

Comprehensive Voter Engagement



September 7, 2022

Who is Nonprofit VOTE?

Helping people participate & vote since 2005

We are the largest source of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services

- Provide high quality resources for nonprofits and social service agencies
- Build lasting capacity for nonpartisan voter and election engagement
- Encourage increased voter participation and active citizenship
- Develop and evaluate agency-based models for voter engagement by nonprofit service providers
- Strengthen the nonprofit sector and encourage new civic leadership

Today's topics

- What is Comprehensive Voter Engagement?
- Setting the foundation
- Quiz: Paper or Digital?
- Resources to fit your needs
- Training staff & volunteers
- Sustainability
- Q&A

Available Webinars

[Staying](#)
[Nonpartisan](#)
[Voter](#)
[Registration](#)
[Voter Guides](#)
[Nonprofit Power](#)

What is comprehensive voter engagement?

- Providing wraparound support to voters by going beyond registration
- Consistent and repeated messages
- Setting the tone: voting is important

Setting the Foundation

What to know about successful nonpartisan voter engagement before getting started

Best practices for voter engagement

MOTIVATION

- Tie It to Client Empowerment
- Align with Your Mission
- Engage Stakeholders
- Don't Leave out Staff

IMPLEMENTATION

- Designate a Point Person
- Rely on Your Existing Services
- Use Active Tabling to Boost Results

Case Study: MANNA FoodBank



Asheville-based Manna Foodbank works with Democracy NC to help grow voting access in Western North Carolina.

Quiz: Paper or Digital?

What should your organization's voter engagement strategy look like and which Nonprofit VOTE resources can help?

Who are you trying to reach?

A: Low-income voters and those without state IDs, older voters, or voters who use your services.

B: Younger voters, college students, or the friends and families of voters connected with your organization.

C: Your staff, volunteers, or supporters of your organization or cause or voters who speak a language other than english at home.

Where or how do you interact with them?

A: In-person when providing services (either at your organization, clients' homes, or a recurring venue)

B: In-person at community events, while door knocking, or at neighborhood hot spots (like a bus station, grocery store, or public park)

C: Via your website, newsletter, social media, text campaigns, or phone call

What strengths or limitations exist?

A: Strengths - Your staff is good at walking clients through paperwork, you have a waiting area, or staff and clients have one-on-one time. Limitations - Internet service in your area is unreliable or your staff is less comfortable with digital platforms.

B: Strengths - Voter-facing staff or volunteers who can wear voting swag (like buttons, stickers or lanyards). Limitations - staff or volunteers are too busy to assist voters one-on-one or are trying to minimize close interactions for health/safety reasons.

C: Strengths - Tech-savvy staff/volunteers, access to a large social media audience or influencers. Limitations - there are [restrictions on who can conduct voter registration in your state](#) or you rarely have in-person interactions with voters.

Results

Mostly As: Try a paper-based strategy. Your staff and voters may have the best luck with good old-fashioned paper and pen. Develop a relationship with your local elections office and/or League of Women Voters, who may be able to assist with voter registration forms, training, or volunteers.

Mostly Bs or a mix: Consider blended organizing. Add digital components to your in-person efforts by putting links and QR codes on your materials, such as a lanyard card, so voters can engage from their own device. Have paper on hand for when internet access is spotty, devices aren't working, or a voter feels more comfortable filling out a paper form.

Mostly Cs: Focus on digital communications. From your state's voting website, to online voter guides, to motivational apps, there is plenty of content to share.

Resources to fit your needs

Whether your work will be paper-based, blended, or digital,
Nonprofit VOTE has materials to
help

Journal Pre-proof



Nonprofit
VOTE



Printable materials // Paper-based



How to Talk to Voters

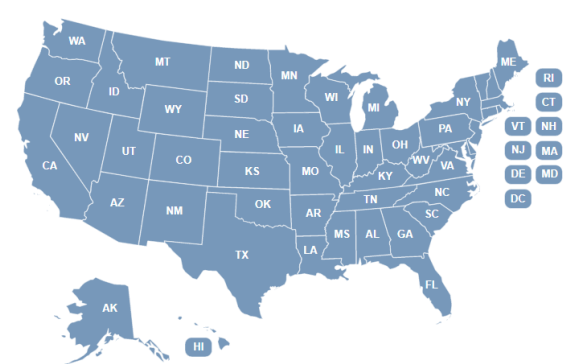


Active Listening Tool



Why Vote?

Voting in Your State



Digital integration // Blended organizing



Use Nonprofitvoter.org to:

- Pledge/sign up for reminders
- Check their registration status
- Register to vote
 - If they don't have a state issued ID they may need to print, sign & send
- Look up their polling

Election Countdown Communications Calendar

Weekly themed content for your newsletters, emails, social media posts, and zoom chats

Add directly to your [calendar](#) so you don't miss a week.





Training Staff & Volunteers

Prepare people who are
participating in voter
engagement activities to make it
a better experience for everyone

Special thanks to Alex
McHenry & Community
Resource Center's
Participation Project

What topics should be addressed?

	Paper-based	Blended	Digital
The importance of voting	Yes	Yes	Yes
Nonpartisanship/What staff Can Say	Yes	Yes	Yes
Basic rules and procedures for voting in your state	Yes	Yes	
Filling out voter registration forms	Yes		

What format and timing work best?

- In person is best if that is how staff/volunteers will encounter voters
- Set aside 30-60 minutes
- Review the registration form if you are doing paper-based
- Work in groups on common scenarios and responses

Tying it all together

Motivate

Implement

Train

Sustain

Keep In Touch

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