



**OUR HOMES**

**OUR VOTES**

BECAUSE HOUSING IS BUILT WITH BALLOTS



**TURNING  
RENTERS INTO**

**VOTERS**



**Lessons in Engaging Low-Income Communities**

National Low Income Housing Coalition





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## INTRODUCTION



Renters, especially low-income renters, are severely underrepresented in the political process. In the [2024 general election](#), only 52.1% of eligible renters voted, compared to 70.3% of eligible homeowners. The disparity between low-income and high-income people is even greater: only **46.1%** of eligible voters in households making below \$20,000 voted, compared to **78.4%** of eligible voters in households making above \$100,000. While approximately one-third of Americans rent their homes, researchers estimate that renters constitute somewhere [between 2% and 7%](#) of elected officials at the local, state, and federal levels.

The underrepresentation of renters in the democratic process is no coincidence. Because renters move more frequently than homeowners, they must update their voter registration more often, which poses an administrative burden that can deter renters from voting. Renters are more likely to belong to historically disenfranchised communities subject to ongoing voter suppression tactics—such as strict voter ID laws, restrictions on mail-in voting, polling place closures, and other barriers that disproportionately affect voters of color, young voters, low-income voters, and LGBTQ+ voters. Less flexible work

schedules, limited transportation options, and childcare needs also limit participation among low-income renters. On top of these concrete barriers to voting, many low-income renters are justifiably skeptical that voting is worth their time, since they have seen elected officials fail to keep their promises and make meaningful changes in their communities.

**Because renters vote at lower rates than homeowners, elected officials are less likely to consider the needs and priorities of renter households. Elected officials rarely treat low-income renters as a constituency that has the power to hold them accountable at the ballot box.**

Such disregard for low-income renters has tangible consequences: federal housing policy is skewed toward the interests of homeowners and fails to meet the needs of low-income renters. [Only 1 in 4 households](#) eligible for federal housing assistance actually receives it. Congress chronically underfunds public housing, which faces [an estimated \\$90 billion](#) capital needs backlog. Meanwhile,



homeowners who itemize their taxes receive federal subsidy in the form of the mortgage interest deduction—a benefit that flows [disproportionately to white households](#) and to higher-income households. To achieve a racially and socially equitable housing policy, low-income renters must demonstrate their voting power, make their voices heard in the political process, and hold elected officials accountable to prioritizing renters with the greatest needs.

The incentives of the political system, however, make it less likely that renters will be mobilized to participate in elections. Partisan political campaigns, with limited time and resources, focus their outreach on citizens who consistently turn out to vote, known as “high-propensity” voters. Campaigns are less likely to invest in contacting citizens who vote infrequently or are not registered to vote at all. This pattern “fuels a negative feedback loop,” as Nonprofit VOTE describes in its [Nonprofit Power report](#), in which “unlikely voters are not contacted, thus don’t vote, and are once again labeled as unlikely voters.” Because low-income renters have lower voter registration and turnout rates, partisan political campaigns are less likely to reach them with information about elections.



[Research](#) shows that one of the most common reasons why citizens do not participate in the democratic process is that they were never asked to do so.

Fortunately, nonprofit organizations, tenant-led groups, and subsidized housing providers have the power to fill this gap in the political ecosystem. According to [Nonprofit VOTE](#), voter turnout was up to 10 percentage points higher among individuals engaged by nonprofits compared to similar individuals

who were not engaged. That boost rises to 12 percentage points among people of color, 14 percentage points for young voters (ages 18-24), and 15 percentage points among low-income voters (those earning between \$20,000 and \$30,000). Nonprofits are trusted, nonpartisan sources that can provide objective information about voting, answer questions, and encourage their community members to turn out. Subsidized housing providers and other organizations that directly serve low-income renters are also in a strong position to promote voter registration, make elections more visible and accessible, and help residents overcome barriers to participation. Tenant leaders are especially powerful messengers who can encourage voting as a form of collective action, mobilize their neighbors to participate, and emphasize the connections between elections and housing justice. Collectively, the affordable housing sector has the potential to change the paradigm and empower renters to make their voices heard at the ballot box.



## ABOUT OUR HOMES, OUR VOTES

The National Low Income Housing Coalition's (NLIHC's) nonpartisan *Our Homes, Our Votes* campaign seeks to close the voter turnout gap between low-income renters and high-income homeowners, and to elevate housing as an election issue.

The [\*Our Homes, Our Votes\*](#) campaign provides tools and resources that equip housing advocates, tenant leaders, subsidized housing providers, and other direct services organizations to register, educate, and mobilize their community members to vote. *Our Homes, Our Votes* is strictly nonpartisan, meaning that the campaign does not endorse or favor specific candidates or political parties and does not seek to influence election outcomes.

*Our Homes, Our Votes* helps to increase the capacity of NLIHC's network to do nonpartisan election work without ever reinventing the wheel. The campaign's

website contains a comprehensive suite of nonpartisan voter and candidate engagement resources for organizations seeking to launch their own campaigns, including an archive of the webinar series held in major federal election years. Many of the organizations featured in this report used *Our Homes, Our Votes* template resources in their activities.

This report serves as a guide for housing advocates, tenant leaders, subsidized housing providers, and direct services organizations pursuing nonpartisan voter engagement work. Drawing from the experiences of *Our Homes, Our Votes* partners and pilot communities in the 2024 election cycle, the report highlights successful activities and assesses best practices in nonpartisan voter engagement.



## OUR HOMES, OUR VOTES PILOT COMMUNITIES

In 2024, *Our Homes, Our Votes* launched the Pilot Communities initiative to increase the field's capacity to engage low-income renters in every step of the electoral process, to partner with subsidized housing providers, and to better understand the impact of nonpartisan voter engagement activities. Five of NLIHC's State and Tribal Partners with a strong track record of nonpartisan voter engagement were selected to participate: the Michigan Coalition Against Homelessness, Housing Network of Rhode Island, Southern California Association of Nonprofit Housing, Georgia Advancing Communities Together, and Housing Alliance of Pennsylvania. Each received grant funding, technical assistance, and other resources to support nonpartisan voter registration, education, and mobilization activities. In 2025, the initiative expanded, adding Prosperity Indiana.

This report summarizes the work that each pilot community partner carried out and identifies actionable insights that housing and homelessness organizations can employ to boost voter turnout in their own communities.



## MICHIGAN COALITION AGAINST HOMELESSNESS

The [Michigan Coalition Against Homelessness](#) (MCAH) is a leading organization in Michigan advocating at the local, state, and federal level for effective policies and sufficient resources to ensure everyone in Michigan has a home. As an *Our Homes, Our Votes* pilot community partner, MCAH aims to empower, educate, and register low-income, renter, and unhoused voters and to lift up affordable housing as a voting issue. In 2024, MCAH expanded its partnerships with housing providers, tenant and resident leaders, and shelter providers to host nonpartisan voter registration and education events, and surveyed Michigan state candidates on their positions regarding housing policy.

## MEETING PEOPLE WHERE THEY ARE: IN-PERSON EVENTS

In-person outreach was the centerpiece of MCAH's voter engagement strategy. MCAH staff tabled with voter registration materials and educational resources at 20 community events. They also hosted two events on National Voter Registration Day, a nonpartisan day of action dedicated to promoting voter registration opportunities and ensuring that every eligible American is prepared to cast their ballot. The events took place at Greenwood Villa, a senior housing community in Westland, and the Delonis Center, a shelter and homeless services community center in Ann Arbor.





Strong partnership with resident services staff at Greenwood Villa contributed to the event's success. MCAH created promotional materials to advertise the event, and the resident services team at Greenwood Villa shared them widely to encourage residents to attend. The event's creative theme was a major selling point: MCAH staff led a game of "civic engagement bingo," which prompted residents to reflect on their past voting experiences and solidify their plan to vote in the upcoming election. Before and after the game, MCAH staff helped individuals register to vote, check their registration status, and answer questions about voting.



At the Delonis Center, MCAH staff set up a voter registration and information table during dinnertime, which guaranteed a strong turnout. Rather than hold a separate event that would require attendees to carve extra time out of their day, MCAH met Delonis Center guests where they were already at. By setting up a table at dinnertime, MCAH made voter registration accessible to all guests, even those who may not have been actively seeking it out. Guests passed by MCAH's voting table—an eye-catching spread of voting swag, candy, doughnuts, and informational handouts—on their way from the food service area to the seating area. Many guests came up to the table for treats, conversation, and voting information. MCAH staff also circulated around the room to offer voter registration assistance at each table.

Ashley Heidenrich, former project coordinator at MCAH, noted the importance of having food at events: "You want to be able to meet someone's immediate needs, too. People appreciate that you're cognizant and aware [of their basic needs] before you want to talk about voting." Lisa Chapman, director of public policy at MCAH, emphasized that food and other giveaways can facilitate organic interactions. She recommends going up to

people and offering the food that you have available, rather than leading with voter registration. "Have a little conversation with them before saying 'we're here today to talk about voter registration,'" reflected Lisa. "It's a way to get your foot in the door."

Standalone voter engagement events put a spotlight on elections and bring voting to the focal point of community life. Such designated events, however, can be time-intensive to plan and conduct, and require significant staff capacity. In recognition of the power of collaboration, MCAH also hosted a Detroit Resource fair in concert with partner Nation Outside.

To extend the reach of their materials without stretching themselves too thin, MCAH also attended 20 community resource fairs and other preexisting events, where they were one of many organizations present. MCAH found that these events were most successful when MCAH's resources were most directly applicable to the attendees. For example, Project Homeless Connect events specifically geared towards people experiencing homelessness were an ideal venue for MCAH to share information, since MCAH has expertise in voter registration

procedures for people without permanent addresses or state IDs. Some larger events with wider audiences, like back-to-school events, had multiple organizations doing voter registration, so fewer attendees sought out voter registration at MCAH's table. MCAH also gave presentations at a handful of tenant association events, an effective setting for small-group, in-depth conversations.

MCAH emphasized the importance of knowing your audience and tailoring the discussion at each event. In subsidized housing communities, multiple attendees are likely to have the same questions about where to find their polling place or what to expect on their ballot. Because all residents are typically registered to vote at the same building, the answers to these questions will be applicable to all event attendees, so it is efficient to address them for the full group. For events at shelters, homeless services centers, or resource fairs, MCAH spent more time clarifying information about how to vote without an address or an ID and dispelling myths about the voting process.

## CREATING A RIPPLE EFFECT

As a small organization MCAH could not organize events on the ground in every housing development or shelter that sought to bring *Our Homes, Our Votes* information to their community. To extend their reach and multiply their impact, MCAH hosted “train the trainer” sessions for resident services coordinators, shelter staff, and tenant organizers. Trainings covered Michigan election law, voter registration procedure, and the voting process for people without IDs or permanent addresses. MCAH's presentations reached more than 600 individuals in 2024!

Strong networks and multiple touchpoints contributed to the success of these trainings. MCAH formed a relationship with the [Michigan Association of Service Coordinators](#) (MASC), the statewide association of service coordinators, social workers, and others who work within service-enriched housing. After an initial presentation at MASC's quarterly meeting, MCAH distributed a Google Form where people could request additional trainings, in-person events, or materials to display. Word-of-mouth among the tight-knit professional

community of service coordinators attracted even more signups for *Our Homes, Our Votes* trainings and resources.

Rather than host a one-time training and leave attendees to implement the information on their own, MCAH made clear that the training was just a first step and provided additional resources to attendees. Those who requested physical materials received MCAH posters with state-specific election information, printed one-pagers about voting without an ID, and *Our Homes, Our Votes* stickers, buttons, and magnets. MCAH also emphasized that they were available for follow-up questions, and fielded email inquiries from frontline staff as they planned events in their own communities.





To provide further support to two partner organizations whose staff underwent trainings, MCAH gave mini grants to the Delonis Center and Lighthouse MI, a homelessness services organization based in Oakland County, to offer rides to the polls on Election Day. Michigan passed a law in 2023 that overturned the state's longstanding ban on rides-to-the-polls programs, which enabled MCAH and its partners to help unhoused voters overcome transportation barriers. Lighthouse MI provided rideshare vouchers to its clients, and the Delonis Center offered rides to the polls all day from 8 am to 8 pm. In addition, the Delonis Center used its mini-grant funding for an Election Day celebration to build enthusiasm around voting. Volunteers with the local League of Women Voters spent all day onsite to answer questions, and refreshments were available from breakfast through dinner. The day concluded with pizza and live music from a local concert collective to encourage last-minute voters.

Taken together, MCAH's nonpartisan voter engagement activities directly registered and mobilized hundreds of voters in the



2024 election cycle. MCAH also sought to elevate housing as an election issue by issuing a nonpartisan candidate survey to all state House and Senate candidates. The survey enabled MCAH to build and strengthen relationships with newly elected and reelected officials and serves as a tool to hold legislators accountable to their campaign promises. MCAH circulated candidate survey responses and quotes on social media to inform potential voters in MI.

**ATTENTION:**




**IF YOU USED THE DELONIS CENTER AS YOUR ADDRESS FOR VOTER REGISTRATION, YOUR POLLING PLACE ON ELECTION DAY (11/5) IS THE ANN ARBOR LIBRARY DOWNTOWN BRANCH.**

We are having a Poll Party in the 2nd floor Resource Room from 9 a.m. to 7:30 p.m.

9 a.m. - Bagels and juice or coffee  
Noon - Treats in the resource room  
6:30 p.m. - Finger Foods & Refreshments.  
Concert Music Outreach Collective will play!

Transportation will be provided to and from the library Poll location from 8 a.m. to 8 p.m.

**Election Day is  
Tuesday, November 5, 2024!!!!**





## HOUSING NETWORK OF RHODE ISLAND

The [Housing Network of Rhode Island](#) (HNRI) is the state's membership association for nonprofit community development organizations working to create vibrant communities through affordable housing and economic development. Through its multisector Homes RI coalition and its Housing Network membership, HNRI boosts voter turnout among low-income renters and highlights housing as a critical election issue. HNRI provides its membership base of nonprofit community development organizations with the tools and resources to educate and mobilize voters within their communities. In the 2024 election cycle, HNRI focused its nonpartisan voter outreach in four Rhode Island communities with high numbers of low-income renters and historically lower rates of voter turnout: Newport, Pawtucket, Providence, and Woonsocket.

### “MAKE IT EASY FOR THEM TO SAY YES”

To start off the election cycle with strong buy-in from its membership, HNRI held an information session about the nonpartisan voter engagement activities they planned to undertake. The information session conveyed why nonpartisan voter engagement matters for nonprofit housing developers. As Katie West, director of strategic initiatives at HNRI, put it, “Our residents are a powerful voting bloc, and we want to make sure they are mobilized and have access to participate civically.” The information session also gave members the opportunity to pitch their ideas for resident voter engagement so that HNRI staff could design the campaign in accordance with their membership's own needs and priorities.





Recognizing that nonprofit community development organizations have limited capacity, HNRI assured its members that they would provide robust support. “We wanted to make it easy for them to say yes to participate in this initiative,” reflected Katie. The information session presented members with multiple opportunities to get involved, and HNRI staff individually met with members who expressed interest in creating an action plan tailored to their own portfolio of properties.

Even though HNRI worked hard to achieve its membership’s buy-in and made voter engagement as light a lift as possible, some members were still hesitant to participate. In some cases, staff were hesitant to allow external engagement with residents that risked being viewed as solicitation. Others were enthusiastic about the initiative but did not have the capacity to take part: even with HNRI taking on the bulk of the work, voter engagement initiatives still require some staff time from resident services teams. For example, HNRI wanted to secure staff permission before calling any tenants in a development, and to coordinate with onsite staff to schedule canvassing sessions.

To address frequently asked questions and bring more staff on board, HNRI partnered with the Rhode Island Secretary of State to host a training for 50 resident service coordinators. The training covered voter registration, what to bring to the polls, mail-in balloting, key dates and deadlines, and knowing your rights. To recruit attendees for the training, HNRI partnered with the [Rhode Island Resident Services Coordinator Collaborative](#) (RIRSCC), an organization of resident services coordinators that hosts quarterly professional development trainings for its membership. RIRSCC coordinated with HNRI and the Secretary of State’s office to schedule and promote the training. Service coordinators received professional development credit, which ensured high turnout. After the training, HNRI staff received the participant signup list so they could follow up individually or contact staff at specific housing developments where they were considering an event.



## TARGETED CANVASSING AND CALLING

HNRI staff and volunteers canvassed and called more than 1,800 subsidized housing residents in the 2024 election cycle. This outreach was concentrated in the three weeks preceding the election, during which HNRI called and canvassed approximately 1,100 renters. Using voter file records, HNRI developed lists of potential voters who live at the properties within their members' portfolio, which made it possible to choose which residents to doorknock or call based on their registration status and likelihood of voting and to seamlessly track voter contacts. Having access to the voter file also made it more manageable for HNRI members to participate: HNRI could point to the doors they wanted to knock on and the individuals they wanted to call, rather than depending on staff at their member properties to pull contact lists.

Collaboration with onsite resident services teams contributed to the success of HNRI's canvassing initiative. Residents are familiar with the organizations that own

and manage their developments. When canvassers mentioned that they were working in collaboration with these organizations, residents knew that they were vetted by a trusted source and not coming from an unknown external group. The affiliation between canvassers and resident services increased the legitimacy of voter outreach in the eyes of residents.

Volunteers boosted HNRI's capacity to call and canvass voters. Because HNRI does not have consistent, year-round volunteer opportunities, HNRI leveraged its relationships to recruit volunteers specifically for its *Our Homes, Our Votes* activities. Rhode Island has a high concentration of colleges and universities, so students constitute a large portion of HNRI's volunteer network. Going forward, HNRI hopes to increase its volunteer recruitment from other sectors, especially the faith community, to build a sustained base of volunteers and to maintain its relationships with colleges and universities. HNRI encouraged its volunteers to dedicate their time to in-person canvassing: in the future, HNRI intends to grow its volunteer base so they can reach an even greater number of subsidized housing residents through phone calls, too.

One of HNRI's most successful canvassing events took place at a development in Pawtucket, RI over the weekend before Election Day. With a strong showing of college students and other volunteers, HNRI knocked on nearly 300 doors that were home to registered voters. To ensure that residents received a voting reminder even if they were not home, volunteers left doorhangers for residents who did not answer their doors.





In addition to one-on-one conversations at residents' doors, HNRI also set up a table in the parking lot with pizza, coloring books, keychains, T-shirts, and signs. The celebration was visible to everyone driving into and out of the property, which drew in some individuals who may not have been at home when their doors were knocked. The property staff also provided an office space as a reprieve for volunteers on a cold day, which made the daunting task of knocking on nearly 300 doors more feasible for volunteers. Reflecting on the event's success, Katie summarized: "We had the resources, we knew where we were going and what doors we were knocking, and we had the volunteer capacity to do it."

When canvassers and callers spoke with residents, they first asked each resident if they were planning to vote, and if so, whether they had a plan to get to the polls. A few residents were hesitant about voting in general or expressed dislike for the presidential candidates. When these sentiments came up, HNRI staff and volunteers pivoted the conversation to state and local elections, with an emphasis on ballot measures. For some residents who were skeptical of the candidates, the opportunity to weigh in directly on policy sparked interest in voting.

HNRI partnered with the "Yes on 3" campaign to advocate for Question 3, a \$120 million statewide housing bond. HNRI distributed literature about the housing bond and encouraged renters to support it. The presence of the housing bond made the connection between affordable housing and voter participation more concrete. While every election has implications for housing policy, housing was quite literally on the ballot in this election—a key point that HNRI referenced throughout its get-out-the-vote campaign. Residents found the focus on affordable housing, rather than partisan politics, to be refreshing, and the attention to a policy issue directly affecting residents' lives facilitated productive conversations. Regardless of whether a resident ultimately committed to voting, HNRI shared information about how they could get involved in advocacy.



Depending on the timing in the election cycle, staff and volunteers shifted between different canvassing scripts. For example, some of the language changed after the voter registration deadline passed or after the early voting period had begun. HNRI concentrated its get-out-the-vote events in the two weeks before the election so that the reminder to vote would be top-of-mind during the period when residents could immediately act on it. Follow-up calls were an essential component of HNRI's voter mobilization strategy. HNRI carefully tracked the voters that they registered, so that they could call newly registered voters on Election Day and ask if they had a plan to vote or had already voted.

## COMMUNITY EVENTS AND SOCIAL MEDIA

In addition to targeted canvassing and calling in subsidized housing communities, HNRI tabled at back-to-school barbecues, community ice cream socials, outdoor concerts, ribbon-cuttings, and community meetings. Each form of engagement had its benefits and drawbacks. Although tabling facilitated more natural interactions than canvassing or phonebanking, staff and volunteers did not have a baseline level of

information about the person they were speaking with, so it was harder to strategically prioritize conversations with prospective voters that were most likely to need registration assistance or get-out-the-vote reminders.

Securing high turnout at events also posed challenges, especially when the activity did not seamlessly fit into attendees' typical schedules. As Katie described, "It's hard to get people engaged in events because there is so much happening in people's day-to-day lives, so if it's not something that feels super important for them to do, they're not going to come." To get a large turnout and ensure that the hard work of event planning pays off, organizations planning special activities must invest time to promote their events.

Another strategy to boost engagement is to show up in settings that are integrated into community members' regular routines. On National Voter Registration Day, HNRI partnered with Disability Rights Rhode Island and Planned Parenthood Votes to host an event at Kennedy Plaza, a major bus hub in Providence. Many low-income renters and people experiencing homelessness take the bus from this site, which made it

a strategic location for HNRI to host a voter registration event. Partnership between three organizations allowed for division of labor, which made the event a much lighter lift during a busy time of day: HNRI brought a table and resources to distribute, while another partner organization secured permission to use the space. Given the success of the event, HNRI intends to pursue future events at sites with heavy foot traffic from public transit users.

One of HNRI's most effective voter engagement partnerships was its collaboration with Shower to Empower, a mobile shower and outreach service operated by House of Hope CDC, to educate and register Rhode Islanders experiencing homelessness. At least 11 individuals registered to vote at Shower to Empower, and many more received reminders and educational materials about the upcoming election. To spark interest from Shower





to Empower clients, HNRI's table offered essential items like rain ponchos, hand warmers, and lip balm at their table. As people came to the table to browse the selection of items, HNRI staff had an organic opportunity to initiate conversations about voting. When individuals at Shower to Empower expressed skepticism about voter registration, Katie emphasized that registration is not a commitment to vote—it simply makes voting an option if you ultimately decide that you are interested. This messaging proved effective in registering some new voters, and Katie followed up on Election Day to walk them through the logistics of voting.

In addition to in-person outreach, HNRI also launched a comprehensive *Our Homes, Our Votes* email and social media campaign that reached thousands of followers. Beginning in summer 2024, HNRI sent #VoteReady newsletters to a segment of its email list with key information about elections. HNRI recruited partners to record Instagram reels about different aspects of the voting process. The videos were targeted to key populations within HNRI's membership base: for example, accessibility for people with disabilities and people whose primary language is not

English. The Rhode Island Secretary of State also recorded a video about voting while experiencing homelessness. Instagram proved to be the most effective social media channel: in total, HNRI's Instagram posts received more than 18,000 views.



We are so appreciative of every individual and organization who helped uplift the 2024 [Our Homes, Our Votes](#) campaign, empowering voters to make their voices heard.

Our advocacy does not end on Election Day - though we hope you find time to pause and practice self-care. Every election brings change, and with it, feelings of uncertainty or fear about the future. Create space to process the results of the election. Connect with your community. Rest and recharge. Be patient with yourself and others.



## MEASURING IMPACT

Among 368 affordable housing residents that HNRI successfully canvassed in 2024 through doorknocking, phonebanking, and community events, voter turnout was 48.1%. These voter turnout rates were roughly the same among individuals who had in-person conversations during canvassing sessions (46.6%), had phone conversations (50%), and received voicemails (49%). By contrast, residents who were canvassed and not home (1,028 total) had a voter turnout rate of 28.9%. While multiple factors may have influenced the disparate rates of voter turnout between residents who were successfully canvassed and those who were not home, the 17.7 percentage point difference suggests the possibility that conversations with a canvasser meaningfully increased the likelihood of participation.

Of the residents who were successfully contacted in 2024, 185 did not vote in 2020. These 185 residents saw a voter turnout rate of 22.2% in 2024. (In comparison, voter turnout in Rhode Island [increased by 0.4 percentage points](#) between 2020 and 2024.)



## SOUTHERN CALIFORNIA ASSOCIATION OF NONPROFIT HOUSING



[The Southern California Association of Nonprofit Housing](#) (SCANPH) is an advocacy organization committed to increasing access to safe, affordable, quality housing for Southern California's low-income residents. SCANPH's membership consists of nonprofit housing developers, government agencies, other organizations in the affordable housing field, and individuals. To achieve long-term housing justice and systems change, SCANPH not only engages in direct advocacy with local and state governments but also activates residents currently living in affordable housing buildings via the [Residents United Network Los Angeles](#) (RUN LA). In the 2024 election cycle, SCANPH empowered RUN leaders to engage and educate other low-income residents through voter engagement events held at affordable housing properties, tenant-led candidate engagement opportunities, and ballot measure advocacy.

### “BINGO, BURRITOS, AND THE BALLOT”

SCANPH's membership base of nonprofit housing developers were enthusiastic about bringing nonpartisan voter engagement events to their communities. While some

resident services teams were initially concerned about compliance with 501(c)3 limitations, SCANPH staff held individual conversations and clarified that their activities would be 501(c)3 compliant. “Once we explained what we wanted to do, everyone was eager to host us,” said Mackenzie Rutherford, organizing associate at SCANPH. With a two-person advocacy team and a portfolio of more than 2,400 properties in the Los Angeles area, demand for SCANPH-led voter engagement events far exceeded staff's capacity.

SCANPH staff held nine in-person voter engagement events at member properties in Los Angeles County. Collectively, more than 100 subsidized housing residents attended voter engagement events at SCANPH member properties. The events, titled “Bingo, Burritos, and the Ballot,” educated residents on state and local ballot measures, mobilized residents to register and cast their ballots, and empowered residents to participate in long-term advocacy efforts through RUN LA. At each event, a RUN LA leader shared how their lived experience informs their advocacy for affordable homes and invited attendees to get involved. SCANPH staff



gave a presentation on voter engagement, which highlighted the importance of voting, the logistics of upcoming elections, and information about state and local housing ballot measures. Following the presentations, SCANPH staff led attendees in a custom civic engagement bingo game designed to highlight voter participation options. Bingo squares such as “vote early,” “vote in-person,” and “register to vote by mail” created organic opportunities to help residents develop their own voting plans. The bingo game was popular across all groups. Using bingo as an anchor for conversations about voting also helped SCANPH staff overcome language barriers, as they could translate the text on the bingo squares and read out the translated version. Burritos, of course, were a key component of every event and a huge driver of attendance.

To hold attendees’ attention, SCANPH kept the political content brief, high-level, and actionable. Most attendees wanted concrete takeaways about what to expect on their ballot and the logistics of voting, not detailed policy information. SCANPH staff intentionally sandwiched the political content between the other parts of the event to keep people engaged. Bingo was the final item on the

agenda, so anyone who wanted to play bingo—a major draw of the event—would have to stay in the room until the end.

Although each “Bingo, Burritos, and the Ballot” event followed a similar format, SCANPH staff tailored the curriculum to suit each group. In some cases, SCANPH staff had to pivot once they found out who was in the audience: for example, a group of teenagers attended an event where SCANPH

anticipated speaking to seniors. Some of the teens were not yet eligible to vote, so SCANPH incorporated messaging about voter registration for when they become eligible and made their language accessible to teens who had not yet participated in the political process.

Resident services staff played an integral role in coordinating event logistics. Service coordinators assisted with scheduling, ordering food, and publicizing the events. To lighten the lift of publicizing the event, SCANPH provided flyers to service coordinators at least two weeks ahead of the event. The most successful and well-attended of the nine “Bingo, Burritos, and the Ballot” events took place at properties with highly engaged resident services staff who took an active role in promotion.

During the events, SCANPH staff and RUN LA advocates took the lead on programming, with onsite staff playing a supporting role. At some properties, service coordinators chimed in during SCANPH’s presentations to highlight points that are especially relevant to residents at their particular property. Service coordinators also jumped in to translate when there were language barriers.



California election law shaped the timeline and structure of SCANPH's voter engagement events. Because California sends out a mail-in ballot to all active registered voters about a month before Election Day, many event attendees looked over their ballots before the event so they could come prepared with questions. **(A few people did bring their ballots with the expectation of filling them out at the event, which was not part of the event agenda and should be avoided for 501(c)3 nonprofit organizations.)** Because California offers same-day voter registration, SCANPH's voter engagement events took place throughout election season, with the earliest taking place on August 13 and the latest taking place on October 29. Same-day registration gave SCANPH more flexibility to continue its voter outreach in the immediate leadup to the election and mobilize people who were not yet registered to vote. "The low barriers to voting in California were helpful in doing more outreach and making sure that all the people we engaged who were eligible to vote could vote," said Mackenzie. No one who attended one of SCANPH's events in the immediate leadup to the election would find themselves unable to cast a ballot because of a voter registration deadline.

Some residents were skeptical about voting and questioned whether they could have a meaningful impact on a government that had long failed to meet their community's needs. "Bringing [the conversation] back to housing and their own experience was really helpful," reflected Arianna Bankler-Jukes, advocacy director at SCANPH. Personal stories from RUN LA leaders played an important role in countering skepticism. RUN LA leaders shared how voting connects to their own lived experience, which even convinced some previously hesitant event attendees to get involved with RUN's advocacy. Thanks to the involvement of RUN LA members, other subsidized housing residents "saw themselves in the work we were doing," as Mackenzie put it. Approximately 25 individuals signed up for RUN through the "Bingo, Burritos & the Ballot" events.

To reach an even greater number of subsidized housing residents than they could contact in person, SCANPH partnered with NLIHC volunteers to call more than 700 residents in their member properties and help them develop voting plans. Among residents who had a phone conversation or

received a voicemail from a volunteer caller, 43.4% voted. Among individuals who did not vote in 2020 and had a phone conversation or received a voicemail in 2024, 29.1% voted.



**Bingo, Burritos & the Ballot**

THURSDAY, SEPTEMBER 5, 12 PM - 2 PM  
@ FAIRVIEW HEIGHTS  
923 BUILDING COMMUNITY SPACE

Join Residents United Network for a voter education event with burritos, bingo, and prizes.

RSVP to Bernie Tamayo  
213-373-3955  
[btamayo@linchousing.org](mailto:btamayo@linchousing.org)



## HIGHLIGHTING HOUSING ON THE BALLOT

SCANPH's voter outreach also educated residents and community members about state and local housing ballot measures. Their outreach focused on Measure A, a half-cent sales tax that will raise an estimated \$1 billion for housing and homelessness programs in Los Angeles County, and Proposition 5, a statewide measure that would have lowered the voter threshold for housing bonds and therefore made it easier for future bonds to pass. Measure A passed with 58% of the vote; Proposition 5 was defeated on a margin of 45% to 55%, although it received just over 50% of the vote in Los Angeles County.

**Voter education about ballot measures and efforts to encourage voter turnout worked hand in hand to boost impact.**

Ballot measures provided “a way to address that skepticism and show tenants that housing was on the ballot, making it easier to

connect with [residents] and mobilize them,” said Mackenzie. Messaging about Measure A resonated with subsidized housing residents more than messaging about Proposition 5. As Arianna described, “We found difficulty when talking with residents about Proposition 5 because it was a structural change, and it’s really hard for people to understand what the benefit of lowering the voter threshold would be.” On the flipside, “it’s really easy for people to understand that this ballot measure raises money to fund affordable housing and homelessness services. Measure A directly impacted everyone in that room.”

Complementing in-person outreach, SCANPH also coordinated virtual phone banking events to get out the vote for Measure A. SCANPH used an autodialer for the virtual Measure A phone banks, which maximized the efficiency of calls and enabled them to reach more than 2,000 voters. Although the phone bank took place online, callers stayed in a Zoom room together and were active in the chat, which made the experience feel more cohesive and community oriented. To recruit volunteers, SCANPH shared the opportunity with its email list of 11,000 people and entered all volunteers into a raffle for a \$50 gift card.



RUN LA leaders also conducted an in-person Measure A phone bank at their October monthly meeting, where they called residents of SCANPH member properties. SCANPH staff trained RUN members on phonebanking during their regular meeting time, and those who were available stayed afterwards to do the phone bank. To minimize tech barriers for RUN LA members, who are primarily older adults, SCANPH staff printed out call sheets for members, rather than use an autodialer. SCANPH staff then input callers' printed notes back into a database. While this method of calling may have been less efficient than using an autodialer, the accessibility for RUN LA members was worth the tradeoff. Overall, the RUN LA members had more engaging conversations than volunteers from the general public. Many callers introduced themselves as subsidized housing residents or people who have experienced homelessness, which established a personal connection with the subsidized housing residents on the other end of the line. In contrast to the general public phonebank, where most people who answered the phones hung up quickly, the RUN members had in-depth conversations with nearly every person who picked up the phone. "The RUN member conversations

seemed to be a lot more engaging," noted Mackenzie. "It seems like they were able to make a connection that the general public phone banking wasn't."

To elevate housing as an election issue and amplify residents' voices, SCANPH organized a "Housing and Homelessness Candidates Forum" for Los Angeles Assembly District 54. Two candidates participated in the event, and approximately 100 community members attended. From the early stages of the planning process, RUN advocates played a central role in the event. They assisted with developing candidate questions, and one RUN leader spoke at the event to share their story with attendees and candidates.







## GEORGIA ADVANCING COMMUNITIES TOGETHER

[Georgia Advancing Communities Together](#) (Georgia ACT) is a statewide membership organization focused on advancing equitable housing and community development across Georgia. As an *Our Homes, Our Votes* pilot community partner, Georgia ACT's goal is to empower low-income renters to participate in the democratic process and highlight the connection between housing access and elections. In 2024, Georgia ACT led a series of nonpartisan voter engagement events in rural, urban, and suburban communities, with an emphasis on addressing the specific barriers to voting that renters and other historically disenfranchised citizens face.

## VOTER ENGAGEMENT ACROSS GEORGIA

Georgia ACT's 2024 voter engagement campaign created accessible, visible, and trusted spaces for low-income renters and communities of color across Georgia. The organization led voter registration and education events in Clayton County, Fitzgerald, Macon, and Atlanta, and adapted its approach to meet the needs of community members in each location. Events were designed to foster a welcoming, community-centered environment, and to make voting feel relevant and accessible to every attendee.



With a successful track record of nonpartisan voter engagement in recent election cycles, the Georgia ACT team was well-prepared to launch an ambitious voter outreach campaign in 2024. As certified Deputy Registrars, Georgia ACT staff were authorized to register voters on the spot at their events and were well-prepared to ensure legal compliance with state election law. Georgia ACT was not only legally deputized to register voters but also knew what it took to make their voter outreach activities as engaging and comfortable as possible for staff, volunteers, and attendees alike. For example, in anticipation of the extreme heat and frequent rainfall that are typical of Georgia summers, the team showed up to their events equipped with tents and chairs.

One of Georgia ACT's flagship events took place at the Park at Mt. Zion Apartments in Clayton County. Georgia ACT connected with regional leadership at Dominion, a member of NLIHC's Housing Providers Council and the property manager of Park at Mt. Zion, and collaborated with on-site staff to co-host a three-hour event that attracted over 100 residents. The Georgia ACT team set up in a high-traffic outdoor space and brought music, refreshments, visible signage, and

digital tools to check registration status and assist with ID verification.

Both intentional event design and a resident-centered approach played a key role in the event's success. Staff chose a time in the late afternoon when residents were coming home from work or picking up children, and made sure the event was friendly and low-pressure. Residents were drawn in by the energy of the event, and Georgia ACT staff used the moment to spark casual conversation about voting. From there, staff helped attendees confirm their voter registration, discussed the importance of down-ballot races, and offered follow-up support for residents who needed help updating their address or securing a valid ID. According to Dr. Bambie Hayes-Brown, president and CEO of Georgia ACT, the collaboration with Dominion created a "win-win" opportunity: residents received nonpartisan voting support, and the property gained recognition for hosting a meaningful community event.

**The event's success emphasized a broader lesson: community-based partnerships are integral to voter engagement work.**

Many of Georgia ACT's other events were co-hosted with trusted community organizations, like Civic Pioneers, Masab Court No. 174, and the local NAACP chapter. Georgia ACT often conducted voter outreach at signature community gatherings like "Stop the Violence" rallies or back-to-school celebrations. These events already drew strong attendance from a diverse group of community members, and Georgia ACT's presence added civic engagement resources to the mix.

Across all locations, Georgia ACT registered new voters, confirmed registration status, provided voter ID resources, and distributed information on housing issues while adapting each event to the needs of the local community. In the rural town of Fitzgerald, Georgia ACT partnered with county commissioners, the sheriff's department, and the library to offer voter registration and ID assistance at the annual Back to School Bash. Collaboration with local institutions made it easier to gain community trust and attract attendees to the event. Limited internet access, however, complicated the use of digital tools to register voters and distribute information. "When we didn't have service,



we brought out the clipboards,” said Xinyuan Zheng, policy and program analyst at Georgia ACT. With poor internet connection, Georgia ACT pivoted from online registrations to paper forms and signup sheets.

In Atlanta, the team focused on engaging young voters, especially college students at Morris Brown College and other institutions in the Atlanta University system. Because Georgia’s restrictive voter ID law does not allow students at private colleges—including seven of the state’s ten historically Black colleges and universities—to use their student IDs as voter IDs, these students often face greater barriers to voting. Georgia ACT was intentional about showing up on campuses to offer voter ID assistance, and in total registered 53 new college students who attend the Atlanta University system. In partnership with the Morris Brown Collegiate Section of the National Council of Negro Women and Alpha Phi Alpha Fraternity, Georgia ACT held a voter engagement rally at Morris Brown College to provide information about voting and build enthusiasm.

Desiree Jones, operations manager at Georgia ACT, described the upbeat, friendly feel of the event: “We had a very festive, very

approachable atmosphere when getting people to check their registration.” An ice cream truck, DJ, and impromptu dance party created a comfortable, non-intimidating environment for students to get information and ask questions about voting. Georgia ACT’s [Instagram reel](#) captured the celebratory spirit of the event.



## CREATING A POSITIVE CULTURE OF CIVIC ENGAGEMENT

Georgia ACT’s success stems not only from its strategic partnerships, but also from its deep roots in Georgia’s housing and advocacy communities. As a membership-based organization, Georgia ACT co-hosts events with member organizations, cross-promotes activities in newsletters and on social media, and tailors its outreach to the communities it serves. This member-driven model ensures that voter engagement efforts are authentic, localized, and well-attended.

Events were designed to be inviting, not intimidating. The team prioritized a “human-to-human” approach that avoided shaming or pressuring anyone who hadn’t previously voted, or passing judgement on individuals’ hesitation around the voting process. Dr. Bambie Hayes-Brown cautioned against invoking the historical struggle for voting rights as the sole explanation of why voting matters today, noting that this argument “doesn’t resonate anymore,” and that more relatable narratives about the impact of

voting on daily life are more compelling. Staff emphasized the relevance of local elections and ballot initiatives, especially for residents who felt disillusioned by national politics. In some cases, a casual conversation over snacks or music sparked curiosity and led to voter registration on the spot. In others, the conversation ended with a resource sheet or QR code and an open invitation to follow up later.

This gentle approach helped Georgia ACT establish rapport with community members of all backgrounds and connect them to the resources they needed. In a few instances, individuals with criminal records who were unsure of their voting rights confided in the Georgia ACT team, knowing that they would be met with support rather than judgment. Rather than give legal advice in an area beyond their expertise, staff provided information about partner organizations like the Georgia Justice Project, which specializes in re-enfranchisement. “You need to be very careful about who is eligible and what documents they need,” Dr. Hayes-Brown said. “The goal is to give people what they need, not put them at risk.”

To complement in-person events, Georgia ACT also launched a social media campaign. Eye-catching Canva graphics posted on Instagram saw the most engagement, especially among the younger generation. To boost viewership beyond the Georgia ACT account's following, Georgia ACT leadership shared information on their personal accounts.

Georgia ACT's nonpartisan voter engagement efforts reached hundreds of Georgia residents in 2024, many of whom had never voted before. They registered 107 new voters, helped more than 100 residents confirm their registration status, and educated countless others on the connection between housing and elections. Just as importantly, they strengthened relationships with housing providers, community groups, and residents themselves, which will lay the foundation for future civic engagement.







## HOUSING ALLIANCE OF PENNSYLVANIA



The [Housing Alliance of Pennsylvania](#) is a statewide coalition that provides a common voice for policies, practices, and resources to ensure that all Pennsylvanians, especially those with the lowest incomes, have access to safe, decent, and affordable homes. As an *Our Homes, Our Votes* pilot community partner, the Housing Alliance equipped 40 Pennsylvania-based organizations to promote voter participation among their constituents, staff, and local communities, collectively reaching hundreds of voters in the 2024 election cycle.

### BUILDING AND SUPPORTING A NETWORK

To jumpstart its statewide nonpartisan voter engagement campaign, the Housing Alliance of Pennsylvania recruited a diverse network of 38 state and local partner organizations with on-the-ground presence in their communities. The network of partners encompassed public housing authorities, subsidized housing providers, social services organizations, homelessness services providers, public health organizations, houses of worship, food banks, and other civic groups.

Partner organizations were based in urban and rural areas alike, spanning every region of the state.

To recruit its network of partners for 2024, the Housing Alliance of Pennsylvania first reached out individually to its partners that were involved in 2020 and 2022. Of the 38 partners who participated, 12 were returning partners from past years. Partners with one or two cycles of voter engagement experience proved to be especially effective, as they had already witnessed the benefits that voter engagement can bring to their work and committed to undertake it again. Many of the Housing Alliance's past partners had come to "see voter engagement as a yearly priority and already have it built into their strategic planning," described Jen Thomas, manager of community engagement at the Housing Alliance. In general, newer partners faced a steeper learning curve, as they navigated how to balance staff time between voter engagement and other organizational priorities.


In addition to reconnecting with past partners, the Housing Alliance also launched a robust outreach effort to recruit new partners. They created an interest survey and

sent it out to its listserv of more than 8,000 subscribers, posted on social media, and shared individually with some organizations in their network. The Housing Alliance then hosted an introductory webinar to give an overview of the project, answer questions, and invite attendees to officially sign up as partners.

To onboard its partners, the Housing Alliance hosted a virtual training on the legal dos and don'ts of nonpartisan voter engagement. Participants also received a follow-up one-pager to recap the key takeaways. For those who were still not feeling confident about the dos and don'ts after the group training, the Housing Alliance staff held 1:1 meetings to address their concerns and provide more assistance.

Some of the questions that arose at the training inspired the Housing Alliance to create a digital communications toolkit with plug-and-play newsletter items and social media templates so that partners could easily remind their networks about voting. The communications toolkit not only saved partners' time, since they did not have to write new content from scratch, but also

increased their confidence in their compliance with 501(c)3 restrictions, as they knew the language had been developed by staff with extensive nonpartisan voter engagement experience.



This document contains a variety of customizable email and newsletter templates to support your communication efforts for your staff, network, clients, tenants, residents, and community members!

- Feel free to customize each template to fit your organization's needs and communication style.
- Remember to include your personal TurboVote link.
- Templates for Mail-In Ballot deadlines, voter registration deadlines, and election day reminders are included.
- The last page contains links to various social media toolkits for your social media pages and newsletters as well as the links for various resources for easy access.

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**Email with TurboVote Link and Reminders for Important Dates!**

**Subject: Important Election Information!**

Hello **[Staff, Partners, Residents, Name, Etc.]**

The upcoming election is on **Tuesday, November 5th!** Your participation is crucial to our democratic process, and we are here to ensure you have all the resources you need.

With the link below, you can:

- **Check and/or Update Your Registration Status:** Ensure your voter information is current.
- **Register to Vote:** If you're not already, you can easily get registered.
- **Get Election Reminders:** Stay informed about upcoming election dates and deadlines.

**[INSERT TURBOVOTE LINK HERE]**

**Important:** The deadline to register for the upcoming election is **October 21<sup>st</sup>, 2024**. Make sure to complete your registration or update your information before this date to ensure you can vote.

Your voice matters, and every vote counts. If you have any questions or need further assistance, please do not hesitate to reach out to us!

Thank you,  
**[Your Name]**

The Housing Alliance mailed out “swag kits” with *Our Homes, Our Votes* merchandise and printed resources for each partner. The swag kits included a handout of an interactive exercise that prompts prospective voters to think about how public policy and voting intersect with childcare, education, food access, housing, and other issues affecting their daily lives. Partners also received stickers

## WHICH TWO SERVICES IMPACT YOU THE MOST?

 <p><b>COMMUNITY PLANNING</b> PUBLIC TRANSIT, PARKS, ZONING, SIDEWALKS, ROADS, SAFETY</p>	 <p><b>CHILDCARE</b> HEAD START, FAMILY PLANNING, CHILDCARE VOUCHERS</p>
 <p><b>EDUCATION</b> FREE LUNCH PROGRAM, ESL, UNIVERSITY/COLLEGES, LIBRARIES</p>	 <p><b>FOOD ACCESS</b> WIC, FOOD PANTRY, FOOD SAFETY, LOCAL AGRICULTURE, FOOD STAMPS</p>
 <p><b>HOUSING</b> SECTION 8, HOMELESS SERVICES, PUBLIC HOUSING, EVICTION SUPPORT</p>	 <p><b>EMPLOYMENT</b> JOB TRAINING, LABOR LAWS, SOCIAL SECURITY, UNEMPLOYMENT</p>
 <p><b>HEALTHCARE</b> MEDICAID, DISABILITY SERVICES, MEDICARE, MENTAL HEALTH</p>	 <p><b>ENVIRONMENT</b> WATER/AIR QUALITY, WASTE MANAGEMENT, ALTERNATIVE ENERGY</p>

These materials are based on the "WHY VOTE?" TOOL, created by the RIGHT QUESTION INSTITUTE (source: rightquestion.org)



with a QR code to [TurboVote](#)—an online platform where voters can register, check their registration status, sign up for election reminders, and find nonpartisan election information for their community.

Each partner received a custom TurboVote link and QR code so they could track the number of voters who registered or signed up for election reminders via their direct outreach. The Housing Alliance and its partners made creative use of TurboVote to promote voting in visually appealing formats—both digitally and in-person. Staff in affordable housing communities kept the stickers in their community rooms and made them available to residents or put them on flyers in common areas of their buildings. Some partners also integrated TurboVote into their lease renewals, a regular touchpoint that provides a natural opportunity for residents to confirm or update their voter registration.

The Housing Alliance also embedded TurboVote in its online resource hub. In addition, the resource hub features important dates and deadlines, guidance for returning and tracking mail-in ballots, information about engaging voters with disabilities, and responses to other FAQs about voting in Pennsylvania.



Throughout the election cycle, the Housing Alliance took the pulse of its partners' needs and responded with new programming and resources. For example, upon hearing that many partners had questions about filling out and submitting voter registration forms, the Housing Alliance organized an extra training to walk through each step of the process, including a sample of what a completed registration form should look like. Partners found the additional training to be helpful, and it made them much more comfortable with the voter registration process.

The Housing Alliance also made small stipends available to grassroots organizations with small operating budgets. Organizations used the stipends to purchase food for tabling events and community voter engagement activities.



## PARTNER ACTIVITIES

**Spotlight:** The Housing Alliance of Pennsylvania provided critical support to several public housing agencies (PHAs) across the state that carried out nonpartisan voter engagement activities during the election cycle. These efforts included sharing educational materials, supporting registration access, and uplifting civic participation among residents.

Some activities carried out by the PHAs, include:

- **Patriotic-themed events** that combined community-building with civic education.
- **Embedding voter engagement into the daily rhythm of resident communication** such as monthly calendars for registration deadlines, guidance for residents moving into new housing, and encouraging residents through a voter pledge.
- **Building trust with residents in community spaces** such as the local food pantry with non-intrusive and welcoming activities.

- **Hosting a voting campaign for children** that encourages age-appropriate voting activities such as “cats vs dogs,” and engaging parents with voter engagement conversations.
- **Hosting events and workshops during key observances throughout the year** such as a voter registration workshop on National Voter Registration Day.
- **Sharing year-round education through visual aids and videos** on the voting process and links to resources like TurboVote to help residents check on their voting status.







## PROSPERITY INDIANA



**Prosperity**  
**INDIANA**

*Strengthening our communities.*

In 2025, NLIHC expanded the pilot community initiative to include new partners who bring fresh perspectives and geographic diversity to the program. Among them is [Prosperity Indiana](#), an organization that first became engaged in *Our Homes, Our Votes* work in the summer of 2024 during the launch of a phone banking initiative utilizing OpenVPB (Virtual Phone Bank) through Voter Activation Network (VAN). At that time, NLIHC sought to ensure that voter outreach efforts reflected diverse state contexts and regional needs. Indiana offered a valuable opportunity to reach communities in a new environment, and Prosperity Indiana helped support get-out-the-vote (GOTV) reminder calls and nonpartisan outreach. With their proven commitment to civic engagement and housing justice, Prosperity Indiana was a natural fit for continued partnership in 2025, and NLIHC is proud to support them as a full pilot community grantee this year.





## BY THE NUMBERS

*Our Homes, Our Votes* recorded voter contacts with more than **5,650** individuals in six pilot community states.

According to metrics reported from TurboVote, voters contacted through *Our Homes, Our Votes* were **11%** or more likely to vote than comparable individuals who were not contacted through the campaign.

The campaign achieved an **84%** registration rate among users, which was well above the **75%** median registration rate for TurboVote partners with **50** or more users. Turnout among young voters was especially strong, with 80% of users aged **19-24** and **82%** of

users aged **25-24** casting ballots, which far exceeded national turnout rates for these age groups (**56.2%** and **56.1%**, respectively). First-time voters also performed exceptionally well, with an **80%** turnout rate compared to the national average of **57.2%**. Infrequent voters turned out at a rate of **83.2%**, well above the **64.8%** national average for that group, and made up nearly half of all registered users (compared to just **31.6%** in the general-voter file), suggesting the campaign was particularly effective at reaching lower-propensity voters. Among outreach methods, webinars produced the highest turnout at **90.9%**, while posters yielded the lowest at just **60%**.





## FROM BEST PRACTICES TO BOLD ACTION



NLIHC's nonpartisan *Our Homes, Our Votes* campaign aims to boost voter turnout among low-income renters and elevate affordable housing as a key election issue. NLIHC encourages our members and partners to register to vote and help spread the word about voter registration. By registering to vote and casting your ballot, you can make your voice heard and build the political will for housing justice.

You can register to vote, update your registration, check your registration status, sign up for election reminders, and find nonpartisan election information for your community at [OurHomes.TurboVote.Org](https://OurHomes.TurboVote.Org). The website is available in both English and Spanish. Learn more about TurboVote [here!](#)

Already confirmed that you're registered to vote? Here are some additional ways you can get involved with NLIHC's nonpartisan *Our Homes, Our Votes* campaign:

★ Check out the 2024 fall edition of [Tenant Talk](#): Voting as Collective Action, a publication featuring tenant perspectives on why voting matters and a collection of nonpartisan resources to support tenants' nonpartisan election work.

- ★ Visit [www.ourhomes-ourvotes.org](https://www.ourhomes-ourvotes.org) for a comprehensive set of template resources and factsheets to plan your own nonpartisan voter and candidate engagement.
- ★ Celebrate voter participation in style with NLIHC's expanded, bilingual collection of *Our Homes, Our Votes* stickers, magnets, buttons, T-shirts, and other swag! Available for purchase at: <https://nlihc.myshopify.com/>
- ★ Join the *Our Homes, Our Votes* Affiliates Network (open to all nonpartisan organizations) or Housing Providers Council (open to subsidized housing developers, property managers, and resident services staff committed to nonpartisan civic engagement).

Please reach out to Tia Turner, project manager of the *Our Homes, Our Votes* campaign, at [ourhomes@nlihc.org](mailto:ourhomes@nlihc.org) with questions.



## POWERED BY OUR PILOT COMMUNITIES

### Acknowledgments

The *Our Homes, Our Votes* campaign extends our deepest gratitude to the dedicated leaders, tenant advocates, and partner organizations in our Pilot Communities. These communities are at the heart of our work, demonstrating how housing-centered civic engagement can transform neighborhoods and strengthen our democracy.

Your commitment to uplifting renters, expanding access to the ballot, and ensuring that housing is seen as an election issue is invaluable. This report is possible because of your leadership, innovation, and persistence.

#### ***Our Homes, Our Votes***

C/O National Low Income Housing Coalition  
1000 Vermont Avenue, NW, Suite 500  
Washington, DC 20005

[ourhomes@nlihc.org](mailto:ourhomes@nlihc.org)

[info@ourhomes-ourvotes.org](mailto:info@ourhomes-ourvotes.org)

[ourhomes-ourvotes.org](http://ourhomes-ourvotes.org)

[nlihc.org](http://nlihc.org)

We are proud to recognize the contributions of our 2024–2025 Pilot Community partners:



**OUR HOMES**

**OUR VOTES**

BECAUSE HOUSING IS BUILT WITH BALLOTS



[ourhomes-ourvotes.org](http://ourhomes-ourvotes.org)

National Low Income Housing Coalition