



# My Vote Matters: Reasons to Register and Vote

There are as many reasons to vote as there are voters. When speaking to your clients and constituents about the reasons for voting, try a variety of different approaches. Many people vote because they are for or against an issue or candidate. For others, voting is about ensuring high voter turnout in the community, which results in greater access to elected officials and more of a say in decisions affecting the community. Review these and other reasons to register and vote below.

## **REASON #1: FOR THIS NONPROFIT, YOUR COMMUNITY...OR THOSE WHO CAN'T VOTE**

### *For this nonprofit*

Our nonprofit depends on support from the city or state to maintain our funding and services. Elected officials respond to neighborhoods and communities where more people are registered to vote and vote.

### *For your community*

Neighborhoods and communities that vote get more attention from candidates and office holders. They are less likely to visit and listen to communities that don't participate in elections.

### *For our kids and youth*

People under 18 can't vote. Our children or youth depend on us to represent their voices too! When we vote, we are looking out for our kids, and their futures. Vote for their future as well as yours.

### *For neighbors not yet citizens*

Many in this community are not citizens. They can't vote. They need you/us to vote for them.

## **REASON #2: TO MAKE YOUR VOICE HEARD ON AN ISSUE OR CANDIDATE (DON'T LET OTHERS DECIDE FOR YOU)**

### *Every vote does count!*

**Remember:** *There is power in numbers. When we vote and get our friends and family members to vote, we can change the laws that impact our community and build a better future for everyone.*

- Many elections are decided by less than 100 votes.
- You send a message when you vote for a candidate. Even if your candidate doesn't win, the number of votes they get impacts what's decided by our government.
- If the election results are close, it changes who might run and win the next time.

### *Don't let others decide for you*

If you don't vote, you're letting others decide who wins and what issues matter. Elected leaders are more likely to listen to communities who vote in large numbers.

### *Send a message. Register to vote for change*

More people voting can send the message that we want new policies and more attention to this neighborhood.

### *Honor our history and the right to vote!*

Voting is one of our most important rights as citizens. As long as this country has existed, communities have had to fight for the right to vote. There are still people today who don't want some people to vote. It's our turn to stand up and vote to preserve this right and honor those who went before us.



# My Vote Matters: Reasons to Register and Vote

## **REASON #3: BECAUSE OF WHAT'S AT STAKE IN THE NEXT ELECTION**

### **AN ISSUE**

Cite an issue specific to your nonprofit or community like health care access, affordable housing, school funding, etc. Who we elect can be as much about protecting a program as it is starting a new one.

### **A SPECIFIC RACE**

Mention an important or high profile race they might know about. Even if the election doesn't look close, the size of the victory or loss can make a difference in what happens next.

### **A NEW CANDIDATE RUNNING**

It is nonpartisan to point out interesting new candidates, like the first time an Asian-American or Latino candidate is running for a seat up for election.

### **AN IMPORTANT BALLOT MEASURE**

Nonprofits can advocate for and against ballot measures. When clients and community members are asked to vote on a ballot measure by a nonprofit they trust, they're more motivated to do so.

## **REASON #4: IT'S EASIER THAN YOU THINK**

### **IT'S EASY**

In many ways, voting has gotten easier in recent years. Much of the information you need is online or available from nonprofits dedicated to nonpartisan voter outreach. Once you've done it once, you'll find it easier to vote again and again.

### **EVEN EASIER**

If your state has expanded early voting, no-excuse absentee or mail voting, or added language assistance, be sure to emphasize how that makes voting even easier for your community.

### **YOU CAN GET HELP**

You can get help voting. Ask your family and friends or someone who follows politics. They'll have good ideas about what's important and which candidates or issues to support or oppose. There are also nonpartisan organizations and resources who provide information about candidates. (Have a handout on voting in your state and how to get help.)

### **DON'T KNOW THE CANDIDATES?**

**Encourage community members to look up their sample ballot from their local elections office as a starting point for learning more about the candidates.** Attend a candidate forum or look to your local newspaper for candidate questionnaires or more information.

## **REASON #5: AND FINALLY...**

**If you're not registered, you can't vote!**

---

Learn more about Voter Registration at [NationalVoterRegistrationDay.org](https://www.NationalVoterRegistrationDay.org)