

Making a Voter Engagement Plan For the 2022 Midterms



Thursday, March 31, 2022

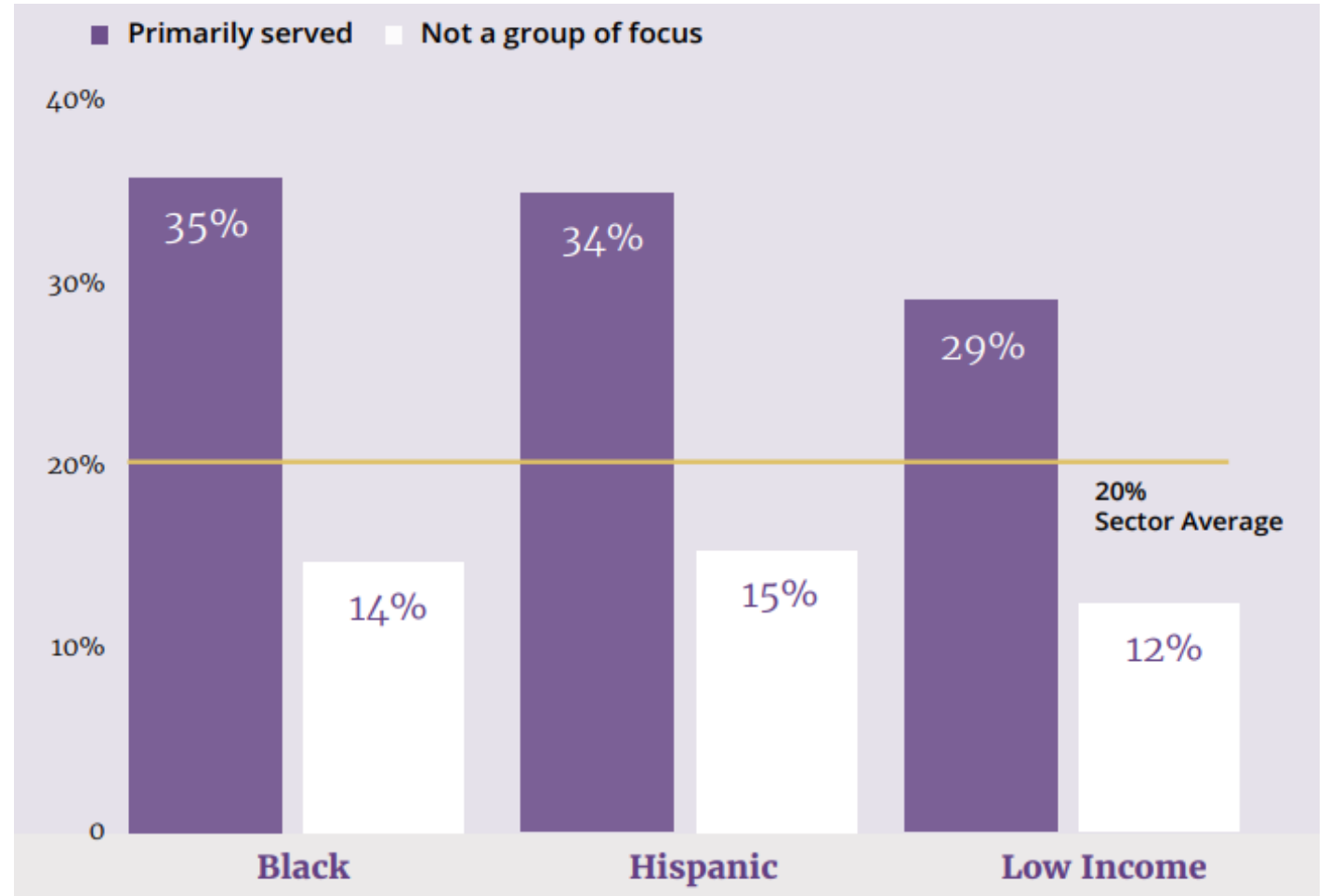
Agenda

- Background research
- Why make a plan?
- Asking the big questions
- Putting it on “paper” – Launching the new 2022 Work Plan template
- Resourcing your voter engagement work
- Q&A

Background research

- 20% of nonprofits engage voters occasionally, frequently, or almost all of the time.
- About a third of nonprofits serving underrepresented communities engage voters

Source: America's Nonprofits Get Out the Vote



Background research

- Voters engaged by nonprofits are more likely to be younger, lower-income, and POC
- Voters engaged by nonprofits had higher turnout rates. Boosts for underrepresented voters were highest

Source: Nonprofit Power Report

Voters engaged by nonprofits were

2.1x

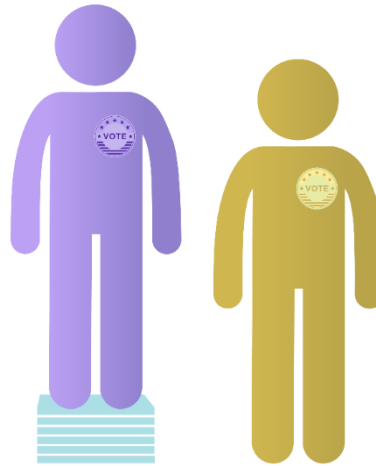
more likely to have less than \$30K in annual income



40%
Share of
nonprofit voters



20%
Share of
registered voters



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

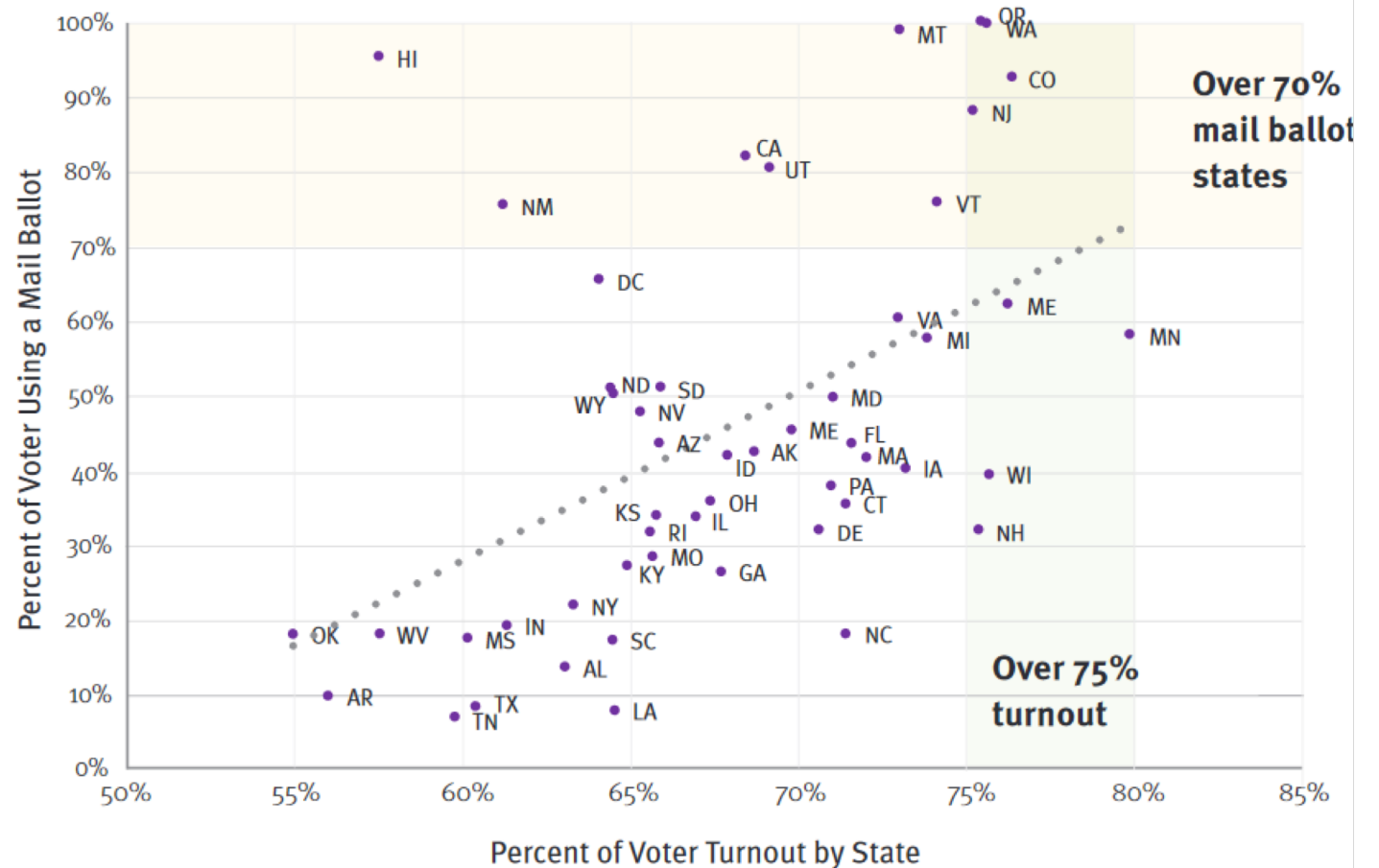
Background research

- Policy matters, but gaps in participation remain
- Competition matters, but campaigns cannot be counted on to close gaps, and competition is waning in some states after redistricting

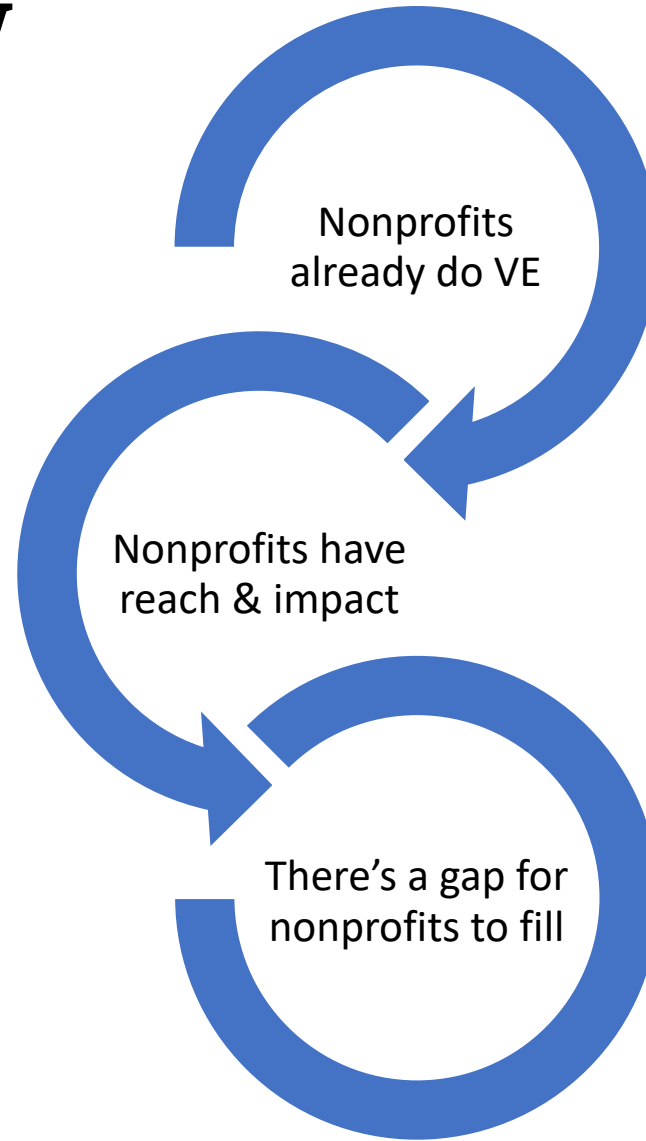
Source: America Goes to the Polls

States with the **highest use of mail ballots** correlate with **high voter turnout** in 2020.

Percent of voters using a mail ballot vs percent of VEP voter turnout by state ($R^2 = 0.2596$)



In summary



Why make a plan?

“Plan for what is difficult while it is easy, do what is great while it is small”

Sun Tzu

How taking time to plan will pay off

With a plan

- Set goals and track progress
- Clear timelines, start early
- Identify key players and get buy-in
- Gather materials and plan training

Without a plan

- No way to evaluate success
- Fall behind and start too late
- No one “gets it” or helps out
- Under-resourced and confused

Asking the big questions

Why? What? When? Where? Who? How?

WHY?

Why is your organization motivated to engage voters?

Why is it “worth it” for your organization to invest time and resources into voting?

How does voter engagement advance your mission?

- Does it benefit the voters you serve?
- Does it advance advocacy or policy goals?
- Does it increase your visibility or influence?
- Is it a matter of equity and accountability?

Defining your “why” clearly builds buy in and confidence among your leadership, staff, supporters, and voters you serve.

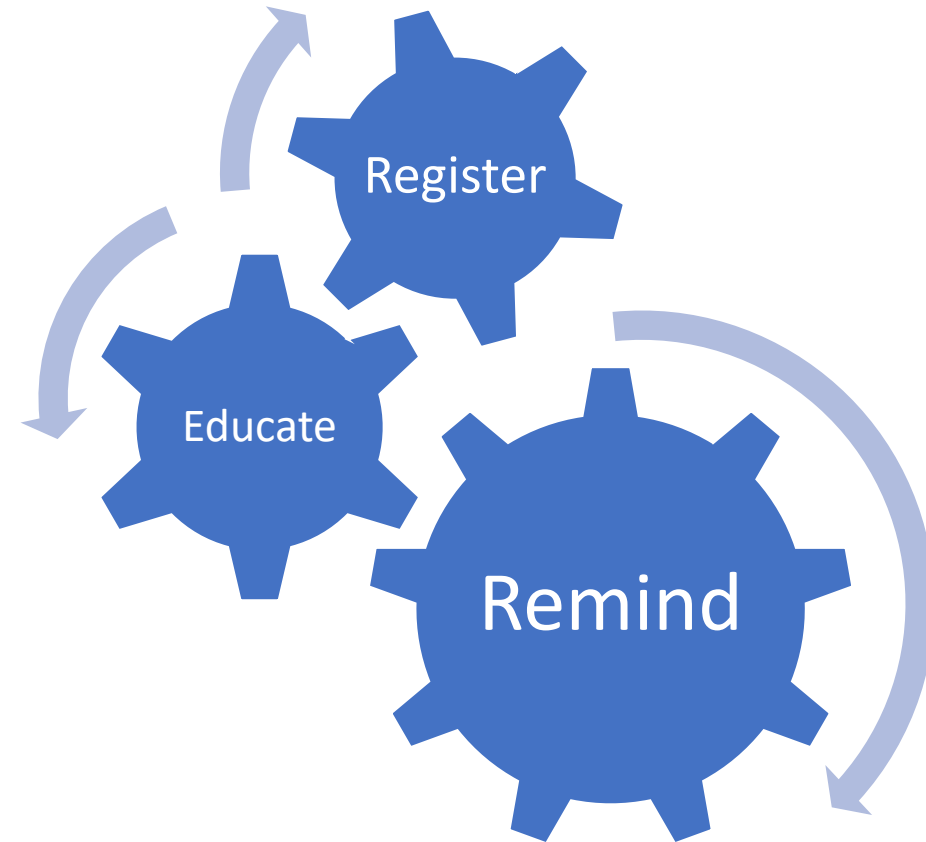
WHAT?

What types of information or assistance do you want to offer voters?

What are the barriers you want to help voters overcome?

Provide
Information

Offer
Assistance



WHEN?

Are you mobilizing voters to participate in primaries or general elections?

What are your state dates and deadlines for registration, vote by mail requests, and early voting?



IMPORTANT DATES

PRIMARIES

Early Voting Period: Starts May 2

Election date: May 24

Registration deadline: Apr 25

Vote by Mail request deadline: May 13

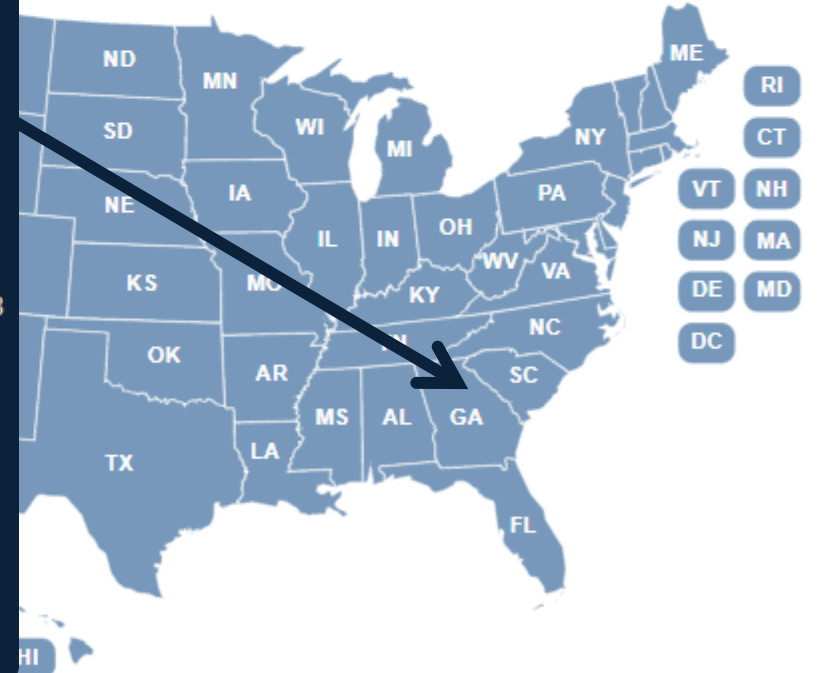
GENERAL ELECTION

Early Voting Period: Oct 17

Election date: Nov 8

Registration deadline: Oct 11

Vote by Mail request deadline: Oct 28



Tip: Start at least 6-8 weeks before the registration deadline.

WHERE? WHO?

How can you leverage existing relationships, trust, and capacity?

How can you choose community outreach and partnership strategies that advance your goals?



HOW?

What materials and information do you need to implement your plan?

Who needs access to materials, info, and training in order to engage voters?



2022 Work Plan Tool

<https://bit.ly/2022NpVWorkplan>

Keep in mind...

This is a brand new tool/template just created!

It is based on several years of field organizing and experimentation.

- This is a beta version – anticipate room for improvement and future updates
- Upon completion, a “Receipt” of your answers will be emailed to you
- We want to hear your feedback – please indicate if you are willing to share your thoughts/experience using the tool
- Designed primarily for human service nonprofits

Resourcing your voter engagement work

Where to get materials, information, and maybe some funding!

Resources from Nonprofit VOTE

Factsheets and guidance

- [Staying nonpartisan](#)
- [Running a voter registration drive](#)
- [GOTV strategies](#)
- [Engaging with candidates](#)
- [Ballot measure advocacy](#)
- [State factsheets](#)

Templates

- [Nonprofit Staff Vote](#)
- [Election Countdown Calendar](#)
- [Posters](#) and [stickers](#)
- [Pledge to vote cards](#)
- [GOTV phone/text bank gsheets](#)

Resources from our partners

Information/Ideas

- [Bolder Advocacy](#) (nonpartisanship)
- Right Question Institute [“Why Vote” tool](#)
- [Vote411.org](#)
- [Ideas42](#) (behavioral science backed strategies)

Initiatives

- [National Voter Registration Day](#)
- [Civic Health Month](#)
- [National Disability Voter Registration Week](#)
- [National Voter Education Week](#)
- [Vote Early Day](#)

Where's the money?

We regularly hear from nonprofits that funding is a barrier to engaging voters

- Leverage free resources from national initiatives
- Seek out partnerships to add staff capacity
- Approach your existing funders and donors using our [Foundation Toolkits](#)
- Note that there are legal barriers to private nonprofits funding voter registration (4945f).

Thank you!

We look forward to connecting with you around the work plan template and future webinars and training.

Email us at Caitlin@nonprofitvote.org and Caroline@nonprofitvote.org