Who are the Nonprofits that Do Voter Engagement?

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 on 266 who received a “long form” survey which included a question about level of GOTV / voter engagement activity.


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
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

- **Black**: Primarily Served - 35%, Not a group of focus - 14%
- **Hispanic**: Primarily Served - 34%, Not a group of focus - 15%
- **Low Income**: Primarily Served - 29%, Not a group of focus - 12%

20% Sector Average
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

- **Food and nutrition**: 37%
- **Community improvement and capacity building**: 37%
- **Job training and employment**: 35%
- **Youth development**: 32%
- **Sector average**: 20%
Key Findings

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

- **Over 50% PoC Board**: 39%
- **20–50% PoC Board**: 24%
- **Less than 20% PoC Board**: 15%

20% Sector Average
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

- **PoC CEO**: 39%
- **White CEO**: 15%
- **20% Sector Average**
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

- Mobilize participation in demonstrations: 53%
- Testify or help draft legislation: 38%
- Educate public about issues or interests: 34%
- Ask members to engage policymakers: 32%
- Lobby policymakers directly: 31%
- Work with orgs to conduct advocacy: 29%

**Sector average**: 20%
For Further Research

Why do nonprofits do voter engagement?

What kinds of voter engagement are nonprofits doing?