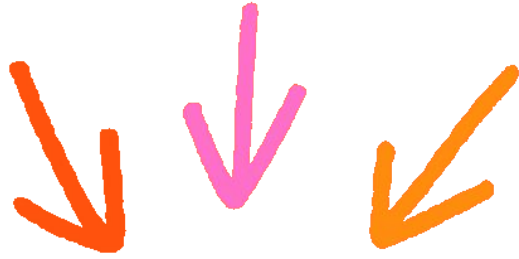


# Strategies for Nonpartisan Voter Engagement

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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

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# 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?

ARE  
**YOU**  
REGISTERED  
TO VOTE?

# 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

# 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”



# 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

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THE  
POWER  
IS IN  
YOUR  
HANDS

03 NOV 20



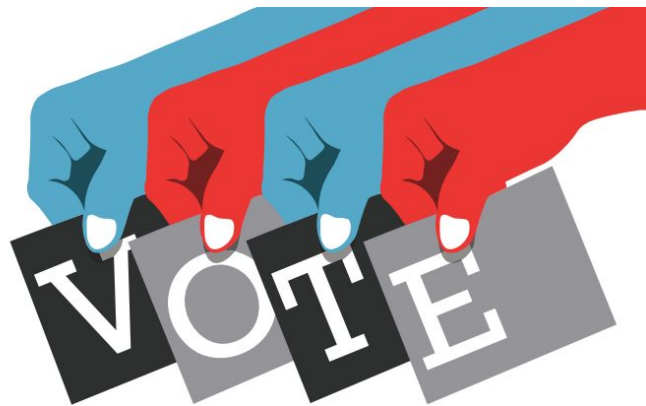
# Engaging with Candidates

## 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

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all together now.



# 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](mailto:info@nonprofitvote.org) or
- Bolder Advocacy at [advocacy@afj.org](mailto:advocacy@afj.org)

## Or visit online:

- Nonprofit VOTE – [www.nonprofitvote.org](http://www.nonprofitvote.org)
- Bolder Advocacy – [www.bolderadvocacy.org](http://www.bolderadvocacy.org)

# Voter Registration and Education

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

# 7 things to do from now until Election Day

- Promote early voting opportunities
- Distribute sample ballots
- Mobilize staff and volunteers
- Educate voters on the voting process
- Encourage and remind people to vote
- Advertise Election Day help
- Plan an Election Day celebration



**LET'S MAKE SOME NOISE**

**TUESDAY, NOVEMBER 3, 2020**

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**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

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# 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

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# 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

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# 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](http://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**

# 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 Polling 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](https://sos.state.co.us/voter/pages/pub/olvr/verifyNewVoter.xhtml)

**State Voter Portal:**  
[sos.state.co.us/pubs/elections/vote/VoterHome.html](https://sos.state.co.us/pubs/elections/vote/VoterHome.html)

**Voter ID Information:**  
[sos.state.co.us/pubs/elections/vote/acceptableFormsOfID.html](https://sos.state.co.us/pubs/elections/vote/acceptableFormsOfID.html)

# National holidays



October 5-9, National Voter Education Week



October 24, Vote Early Day

THANK  
YOU!

[www.nonprofitvote.org](http://www.nonprofitvote.org)