

# Who are the Nonprofits that Do Voter Engagement?

**[nonprofitvote.org/Americasnonprofitsgotv/](https://nonprofitvote.org/Americasnonprofitsgotv/)**



What percent of nonprofits are doing voter engagement?

Who are these nonprofits?

# About the Survey Data

**Urban Institute led a nationwide survey of 2,400 nonprofits in 2021**

**Our analysis is based 266 who received a “long form” survey which included a question about level of GOTV / voter engagement activity.**

Urban Institute. 2021. National Survey of Nonprofit Trends and Impacts Public Use Files. Accessible from <https://datacatalog.urban.org/dataset/national-survey-nonprofit-trends-and-impacts-public-use-files>. Data originally collected and developed at the Urban Institute, and made available under the ODC-BY 1.0 Attribution License.

*Thanks to Lewis Faulk and Mirae Kim for their collaboration and assistance!*

# Survey Question

**During the last two years, how often did your organization conduct ...Get-out-the-vote activities (e.g., help people register to vote, voter education, voting access)**

- Never
- Rarely
- Occasionally
- Frequently
- Almost all the Time

# Key Findings

**20%** of nonprofits surveyed did voter engagement

That percentage **increased** for nonprofits who served **underrepresented communities** like low-income or people of color

The percentage **substantially increased** for nonprofits that had **people of color** in leadership

# Key Findings

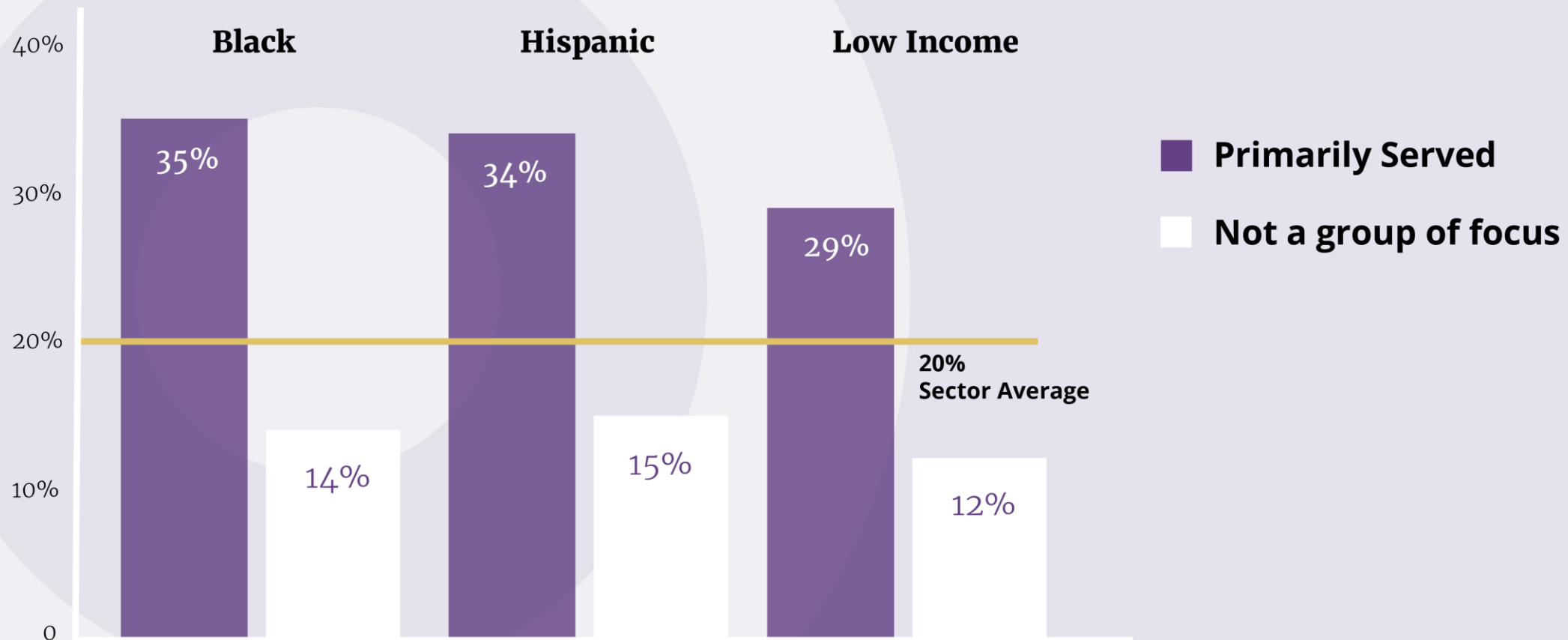
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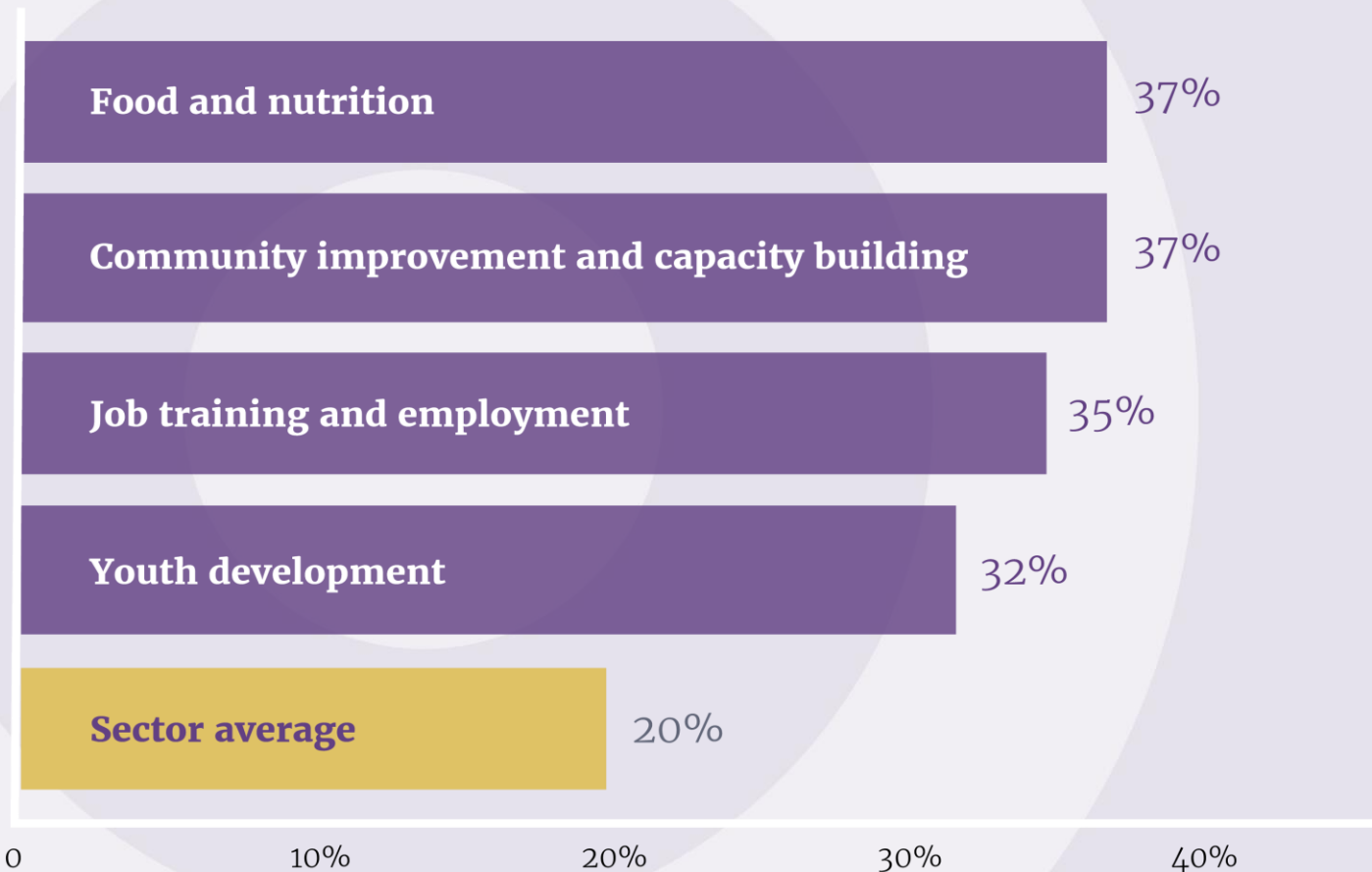
# Nonprofits that Primarily Focus Services on **Underrepresented Communities** Are More Likely to Do Voter Engagement

Percentage of nonprofits by community served doing voter engagement occasionally to all the time



# Nonprofits Providing **Key Support Services** to Communities Are More Likely to Do Voter Engagement

Percentage of nonprofits by services doing voter engagement occasionally to all the time





# Key Findings

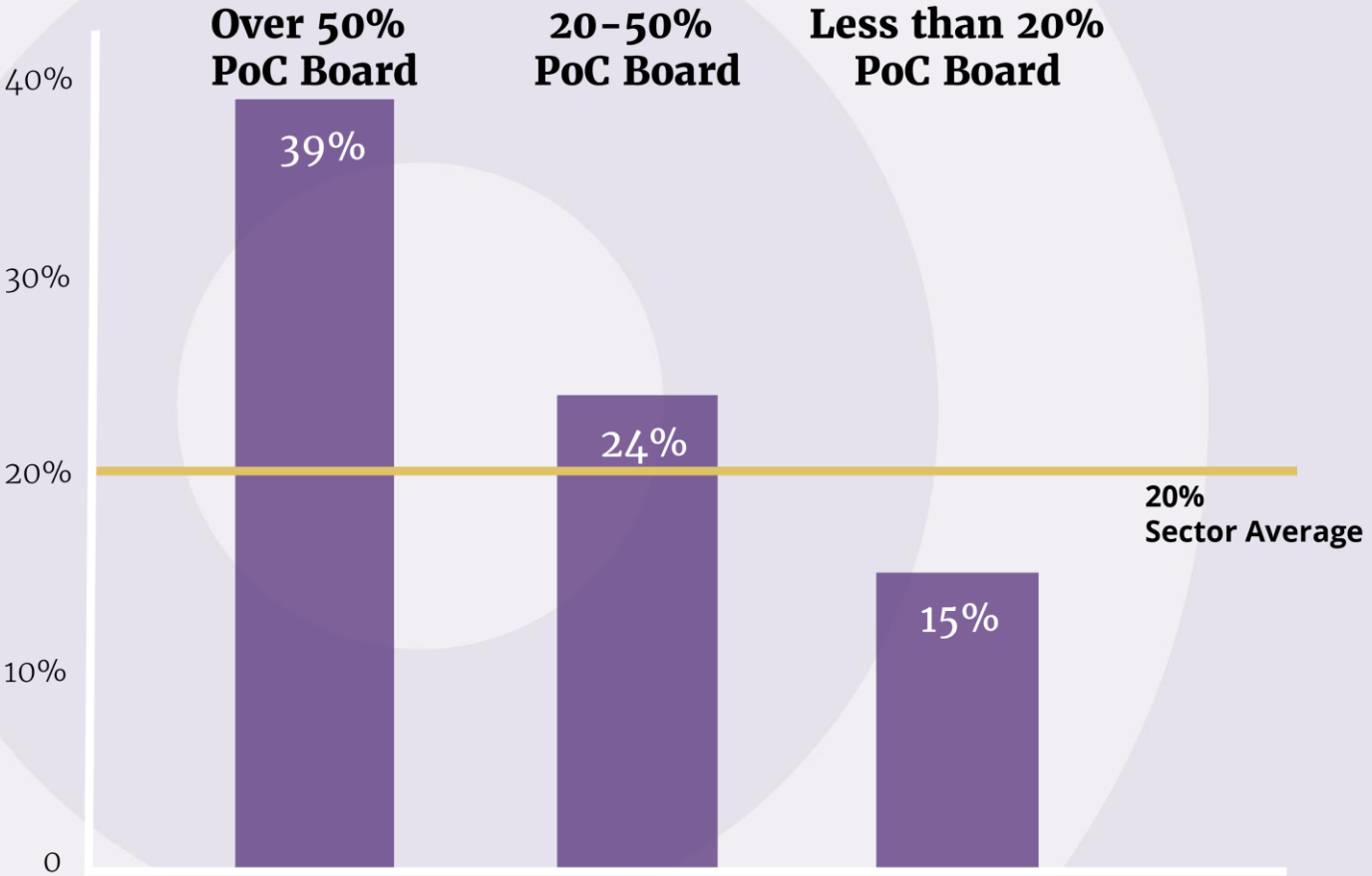
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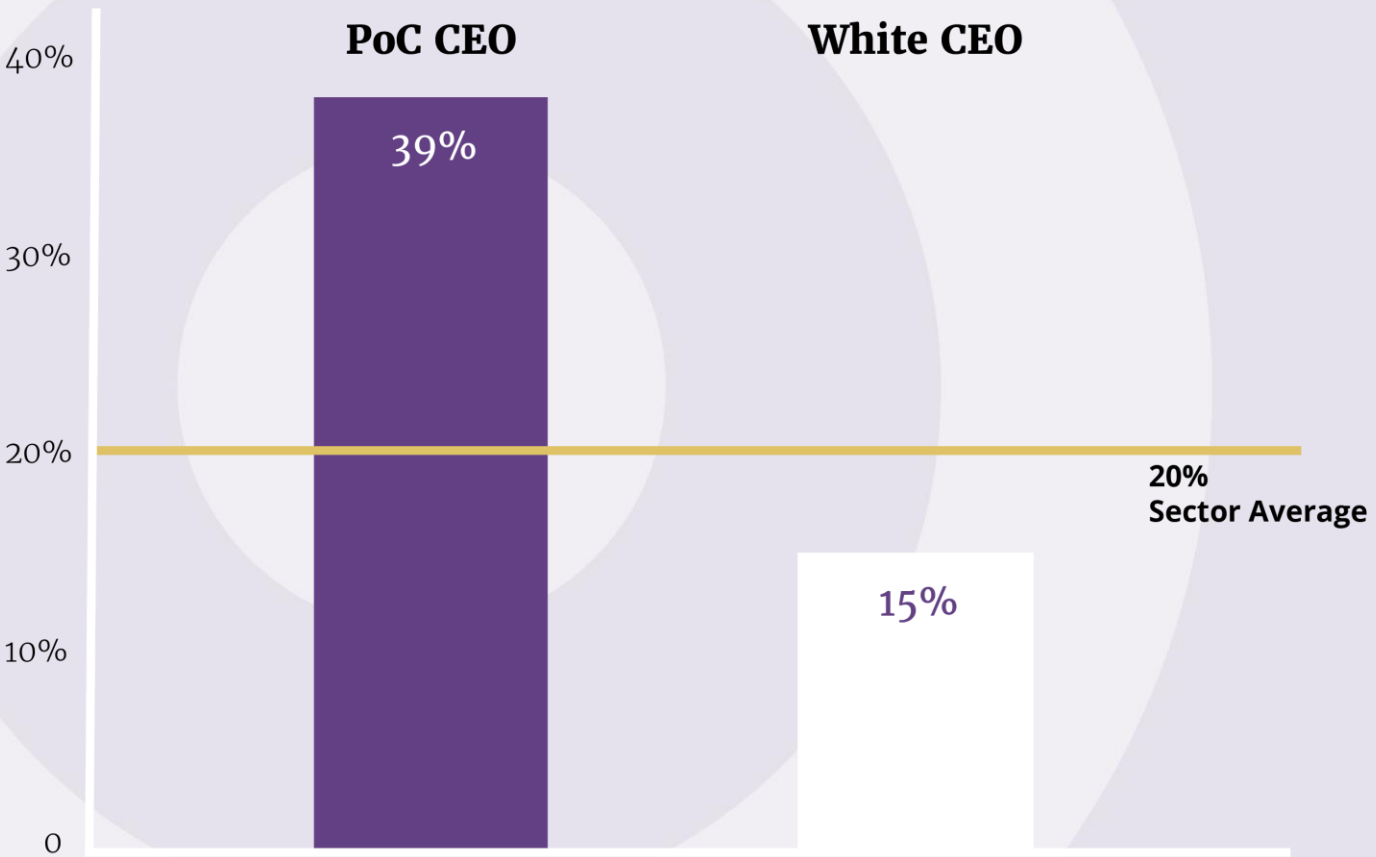
# Nonprofits with a Higher Percentage of **People of Color** on Boards Are More Likely to Do Voter Engagement

Percentage of nonprofits by PoC board composition doing voter engagement occasionally to all the time



# Nonprofits with a **CEO of Color** Are More Likely to Do Voter Engagement

Percent of nonprofits by CEO race doing voter engagement occasionally to all the time  
PoC includes Black, Hispanic, AAPI, Native American, Multi-Racial, and Other



# Nonprofits with a **Hispanic or Black CEO** Are Doing Voter Engagement at Even Higher Rates

50%

of nonprofits with  
Hispanic CEOs  
did voter engagement

48%

of nonprofits with  
Black CEOs  
did voter engagement

# Further Findings

## **Nonprofits More Likely to Do Voter Engagement:**

**Involved in Lobbying or Advocacy**

**Located in Urban Areas (vs Suburban or Rural)**

**With Budgets of \$500k or More**

# Further Findings

## **Factors *Not Statistically Significant* on likelihood of nonprofits doing voter engagement**

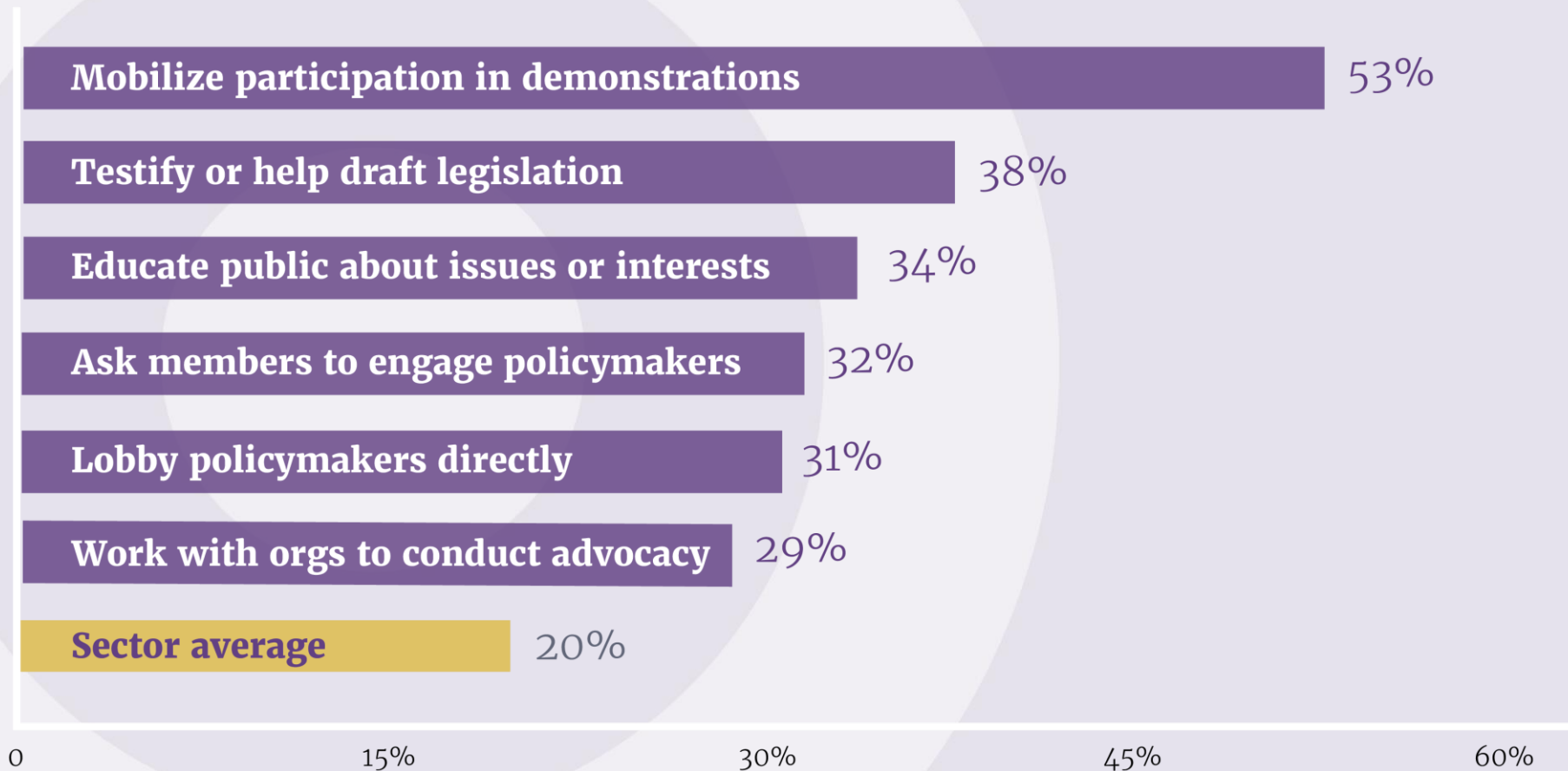
Gender of CEO

Battleground / Competitive Election State

Cost of Voting – state-by-state estimate based on voting policies

# Nonprofits Involved in **Lobbying or Advocacy** Are More Likely to Do Voter Engagement

Percent of nonprofits by advocacy activity during voter engagement occasionally to all the time



# For Further Research

**Why do nonprofits do voter engagement?**

**What kinds of voter engagement are nonprofits doing?**