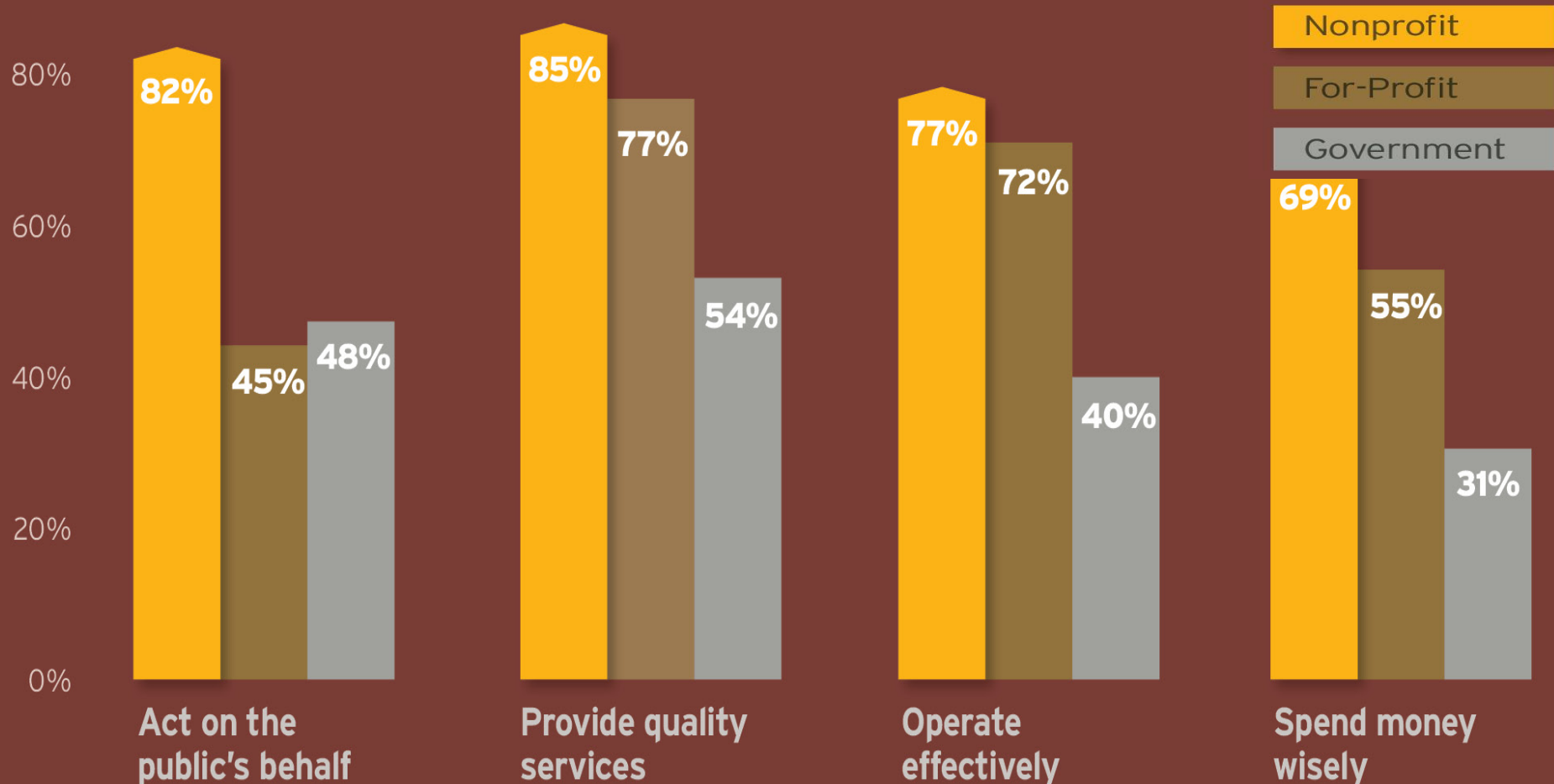




Election 2018 and Beyond:

Engaging Our Communities

The public trusts nonprofits.



Nonprofits are effective vote mobilizers

- Nonprofits are already known and trusted by under-voting groups
- People who register to vote through a nonprofit are more than twice as likely to vote as others
- Nonprofits believe in participatory democracy
- Nonprofits know what is at stake



What If We All Voted?

If everyone who worked or volunteered in healthcare voted . . .

If everyone who worked or volunteered in the environment voted . . .

If everyone who worked or volunteered in the arts voted . . .

937,000 nonprofit employees in California
7 million volunteers
We're a big voting bloc!



What nonprofits **CAN'T** do about voting



⌘ Endorse a candidate

⌘ Oppose a candidate

⌘ Engage in partisan voter registration
(ie. Only registering one party)

⌘ Put up signs about a candidate

⌘ Donate money or resources to a candidate

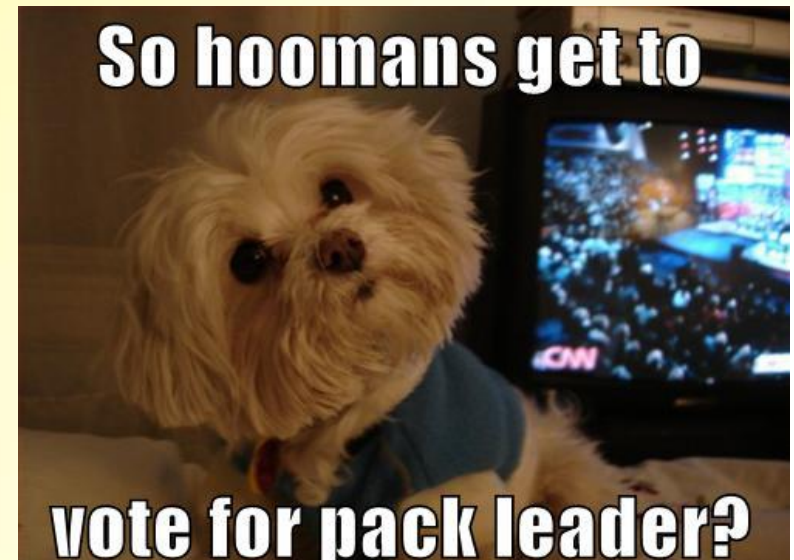
What nonprofits **CAN** do about voting

Everything else!!!



3 Components of Voter Engagement

1. Voter registration & re-registration
2. Voter education
3. Get Out the Vote (GOTV)



Board Members and Volunteers

Talk about voting and the issues with your co-workers, staff, volunteers or anyone who will listen over lunch, during a staff meeting or host a community event.

If you have something like “board member agreement,” add to it:
“Board members will vote in every election while they are on the board.”



Integrate voter engagement into all your activities



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Voter Registration



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Put up voter registration signs.



- Put up a sign saying you have voter registration materials
- Be willing to register for any party
- Don't connect voting to a candidate



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Help people register online.



Voter Registration Form

☐ español (Spanish)

To begin your registration, please select one of the following:

☐ I am a **California resident** living in the United States.

☐ I am one of the following:

- 1) an absent military uniformed citizen,
- 2) a military spouse or dependent citizen,
or
- 3) a non-military citizen living overseas.

Next



Make sure everyone is registered at their current address.



Change-of-address is registering people too!



Voter Education




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Publish or publicize nonpartisan analysis.



SMART Voter
League of Women Voters
California

Nonpartisan Election Information

- 1 Polling place with map
Street Address
Zip
- 2 Personalized ballot with candidate statements and ballot issues
- 3 Election results national, state, and local

PACIFIC BELL  <http://www.smartvoter.org> 
League of Women Voters California Education Fund

MapLight Voter Guide Nonprofit, nonpartisan




English Español

Jun. 5, 2012 CA Propositions: 28 | 29

Register to Vote | Where do I Vote? | About | Help | Press Inquiries

Prop. 29: Cigarette Tax

Imposes additional tax on cigarettes for cancer research.

Share   

Summary ①

Imposes additional five cent tax on each cigarette distributed (\$1.00 per pack), and an equivalent tax increase on other tobacco products, to fund cancer research and other specified purposes. Requires tax revenues be deposited into a special fund to finance research and research facilities focused on detecting, preventing, treating, and curing cancer, heart disease, emphysema, and other tobacco-related diseases, and to finance prevention programs. Creates nine-member committee charged with administering the fund.

- ⊕ WHAT YOUR VOTE MEANS
- ⊕ HOW MUCH WOULD IT COST
- ⊕ CAMPAIGN ARGUMENTS
- ⊕ CAMPAIGN INFORMATION
- ⊕ ADDITIONAL INFORMATION

Funding ①

✓ YES			✗ NO		
RANK	CONTRIBUTOR NAME	TOTAL	RANK	CONTRIBUTOR NAME	TOTAL
1	LANCE ARMSTRONG FOUNDATION	\$1,500,000	1	PHILIP MORRIS (ALTRIA)	\$9,461,691
2	AMERICAN CANCER SOCIETY	\$1,295,086	2	R.J. REYNOLDS TOBACCO COMPANY (REYNOLDS AMERICAN INC.)	\$3,177,392
3	AMERICAN LUNG ASSOCIATION	\$374,061	3	U.S. SMOKELESS TOBACCO (ALTRIA)	\$1,042,080
4	VOTERS ORGANIZED FOR COMMUNITY EMPOWERMENT - VOICE	\$152,188	4	AMERICAN SNUFF COMPANY (REYNOLDS AMERICAN INC.)	\$500,000
5	AMERICAN HEART ASSOCIATION	\$138,028	5	SANTA FE NATURAL TOBACCO COMPANY (REYNOLDS AMERICAN INC.)	\$328,000
more...		\$3.8 million raised in total	more...		\$14.8 million raised in total

Encourage people to attend community forums and debates.



8. Take stands on ballot measures and explain why.

California Ballot Propositions for November 6, 2012 that will support the Five Acres' Mission

By voting NO:

Proposition 30

*Does **not** support safety, well-being, or permanency.*

Will not increase sales tax to 7.5% for four years or impose over 10% tax rate on top 3% of California tax payers for seven years. If approved there are no set plans to properly fund the education system or public safety.

By voting YES:

Proposition 35

Supports the safety and well-being of the clients and families we serve.

Will increase prison terms for human traffickers, require them to register as sex offenders and disclose their internet accounts. Will require criminal fines from convicted human traffickers to pay for services to help victims. Will mandate law enforcement training on human trafficking.

Proposition 36

Supports the well-being and permanency of the families

Will limit the Three Strikes Law to offenders of serious or violent crimes. Will allow nearly 3000 prisoners to request a resentencing hearing and potentially save the state \$70 to



Voter Mobilization



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Remind everyone to vote!

- Remind everyone – staff, volunteers, constituents – to vote by mail
- Remind everyone it's election day
- Offer to give constituents rides to polling places
- Call and email people to remind them to vote: a great volunteer project
- Ask people to make a plan for when they will vote and how they'll get to the polls.
- Remind staff they can have up to 2 hours paid time off to vote




Voter mobilization



Wait a minute . . .

“give staff two hours of paid time to vote?”



Polls are open from 7:00 a.m. to 8:00 p.m. each Election Day. If you are scheduled to be at work during that time, California law allows you to take up to two hours off to vote, without losing any pay.

You may take as much time as you need to vote, but only two hours of that time will be paid.

Your time off for voting can be only at the beginning or end of your regular work shift, unless you make another arrangement with your employer.

If you think you will need time off to vote, you must notify your employer at least two working days prior to the election.

California Elections Code section 14000

VoteWithYourMission.org

Nonprofit votes count.



When nonprofits use our voting power, we advance our causes, make our voices heard and change the world for the better.

CalNonprofits is proud to launch our **2014 Vote With Your Mission** campaign. **Join us!**

Goals of this campaign:

- For nonprofits to mobilize their staff, volunteers and constituents as voters this year
- For policymakers to appreciate the nonprofit community as a powerful voting force



Count me in!

This June 3rd and November 4th I will vote with my values and my mission.



California's nonprofits & the communities we serve

Vote with Your Mission is sponsored by the California Association of Nonprofits, a statewide policy alliance whose mission is to bring the full power of California's nonprofits to strengthening communities. For more information, go to www.votewithyourmission.org or www.calnonprofits.org.

Pledge to vote!

Sign up and get free poster, stickers for your nonprofit, online registration flyers



About Vote with Your Mission

Vote with Your Mission is the campaign to help nonprofits mobilize their staff, volunteers, and constituents as voters.

Sign on to Vote with Your Mission:
www.votewithyourmission.org



Thank you!

Nancy Berlin

nancyb@calnonprofits.org



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