





# Webinar: Getting a Head Start Planning Your Voter Outreach for 2024



## With Special Guests:

- Host: Gwen Stembridge, Education & Partnerships Coordinator, Nonprofit VOTE
- Brian Miller, Executive Director, Nonprofit VOTE
- Sugelema Lynch, Field Coordinator, Nonprofit VOTE

# Announcements / Housekeeping

- There will be a Question & Answer session at the end.
- Please put questions in the Q&A section of the webinar.
- The powerpoint slides from this webinar will be sent out to everyone who registered for the webinar whether they attended or not.
- Closed Captioning available via Zoom

# Agenda and Speakers

- Welcome
- About Nonprofit VOTE
- What's special about this election year?
- Importance of a Voter Engagement Plan
- Template for workplan
- Q&A



**Gwen Stembidge**

Education and Partnerships  
Coordinator



**Brian Miller**

Executive Director



**Sugelema Lynch**

Field Coordinator

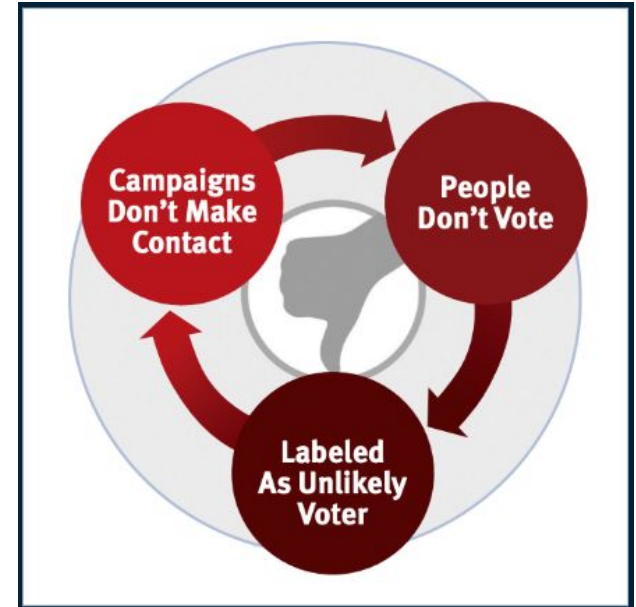
# Who is Nonprofit VOTE?

**Mission:** Nonprofit VOTE equips our nation's nonprofits with nonpartisan tools and resources to help the communities they serve participate in voting and democracy.

**Vision:** We envision a diverse network of nonprofits across the United States with the skills, resources, and commitment needed to foster a **more inclusive democracy** where all voices are heard, particularly those currently underrepresented in the voting process.

# Breaking the Loop that Perpetuates Gaps

- The goal of political campaign is to win an election. As such, they focus their limited resources on engaging “likely” voters. This fuels a negative, self-perpetuating feedback loop.
- We need a new civic ecosystem that engages *all* eligible voters and works toward an inclusive democracy.



# Nonprofits Are a Key Part of the Solution

- Nonprofit missions are better aligned to goal to community inclusion
- Mutual interest
- Long-term roots and established relationships
- Trust with community
- Cultural competency
- Data shows it works!





# Coming Soon! Nonprofit Power Report

After analyzing voter file data from 9,000 voters engaged by nonprofits across 8 states in the last midterm, the positive impact of nonprofit voter engagement is clear:

- People engaged by nonprofits were 7 percentage points more likely to vote than a comparable voters (53% vs. 46%).
- People of color engaged at nonprofits were 11 percentage points more likely to vote than comparable voters.
- Low-income and younger voters also saw double-digit percentage point gains in turnout over comparable voters.

# Nonprofit VOTE's Work

Equipping our nation's nonprofits with nonpartisan tools and resources to help the communities they serve participate and vote.

- Free national webinar series
- Tailored support for partner organizations
- Multi-state field program
- Philanthropy for Voter Engagement initiative
- Lead National Voter Registration Day

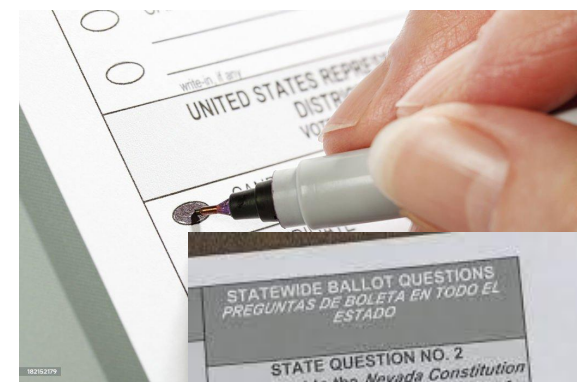
# Getting Ready for 2024

---

Creating a Voter Engagement Plan for Your Nonprofit

# What's special about election 2024?

- **Presidential Election year but look down the ballot too**
  - 468 seats in US Congress (33 Senate and all 435 House)
  - 304 appellate court seats
  - 55 statewide ballot measures in 25 states
  - MANY State Senate and State House Representatives
  - MANY mayors, city, township, village, and county council members
- **4 years since the pandemic drastically shifted 2020 election**
  - still COVID considerations in light of recent wave of cases
  - Take precautions like distancing, PPE, wipe touched surfaces
- **Check state election laws because they might have changed or still be changing**



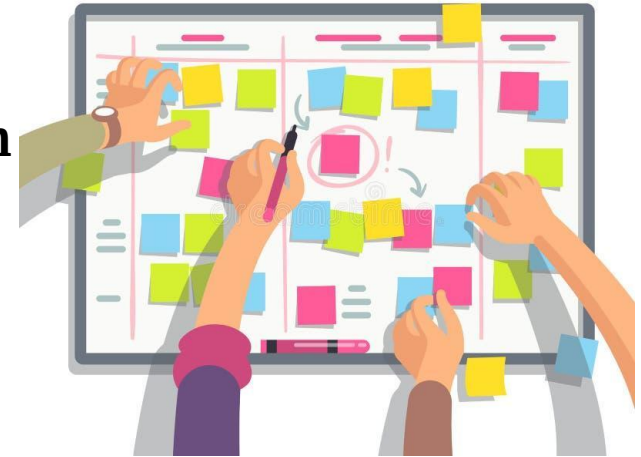
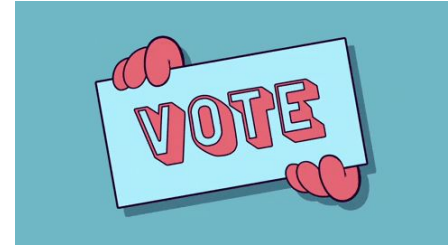
# Importance of a Voter Engagement Plan

- **Nonprofit VOTE Multi-State Field Program**
- **57 organizations engaged across 8 states in 2023**
- **Human Service Nonprofits**



# Importance of a Voter Engagement Plan (Continued)

- **Increases voter turnout and accessibility to voting**
- **Encourages early voter registration and highlights key dates**
- **Promotes inclusivity and accessibility in the electoral process**
- **Plans help identify and reach potential voters and create goals**



# Work Plan Template



Voter Engagement Planning Tool

# Work Plan Template

- **Capacity**
- **Knowledge**
- **Plans**





# Work Plan Template-Capacity

## CAPACITY

- Get buy-in from your Executive Director or other leadership. Choose a date and be prepared to share a “Why” that explains the value of creating a voter engagement plan for your organization. Tie it to the mission, strategic plan, or other organizational goals.

<b>When:</b>	Next 1:1 meeting	Staff Meeting	Board meeting	<b>Date/Other:</b>
<b>Goals/ “The Why”:</b> Client Examples		<b>Goals/ “The Why”:</b> Organization Examples		
<input type="checkbox"/> Provide clients with resources about voting <input type="checkbox"/> Invite them to participate in local civic opportunities <input type="checkbox"/> Build client tech literacy around accessing info <input type="checkbox"/> Providing staff/vol leadership/prof dev opportunities <input type="checkbox"/> Increasing staff/client voting rates compared to last comparable election year		<input type="checkbox"/> Build influence with elected officials <input type="checkbox"/> Foster an environment where conversations about voting feel safe, fun, positive, and/or accessible <input type="checkbox"/> Have multiple staff or departments participate <input type="checkbox"/> Build and strengthen community partnerships <input type="checkbox"/> Pilot/test out the effects of including voter education alongside existing services		
Other:		Other:		

# Work Plan Template-Capacity 2

- Choose a staff lead who can involve and motivate other staff and volunteers, as well as clients and participants

<b>First Choice:</b>	
<b>Second Choice:</b>	

- Identify assistance and resources from a community partner and your local elections office. Consider community partners you might want to deepen partnerships with, including organizations who serve the same area or whose work aligns with your mission. Consider funders or sponsors who might already be doing this work.

Organization Name (s)	Contact Name	Contact Email	Contact Phone
Local Election Office			

# Work Plan Template-Knowledge

## KNOWLEDGE

- Understand the guidelines for 501(c)(3)s on how to stay nonpartisan
  - [Check out Nonprofit VOTE's Guide to Staying Nonpartisan webinar](#)
  - Review [Nonprofit VOTE's Permissible Election Activities Checklist](#)
  - Consult your organization's legal counsel
- Learn about voting in your state– important dates, how to register, early voting options including what's on the ballot in your locality and state for the upcoming election (*Hot Take: there's more to voting than just presidential elections!*)
  - [Check out Nonprofit VOTE's Voting in Your State tool](#) and fill in the dates below.

Election	Date(s)	Registration Deadline	Mail Ballot Requests Deadline
Primary(ies)			
Run Off/Special			
General	November 5, 2024		

# Work Plan Template-Plans 1

## PLANS

- Choose your target audience – clients, constituents, staff, your local community, or others
- Consider ways to involve the people you serve in your election activities. Describe your constituents/clients. Think about how your community members could make a connection between your services/mission and voting.

Groups you engage (regular participants, volunteer leaders, staff, board...etc)	Strengths (ex. Already have bilingual staff)	Challenges (ex. Need to incorporate voting information into volunteer training)



# Work Plan Template-Plans 2

- Select opportunities for engagement: as part of daily services, in classes, at trainings or events, as a project for a youth group, or incorporated into community outreach. Below, begin to list what touch points you have during a typical month with your EXTERNAL clients/participants? How do you currently share information, updates and resources with your INTERNAL community? What are simple, ongoing, INDIRECT opportunities to increase visibility that don't require live conversations or staff time?

<b>EXTERNAL Direct Contact opportunities to share voter information</b>	
<b>Idea (Ex: people in waiting rooms, client meetings, fundraisers, intake, tabling and outreach)</b>	<b>Number of people</b>

<b>INTERNAL Direct Contact opportunities to share voter information</b>	
<b>Idea (Ex: 1-1 staff meetings with leadership, all staff meetings, end of day volunteer debrief)</b>	<b>Number of people</b>

# Work Plan Template-Plans 3

Indirect Contact opportunities to share voter information	
Idea (Ex: Set up self-serve table to display key dates cards or posted with QR codes at internal break room or external lobby or waiting room, or post on social media, internal staff/vol and/or client emails)	Number of people

- Setting Goals: For your monthly engagement goal - add up the total number of people you hope to engage from the tables in **yellow**.

<b>Total:</b>	
---------------	--

# Work Plan Template-Plans 4

- Create a specific timeline for your plan
  - Check out Nonprofit VOTE's [Voter Registration and Engagement Timeline](#)
  - Revisit Nonprofit VOTE's [Staying nonpartisan: Permissible Election Activities Checklist](#)
- Stay tuned to Nonprofit VOTE's resources and webinars to guide you through additional tools and resources!

# Q&A

Please submit questions in the  
Q&A box on Zoom



# Closing

**THANK YOU!**  
Please fill out the survey.

