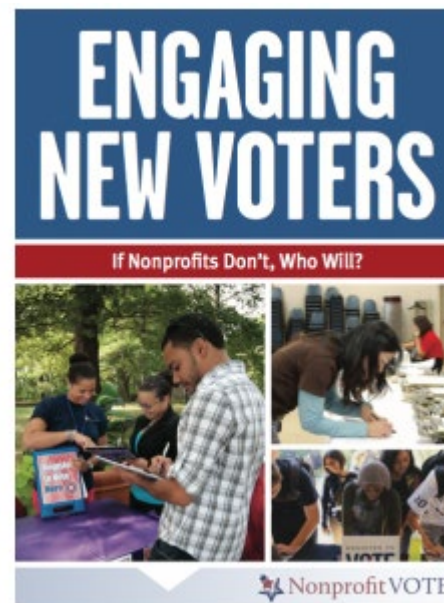
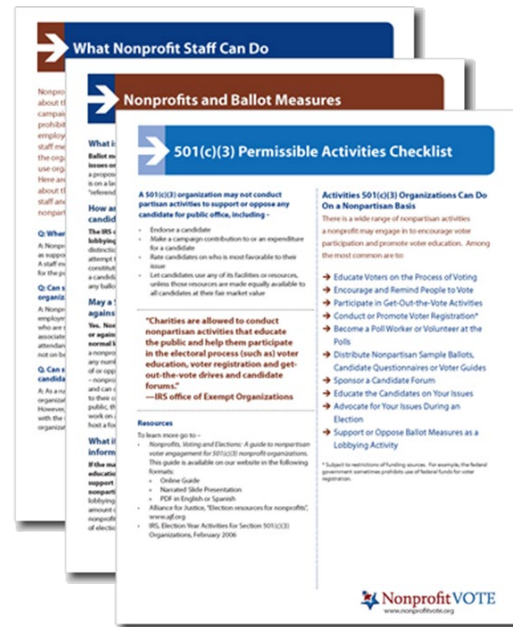


Voter Registration and Engagement at Your Organization

National Family Planning and Reproductive Health
Association

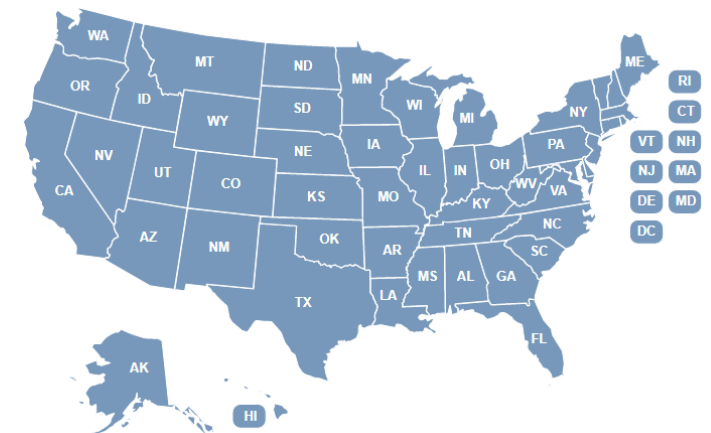
Who we are

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.



Voting In Your State

Official voting information directly from your state's elections website



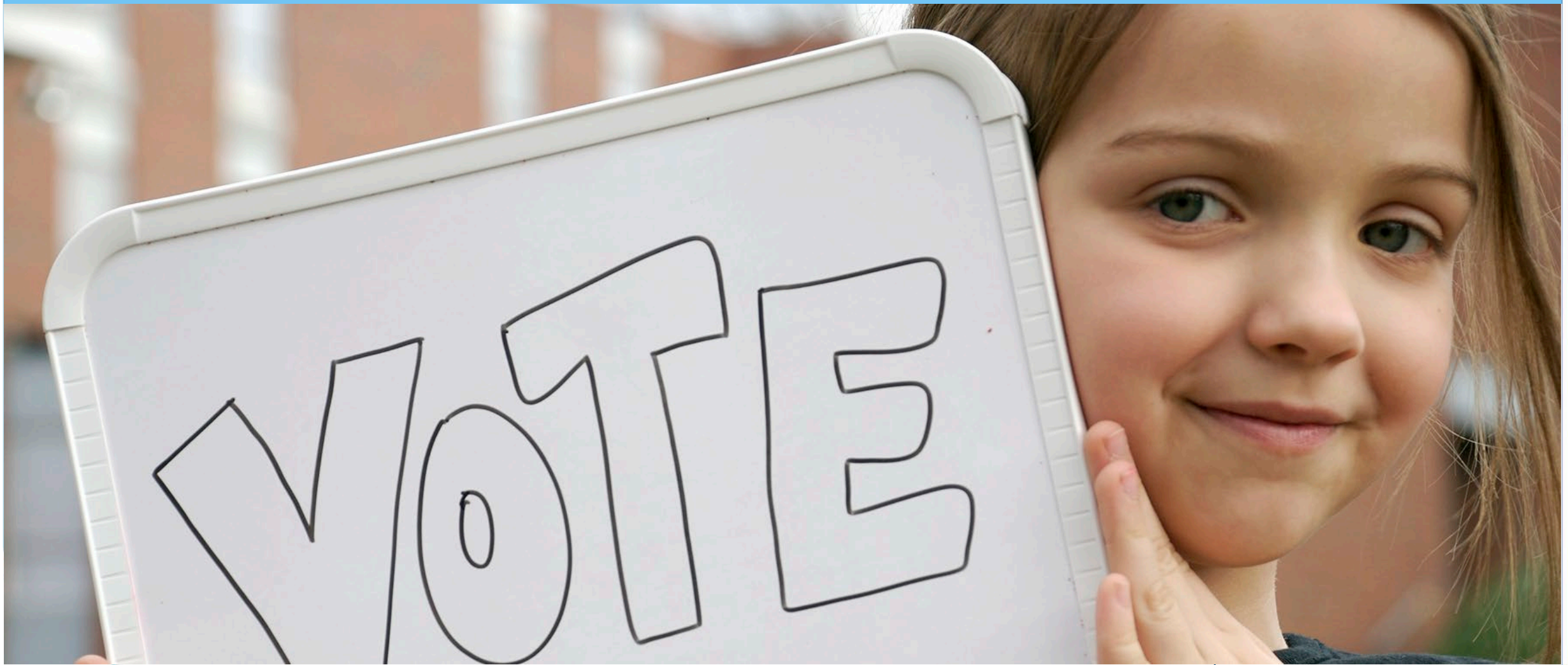
Agenda – At a Glance

What we will cover:

- Why we can and should engage the people we serve as voters
- How to remain nonpartisan when engaging voters
- Making a voter engagement plan
- BREAK (15 min)
- Talking with voters
- Filling out the voter registration form
- Handling data

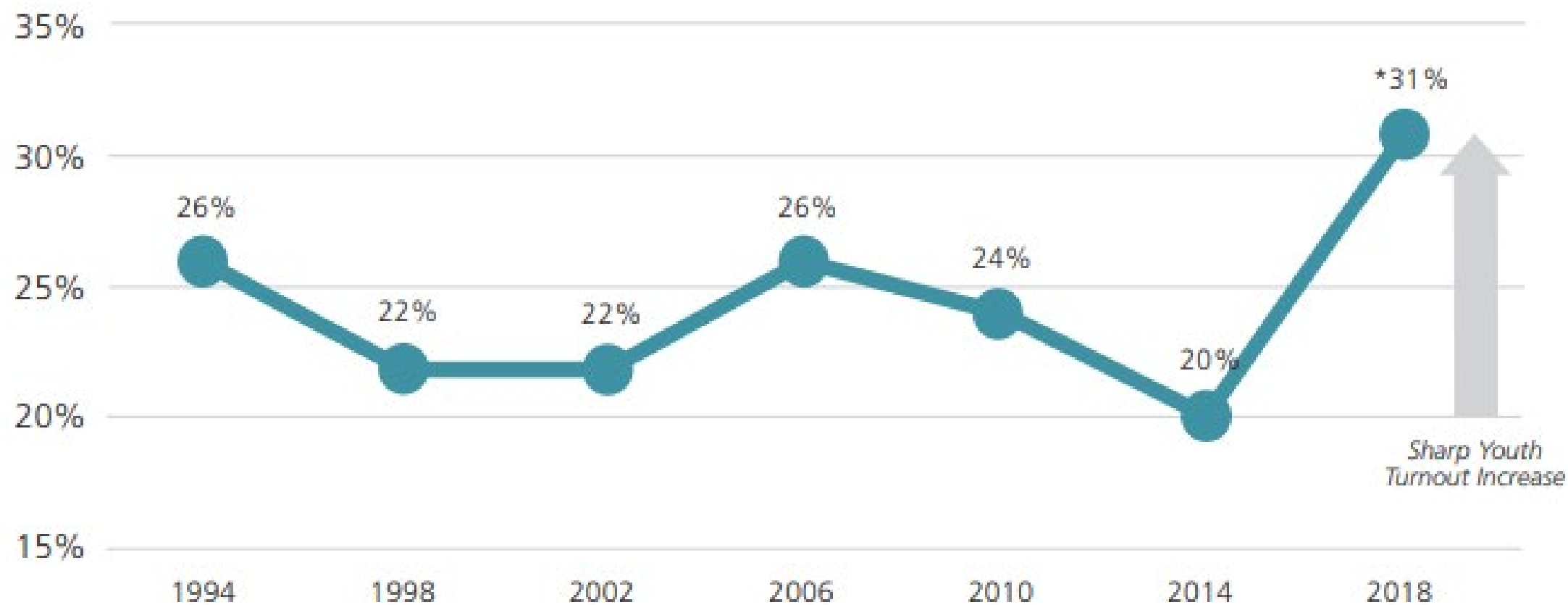


Why engage voters?



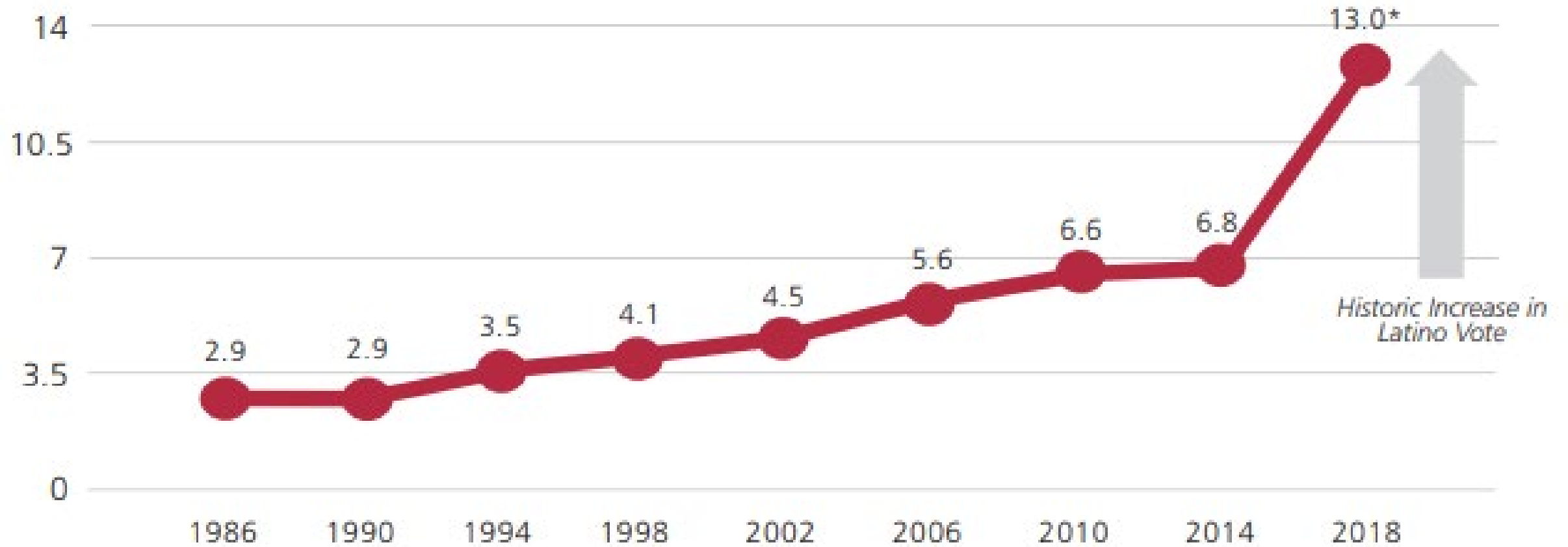
YOUTH MIDTERM TURNOUT INCREASES SHARPLY IN 2018

VOTER TURNOUT BY YOUTH 18-29 YEARS



LATINO VOTE DOUBLES IN 2018

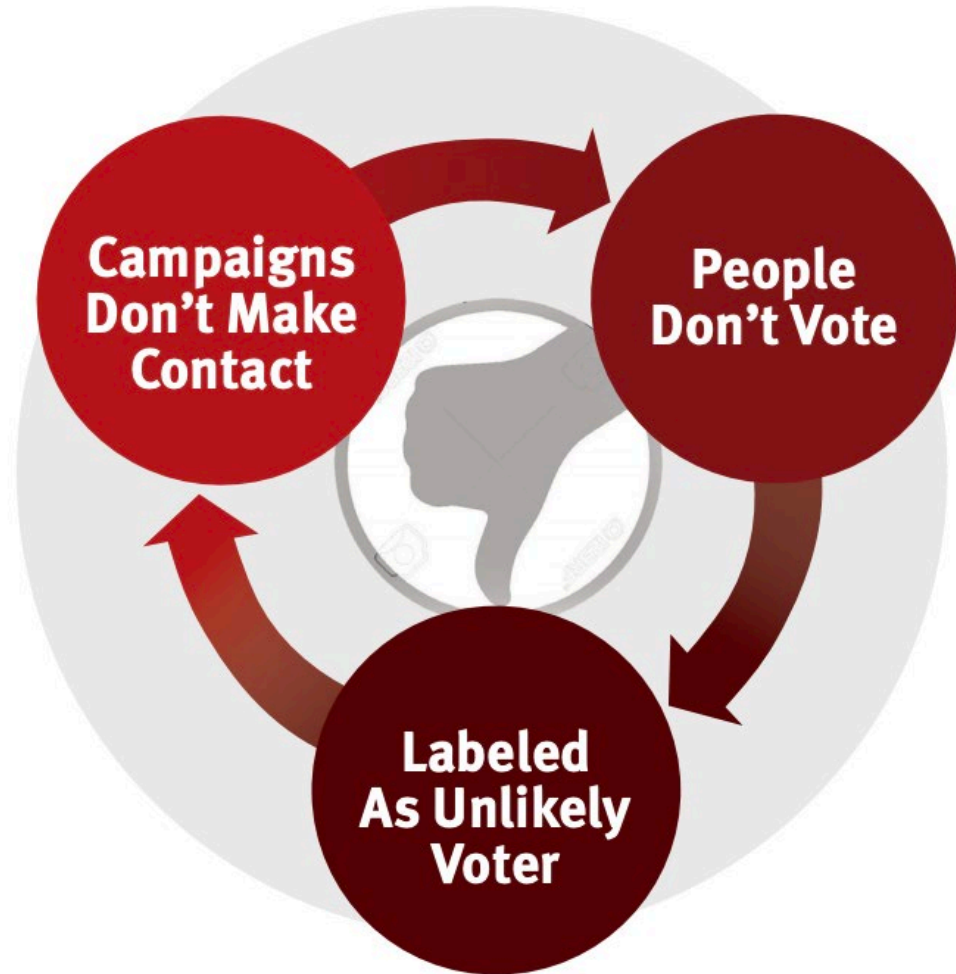
LATINO VOTERS 1986 - 2018 SHOWN IN MILLIONS



Change in Voter Turnout by Characteristic: 2014 to 2018

Characteristic	2014 Voter Turnout	2018 Voter Turnout
Total	41.9	53.4
Age		
18-29	19.9	35.6
30-44	35.6	48.8
45-64	49.6	59.5
65+	59.4	66.1
Race and Hispanic Origin		
White alone, non-Hispanic	45.8	57.5
Black alone, non-Hispanic	40.6	51.4
Asian alone, non-Hispanic	26.9	40.2
Hispanic (any race)	27.0	40.4

Turnout Gaps Become Self-Perpetuating



Campaigns and candidates are not focused on promoting equity in our democracy, they are simply trying to win an election.

As such, they focus their limited time and resources on voters with a history of voting. This fuels a negative feedback loop.

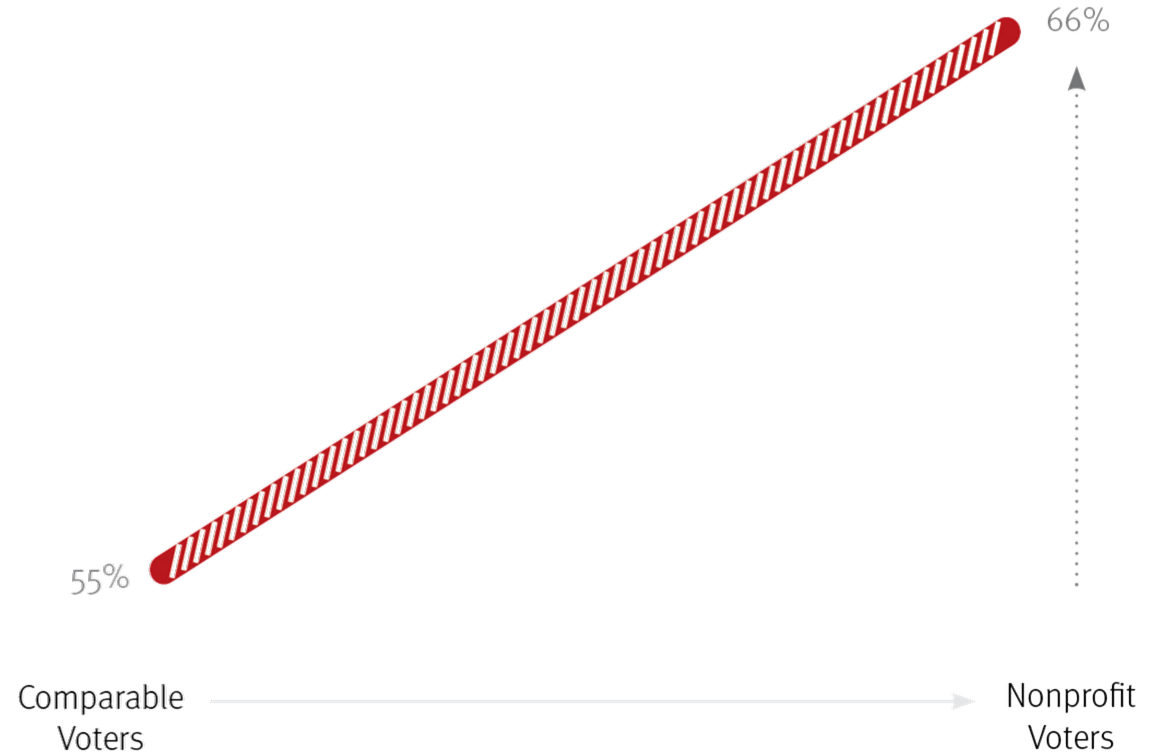
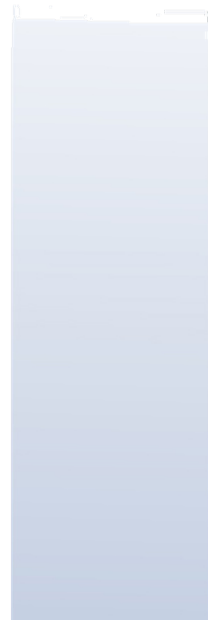
Turnout Gaps Become Self-Perpetuating

Nonprofits have a fundamentally different goal that transcends any one election cycle – to ensure the communities they serve are heard.

Nonprofits have trust, cultural competency, and deep, long-term roots with the communities served

Our research shows, it works!

Overall
Turnout



Why voter engagement matters to us

1. Take one minute to select and think about a question below.
2. Turn to a partner and take three minutes to share your answers (it's okay if you picked different questions!)
 - Have you ever missed an election before? What happened or why did you miss it?
 - Why do you think some of your clients/community members don't vote? Are they too busy, don't understand how the process works, don't know the importance or impact in on their daily lives, or lack trust in the process?
 - For your clients/community that are not eligible to vote, how could having more people in their community voting impact their lives?

Why voter engagement matters to us

1. Find another pair to team up with. Spend 10 minutes discussing the following questions.
 - Do we have the trust of our community and clients needed to engage them as voters? If so, how do you know? If not, how could you gain that trust?
 - If someone served by your organization asked you why you are talking about voting, what would you tell them?

Staying Nonpartisan



Agenda – Staying Nonpartisan

What we will cover:

- Tax rules on nonpartisanship for 501(c)(3) organizations
- Nonpartisan voter registration
- Talking about candidates
- What staff can do

What we will not cover today:

- Regulations for 501(c)(4) organizations
- Lobbying using the 501(h) test or insubstantial part test

Visit BolderAdvocacy.org for factsheets and training on the above topics

- In depth candidate engagement

What a charitable organization CANNOT do

A 501(c)(3) tax-exempt organization may not intervene in any political campaign on behalf of (or in opposition to) any candidate for public office.

*-1954 amendment to US Tax Code
(The Johnson Amendment)**

* The words “or in opposition to” added by Congress in 1987.



What a charitable organization CANNOT do

What that means:

A 501(c)(3) organization may not:

- Endorse a candidate or support a political party
- Donate money or resources to a candidate or party
- Conduct any partisan election-related activity



What a charitable organization CAN do

501(c)(3) organizations **may conduct nonpartisan voter engagement activities** designed to help the public participate in elections:

- Voter Registration
- Voter Education
- Candidate Engagement
- Get Out The Vote (GOTV)



Common nonpartisan activities



Promote voter registration

- Announce deadlines.
- Provide info on where/when to register

Conduct voter registration

- A table in your lobby, at events.
- Register staff and volunteers.
- Conduct a voter registration drive.

KNOW YOUR STATE'S RULES on party affiliation and closed or open primaries

Talking About Candidates



Talking about candidates

Comparing?

It's okay to compare candidates in questionnaires and voter guides. Keep your opinion out of it.

Criticizing?

Avoid making positive or negative statements about candidates. You may correct a factual misstatement related to your issue.

Ranking?

A charity may not publish rankings or ratings of candidates.



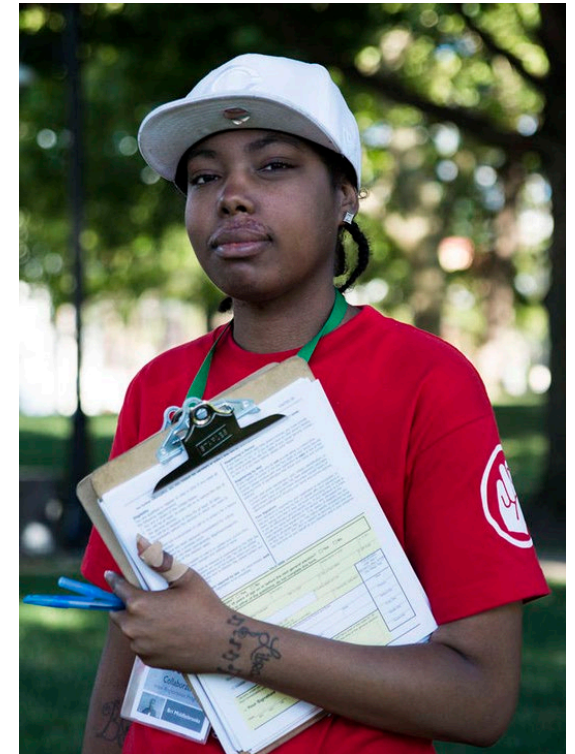
What can we say (or not say) about electeds who are also candidates?
When do they become 'candidates' vs. electeds or public figures? Especially for incumbents?

What staff can do

The Basic Guideline: Nonprofit staff are free to engage in partisan activities, such as supporting a candidate, on their own time (i.e., outside of work).

What to avoid:

- Using nonprofit resources including your paid time for partisan political purposes
- Being partisan when representing your nonprofit at or outside of work



What Staff Can Do

What:

- Volunteer on campaigns
- Attend political events
- Support your candidate
- Run for office

When:

- Personal time outside work hours
- On vacation
- On personal days
- On unpaid leave



If I am the Executive Director of a nonprofit, should I stop my personal giving and personal support to candidates?
If not, how do I handle this in media, social media, etc?

Making the Plan



Preparing for 2020 Elections

1. Recognize your organization's assets
2. Get leadership buy-in
3. Learn your state's voter registration deadlines and procedures
4. Set goals and plan activities



Preparing for the 2020 Elections

Organization Assets

- Number of people of voting age interact with each year
 - Staff, participants, volunteers, Board and community members...
- Number of ways your organization reaches people
 - By website, social media, email
 - By in-person interactions
 - At community events
- Staff 'political nerds'
- Existing and potential partners



Preparing for 2020 Elections

Get Leadership Buy-In

Why?

- Spreads the message voter engagement is important
- Shows promotion of voting supports the mission
- Makes it easier to recruit additional staff to help
- Opens doors to support: communication, \$ and partners

What it looks like

- A presentation to your Board
- A staff memo about the importance of voting and review of time off to vote policies
- A letter from the Director on your website/digital channels
- VE is discussed in staff meetings and strategic plans

Preparing for 2020 Elections

Learn the dates and rules in your state



Registration Drives

If you are submitting voter registration forms on behalf of voters, you need to find out:

- When the deadline is
- How to acquire forms
- Where and when to submit forms
- Who is allowed to help collect forms (do they have to be a resident, registered etc?)

Eligibility and Voting

Clients will have questions! Make sure you know:

- Age of eligibility and other requirements
- Voter ID needed to cast a ballot
- Deadlines and period for absentee ballot requests and early voting
- Where they can figure out their polling place

Preparing for 2020 Elections

**Access the template at
<https://bit.ly/2Yjw71D>**

Making the Ask and Filling out the Form



Making the ask

Best practices for talking to voters

- If you're tabling in your lobby or at a special event, get out from behind that table and invite people to talk to you.
- Talk to everyone you see and always make the ask. If you can, put the clipboard and pen in their hand while you're talking to them
- Connect voting to their lives and the issues they care about.
- Have a conversation, rather than talking at people.

Making the ask

Best practices for talking to voters

DON'T ASK “Are you registered to vote?”

DO ASK:

- “Did you know you have to update your voter registration every time you move? Let’s check your registration to make sure it’s up to date.”
- “Our community needs more voters. Can you help out by updating your registration today?”
- “The deadline for voter registration is approaching. Do you have 2 minutes to make sure you’re registered?”

Filling out the form

Florida Voter Registration Application		Form available online at/Formulario disponible en linea en: registertovoteflorida.gov	
Part 2 - Form (DS-DE #39, R1S-2.040, F.A.C.)(eff. 7/2019)			
This is: <input type="checkbox"/> New Registration <input type="checkbox"/> Record Update/Change (e.g., Address, Party Affiliation, Name, Signature) <input type="checkbox"/> Request to Replace Voter Information Card			
1	Are you a citizen of the United States of America? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		OFFICIAL USE ONLY FVRS No:
2	<input type="checkbox"/> I affirm I have never been convicted of a felony. <input type="checkbox"/> If I have been convicted of a felony, I affirm my voting rights have been restored by the Board of Executive Clemency. <input type="checkbox"/> If I have been convicted of a felony, I affirm my voting rights have been restored pursuant to s. 4, Art. VI of the State Constitution upon the completion of all terms of my sentence, including parole or probation.		
3	<input type="checkbox"/> I affirm that I have not been adjudicated mentally incapacitated with respect to voting or, if I have, my right to vote has been restored.		
4	Date of Birth (MM-DD-YYYY) 01 - 01 - 1945		
5	Florida Driver License (FL DL) or Florida Identification (FL ID) Card Number S123 - 456 - 45 - 789 - 0		If no FL DL or FL ID, then provide: 0123 <input type="checkbox"/> I have NONE of these numbers.
6	Last Name SAMPLE	First Name JOHN	Middle Name E Name Suffix (Jr., Sr., I, II, etc.): JR
7	Address Where You Live (legal residence-no P.O. Box) 123 ANY STREET		City ANYTOWN County VOLUSIA Zip Code 32100
8	Mailing Address (if different from above address)	Apt/Lot/Unit City State or Country Zip Code	
9	Address Where You Were Last Registered to Vote		Apt/Lot/Unit City State Zip Code
10	Former Name (if name is changed)	Gender <input type="checkbox"/> M <input type="checkbox"/> F	State or Country of Birth Telephone No. (optional) () -
11	<input type="checkbox"/> Email me SAMPLE BALLOTS if option is available in my county. (See Public Record Notice above) My email address is:		
Party Affiliation (Check only one. If left blank, you will be registered without party affiliation) <input type="checkbox"/> Florida Democratic Party <input type="checkbox"/> Republican Party of Florida <input type="checkbox"/> No party affiliation <input type="checkbox"/> Minor party (print party name):		Race/Ethnicity (Check only one) <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Black, not of Hispanic Origin <input type="checkbox"/> Hispanic <input type="checkbox"/> White, not of Hispanic Origin <input type="checkbox"/> Multi-racial <input type="checkbox"/> Other:	
		(Check only one if applicable) <input type="checkbox"/> I am an active duty Uniformed Services or Merchant Marine member <input type="checkbox"/> I am a spouse or a dependent of an active duty uniformed services or merchant marine member <input type="checkbox"/> I am a U.S. citizen residing outside the U.S.	
		<input type="checkbox"/> I will need assistance with voting. <input type="checkbox"/> I am interested in becoming a poll worker.	
12	Oath: I do solemnly swear (or affirm) that I will protect and defend the Constitution of the United States and the Constitution of the State of Florida, that I am qualified to register as an elector under the Constitution and laws of the State of Florida, and that all information SIGN/ MARK HERE John E. Sample, Jr		Date 01/01/2020

MOST COMMON MISTAKES

- Forgetting to check the citizenship and age boxes at the top
- Putting a PO box instead of home address
- Putting the day's date instead of their DOB
- Forgetting to sign and date the form

Recruit and train staff and volunteers

Provide training for staff and volunteers on:

- Why this is important
- Answering FAQs about voting
- Answering FAQs about the voter registration form
- Making the ask
- Filling out the form

