



## **Nonpartisan Voter Engagement Resource Guide**

### **Saving the General Election**

#### **Mission Possible: Nonprofits' Mission to Protect & Serve**

While the nonprofit community may be socially distanced, we remain united in our shared commitment to protect and serve the nation's most vulnerable communities. Our democracy relies on ordinary people to not only ensure that elections are conducted efficiently, but to also guarantee that every constituent's vote is counted. The structural inequalities deeply embedded in participatory democracy have undoubtedly imposed barriers to fair and equal access. These disparities are more apparent than ever as the most fundamental tool of civic participation has been challenged by the ongoing global health crisis.

#### **Nonprofit Work Is Never Done: Nonprofits' Role In Developing An Informed Electorate**

Election results will take significantly longer to process due to limited in-person voting capacity and an unprecedented level of mail-in voting. Robust [voter education campaigns](#) will continue to be a lifeline for voters as election administrators amend policies and develop new procedures that mitigate health risks to ensure voting processes nationwide are facilitated in a manner that is in compliance with [public health guidelines](#).

#### **Don't Just Vote, Volunteer: Nonprofit Votes Drive Nonprofit Impact**

With each election, millions of volunteers dedicate themselves to sustaining the backbone of democracy. Nonprofits will be essential in ensuring that elections are conducted safely and securely as election officials nationwide anticipate longer wait times, litigation, and election system challenges. As the most reliable source of information nonprofits are charged with the responsibility of ensuring that the full promise of participatory democracy is afforded to all. This makes us unequivocally equipped to address widespread election anxiety as we navigate through the delays of the certification process. Interfacing with constituents through volunteer

engagement and election management opportunities will help to resolve chaos and confusion. Our organizations are well-positioned to offer solutions that address essential needs for the general election, including the need for low-risk and diverse election workers to staff in-person voting locations and professionals to recruit and train volunteers. It's incumbent upon nonprofits to ensure that equitable voting options are available to support voters with disabilities, populations without reliable access to mail service, and constituents who require language assistance.

The following collection of resources serves as a guide to save the 2020 general election:

### **Partner Toolkits & Resources**

[Voter Engagement Checklist](#): Research indicates that political candidates engage with communities that have higher voter registration and turnout rates. Elections provide a window of opportunity to encourage candidates to listen to the needs of their prospective constituents. This makes nonpartisan voter engagement the most effective method to ensure elected officials are accountable to communities served by nonprofits. This comprehensive tool and [starter kit](#) can be used to ensure that your nonprofits' voter engagement campaign is executed effectively and efficiently.

[Expanding the Ballot Guide](#): This how-to [guide](#) is designed to help voting rights advocates provide on-site language assistance to voters who are not proficient in English. The use or replication of this six-step multilingual poll workers (MPWs) program allows voters to easily cast their ballot in polling locations that serve high concentrations of voters from specific language groups.

[Vote Everywhere Program](#): A civic engagement program that provides extensive training, resources, and peer networks to support local [Andrew Goodman Ambassadors](#) as they work to register voters, dismantle voting barriers, and resolve social justice issues on their college campuses.

[Digital Organizing Toolkit](#): Organizing through a coordinated online presence will play a critical role in fulfilling the sector's mission of ensuring that young voices and votes are a powerful force in democracy. This handy guide allows your nonprofit to expand its in-person engagement online. Digital organizing can supplement—or replace if necessary—your nonprofit's in-person voter engagement activities by increasing your reach, amplifying your message, and enhancing your accessibility.

[My Vote Everywhere Portal](#): An online portal that serves as a one-stop-shop to help voters retrieve relevant election information, including their voter registration status and process, candidates' positions, polling site logistics, text message alerts, voter ID laws, and other pertinent requirements. This tool also includes features that identify and tailor voter education resources for college students and other marginalized populations who are historically disenfranchised.

[Nonprofits' Countdown to Election Day](#): Nonpartisan resource that is designed to help nonprofits seamlessly integrate voter engagement activities into their existing services. This resourceful tool provides templates for various platforms to expand nonprofits' capacity to share information through robust programs that mobilize their affiliate members, volunteers, and community members.

[Voter Registration](#): This resource encompasses a wide range of initiatives that seek to expand voter registration opportunities to tens of thousands of eligible voters who may not register otherwise.

[Vote Early Digital Toolkit](#): [Digital](#) and [Communications](#) toolkits that are designed to support [National Vote Early Day](#), a nonpartisan civic holiday that ensures eligible voters optimize their options to vote early. To ensure maximum participation, this year's inaugural celebration is scheduled ten days prior to Election Day on Saturday, October 24<sup>th</sup>.

[National Voter Education Week Toolkit](#): A complete toolkit with designated [messaging](#), [graphics](#), [PowerPoint decks](#), and [one-pagers](#) that allows nonprofits to integrate curated content into their voter education efforts.

Foundation Voter Engagement Toolkits: Both foundations and nonprofits are well-positioned to support civic engagement within the communities they serve. Increasing voter participation fits well into the social missions and goals of philanthropic organizations, including [Community Foundations](#) and [Private Foundations](#).

[Mail-In-Voting Resources](#): A collection of resources and action plans for election officials, decision makers, and advocacy groups to ensure that vote-by-mail options are equitably expanded in all 50 states.

[Voter Engagement Plan](#): Developing a plan for your organization and neighboring communities will be vital to your voter engagement efforts. This resource will help your nonprofit to consider the important questions that may arise when executing any plan or timeline of engagement.

### **Civic Engagement Campaigns**

[National Vote Early Day](#): National Vote Early Day, celebrated October 24<sup>th</sup>, is a national, nonpartisan campaign that is led by a coalition of nonprofits, businesses, election administrators, and creatives to ensure all Americans know their options to vote early.

[National Voter Education Week](#): National Voter Education Week (NVEW) —Scheduled October 5<sup>th</sup> – 9<sup>th</sup>, is a week-long digital campaign of interactive education that features a variety of voter education tools and resources that educate constituents about their polling location, ballot measures, voting regulations, vote- by- mail policies, and more.

[Nonprofit Staff Vote Campaign](#): Less than half of states mandate paid time off to vote. “Nonprofit Staff Vote” is a civic participation initiative that encourages nonprofit leaders to modernize their organization’s existing voting policy to include paid time off for employees who wish to cast their ballot during early voting or on election day. While policies that authorize unpaid time off accommodate most employees, it still imposes a barrier that requires employees to choose between voting and loss wages. Nonprofits can make a difference by leading with policies that allow their employees to vote early to help alleviate long lines and provide ample time for staff members to serve voters in their communities.

### **Service Opportunities & Volunteer Resources**

[Poll Worker](#): While specific duties and compensation may vary, poll workers often serve as the face of voting locations to inform voters of election processes and procedures, assist with the use of voting equipment, prepare the polling location, verify voter registrations, issue ballots, and more.

[Phone Banking](#): Phone Banking is a proven and effective method to virtually educate voters, expand civic participation, and increase voter turnout.

[Election Protection Volunteer](#): The Election Protection Program is active in all 50 states with field programs and/or voter assistance hotlines to help volunteers discover various ways to support upcoming elections, including opportunities to monitor polling places, serve as a watchdog to report outdated or disinformation, or engage in community outreach to educate constituents about their voting rights.

[Poll Watcher Resources](#): A collection resources for both election officials and poll watchers.

[VolunteerMatch](#): The largest, nationwide directory of virtual volunteering opportunities to help servant leaders find opportunities that allow them to make a difference without having to leave their home.

### **Voter Education Tools & Resources**

[Election Worker Compendium](#): A state by state compilation of election worker laws, regulations, and statutes.

[Nonpartisan Voter Engagement Policies](#): This resource is designed to help nonprofits understand how they can best support their community's needs during early voting and on election day. The policies entailed allow nonprofits to optimize their engagement assets and unparalleled reach to increase civic participation among staff, volunteers, and affiliate members to educate eligible voters about their local voting policies, how to register, early voting options, election reminders, mail-in ballot requirements, and more.

We encourage you to share this resource guide with your personal and professional networks. Additional voter education [tools](#) and [resources](#) can be accessed in the Independent Sector [Election Center](#).