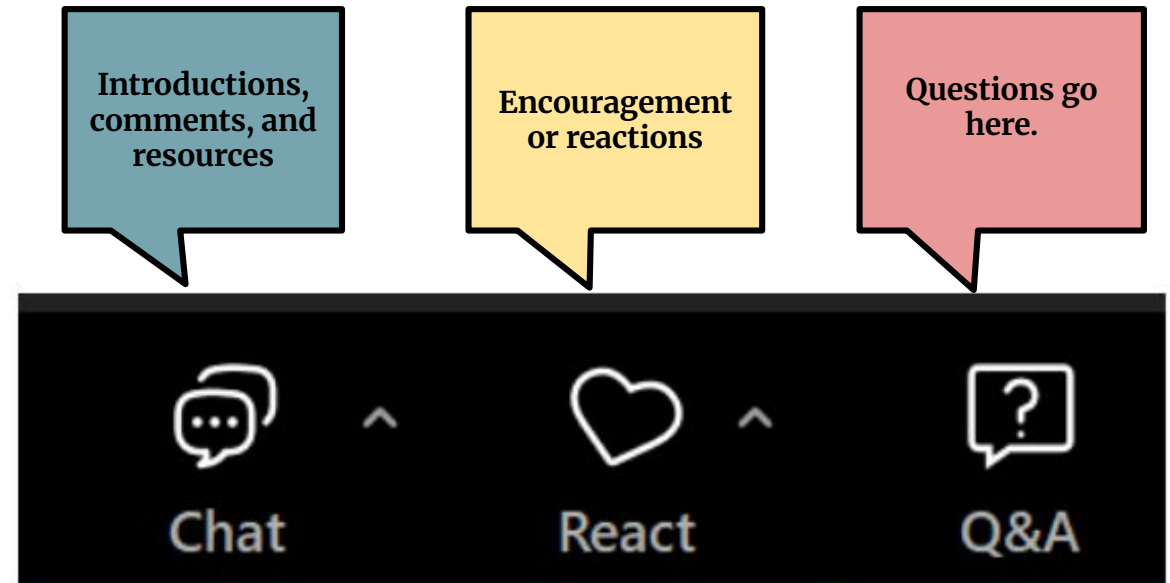


Making A Plan for Voter Engagement in a Midterm Year

4-22-26

Announcements and Housekeeping

- Please put questions in the **Q&A section** of the webinar (not the chat, please) and they will be answered at the end of the presentation.
- A recording of the webinar will be sent within a week to everyone who registered, whether or not they attended.
- Closed Captioning available via Zoom



Agenda

- Welcome
- Who is Nonprofit VOTE?
- Examples of Nonpartisan Voter Engagement Activities
- Making a Plan for Voter Engagement
- Work Plan Template
- Audience Q&A
- Call to Action
- Closing remarks

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.



Midterm Elections: Why do they matter?

Midterms shape national and local decisions that affect daily life. Their outcomes determine:

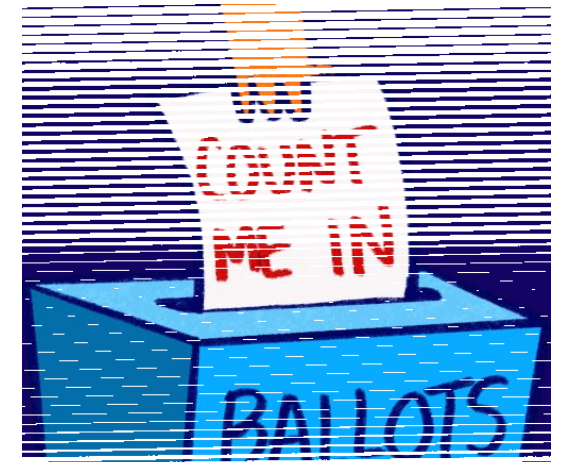
- Who controls Congress and how laws and oversight are handled
- State and local decisions on schools, healthcare, housing, transportation, and public safety

Turnout is typically lower than in presidential elections, which means small margins can shift political power significantly.



What's on the ballot?

- All 435 U.S. House seats
- About one-third of U.S. Senate seats
- Governors and other statewide offices
- State legislators
- Local offices (school boards, county officials, mayors)
- Ballot measures
- Primaries



Visit [Ballotpedia](#) or [Vote411](#) to find out more about Ballot measures, Referendums, Federal, State, and Local elections!

Nonpartisan Voter Engagement Activity Examples

501(c)(3) Organizations MUST Remain Nonpartisan

501(c)(3) organizations **CANNOT**:

- Endorse or oppose a candidate or political party (either explicitly or implicitly, includes nonpartisan offices)
- Donate money or resources to a candidate or party (like space to hold events or research)
- Conduct any partisan election-related activity (say “no thanks” to political parties)
- Give out prizes/incentives to register or to vote



Small Capacity Activities

- Add key election dates and deadlines to organizational calendar
- Email staff, board, and volunteers about voting options
- Amplify local or state Board of Elections information including election dates and deadlines (social media, posters in public place, email newsletter, front desk...etc)
- Provide and promote sample ballots for your region when they become available (pass out to parents picking up after school, include in neighborhood information packets).



Medium Capacity Activities

- Partner with nonpartisan voting organization to table in the lobby or at an event with you and/or register voters
- Hold mock elections to raise awareness about upcoming elections (ex. best cookie or music genre)
- Host local organizations to talk about topics related to the election (ex. Former legislators, policy experts related to your organizational mission...etc)
- Print bookmarks or business cards with key election dates and deadlines
- Provide rides to the polls



Large Capacity Activities

- Host a local candidate forum in partnership with other nonpartisan organizations
- Invite candidates to tour your organization, project site, or community event
- Organize intergenerational conversation about the importance of voting
- Incorporate civics education throughout the year, not just near the election (ex. trivia night, at outreach table...etc)
- Organize your community for or against a ballot measure



Making a Plan for Nonpartisan Voter Engagement

What do you need to get started? A-B-C-D!

A. Assess Capacity & Audience:

Get buy-in and brainstorm

B. Build Basic Knowledge:

Gather resources and support

C. Create a Plan:

Start simple and set goals

D. Dates:

Match activities with your organizational calendar



Work Plan Template

- **Google Doc:** [Nonprofit VOTE Voter Engagement Planning for Nonprofits Template updated April 2026](#)
- **Word doc:** [Nonprofit VOTE Voter Engagement Planning for Nonprofits Template updated April 2026.docx](#)
- **PDF:** [Nonprofit VOTE Voter Engagement Planning for Nonprofits Template updated April 2026.pdf](#)

Audience Q&A

Please drop your questions into
the zoom Q&A box.


webinar


20
YEARS

Rally the Sector!

Nonprofit VOTE's 20th and America's 250th

with



Independent Sector

May 20 2pm ET

[REGISTER FOR THE WEBINAR]



Call to Action!

1. Invite a colleague to Rally the Sector!
2. Register as a community partner for [National Voter Registration Day!](#)



Webinar Survey

- It will appear on your screen after the webinar
- We really do read them
- They help us plan for future programming

1. What was your key takeaway from the presentation today?
Short answer (500 characters)

2. What topics or speakers would you like to see on a future webinar?
Short answer (500 characters)

3. Why would you recommend Nonprofit VOTE to a colleague?
Short answer (500 characters)

4. Do you have additional feedback to offer the Nonprofit VOTE team?
Short answer (500 characters)

5. What's your role at your organization?

- Executive Director
- Program Staff
- Communications Staff
- Development Staff
- Policy/Advocacy/Community Organizing Staff
- Administration/Operations Staff
- Volunteer
- Board Member
- Other

6. What type of organization are you representing today?

- National organization with or without local affiliates
- A state-based organization with or without local affiliates
- Local or regional organization with paid staff
- Local or regional organization with volunteers only
- Other

Thank you!

Follow us on Socials:

Facebook, Twitter/X, YouTube,
Instagram, and now

Bluesky!



Contact us:

nonprofitvote.org and
info@nonprofitvote.org



[Help Support Nonprofit
Voter Education in 2025 &
Beyond](#)

Nonprofit VOTE's public webinars,
tools, and resources are free for all
to use, thanks to the generous
support of our network of
democracy champions!