



Nonprofits Get Out The Vote

The election is close. Your staff is busy and capacity stretched. You don't have resources you help your community vote? Here are ten easy to implement tactics common to nonprofits

FOR STAFF:

- Include personal messages in internal staff communications with dates and voting information.
- Have the CEO/ED send an email reminding staff of time off to vote policies.
- Do a staff education activity on a ballot measure or the election's impact on your issue and the community you serve.
- Circulate a sample ballot or nonpartisan voter guide or list of key races.

FOR CLIENTS AND CONSTITUENTS

- Put election reminders in communications. Two weeks out, one week out and day before.
- Create a flyer with basic voting information. Hand out at the front desk and during staff-client interactions.
- Recruit youth to lead activities. People respond to young people asking them to vote.
- Create visibility: In the final weeks, use announcements at events and meetings, messages boards, and signage to make the election visible.
- Organize a phone bank to contact people you've registered or have #s for.
- Devote the day before Election Day to asking everyone when and where they plan to vote. Have a # or website to go to for help.

MOST IMPORTANT FACTORS IN WHETHER OR NOT A VOTER SHOWS UP TO THE POLLS

1. **Getting personal contact:** Any type of personal contact close to the election from a trusted messenger like you increases a person's likelihood to vote. In person or the phone is best, but personalized email, social post or mail help as well.
2. **Knowing what's at stake:** Likely voters are motivated by knowing about the potential impact of a candidate race or ballot measure
3. **Making voting easier:** Provide or refer to services that make voting more accessible like low cost or public transportation options, childcare, translation assistance, and how to request accommodations at their polling place. Help the voter find their polling place or early voting location, where to find their sample ballot, and make a plan A and plan B for how they're going to vote.





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FAQs: What can staff do and say around elections?

What can I say about the election?

Staff working for a 501(c)(3) cannot suggest which candidate to vote for or political party to support. You may provide information about the voting process like dates, early voting hours, nonpartisan voter guides, vote by mail options, or other assistance provided in a nonpartisan way.

What if I'm asked about the candidates?

Remind the voter that nonprofits must remain nonpartisan in order to keep their 501c3 status. Encourage the person to talk to a friend or family member. Steer them to a sample ballot or a nonpartisan voter guide.

How do I help voters who may need language or other assistance?

State laws allow voters to bring someone to help in the voting booth. Many polls have translation assistance or have ballots in Spanish or another language. Check your local election office [here](#)

Where can I send someone who needs a ride to the polls?

Some public transportation or ride share services will offer free or discounted rides to the polls to vote. If your nonprofit provides rides for other purposes, consider offering rides to the polls.

How do I separate my personal political activities from when I'm representing my nonprofit?

It's your right to support the candidate of your choice in your personal time. Keep partisan activities outside work hours. Don't use your organization's social media accounts for partisan activities. Use caution with your personal social media accounts if your account lists your employer

GOTV - WORKING WITH VOTER FILES

Many advocacy-oriented nonprofits use state voter files for voter engagement and advocacy. For example, to get voting histories for their members or print out lists for canvasses. States are required to maintain a central file of registered voters with address information and voting history. The data, excluding personal IDs, is available to the public, with some exceptions. Most nonprofits get access through a 501(c)(3) coalition such as the [State Voices network](#). Others get voter file data from their local or state election office.

Resources

[Voter Education Resources](#)

[Voting in your State: A 50 State Guide](#)

Free Nonprofit National Voter Help Lines:

- 866-OUR-VOTE
- 888-VEY-VOTA
- 888-API-VOTE