights from the **behavioral sciences**  
to **design solutions** to some of the world's most  
**persistent social problems**



Started in 2008 out of a  
small office at Harvard



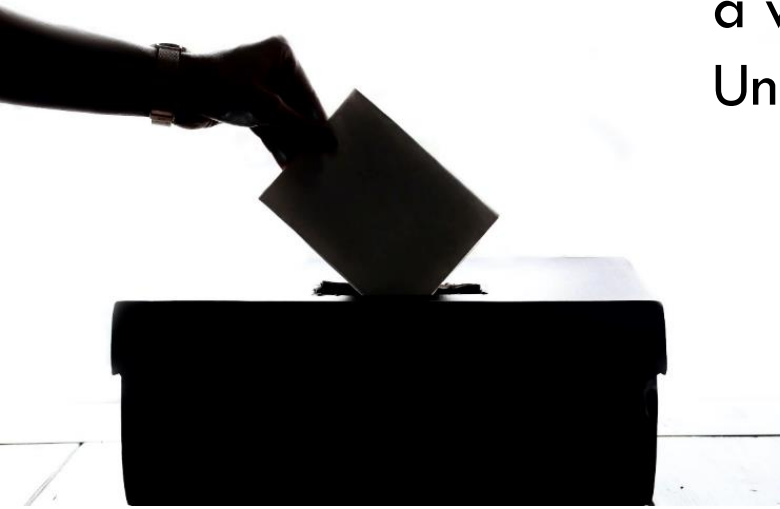
Now the largest applied  
behavioral science firm in the US



Conducted over 250  
projects in 45 countries

# THE VOTER INNOVATION LAB

We're using behavioral science to achieve a vibrant, multi-racial democracy in the United States.



*Identify psychological and contextual barriers to voting*



*Design solutions that equitably empower voters*



*Scale solutions with partner organizations and officials*

*Three conditions should be met for every voter:*

**1. VOTING SHOULD BE EASY**

**2. VOTING SHOULD BE MEANINGFUL**

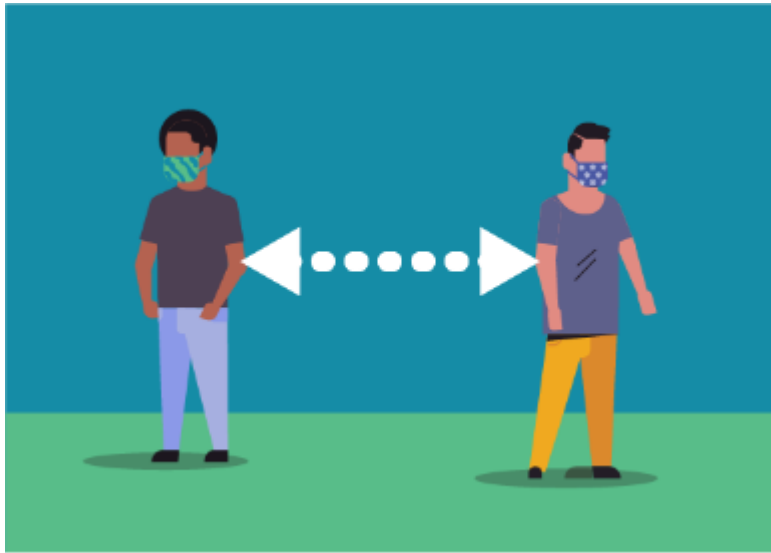
**3. VOTING SHOULD BE SAFE**





# A CAUTIONARY TALE...

People need consistent signals to acclimate to new behaviors



# IN 2020, WE DESIGNED SOLUTIONS TO MEET THE CHALLENGE OF THE MOMENT

## SAFE VOTER PLAYBOOK

COVID-19 is testing the limits of our democracy. We need to rapidly retool our elections to ensure that millions of people can exercise their right to vote *and* stay healthy. Fortunately, evidence-based behavioral design can help. The Safe Voter Playbook offers a **series of specific recommendations and resources, grounded in behavioral science**, to help officials and innovators expand the franchise, maintain trust and confidence in our elections, and ensure equitable access for all. It starts with a Voter Communications Checklist that presents the latest behavioral principles for strengthening all forms of voter outreach. The playbook then goes deeper, providing more adaptive designs to solve the distinct challenges COVID-19 presents at each crucial point voters and our election systems interact.

**01**

Communicating with  
Voters During COVID-19

**02**

Expanding Registration

**03**

Safeguarding Polling  
Places

**04**

Encouraging Mail Ballot  
Requests

**05**

Ballot Tracking

**06**

Boosting Ballot Returns

**07**

Ensuring Ballots Are  
Counted

**08**

Guide to Responding to  
Misinformation

[www.ideas42.org/voting](http://www.ideas42.org/voting)

# CLEAR COMMUNICATION REDUCES UNCERTAINTY

OFFICIAL COMMUNICATIONS  
WITH VOTERS DURING COVID-19

ideas42

A scientific approach to helping voters understand the electoral process, choose among voting options, and follow through on their intentions

**Three checklists to improve voter communications**

Communication from trusted sources about voting options is essential to conducting inclusive and safe elections – especially during a pandemic. This document equips election officials with evidence-based tips to design materials that support voters as they navigate changes to election systems and processes. On the next three pages, we offer checklists for each of the following objectives of effective voter communications:

**CAPTURING ATTENTION**

The first challenge in communicating effectively with voters is making sure that the message is noticed. These tips help get your message in front of voters effectively.

**DELIVERING INFORMATION**

Once voters see a communication, you need to make sure they understand and trust the message. These tips help make messages more comprehensible and credible.

**FACILITATING ACTION**

It's not enough to tell voters what they need to know; it's also important to make it easy for them to follow through on their intentions to vote. These tips help prompt voters to act.

Would you like support developing effective ways to serve voters amid the COVID-19 pandemic? ideas42 is a non-profit that uses behavioral science to develop innovative ways to engage voters. Visit [ideas42.org/voting](https://ideas42.org/voting) or send us an email at [info@ideas42.org](mailto:info@ideas42.org) to talk about how we can help.

ideas42

age gets through, lived by them. If ing in the first place.

**NT**

ion speak to a tion and identity?

alized invitations: ling records like a pting history

Target items based prior, like special voters or new voters

an or promotional: is with elaborate luced visuals

**ED**

ake good use of on?

pecific actions voters laving them to sewhere

ate actions voters as sending a mail rs automatically

near. Integrate back-ommunication, such nd address updates

ideas42

**ION**

understand and trust the d equip voters with the to participate in elections.

**are...**

**IBLE**

coming from a source that

ger: Pick a messenger who a well-regarded local r technical experts

sh: Include credentials and e top of a message so a processing information

ambers: Equip community-ivduals with whom voters nessage or make referrals

**IAL**

ge give voters social cues ormal and expected?

Reveal the participation ge voters to share that they vote voting more visible

g options: When asking milar options like vote by idespread use elsewhere

community concerns: Tie to health and safety, for lers to "vote safe at home"

ideas42

so about helping them an. Effective communications a successfully cast ballot.

**EAR**

resented to voters in ways ambiguity among options?

options: When voters have e cognitive burden of the ing options no longer relevant

"options: Help voters who uggeting or pre-selecting on a easily switch to others

s and benefits: For complex vote-offs, clearly explain the o help them decide

**ORTIVE**

ort available to help voters sh on their intentions?

o make concrete plans: Ask gistics for future actions like and with whom"

id help available: Include ed links or phone lines voters r roadblocks

aking behaviors: Invite voters at is available, particularly s and new voters

## Timely

- Reach out to voters when they can act
- Highlight key deadlines

## Clear

- Remove irrelevant options
- Tell voters costs and benefits

## Actionable

- Give voters a checklist
- Reduce hassles

## Supportive

- Normalize help-seeking behaviors

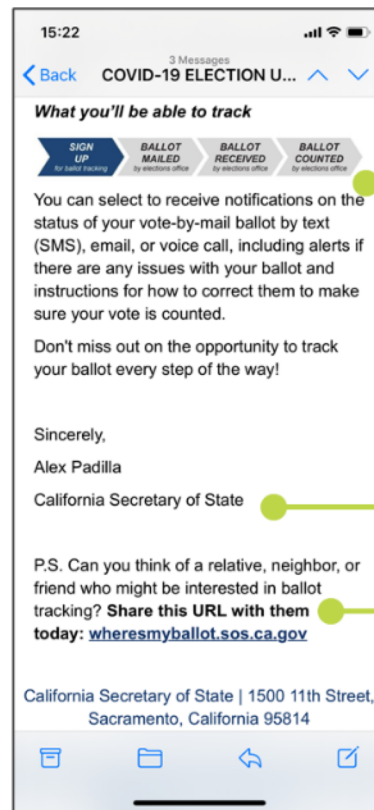
# MESSAGE TO CA VOTERS ENCOURAGED ACTION

Send messages from a **known and trusted messenger**

Use **language and formatting consistent** with previous emails

Prominently feature **direct inks** where voters can immediately take action

Give alternative means for voters **concerned about cybersecurity** to take action



Give voters a sense of **endowed progress** and **preview the timeline**

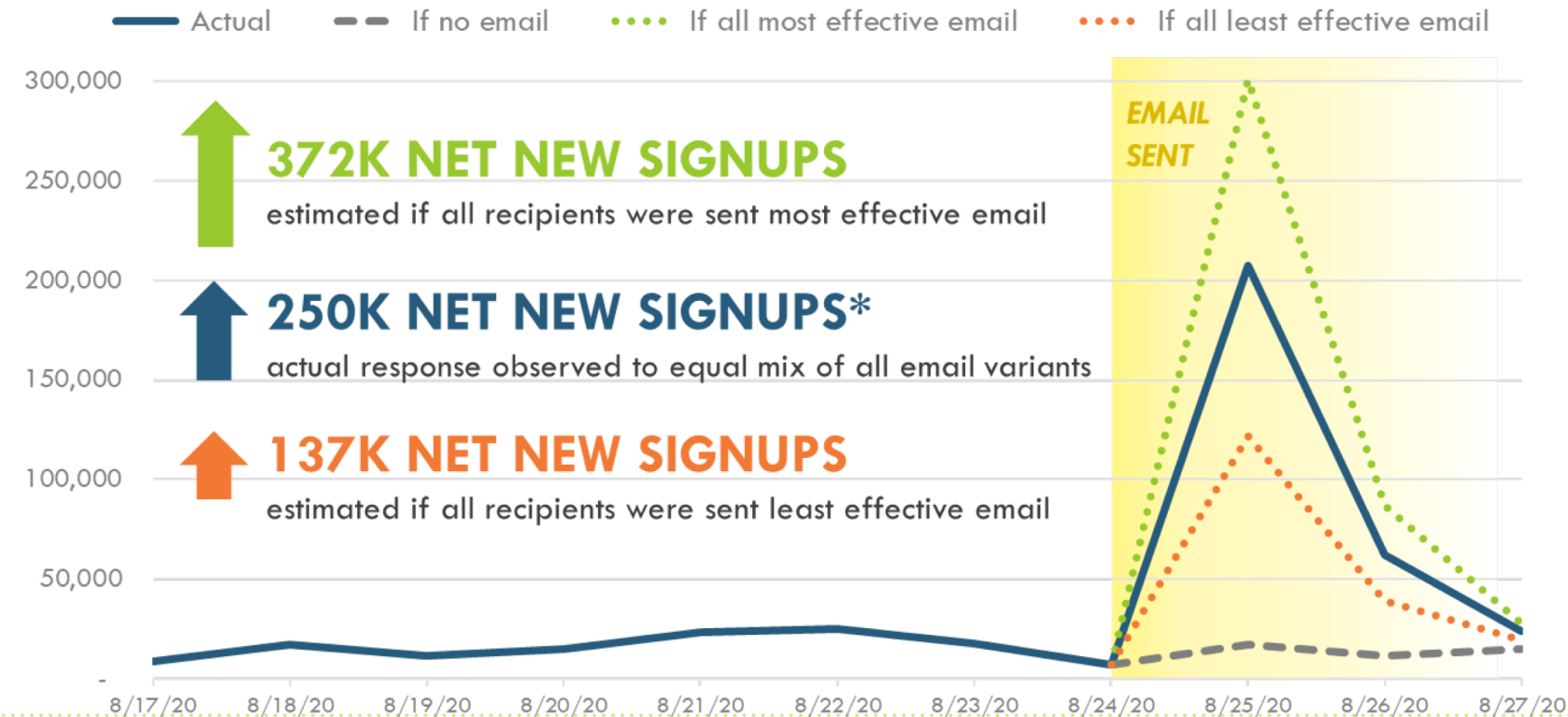
Include a personal signature from a **recognizable individual**

Encourage voters **share the link for ballot tracking** with friends or family who may not be registered in PS



# VOTER BEHAVIOR SPIKED IN LINE WITH OUTREACH

Ballot Tracking Sign-up Email



# MAKE SAFE VOTING AN EXTENSION OF EXISTING BEHAVIORS

## YOU HAVE THE CHOICE TO PROTECT YOUR COMMUNITY.



Wash your hands often.



Wear a mask in public.



Vote safely at home.

Absentee ballot requests in Michigan are up more than 350% this year!

## [State] residents: *Protect yourself and others*

- ☒ Stay at home as much as possible
- ☒ Maintain a safe distance from others any time you leave home
- ☒ Wash your hands regularly
- ☐ Request a ballot to vote by mail:  
Go to [url] by **[date]**.

[STATE LOGO]


**DEPARTMENT  
OF HEALTH**

[Return Name]  
[Department]  
[R Address Line 1]  
[R City], [R State] [Zip]



[First name] [Last Name]  
[Address line 1]  
[Address line 2]  
[City], [State] [Zip]

# SOCIAL PROOF IS A POWERFUL TOOL TO PROMOTE SAFE BEHAVIORS



**Omar, Don't Wait to Return Your Ballot**

A record number of voters are voting by mail this year. Election officials will be processing them as fast as they can, but you can help "flatten the curve" by sending in your ballot today!

See where to drop off your ballot or how else to vote [here](#).

**0 1 2, 8 2 7, 1 9 1**

People who have shared that they have already returned their ballot.

**I Returned My Ballot!**

## A few tips to keep in mind:

- Make the right behaviors **visible**
- Find the relevant **peer group**
- Deliver the information **when voters can act**

# GET AHEAD OF MISINFORMATION THAT DISTORTS PERCEPTIONS

People may be led to believe that the risks to voting are greater than they really are.

- Proactive information can mitigate the impacts of misinformation
- Trusted messengers can break through the noise



## FOCUS ON THE FACTS

In response to misinformation, focus on building factual narratives and helping voters identify sources of trusted information. Never repeat falsehoods.



## EXPLAIN HOW IT WORKS

Repeatedly explain how to vote and how voting processes work. Transparency and helping voters overcome barriers also build confidence in the legitimacy of the election.



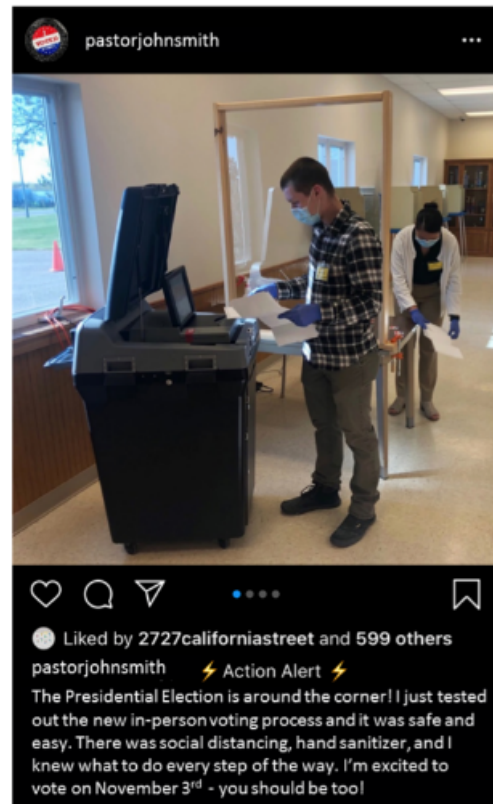
## AMPLIFY AND REPEAT

Ensure truthful information reaches voters multiple times. Repeatedly explain factual narratives and coordinate with local stakeholders to synchronize and amplify messaging.

# SHOW DON'T TELL (WHERE POSSIBLE)

## Trusted messengers should:

- 1 **Post pictures** to show others what to expect when voting
- 2 **Share specific features** that make them feel safe when voting
- 3 **Assure and encourage** others to follow their lead and vote







# Question & Answer



# Thank you for joining us!

Please take a brief survey  
to provide us feedback.

You will receive a follow up  
email next week with  
recording and slides.

Find us on social:



@npvote



/nonprofitvote