Thank you to our promotional partners!
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.
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
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

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

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

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

Nonprofit Power findings on demographics and turnout

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

Nonprofit Power findings on demographics and turnout

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Findings:
Demographics of voters engaged by nonprofits
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
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
Voters engaged by nonprofits were 2.4x more likely to be voters of color.
Findings:
Turnout of nonprofit voters vs. comparable voters in their state
Young voters engaged by nonprofits saw a 5 p.p. boost in turnout over comparable young voters (aged 18-24).
Low-income voters engaged by nonprofits saw a 7 p.p. boost in turnout over comparable low-income voters (under $30K / year).
Hispanic voters engaged by nonprofits saw a 5 p.p. boost in turnout over comparable Hispanic voters.

66% Nonprofit Hispanic voters
61% Comparable Hispanic voters
AAPI voters engaged by nonprofits saw a 6 p.p. boost in turnout over comparable AAPI voters.

80% Nonprofit AAPI voters
74% Comparable AAPI voters
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
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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This closed the voting gap with the broader population of low-income registered White voters.
Low-propensity Black voters engaged by nonprofits were 11 p.p. more likely to vote than comparable low-propensity Black voters (≤25 propensity score).

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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.
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?
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
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.
NONPROFIT POWER

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Thank you!