

Thank you to our promotional partners!



NONPROFIT POWER

Engaging Voters for
a More Inclusive
Democracy



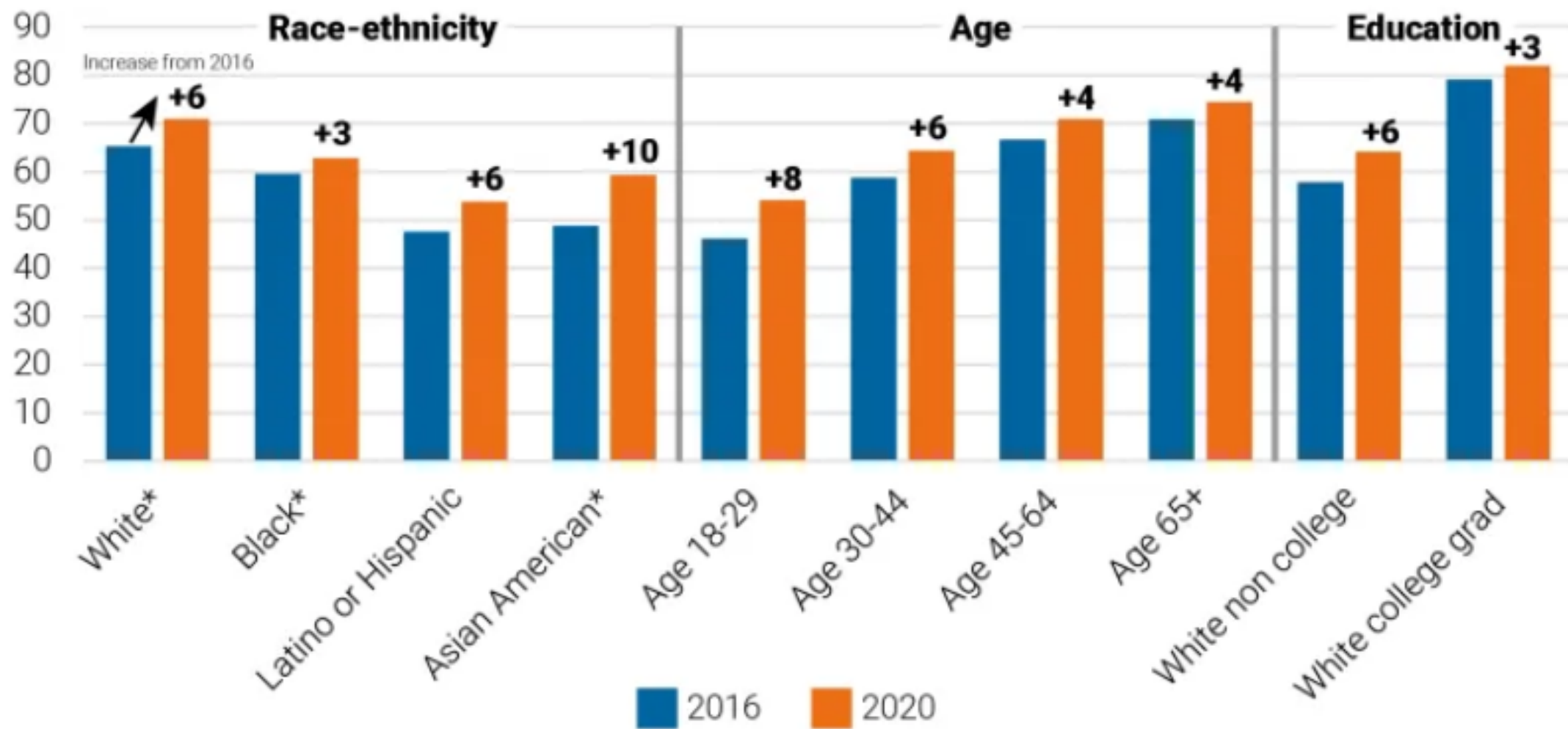
The status of our democracy in 2021

While record-high turnout rates in 2020 are cause for celebration, we can't lose sight of the inequities that threaten our democracy.

- 70 million eligible Americans did not cast a ballot in 2020
- Most states in the US have changed their voting laws since 2020, either expanding or limiting access
- Turnout in 2021 local elections, which is typically far lower than in federal elections, may be threatened by ongoing Covid-19 concerns

While turnout went up across most demographic groups, **gaps persisted** and even widened in some cases

Figure 2. US turnout rates for attributes, 2016 and 2020

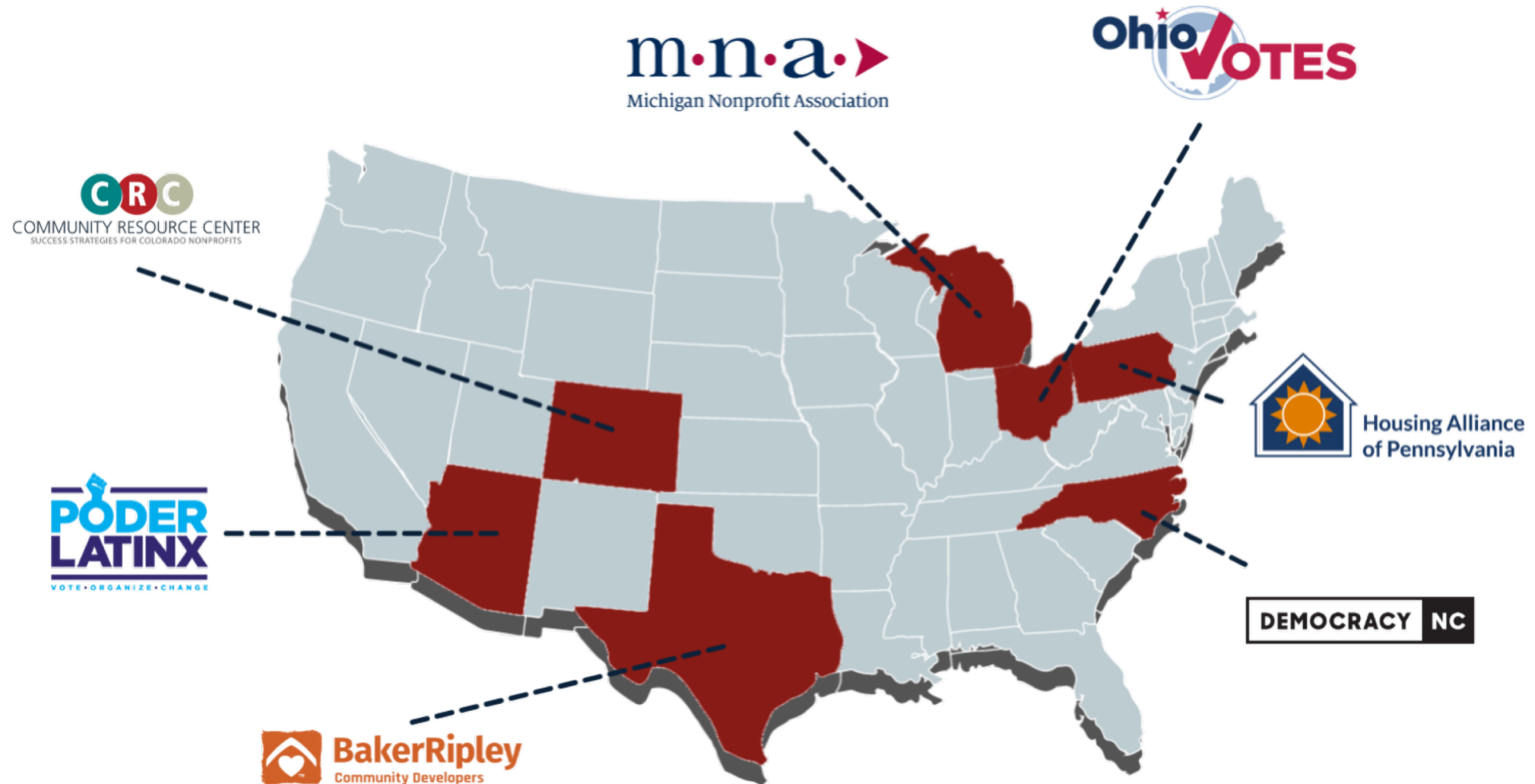




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Engaging Voters for a More Inclusive Democracy

Anchors coordinate field work

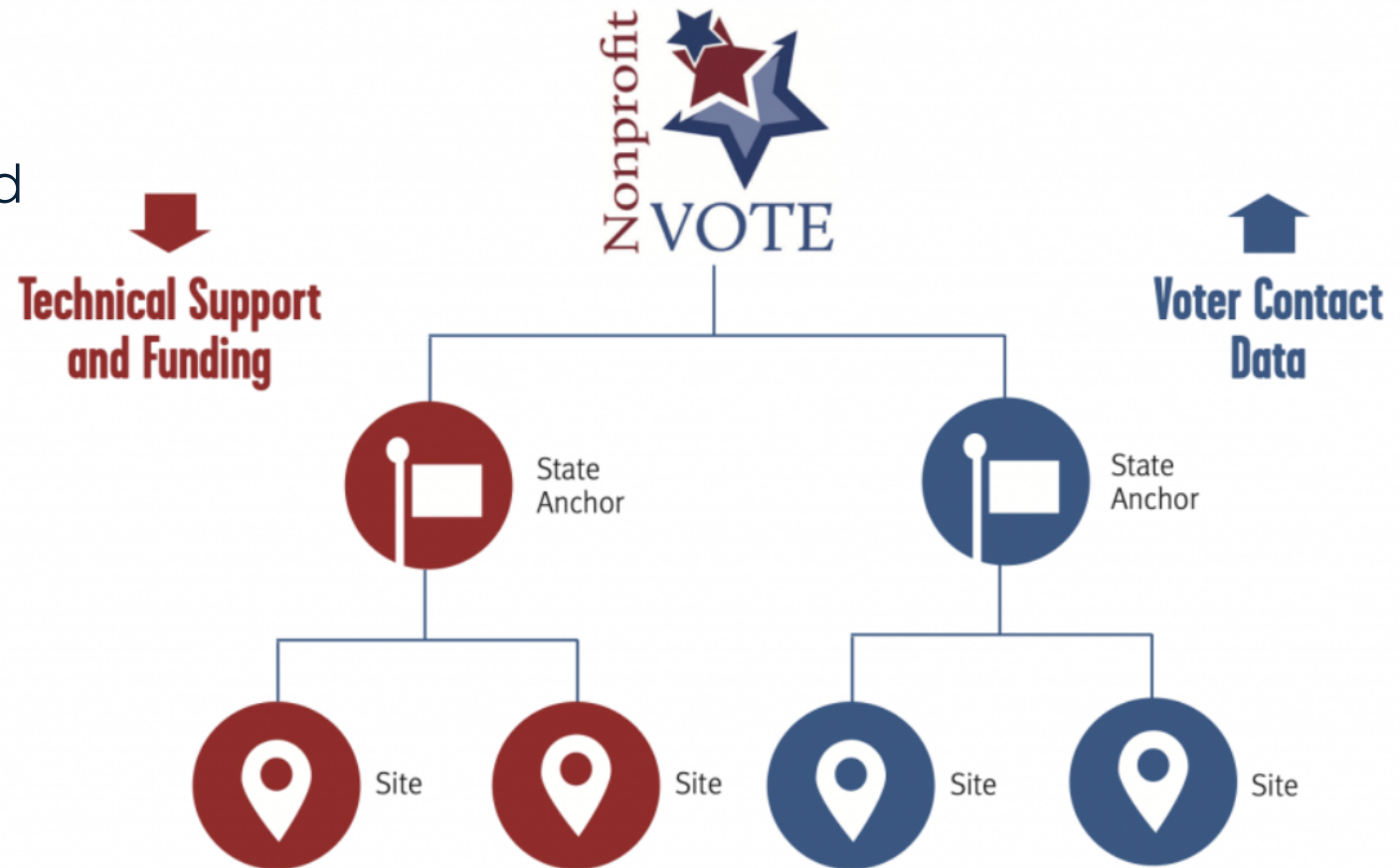


The field program behind the report

Nonprofit VOTE provides anchors with technical support, funding, and **customized materials**:

- Pledge-to-vote cards
- PPE (hand sanitizer, masks, etc)
- Buttons, stickers, posters
- Training guides
- Translated materials
- Digital portals for collecting pledges, registrations, and mail ballot applications

Anchors pass these through to sites.



What does Nonprofit Power analyze?

Nonprofit sites participating

- 180 organizations, mostly human service providers
- Active in 7 states
- Of surveyed sites:
 - 67% had budgets <\$1mil
 - 23% first-time doing voter engagement
 - 77% reduced in-person activities due to Covid-19

Voters they engaged

- Over 70,000 voters reached
- 25,000 matched contacts:
 - 13,600+ pledge-to-vote cards
 - 9,600+ voter registrations (new, updated, or verified)
 - 1,360+ mail ballot applications
 - 36% had not voted in 2016 or 2018

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Engaging Voters for a More Inclusive Democracy



Field program
overview



Findings on
demographics
& turnout



Case studies
on anchors &
sites



Practitioner's
report



Social assets
toolkit

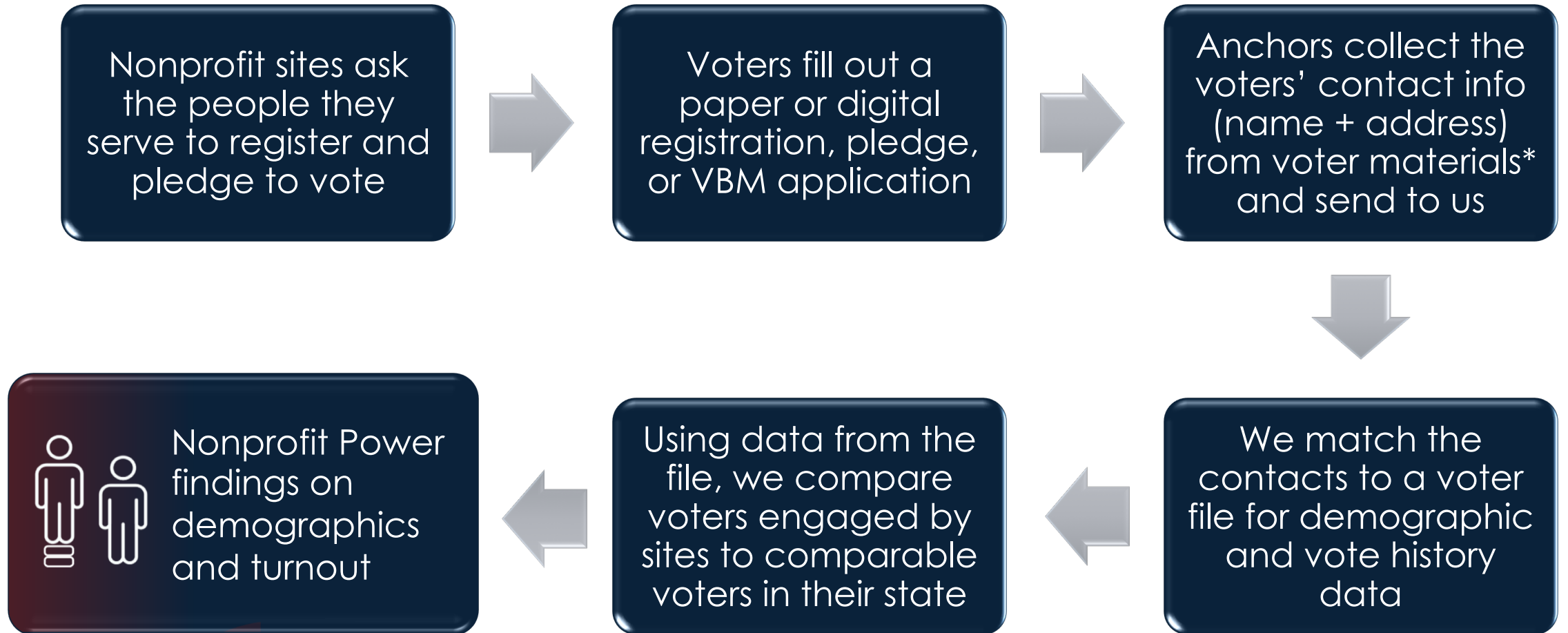


Methodology

Methodology:

How we conducted our
analysis on voter
demographics & turnout

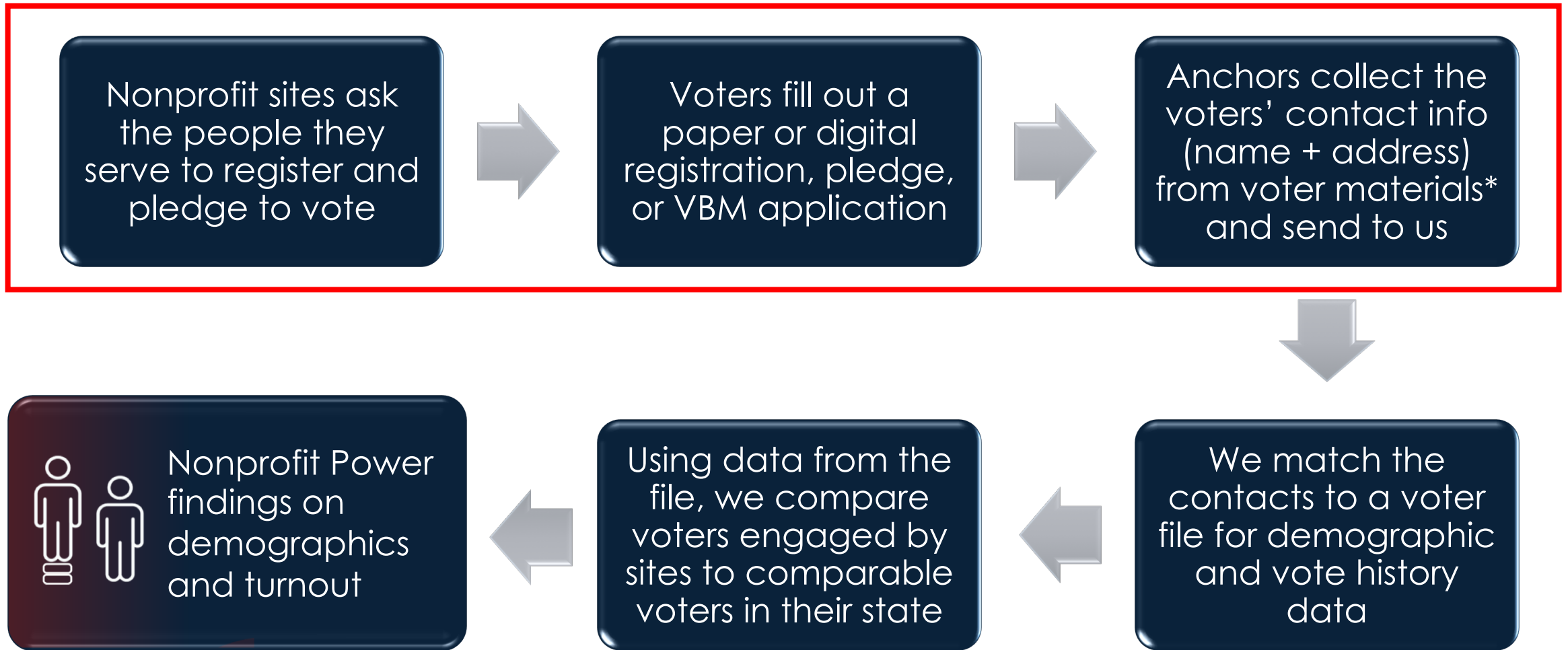
How we conduct our analysis



*Collection of voter contact information is done in accordance with state laws

How we conduct our analysis

Data Collection



*Collection of voter contact information is done in accordance with state laws

How we conduct our analysis

Nonprofit sites ask the people they serve to register and pledge to vote



Voters fill out a paper or digital registration, pledge, or VBM application



Anchors collect the voters' contact info (name + address) from voter materials* and send to us



Analysis



Nonprofit Power findings on demographics and turnout



Using data from the file, we compare voters engaged by sites to comparable voters in their state



We match the contacts to a voter file for demographic and vote history data

*Collection of voter contact information is done in accordance with state laws

Findings:

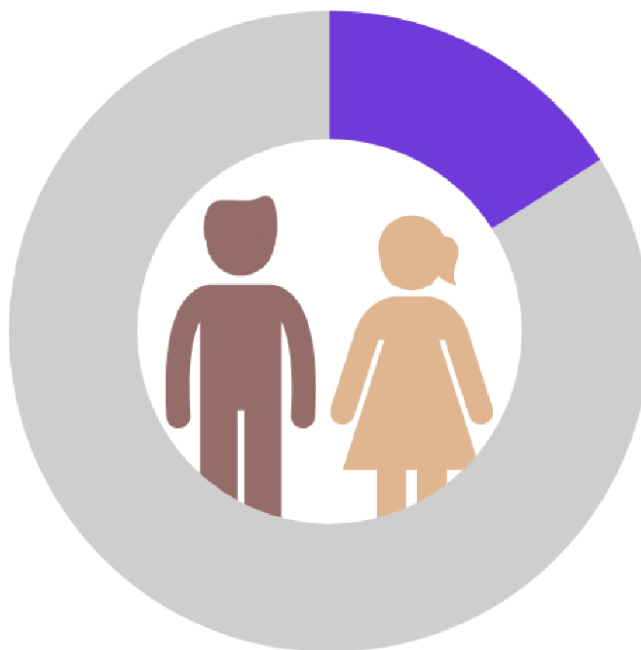
Demographics of voters
engaged by nonprofits

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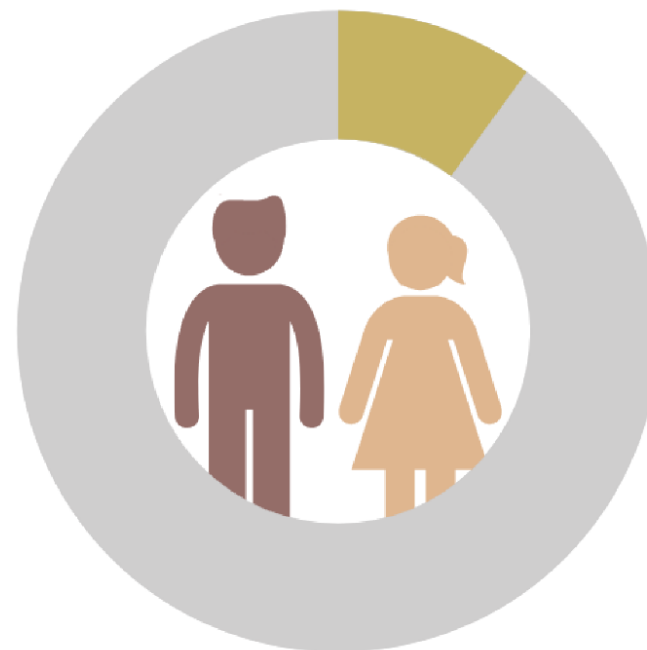
Voters engaged by nonprofits were

1.6x

more likely to be
18-24 years old



16%
Share of
nonprofit voters



10%
Share of
registered voters

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Voters engaged by nonprofits were

2.1x

more likely to have
less than \$30K in
annual income



40%
Share of
nonprofit voters



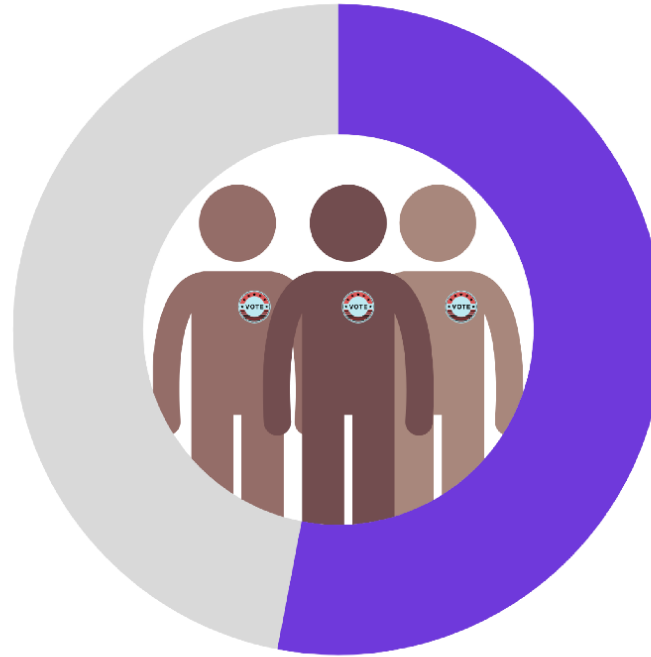
20%
Share of
registered voters

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Voters engaged by nonprofits were

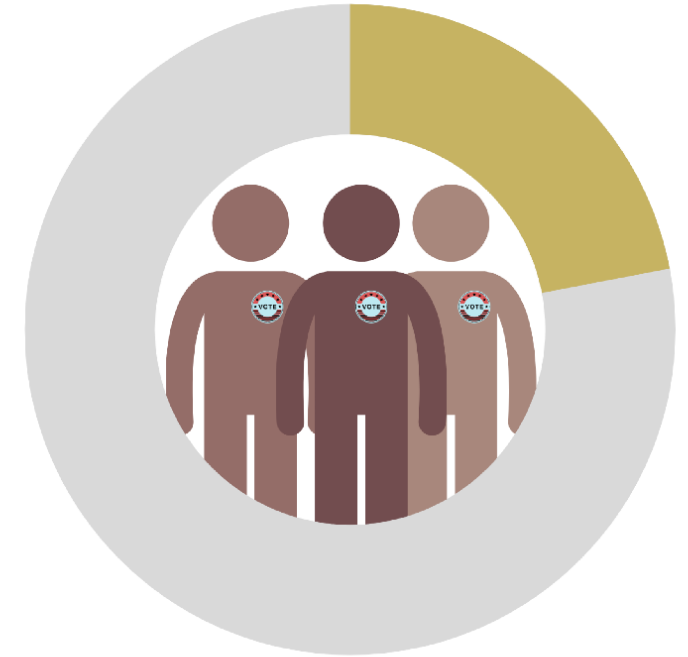
2.4x

more likely to be
voters of color



53%

Share of
nonprofit voters



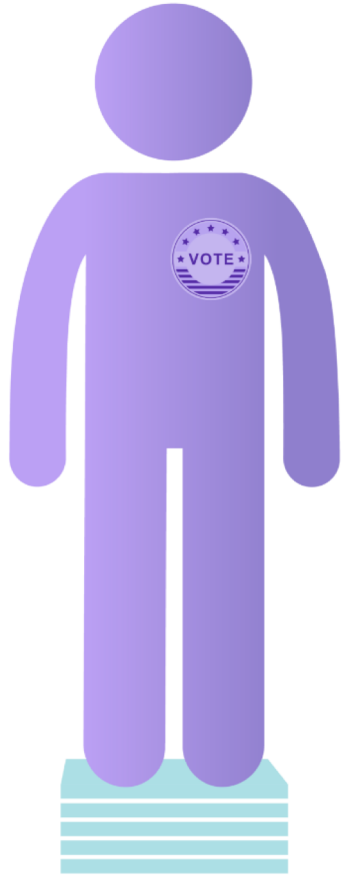
22%

Share of
registered voters

Findings:

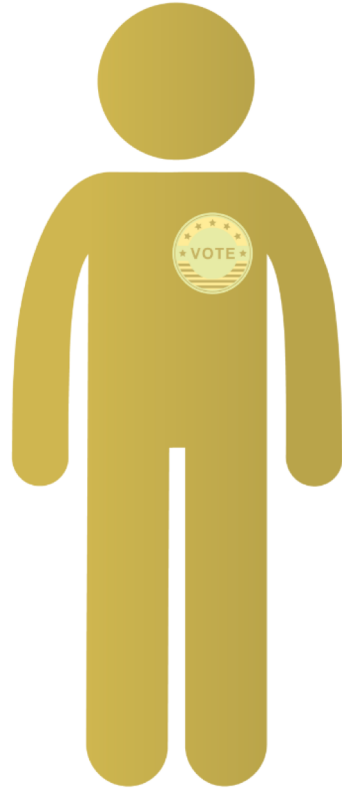
Turnout of nonprofit voters vs.
comparable voters in their state

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63%

Nonprofit
Young voters

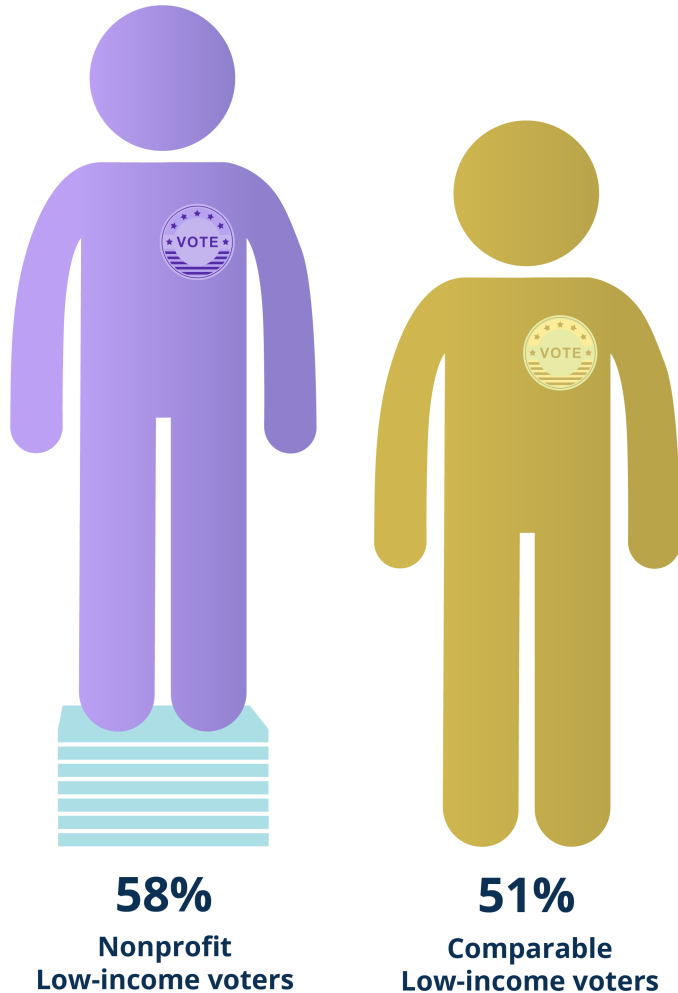


58%

Comparable
Young voters

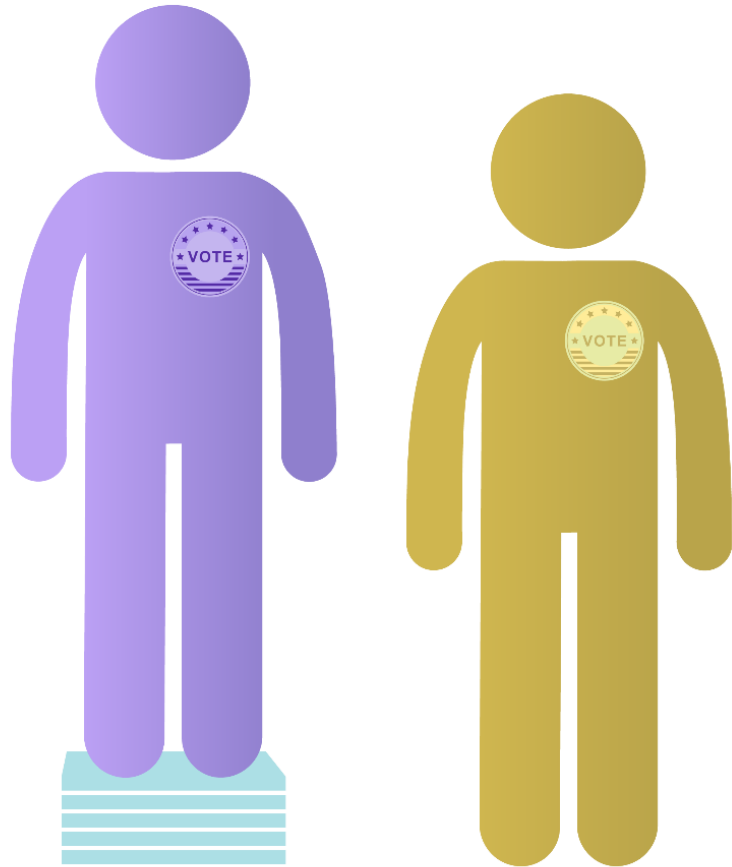
Young voters engaged by nonprofits saw a 5 p.p. boost in turnout over comparable young voters (aged 18-24).

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Low-income voters engaged by nonprofits saw a **7 p.p.** boost in turnout over comparable low-income voters (under \$30K / year).

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66%

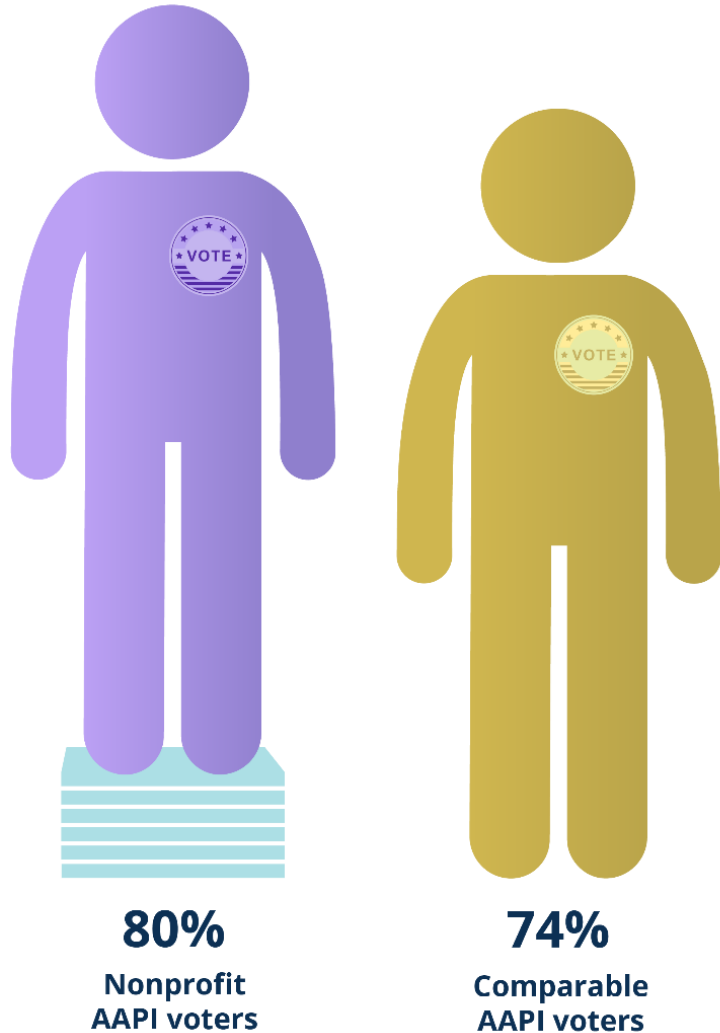
Nonprofit
Hispanic voters

61%

Comparable
Hispanic voters

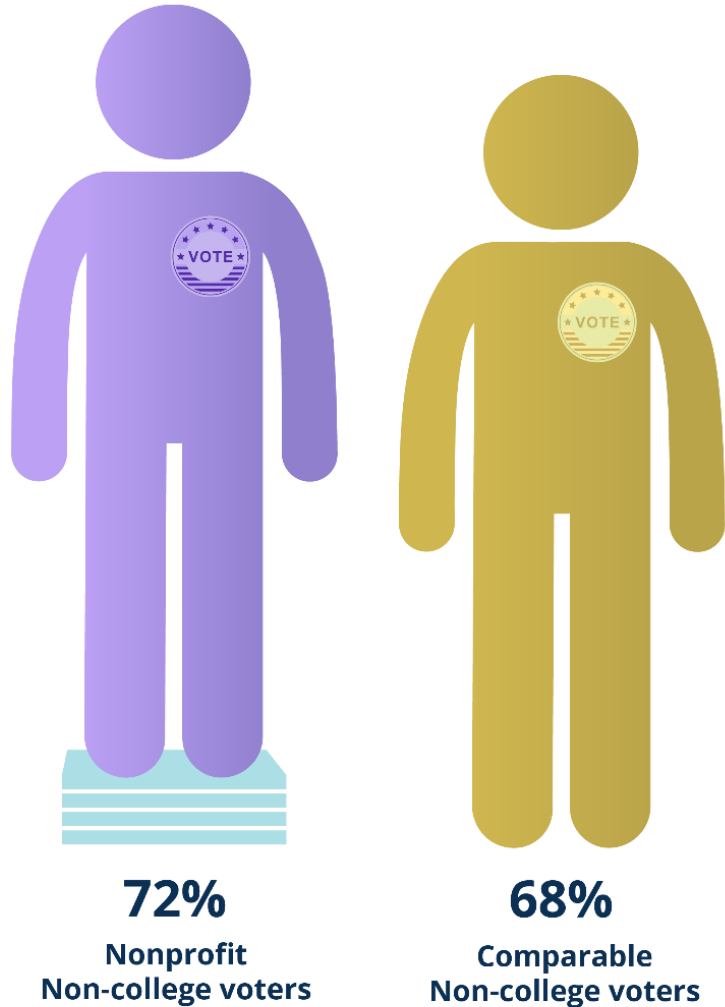
Hispanic voters engaged by nonprofits saw a **5 p.p.** boost in turnout over comparable Hispanic voters.

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AAPI voters engaged by nonprofits saw a **6 p.p.** boost in turnout over comparable AAPI voters.

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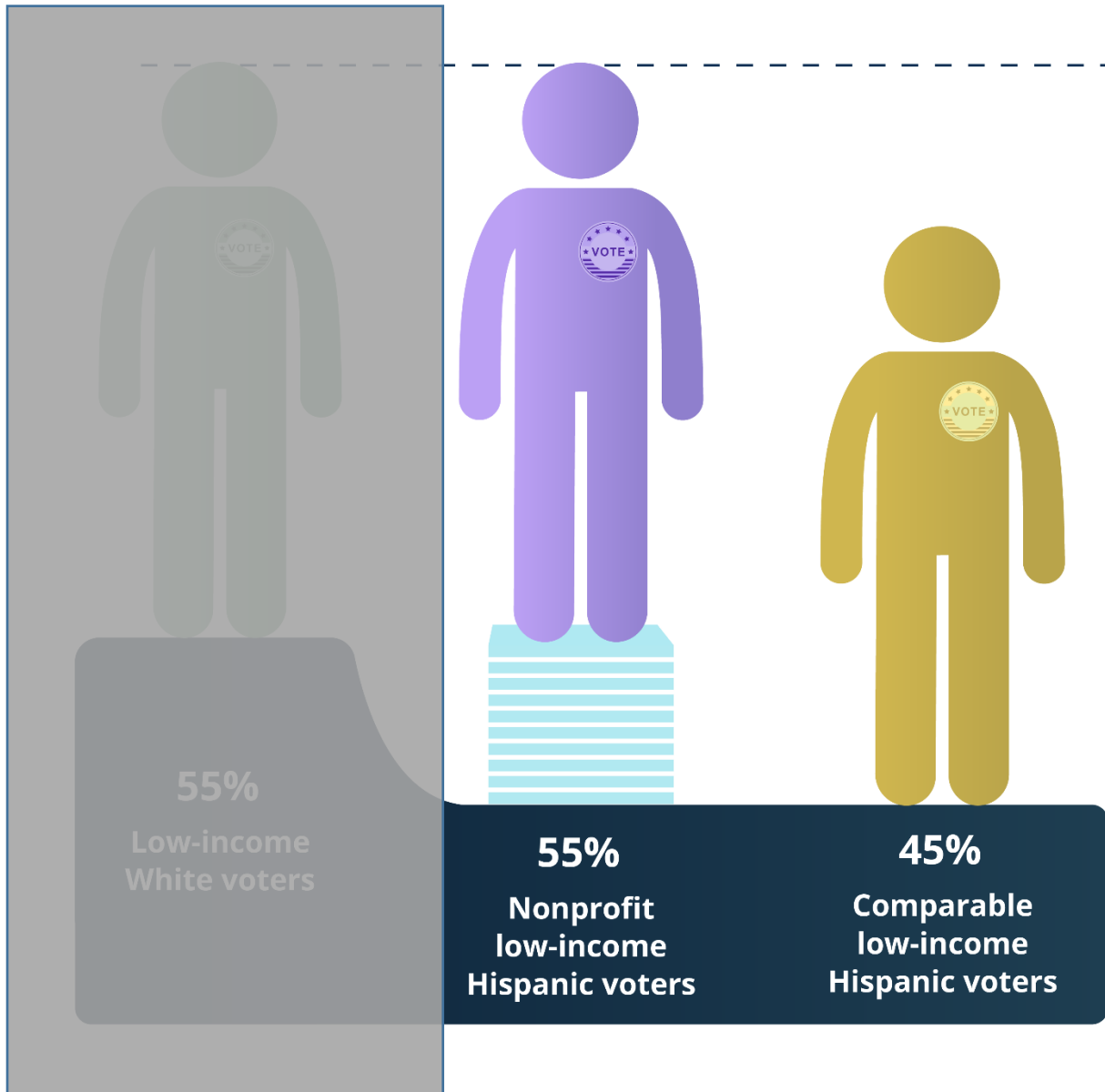


Voters who likely don't have college educations when engaged by nonprofits saw a **4 p.p.** boost in turnout over comparable non-college voters.

Findings:

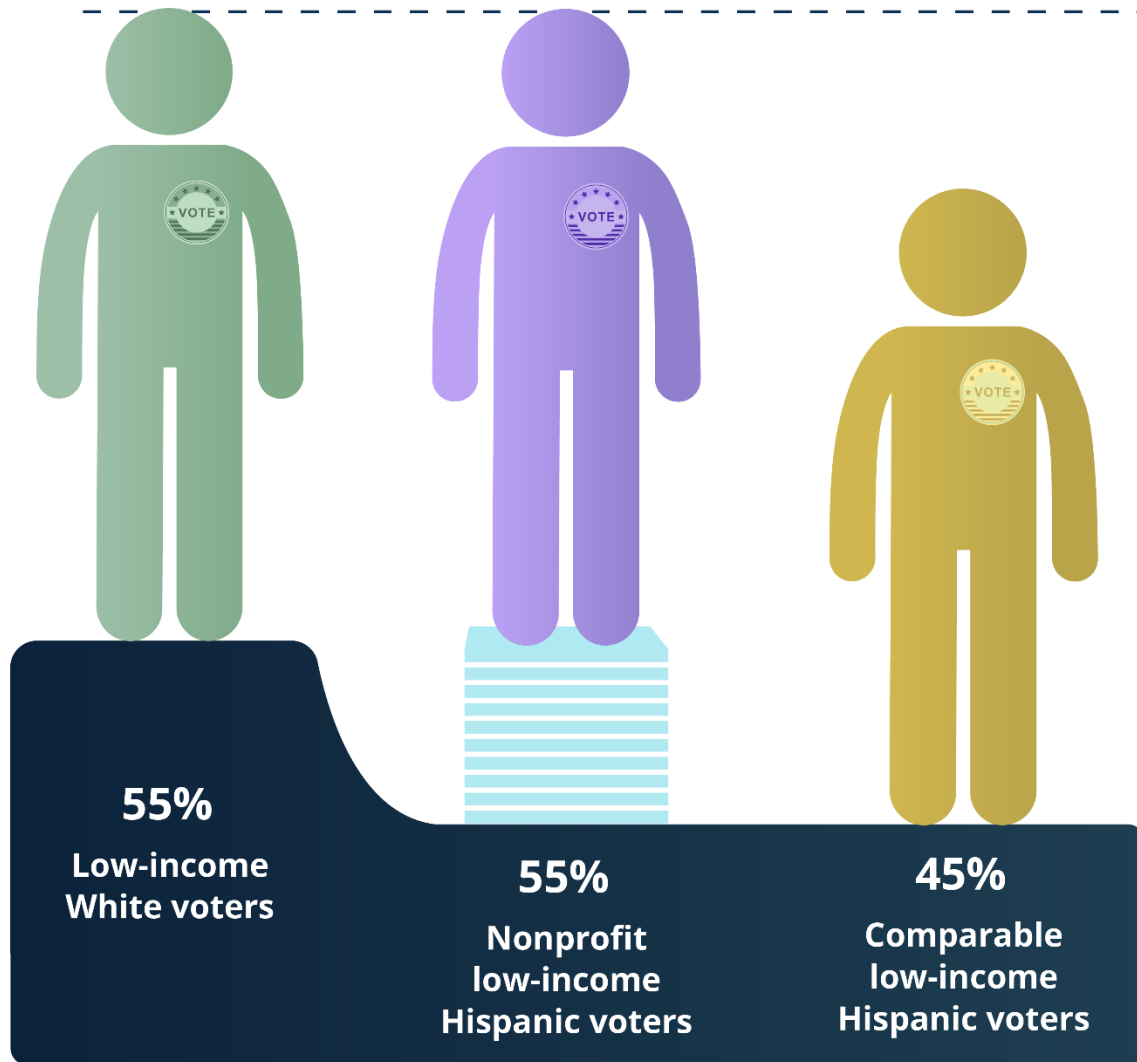
Narrowing or closing turnout gaps

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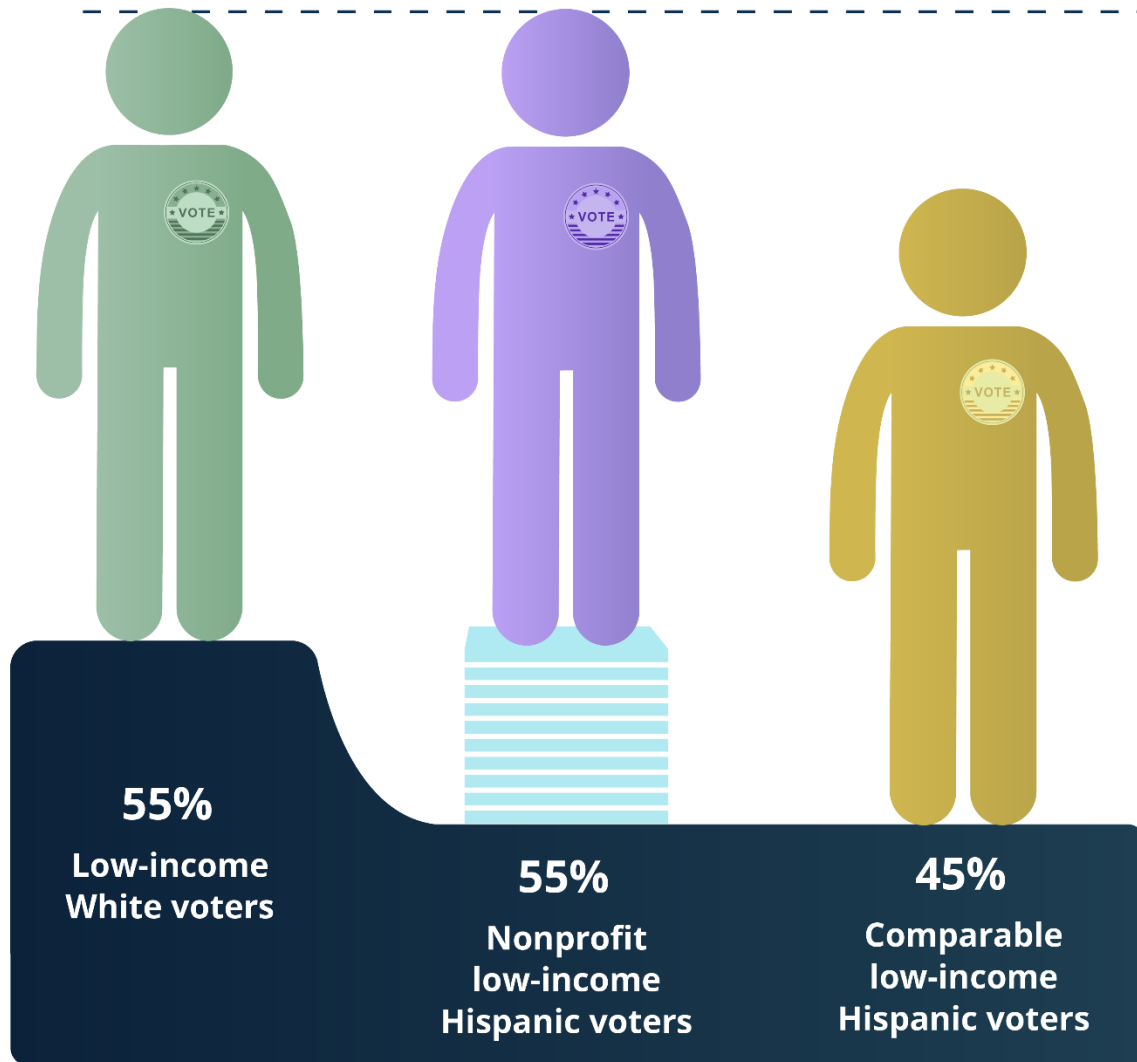
Low-income Hispanic voters engaged by nonprofits were **10 p.p.** more likely to vote than comparable low-income Hispanic voters (under \$30K / year).

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Low-income Hispanic voters engaged by nonprofits were **10 p.p.** more likely to vote than comparable low-income Hispanic voters (under \$30K / year).

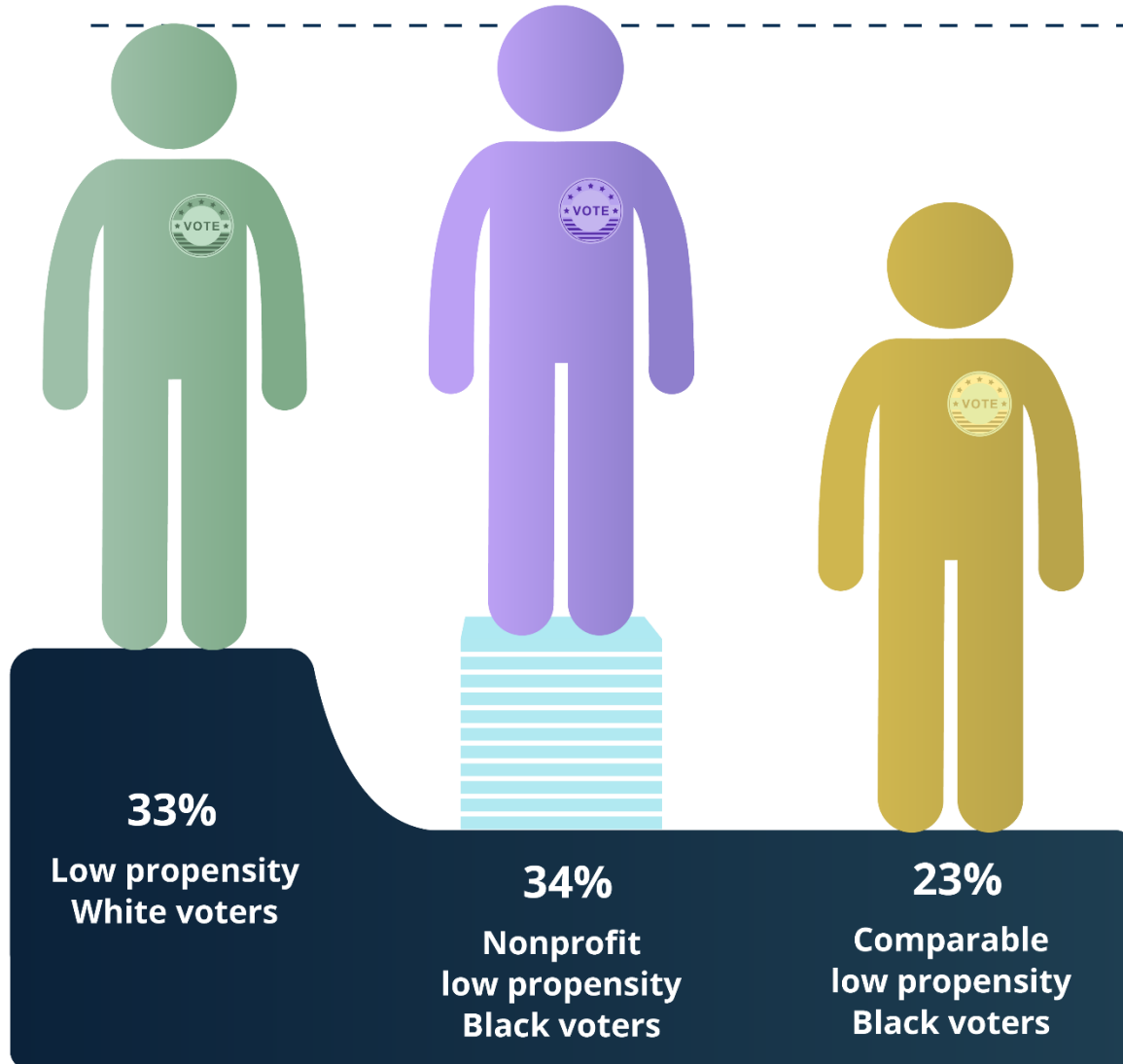
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Low-income Hispanic voters engaged by nonprofits were **10 p.p.** more likely to vote than comparable low-income Hispanic voters (under \$30K / year).

This closed the voting gap with the broader population of low-income registered White voters.

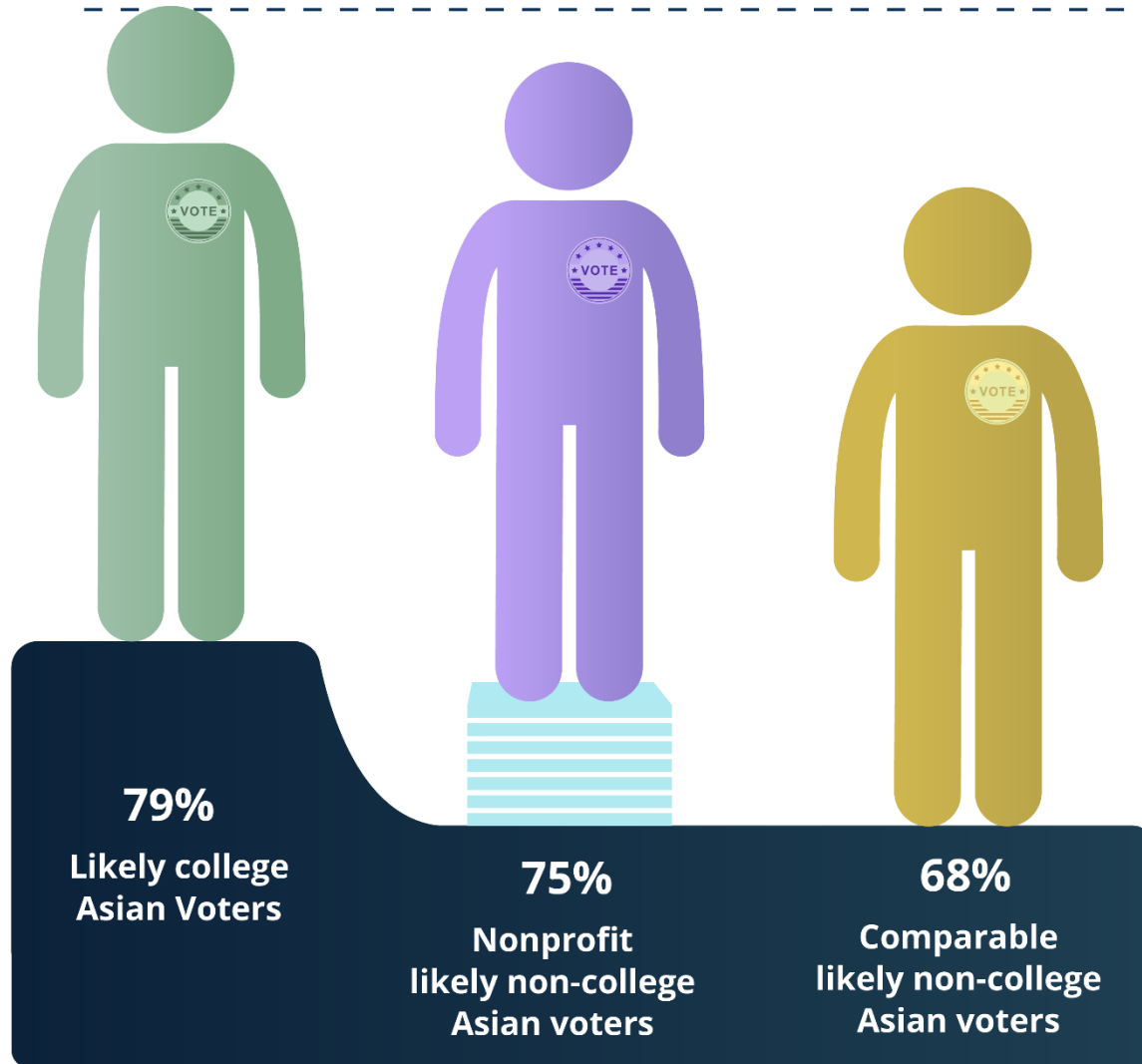
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Low-propensity Black voters engaged by nonprofits were **11 p.p.** more likely to vote than comparable low-propensity Black voters (≤ 25 propensity score).

This closed the voting gap with the broader population of low-propensity registered White voters.

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Likely non-college Asian voters engaged by nonprofits were **7 p.p.** more likely to vote than comparable non-college Asian voters.

This narrowed the voting gap with the broader population of likely college Asian voters.

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Please use the Q&A box
to add your questions
to the queue



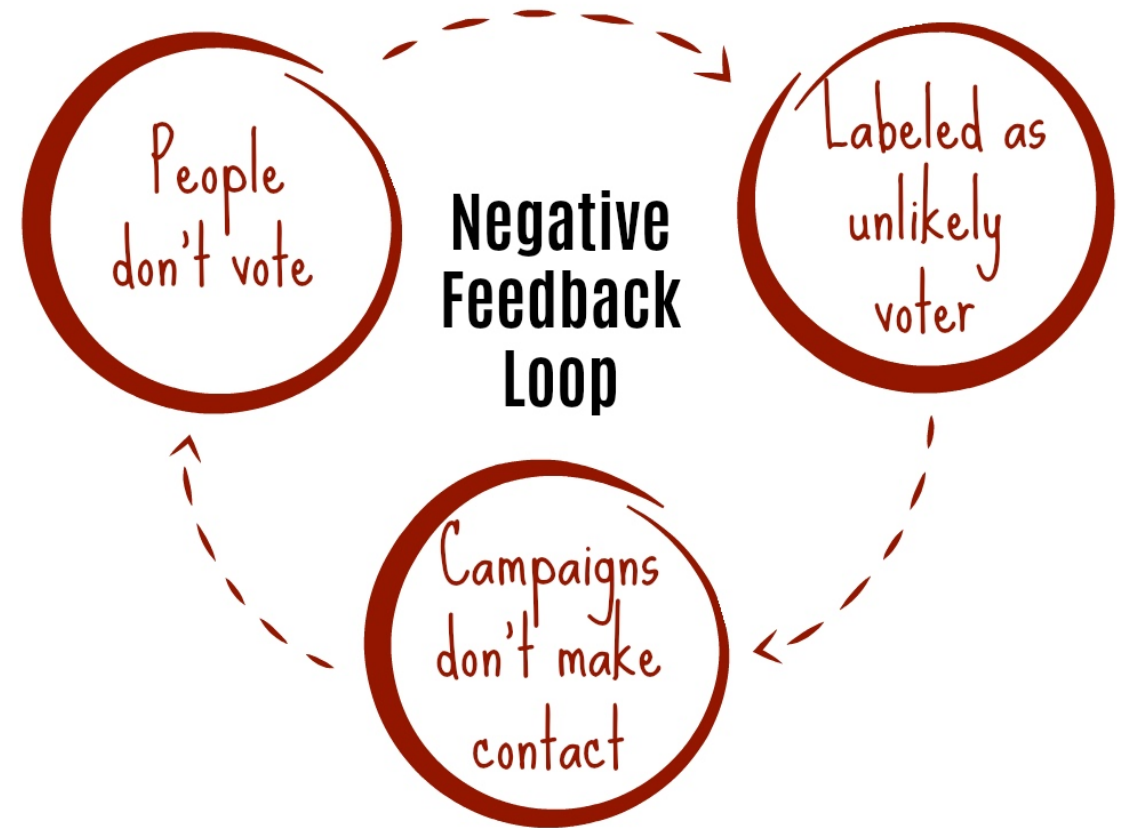
Implications:

What does this mean for
your nonprofit?

Nonprofits combat cycles of inequality

We cannot rely on campaigns and political parties to engage everyone because they only focus on voters that will elect them to office.

Nonprofits conducting nonpartisan voter engagement work to make sure **all voices in their community are heard**.

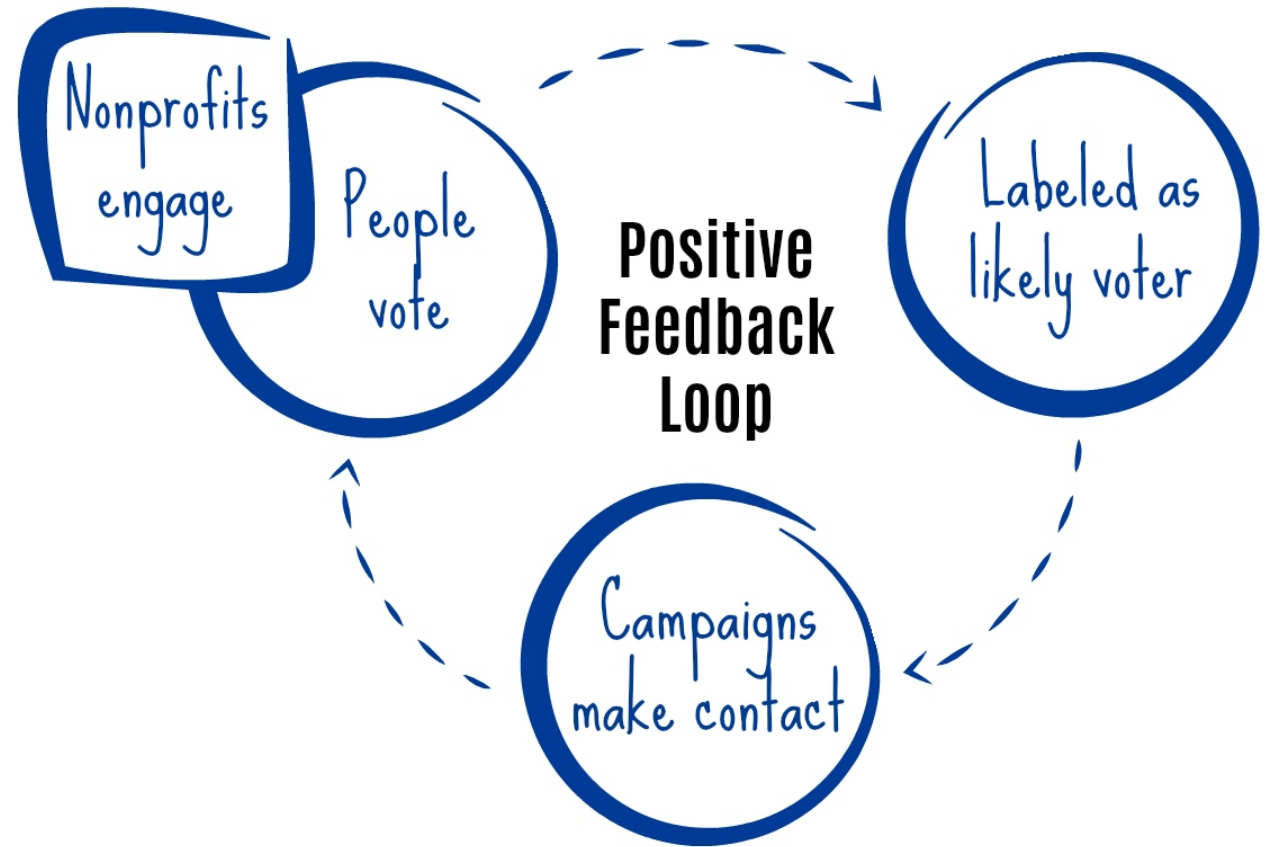


Nonprofits combat cycles of inequality

Nonprofits are effective because of our unique access to voters who utilize our services.

Leveraging our assets:

- **Longstanding relationships**
- **Trust & reputation**
- **Cultural competency**



Capitalize on Your Nonprofit Power

Benefits to your organization

- Build your influence - when your nonprofit registers voters candidates will take notice!
- Boost your advocacy - voters are more likely to advocate for their communities
- Expand your reach and relationships in the community

Benefits to those you serve

- Stronger social connections, leading to greater quality of life and longevity
- Personal agency and empowerment
- Foster community-based leadership

Strategy:

What are the benefits of engaging voters in-person vs. digitally?



Share of Voters of Color Engaged by Method

**Voters engaged in-person
by nonprofits were**

1.4x

**more likely to be voters of
color compared to when
voters were engaged digitally**



60%
In-person



43%
Digital

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Share of Low-income Voters Engaged by Method

Voters engaged in-person
by nonprofits were

1.7x

more likely to have
incomes less than \$30K
compared to when voters
were engaged digitally



51%
In-person



30%
Digital



Share of Young Voters Engaged by Method

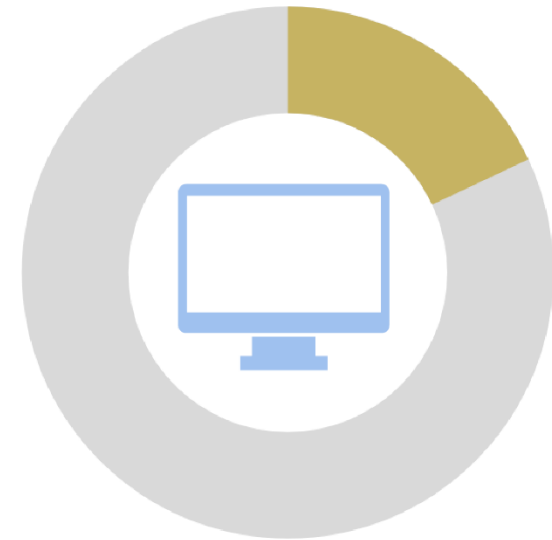
Voters engaged digitally
by nonprofits were

1.3x

More likely to be 18-24 year
olds compared to when voters
were engaged in-person



14%
In-person



18%
Digital

Call to Action: Leverage your nonprofit power

Take Action to Foster Equity in Democracy

TODAY:

Share the findings and spread the word about Nonprofit Power. Use the sample email in the social asset toolkit to send to your networks.

TOMORROW:

Start engaging voters. Look to the case studies for inspiration, the resource library for guidance, and sign up to become a partner of National Voter Registration Day.

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to the queue



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Thank you!

