



Engaging Westchester's Nonprofit Voters #914NonprofitsVote

NONPROFIT WESTCHESTER
WESTCHESTER CHILDREN'S ASSOCIATION
CHILD CARE COUNCIL OF WESTCHESTER

Agenda

- ▶ Introductions
- ▶ QuizBowl
- ▶ The importance of nonprofit voter engagement
- ▶ County Budget Game
- ▶ BREAK
- ▶ How to be non-partisan
- ▶ Voter Registration 101
- ▶ Get Out the Vote (GOTV) best practices
- ▶ Resources
- ▶ Data Tracking and Outcomes



QuizBowl



The Importance of Nonprofit Voter Engagement

Voter Gaps

- ▶ Out of nearly **1 million people** in Westchester (some of whom can't vote due to age, citizenship, etc.) **only 553,000 were actively registered to vote**
- ▶ **Only 34% (188K) of those voted in the 2013 County Executive election** vs. 77% in the 2016 Presidential election.

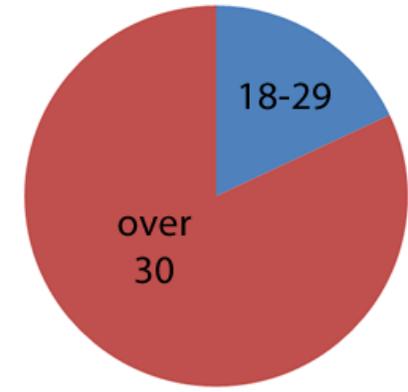
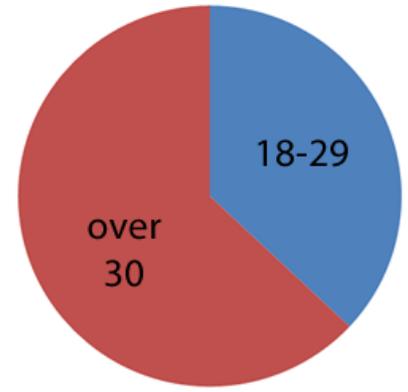
County decisions are being made by less than 20% of the population

Nonprofit Voters

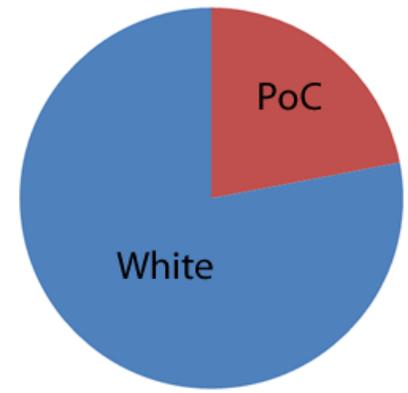
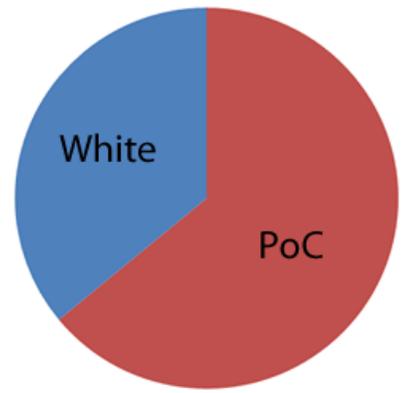
All Voters



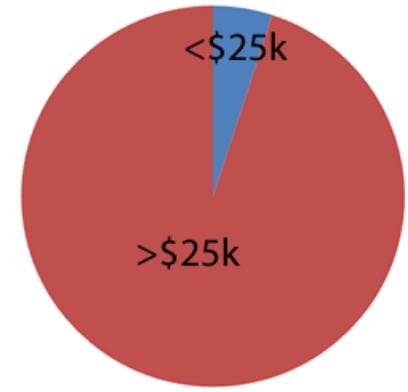
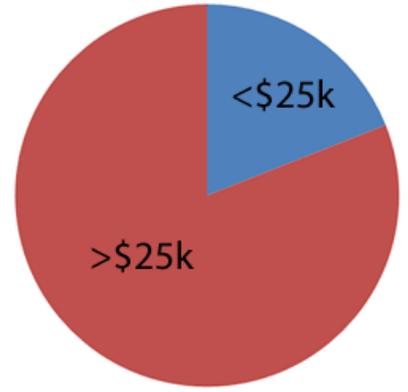
Age



Race/
Ethnicity



Income



Westchester's Nonprofit Influence

- ▶ **As a total sector WE ARE A POWERHOUSE!**
- ▶ **Westchester's nonprofits:**
 - ▶ Employed 53,987 paid workers as of the first quarter of 2013.
 - ▶ **Make up the largest industry in the county**, employing more people than the construction, finance, and wholesale trade industries combined.
 - ▶ **Employ 13.6% of the county's total workforce**—one out of every 7 workers—and 16 percent of the county's private workforce (one out of every 6 private workers).

29%↑

**PLEDGE
CARD
SIGNERS**



15%↑

LATINO

31%↑

BLACK

28%↑

UNDER 30



31%↑

**INCOMES
UNDER
\$25K**



Nonprofit Voter Engagement Builds Strong Communities

- ▶ Voters are more likely to volunteer and be active in civic engagements
- ▶ Elected officials are more likely to respond to the needs of neighborhoods that vote
- ▶ Opportunity to reflect a communities values

Group Discussion

- ▶ Why do you think people do not vote?
- ▶ What are the consequences of low voter turnout?

Nonprofit Voter Engagement Model

**+1
Inform**

Use website, social media & email to promote voting and National Voter Registration Day

**+2
Partner**

Invite Good Government & Organizing groups to do non-partisan voter registration at your sites
Co-sponsor a candidates forum

**+3
Lead**

Identify a lead, create a plan & train staff
Integrate voter registration within programs
Use pledge forms & track voter contacts
Create & distribute voter guides
Send out reminders to vote
Measure success
Conduct voter engagement year-round

RESULTS

Staff, volunteers, participants, & community members recognize their votes matter

so that

Voter turnout
Increases

so that

More informed
political decisions
are made

Nonprofit Voter Engagement Model

Voting research reveals that:

- ▶ People are more likely to vote if contacted by someone they know
- ▶ If one is persuaded to vote by someone they know, they will likely influence a least one additional person to vote

Nonprofit Model

- ▶ Integrated into daily activities
- ▶ Leverages trust, social missions, and community base

Best practices to incorporate into your organization

- ▶ New hire orientations
- ▶ Add it to the Front Desk Associate/Receptionist/Office Assistant job description
- ▶ Make it an agenda item in a staff meeting
 - ▶ Voter education presentation
 - ▶ Interactive game or quiz
- ▶ Department/staff competition
- ▶ Distribute and display flyers and signage
 - ▶ Poster in the breakroom

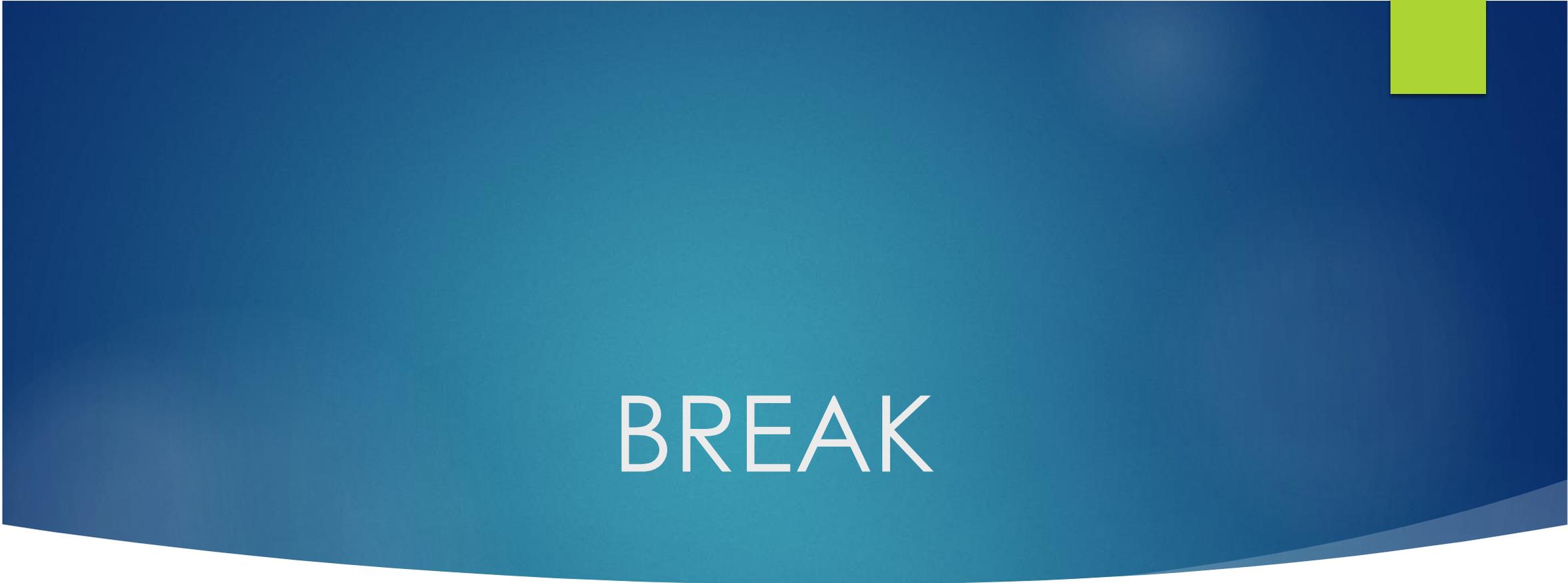


Group Discussion

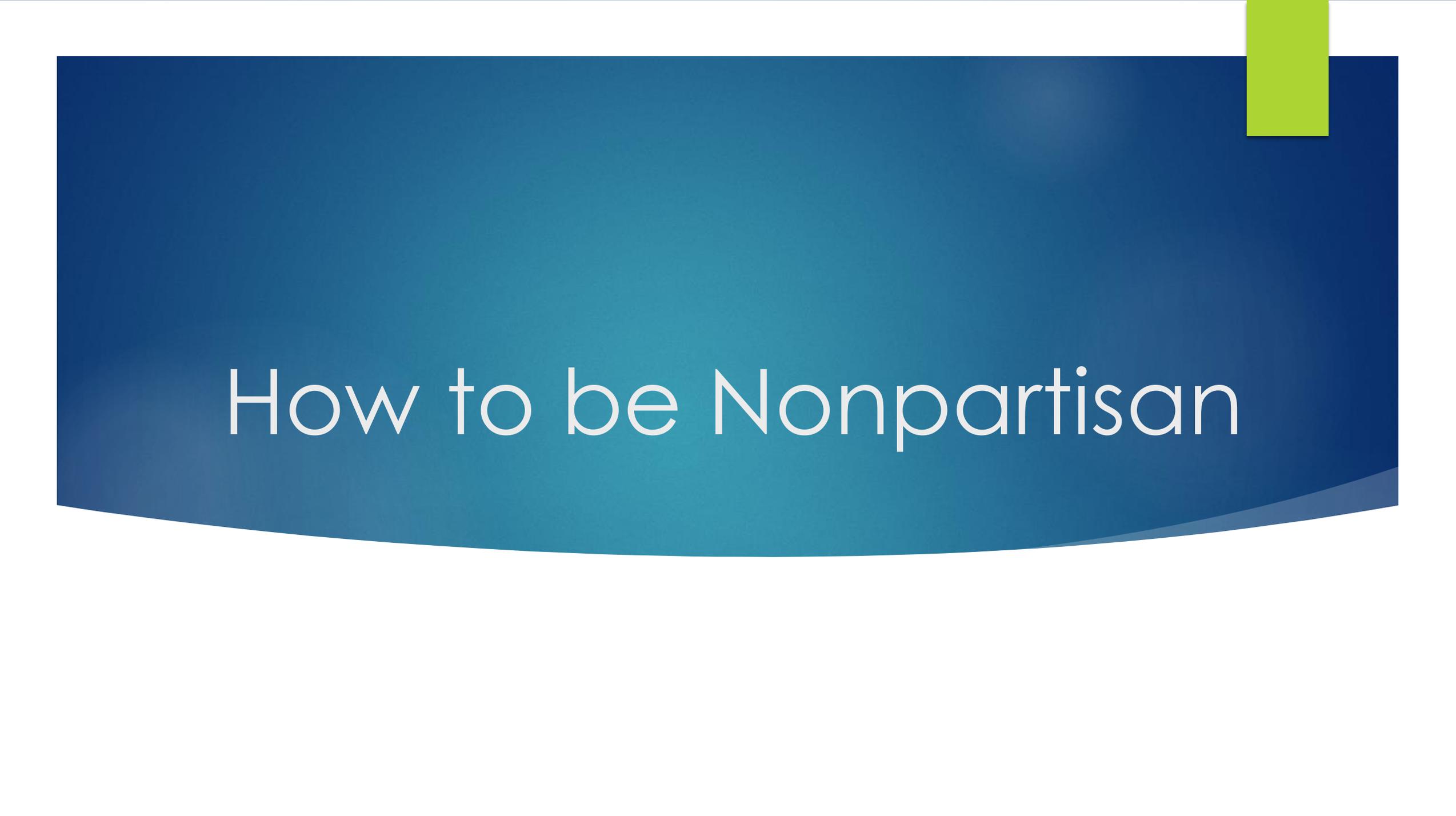
- ▶ How have you engaged staff in the past?
- ▶ Share two different opportunities to talk about the importance of voting and doing voter registration?
- ▶ Are there other activities that you can think of to engage staff outside of the ones mentioned?



County Budget Game



BREAK



How to be Nonpartisan

As an organization

- ▶ **A nonprofit 501(c)(3) organization CANNOT:**
 - ▶ Support or oppose a political party or a candidate for public office
 - ▶ Make endorsements
 - ▶ Donate money and/or resources to a political campaign or candidate
 - ▶ Rate or rank candidates on who is favorable to your issues

Staff

- ▶ Allowed to engage in partisan activities outside of work hours
- ▶ Not allowed to represent the organization during a campaign nor use organizational resources for a candidate

Permissible nonpartisan activities

- ▶ Voter Registration
- ▶ Voter education on the process of voting
- ▶ Voter guides on candidates and ballot measures
- ▶ Candidate forums
- ▶ Educating the candidates
- ▶ Encouraging voter participation (Get Out the Vote)
- ▶ Voting rights and election reform
- ▶ Helping on Election Day



Voter Registration 101

Can they vote?

Sam was convicted of a felony but did not receive a sentence of imprisonment. Is Sam eligible to vote?

YES!

Can they vote?

Katie is currently on probation for a felony conviction. Is she eligible to vote?

YES!

Can they vote?

Bob is homeless and has been for the past year. He frequently stays on the corner 86th Street and 2nd Avenue, but may visit the local shelter every once in awhile. Can Bob register to vote without having a permanent address?

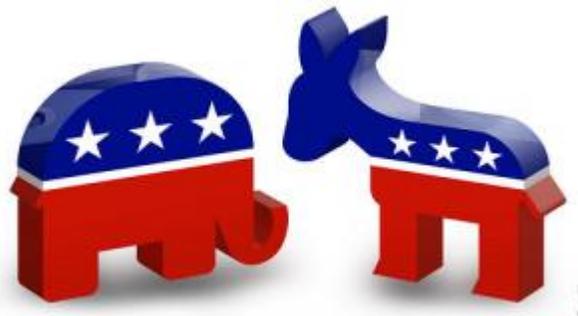
YES!

Eligibility

- ▶ U.S. citizen
- ▶ 18 years old by December 31
- ▶ Lived in Westchester at least 30 days before the election
- ▶ Not incarcerated for a felony conviction
- ▶ Not on parole for a felony conviction
- ▶ Not claim to vote outside of Westchester County

Party Affiliation

Staff can explain that to vote in a primary election one must be enrolled in one of the parties, but staff cannot recommend a party on behalf of the organization





Department of Motor Vehicles

INDIVIDUALS ORGANIZATIONS

TOP ONLINE SERVICES	DRIVER LICENSE & LEARNER PERMIT	ID CARD FOR NON-DRIVERS	COMMERCIAL DRIVER LICENSE (CDL)	REGISTRATIONS & TITLES	CUSTOM PLATES
INSURANCE	DMV RECORDS & FOIL	TICKETS, POINTS & PENALTIES	FORMS	DMV OFFICES	MORE INFO / REGISTER TO VOTE

[MORE INFO / REGISTER TO VOTE / REGISTER TO VOTE / ELECTRONIC VOTER REGISTRATION APPLICATION](#) [v]

[SHARE] [PRINT]

Register to Vote Online - Electronic Voter Registration Application

How can I register to vote online?

You can use the DMV Electronic Voter Registration Application to register to vote or to update the information you have on file with the New York State Board of Elections.

Updated information could include providing your County or City Board of Elections with your new name, new address, or changing a party enrollment. We forward completed applications to the appropriate County or City Board of Elections for approval and processing. Learn more about [Electronic](#)

Before You Start

To register to vote online, you will need your

- Most recently issued NYS Driver License, Permit or Non-Driver ID
- Social Security Number

do it now online.

Do it by mail

To register by mail, visit the [NYS Board of Elections website](#) to download a Voter Registration Form.



New York State Voter Registration Form

Register to vote

With this form, you register to vote in elections in New York State. You can also use this form to:

- change the name or address on your voter registration
- become a member of a political party
- change your party membership

To register you must:

- be a US citizen;
- be 18 years old by the end of this year;
- not be in prison or on parole for a felony conviction;
- not claim the right to vote elsewhere.

Send or deliver this form

Fill out the form below and send it to **your county's address** on the back of this form, or take this form to the office of your County Board of Elections.

Mail or deliver this form at least **25 days before the election** you want to vote in. Your county will notify you that you are registered to vote.

Questions?

Call your **County Board of Elections** listed on the back of this form or 1-800-FOR-VOTE (TDD/TTY Dial 711)

Find answers or tools on our website www.elections.state.ny.us

Verifying your identity

We'll try to check your identity before Election Day, through the **DMV number (driver's license number or non-driver ID number)**, or the **last four digits of your social security number**, which you'll fill in below.

If you do not have a **DMV or social security number**, you may use a valid photo ID, a current utility bill, bank statement, paycheck, government check or some other government document that shows your name and address. You may include a copy of one of those types of ID with this form—be sure to tape the sides of the form closed.

If we are unable to verify your identity before Election Day, you will be asked for ID when you vote for the first time.

Información en español: si le interesa obtener este formulario en español, llame al 1-800-367-8683

中文資料:若您有興趣索取中文資料表格, 請電:1-800-367-8683

한국어: 한국어 양식을 원하시면 1-800-367-8683 으로 전화 하십시오.

! It is a crime to procure a false registration or to furnish false information to the Board of Elections. Please print in blue or black ink.

! Qualifications

1 **Are you a citizen of the U.S.?** Yes No
If you answer *No*, you cannot register to vote.

2 **Will you be 18 years of age or older on or before election day?** Yes No
If you answer *No*, you cannot register to vote unless you will be 18 by the end of the year.

Your name

3 **Last name** _____ **Suffix** _____
First name _____ **Middle Initial** _____

More information

4 **Birth date** 5 **Sex** M F

6 **Telephone (optional)**

The address where you live

7 **Address** (not P.O. Box) _____
Apt. Number _____ **Zip code** _____
City/Town/Village _____
New York State County _____

The address where you receive mail
Skip if same as above

8 **Address or P.O. Box** _____
P.O. Box _____ **Zip code** _____
City/Town/Village _____

Voting history 9 **Have you voted before?** Yes No 10 **What year?** _____

Voting information that has changed 11 **Your name was** _____
Your address was _____
Your previous state or New York State County was _____

Identification 12 New York State DMV number _____
You must make 1 selection Last four digits of your Social Security number X X X - X X - _____
For questions, please refer to *Verifying your identity* above. I do not have a New York State driver's license or a Social Security number.

Political party 13 Democratic party
You must make 1 selection Republican party
 Independence party
 Conservative party
 Working Families party
 Other _____
 I do not wish to enroll in a party

To vote in a primary election, you must be enrolled in one of these listed parties — except the Independence Party, which permits non-enrolled voters to participate in certain primary elections.

Optional questions 14 I need to apply for an Absentee ballot (optional).
 I would like to be an Election Day worker (optional).

! Affidavit: I swear or affirm that

- I am a citizen of the United States.
- I will have lived in the county, city or village for at least 30 days before the election.
- I meet all requirements to register to vote in New York State.
- This is my signature or mark in the box below.
- The above information is true, I understand that if it is not true, I can be convicted and fined up to \$5,000 and/or jailed for up to four years.

15 **Sign** _____
Date _____

Voter Registration Form

▶ **Section 2**

- ▶ You may register to vote if you will turn 18 by the end of the year
- ▶ You may vote if you are 18 on Election Day

▶ **Section 3**

- ▶ Name must match the name on your ID

▶ **Section 6 & 7**

- ▶ Phone number and email are not required, but are helpful in case the BOE needs to contact you regarding your registration form

▶ **Section 9**

- ▶ If homeless write an address where you can receive mail

Voter Registration Form

- ▶ **Section 10**
 - ▶ Not required but helpful if updating voter information
- ▶ **Section 12**
 - ▶ Helpful for BOE to find voting record
- ▶ **Section 13**
 - ▶ Must make one selection
 - ▶ If voter does not have a social security number or DMV number, they must attach a valid photo ID, government document, bank statement, utility bill, or paycheck to the form
- ▶ **Section 16**
 - ▶ Review voter form and affirm that they meet all of the criteria to register

Get out the Vote (GOTV) Best Practices

**GET OUT
THE VOTE!**



- ▶ Having the CEO/ED send an email reminding staff of time off for voting policies
- ▶ Facilitating a staff activity on the election's impact on the community your serve
- ▶ Circulating a nonpartisan voter guide
- ▶ Making announcements at staff meetings
- ▶ Display flyers in the office/site/agency

Important Dates

Sept 26 – National Voter Registration Day

Oct 13 - deadline to register for 2017
general election

Nov 7 - general election

▶ polls open 6am-9pm

Steps To Success

- ▶ All staff members are registered to vote
- ▶ All staff members complete a Pledge Card
- ▶ Pledge Cards collected and data provided to NPW
- ▶ NPW sends text reminders
- ▶ NPW provides each participating organization with a report on voting rates

Need to **register** to vote or **update registration**?

Y E S

N O

Complete registration form and **send it to NPW** (address below) for submission within one week of completion. Advise person to look for confirmation postcard from Board of Elections.

Give the pledge cards to staff **personally** and collect the completed cards immediately. Give them a Voter Information Card to take with them.

- Don't leave them out on a table.
- Don't let people take them to complete later.
- **Note:** People who complete voter registration forms should also complete a pledge card.

Provide information for each pledged voter to NPW at **least once per week**. You can do this in three ways:
NOTE: We strongly encourage you to enter the data directly into the google form linked below, but if you don't have the staff resources then send it to us using one of the other options provided. The important thing is to send it to us as you go; don't save it up until the end!

Enter the information at:
<http://bit.ly/914NonprofitVoterInfo>

Scan the address side of each card and email to vote@npwestchester.org

Mail the pledge cards to:
NPW c/o MHA
344 Main Street
Mount Kisco, NY 10549

NPW will send you a report on voting rates for pledged voters a few weeks after the election. This report will not tell you who voted or how they voted, just total voting rates for the number of people you submitted.

Resources

914NonprofitsVote.org



Your Voter Engagement Plan