



NATIONAL LOW INCOME
HOUSING COALITION

2014 VOTERIZATION Plan

Completing a Voterization plan for your agency will help you assess how best to incorporate voter registration, education, and mobilization into your agency's work. This plan template presents a menu of activities that your organization may want to consider. The companion *Voterization Narrative* provides additional information. Please let us know you are participating!

Contact NLIHC's Outreach Team at 202-662-1530 or outreach@nlihc.org with a description of your project.

WHY BECOME VOTERIZED?

Below are some reasons that organizations have undertaken Voterization projects. Check those that apply to your organization, and add any others that apply.

- Engage residents in civic participation and help them become familiar with how decisions of elected officials affect their lives.
- Educate elected officials on low income housing issues and on how their decisions affect residents.
- Build power with elected officials.
- Help develop residents' leadership skills.
- Assist residents in meeting community service requirements, if applicable.
- Earn positive press for your program or project.
- Other: _____

LEGALLY SPEAKING

501(c)(3) organizations can, and should, engage in nonpartisan election-related activity, including voter registration, education, and mobilization. 501(c)(3)s cannot in any way support or oppose particular candidates. For detailed information on these issues:

- Contact the Office of the Secretary of State or Board of Elections in your state to learn your state's rules for third-party voter registration.
- Take a look at the Permissible Activities Checklist put together by Nonprofit VOTE at: www.nonprofitvote.org/documents/2010/09/501c3-activities-en.pdf
- Participate in NLIHC's webinar series on Voterization. Sign up for the sessions at: <http://nlihc.org/VOTE>
- Visit the League of Women Voters at www.vote411.org for the latest information on voting in your state.
- Read and review Nonprofits, *Voting & Elections* produced by Nonprofit VOTE at: <http://bit.ly/1qFLEBk>

REGISTERING VOTERS

Setting Goals for Registering Voters

A. How many residents/clients does your agency have?

B. What percentage of your clients will you register? What number?

C. Will your agency also register other low income members of the community, beyond your clients? If so, how many?

D. What is your agency's total goal for new registrants (B+C)?

E. How many weeks do you have until the deadline to register voters?

F. How many people must you register on average per week to meet your goal?

Assigning Responsibilities

A. What staff person will ultimately be responsible for meeting registration goals?

B. What resident leaders will have responsibility for meeting registration goals?

Preparing To Register Voters

Your local Board of Elections can be a valuable source of information as you plan to register clients to vote.

You will want to check in with them to:

- Learn the registration deadline for the general election in your state.
- Ask whether anyone can register voters in your state, or whether a person must first become deputized or meet other requirements.
- Request the voter rolls for your locality. There may be a small charge for this, but it's important; you will use this list to determine which of your residents and clients are already registered, and which need to change their official voting address.
- Request enough voter registration forms to meet your registration goals.

Are there special requirements someone must meet before registering voters?

Who will obtain the county voter list and pick up the voter registration forms?

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REGISTRATION CHECKLIST

For each section, check those ways in which your agency will register voters. In the space after the activity, list the staff or resident(s) who will carry out the activity, and the timeframe for carrying it out.

STAFF TIMEFRAME

Fitting Voter Registration Into Your Agency's Regular Contact With Residents

- Add voter registration to the client intake process. Specifically, ask people to register and assist them in completing the form; don't just provide the form.
- Register clients when they come in to receive your services.
- Train all staff and volunteers who work directly with clients to be able to answer questions and assist with registration forms.
- Add a voter registration component to all job training, computer, or other classes offered by your agency.
- Other: _____

Planning Specific Voter Registration Activities

- Hold a social or other event at which voter registration is an activity.
- Host an event for National Homeless and Low Income Voter Registration Week (Sept. 27-Oct. 3, 2014), www.nationalhomeless.org/campaigns/voting
- Other: _____

Organizing A Door-To-Door Campaign

- Train residents, staff, and other volunteers who are already registered to go door-to-door to register low income renters. Use the county voter list to determine who needs to be registered and whose registration needs to be updated.
- Appoint residents as building captains, floor captains, etc. Ensure they are trained on the rules in your state, and make them responsible for registration (and turnout) where they live.
- For locked buildings where you have not recruited a resident captain, approach landlords to ask if they will allow door-to-door registration or a registration table in the lobby.
- Consider offering public recognition to those who register the most new voters or the highest percentage of their area.

Reaching Out To the Community

- Have your registrars reach out into the community to register other low income, homeless or underrepresented people.
- Provide a voter registration and information table at neighborhood events.
- Make sure everyone on the staff and board is registered!

KEEPING RECORDS

Keeping records of the people you register to vote helps both with determining whether you have met your registration goals and with planning Get Out The Vote activities. NLIHC has a sample database that you can use for recordkeeping at the end of this document.

Where allowable by law, one easy way to gather the information for your list is to collect voter registration forms from new registrants, then photocopy the forms or portions of forms before mailing them in. You can also have new registrants fill out a two-part pledge card. They will keep the half of the card that reminds them of their pledge to vote; you will keep the half with their contact information.

Who will be responsible for keeping records of who becomes registered to vote?

EDUCATING CLIENTS AND ELECTED OFFICIALS

A. What staff person will ultimately be responsible for meeting education goals?

B. What resident leaders will have responsibility for meeting education goals?

EDUCATION CHECKLIST

For each following section, check those ways in which your agency will educate voters and candidates. In the space after the activity, list the staff or resident(s) who will carry out the activity, and the timeframe for carrying it out.

STAFF TIMEFRAME

Educating Clients on Voting And Their Rights As Voters

- Educate clients on new I.D. requirements for voter registration and voting in your state.
- Obtain sample ballots from your county's Board of Elections and distribute to residents.
- Arrange for someone from your county's Board of Elections or County Clerk's office to come to your agency to provide a demonstration of your county's voting machines and explain people's rights as voters.
- Host a discussion on the importance of voting and what can be gained by increasing the percentage of voters from the agency.
- Encourage residents to sign up with the Board of Elections as poll workers.

Educating Clients on the Issues

- Obtain materials on current affordable housing issues from NLIHC, <http://nlihc.org/issues>
- Host a discussion on who clients' elected officials are, and the connection between what those officials do and your clients' lives.
- Arrange for clients to attend or watch a candidate debate or public forum.
- Ask all candidates to complete a candidate questionnaire and distribute their answers. Publish the answers on your website, if possible. For information on putting together a questionnaire or hosting a forum, see: <http://bit.ly/1gD2hdR>
- Other: _____

Educating Candidates

- Include information on your agency when sending candidates your questionnaire.
- Encourage clients to write letters to the editor explaining why affordable housing is an important issue for them.
- Prepare clients for asking questions at candidate forums or town hall events.
- Arrange for each candidate for a particular office to take a tour of your agency and speak with clients.
- Other: _____

PROTECTING THE RIGHT TO VOTE

Some low income people, including people experiencing homelessness and ex-felons, are at a greater risk of being turned away from the polls on Election Day, or otherwise being disenfranchised. Find information on protecting people's rights to vote at www.nationalhomeless.org/campaigns/voting. You may also want to contact a local attorney who is experienced in voter protection. He or she can help identify potential issues locally, and can also be on call on Election Day in case anyone experiences problems voting.

Who will be responsible for ensuring the rights of the people you work with are protected on Election Day?

MOBILIZING VOTERS

Setting Goals for Getting Out the Vote

A. What is the total number of people your agency plans to register to vote (from page 2)?

B. How many additional clients are already registered (from the voter list you obtained from your county's Board of Elections)?

C. What is your total number of potential voters (A+B)?

D. What percentage of these people would you like to see vote on Election Day?

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Reminding, Goadng, and Cajoling People To Vote

A. What staff person will ultimately be responsible for meeting mobilization goals?

B. What resident leaders will have responsibility for meeting mobilization goals?

PLANNING FOR ABSENTEE BALLOTS AND EARLY VOTING

In all states, absentee ballots can be requested by residents who are unable to get to the polls on Election Day. In some states, all voters have the option to vote by absentee ballot (whether or not they would be able to get to the polls) or to vote before Election Day. Providing your clients with absentee ballot request forms or helping them to take advantage of early voting if available is a great way to increase voter turnout.

Voting by absentee ballots generally takes two steps: first, clients fill out forms requesting their ballots. Once they receive their ballots, clients fill them out and return them.

Check with your county's Board of Elections on each of the following questions:

- What is the deadline in your state for requesting absentee ballots?
- When must ballots be returned to the county by?
- Does your state allow for no-excuse absentee ballots (residents may vote absentee even if they would be able to go to the polls on Election Day)?
- Does your state allow for early voting?

Who will be responsible for coordinating absentee ballots and early voting?

MOBILIZATION CHECKLIST

For each following section, check those ways in which your agency will mobilize voters and candidates. In the space after the activity, list the staff or resident(s) who will carry out the activity, and the timeframe for carrying it out.

STAFF TIMEFRAME

The Months and Weeks Before Election Day

___ If time allows, request an updated list of registered voters from your Board of Elections to ensure the voters you registered are included.

___ Investigate the possibility of adding a polling place at your agency.

___ Download and print GOTV materials, including posters, from www.nonprofitvote.org.

___ Host voting-related events on the first Tuesday of the month to get residents used to participating in civic engagement activities on that day.

___ Make your first contact with each voter in your database. Call them, thank them for registering, and remind them to vote.

___ Plan for Election Day:

- Recruit residents or other volunteers who will spend Election Day doing door-to-door to GOTV. Prepare captains to turn out all registered people on their floor, in their building, etc.
- Once the deadline for registering new voters has passed, obtain an updated voter registration list from your county. Check against your database and prepare a final list of voters to be mobilized.

One To Two Weeks Before Election Day

___ Make your second contact with each voter in your database. Call them, remind them to vote on Election Day, and provide them with their polling place. Ask whether each will need a ride to the polls.

___ Continue to plan for Election Day:

- Hold a training session for Election Day volunteers.
- From your database, print lists of all of your registered clients whose doors will be knocked on Election Day. Print in groups of 20-30 people, based on geography and the number of Election Day volunteers.
- Arrange to provide rides to the polls for those who need them.
- Plan to provide lunch for your Election Day volunteers.
- Plan a party for after the polls close!

___ Other: _____

The Day Before Election Day

___ Make your third contact with each voter in your database. Call and ask them to commit to vote the following day. Remind them of the location of their polling place and the times that polls will be open.

___ Other: _____

Election Day

___ Have volunteers with lists of registered residents knock on the doors of everyone on their list, crossing off the names of those who have voted. If a voter is not home, leave a preprinted note on his door. Call or knock again until everyone has voted, or until the polls are closed.

___ Provide rides to the polls for residents who need them.

___ Celebrate! Host a party for voters and volunteers. Watch the election results.

___ Other: _____

Post-Election Day

___ Thank voters and volunteers, and tell them about your successes.

___ Evaluate your program and plan your next project. Continue with registration and education activities.

___ Use your new power to meet with newly elected officials.

___ Consider if there are staff or residents should be encouraged to run for office.

___ Other: _____

CONSIDERING RESOURCES

Now that you have gone through all of the preceding items in this template you will have a better sense of what resources will be required to implement your Voterization project. Whether simple or more involved, all voter engagement projects will involve some level of resources. Now that you know what you would like to accomplish, you should plan what funding sources you might access, and how you might work with other organizations to leverage resources.

Organizations use general funds and funds raised specifically to cover voter work. How much funding do you anticipate needing? (For voter rolls, supplies, transportation, training, events, etc.)

What sources of funding can you access?

Other organizations may have resources that your organization can access such as meeting space, printing materials, or access to volunteers. Student groups may be interested in registering voters as part of a community service project. A civic group may already be providing rides to the polls, and could include your clients in their plans. Remember to partner only with nonprofit organizations.

What groups in your area might you partner with, and in what ways?

APPENDIX: SAMPLE RECORD KEEPING DATABASE

It has been shown that just registering voters will not ensure an increase in voter turnout. To have a successful mobilization operation, you must contact your newly registered voters in the weeks and days leading up to the election. To do this effectively, you will need to have a record of who is registered to vote.

The easiest way to keep records is in a database format. Your voter database does not have to be complex or have a lot of fields. Many people find Microsoft Excel and Microsoft Access to be the easiest platforms to use.

Your database should include the following fields:

FIRST NAME	LAST NAME	STREET NUMBER	STREET NAME	CITY	STATE	ZIP CODE	PHONE	EMAIL	POLLING PLACE
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Note that street number and street name are kept as two separate fields. If you plan to knock doors on Election Day, being able to sort by street number will make organizing an Election Day plan easier.

There are a number of ways to compile this data. One way is to enter the data straight from the voter registration card once the new registrant fills it out. Another way is to have the new registrant fill out both sides of a pledge card.

He or she would give you one side and keep the other side. Once you have this information recorded you are well on your way towards a successful Get Out The Vote operation.