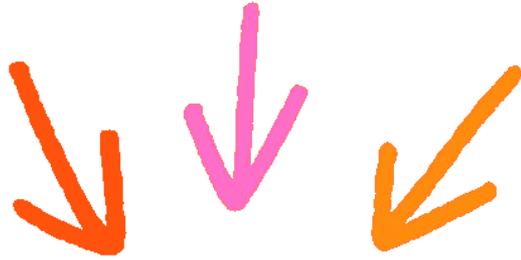


Strategies for Nonpartisan Voter Engagement

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About Us

Nonprofit VOTE is a 501(c)(3) organization founded by a consortium of state nonprofit associations and national nonprofit networks

Founded in 2005, **Nonprofit VOTE partners with America's nonprofits to help the people they serve participate and vote.**

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

The Landscape

- Democracy is distorted by gaps in voter participation
- We cannot rely on political actors to ensure a representative democracy
- Voter-friendly policies are good but not enough



Lack of Voter Contact Fuels Gaps



Voters who don't show up at the polls are **labeled as "unlikely voters,"** and as such, are not contacted by campaigns about voting. Without that critical voter contact, they don't vote, fueling a negative feedback loop as the cycle repeats itself.

How can organizations
like ours make a
difference?



11%

When engaged by nonprofits potential voters 11 percentage points more likely to cast a ballot than comparable people not engaged by nonprofits. - 2018

Engaging New Voters Report

Engaging Potential Voters Also...



**Gets the Attention of
Candidates**



**Builds Community
Clout**



**Creates Community
Advocates**

Staying Nonpartisan

In 1954 Congress added a sentence to Treasury regulations requiring charities to remain nonpartisan in elections.

IRS restrictions

501(c)(3) organizations are permitted to conduct certain voter education activities **(including the presentation of public forums and the publication of voter education guides)** if they are carried out in a non-partisan manner. In addition, section 501(c)(3) organizations may encourage people to participate in the electoral process through **voter registration and get-out-the-vote drives,** conducted in a non-partisan manner.

IRS Factsheet “Election Year Activities and the Prohibition on Political Campaign Intervention for Section 501(c)(3) Organizations”

Nonpartisanship

In 1954 Congress added a sentence to Treasury regulations requiring charities to remain nonpartisan in elections.

- Respects the diversity of political opinions
- Strengthens our ability to advocate across partisan lines and have access to community leaders and funding sources
- Makes us trusted messengers who can engage underserved populations



Engaging Potential Voters

Nonprofits Can

Provide unbiased information about the election:

- Dates and deadlines for elections, early voting, registration, and mail ballots
- How to find a polling place
- What's on the ballot
- Why voting is important



Engaging with Candidates

Nonprofits Can

Facilitate relationship building between candidates and your community:

- Share policy ideas and educate candidates about your issues
- Attend candidate forums and events to ask questions
- Host a candidate forum
- Create a candidate questionnaire

What Nonprofit Staff Can Do

Nonprofits and Ballot Measures

501(c)(3) Permissible Activities Checklist

A 501(c)(3) organization may not conduct partisan activities to support or oppose any candidate for public office, including -

- Endorse a candidate
- Make a campaign contribution to or an expenditure for a candidate
- Rate candidates on who is most favorable to their issue
- Let candidates use any of its facilities or resources, unless those resources are made equally available to all candidates at their fair market value

Charities are allowed to conduct nonpartisan activities that educate the public and help them participate in the electoral process (such as) voter education, voter registration and get-out-the-vote drives and candidate forums.

—IRS office of Exempt Organizations

Resources

To learn more go to -

- Nonprofits, Voting and Elections: A guide to nonpartisan voter engagement for 501(c)(3) nonprofit organizations. This guide is available on our website at the following formats:
 - Online Guide
 - National Slide Presentation
 - PDF in English or Spanish
- Alliance for Justice, "Election resources for nonprofits," nonpartisan.org
- IRS, Election Year Activities for Section 501(c)(3) Organizations, February 2006

Activities 501(c)(3) Organizations Can Do On a Nonpartisan Basis

There is a wide range of nonpartisan activities a nonprofit may engage in to encourage voter participation and promote voter education. Among the most common are for:

- Educate Voters on the Process of Voting
- Encourage and Remind People to Vote
- Participate in Get-Out-the-Vote Activities
- Conduct or Promote Voter Registration*
- Become a Poll Worker or Volunteer at the Polls
- Distribute Nonpartisan Sample Ballots, Candidate Questionnaires or Voter Guides
- Sponsor a Candidate Forum
- Educate the Candidates on Your Issues
- Advocate for Your Issues During an Election
- Support or Oppose Ballot Measures as a Lobbying Activity

* Subject to restrictions of funding sources. For example, the federal government sometimes prohibits use of federal funds for voter registration.

Nonprofit VOTE
www.nonprofitvote.org

Nonprofits Can't

- Endorse a candidate
- Make campaign contributions
- Rate or rank candidates
- Let candidates use your facilities or resources, unless they are made equally available to all candidates

If you have a question:

- contact Nonprofit VOTE at info@nonprofitvote.org or
- Bolder Advocacy at advocacy@afj.org

Or visit online:

- Nonprofit VOTE – www.nonprofitvote.org
- Bolder Advocacy – www.bolderadvocacy.org

Voter Registration and Education

Check out our “[Getting Started at Voter Engagement: A Checklist](#)” fact sheet to get more information.

Engaging New Voters report findings

Motivation

- Tie it to client empowerment
- Align it with your mission
- Highlight visibility
- Engage stakeholders
- Motivate and inspire your staff

Implementation

- Designate a point person
- Make it personal
- Rely on your existing services
- Use active tabling to boost results
- Partner up
- Don't leave out staff

https://www.nonprofitvote.org/engaging_new_voters-2/

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https://www.nonprofitvote.org/engaging_new_voters-2/

7 things to do from now until Election Day

1. Promote early voting opportunities
2. Distribute sample ballots
3. Mobilize staff and volunteers
4. Educate voters on the voting process
5. Encourage and remind people to vote
6. Advertise Election Day help
7. Plan an Election Day celebration



**How can voters cast
a ballot by Nov. 3,
2020?**

Making a plan to vote

- Check voter registration status
- Decide how they will cast a ballot
 - ◆ By mail,
 - ◆ Early in person,
 - ◆ On Election Day
- Find out what's on their ballot
- Know what they need to vote



Voting by mail

- Do they have to apply for a mail-in ballot?
 - ◆ Excuse, no excuse, all mail-in
- What do they need to know when they fill in the ballot?
 - ◆ Envelopes, signatures
- How can they turn in their ballot?
 - ◆ By mail, ballot drop box, voting site

[Voting by Mail Factsheet](#)



THE VOTE
#GOVOTE

Voting in person

- Where is their polling location?
- What do they need to bring to the polls?
 - ◆ Face mask, hand sanitizer, identification
- Does their employer have a time off to vote policy?
 - ◆ Paid, unpaid, no policy

I am a voter.TM

Our resources

Resource library

Nonprofit VOTE has an extensive resource library to help you engage your staff and community in all elections covering a variety of topics.

Nonpartisanship - We can help organizations learn the rules and identify what staff can and cannot do to remain nonpartisan

Voter Engagement - Our resources cover voter registration, education, mobilization, and why voting matters to help organizations navigate election information

Engaging with Candidates - Our resources help nonprofits navigate working with candidates leading up to an election

Advocacy - We can support organizations in talking about issues and advocacy in the lead up to an election

Census 2020 - Our “Nonprofits Count: 2020 Census” resource library has everything nonprofits need to know about engaging their communities in the census

www.nonprofitvote.org

Nonprofits countdown to the election

you can expect to find templates for various platforms, extra resources, graphics, and other **tools you need to share information** about the election with the people your nonprofit serves.

<https://www.nonprofitvote.org/sign-up-for-countdown-to-election-guide/>



Nonprofit VOTE

NONPROFITS COUNTDOWN TO THE ELECTION

**IT'S TIME TO GET
#VOTEREADY!**

- LOOK UP YOUR VOTER REGISTRATION STATUS
- LEARN ABOUT WHAT YOUR OPTIONS ARE FOR CASTING YOUR BALLOT
- FIND OUT WHAT'S ON YOUR BALLOT
- CHECK IF YOU NEED ID TO VOTE

**CHECK YOUR STATUS AT:
CANIVOTE.ORG AND BALLOTREADY.ORG**

The graphic is a light blue rectangular box with a red footer. It features the Nonprofit VOTE logo at the top right, followed by the text "NONPROFITS COUNTDOWN TO THE ELECTION". Below that is the main headline "IT'S TIME TO GET #VOTEREADY!" in large, bold, red letters. A list of four tasks follows, each preceded by a red checkmark icon. The footer is a solid red bar with white text that reads "CHECK YOUR STATUS AT: CANIVOTE.ORG AND BALLOTREADY.ORG".

State-by-state guides

State-by-State Guides

that are **printable** and
shareable online.

<https://www.nonprofitvote.org/voting-in-your-state/>



NONPROFIT VOTE STATE FACT SHEET COLORADO



VOTER FAQs:

WHAT SHOULD I KNOW TO BE REGISTERED TO VOTE?

- **How Old Do I Need to Be?** 16 to register, must turn 18 by election day to vote.
- **Can I Register Online?** Yes, see Register to Vote Online.
- **I Have a Felony Record, Can I Still Register?** Yes, after completion of sentence, including parole.
- **I Am Homeless, How Do I Register?** Use any address within a specific county that you regularly return to, such as a shelter, park, etc.
- **Where Do I Register in Person?** At the DMV, a public assistance office, military recruitment center, or in person registration drive.
- **Is There a Residency Requirement?** Yes, you must be a resident for at least 22 days immediately before the election.

WHAT SHOULD I KNOW ABOUT VOTING IN-PERSON?

- **Do I Need ID to Vote?** Yes, see "Voter ID Needs".
- **When Can I Vote?** See the Important Dates.
- **Where Can I Find My Balling Place?** See the state voter portal.



IMPORTANT DATES

General Election: Nov 3

Registration Deadline: Nov 3

Vote by Mail Request Deadline: Oct 26

Early Voting Period: Oct 26 - Nov 2



HELPFUL LINKS

Register to Vote Online:
sos.state.co.us/voter/pages/pub/olvr/verifyNewVoter.xhtml

State Voter Portal:
sos.state.co.us/pubs/elections/vote/VoterHome.html

Voter ID Information:
sos.state.co.us/pubs/elections/vote/acceptableFormsOfID.html

National holidays



October 5-9, National Voter Education Week



October 24, Vote Early Day

Questions?

THANK
YOU!

www.nonprofitvote.org