

OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



"Voter Registration 2026: Tools, Rules & Strategies for Low- Income Renters."

TIA TURNER

Project Manager, Our Homes, Our Votes



www.ourhomes-ourvotes.org

Housekeeping Items

- This webinar is being recorded.
- Recording and slides will be distributed in our Friday email newsletter, “The Connection,” and recording will be posted on NLIHC YouTube channel
- Closed captioning is enabled
- Use the Q&A feature to ask questions throughout the webinar
- Ensure respectful dialogue in the chat
- *Our Homes, Our Votes* is 100% nonpartisan

SPEAKERS

Voter Registration 2026: Tools, Rules & Strategies for Low-Income Renters.”



Chyann Sapp
Campaign Director, NVRD



Michelle Zuluaga
Senior Success Manager,
Democracy Works



Rachael Jeck,
RegisterHer



**Chantelle Wilkinson &
Tia Turner**
NLIHC Staff



Agenda

Welcome

Chantelle Wilkinson, NLIHC's VP of Strategic Partnerships and Campaigns

Voter Registration 101

Chyann Sapp, Campaign Director, National Voter Registration Day

OHOV Vote Ready Day Tool Demonstration

Michelle Zuluaga, Senior Partner Success Manager, Democracy Works

RegisterHer Spotlight

Rachael Jeck, Executive Director, RegisterHer

Q&A

Our Homes, Our Votes opportunities and resources

Welcome

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Chantelle Wilkinson, NLIHC's
VP of Strategic Partnerships and
Campaigns

Voter Registration 101

Voter Registration 101

Chyann Sapp, Campaign
Director, National Voter
Registration Day

This webinar is being recorded and the link will be shared.

Planning your National Voter Registration Day event

Voter Registration 101



 Nonprofit VOTE



Who we are and what we do

- **Mission:** Nonprofit VOTE is the managing partner of the holiday and we equip our nation's nonprofits with nonpartisan tools and resources to help the communities they serve participate in voting and democracy.
- **Vision:** We envision a diverse network of nonprofits across the United States with the skills, resources, and commitment needed to foster a more inclusive democracy where all voices are heard, particularly those currently underrepresented in the voting process.



[Nonprofit VOTE 2023-2024
Biennial Report](#)

The impact of the 2026 Midterms

- The 2026 elections will give voters the opportunity to shape decisions at every level of government.
- Ballots across the country will include **all 435 seats** in the U.S. House of Representatives, **33** U.S. Senate seats, **36** governorships, over **6,100 state** legislative seats, and tens of thousands of local offices that influence policies affecting daily life.
- **Remember:** National Voter Registration Day is about democracy. It's about doing something, big or small, to help your community participate in the electoral process. We're helping people use their voice—not telling them what to say.

Why we're coming together

Over the past few years voters of all types have been significantly impacted by policy. Our goal is support partners in coming together for a **nonpartisan** moment to **register voters, remind them to update their forms.**

In the 2020 federal election, **25% of Americans** reported not being registered to vote or unsure if they were registered, with over **600,000 non-voters** specifically citing a registration problem as their reason for not casting a ballot.

A 2020 study found **27% of Americans** reported not being registered because they didn't know how, kept forgetting, did not have time, were too busy, or had recently moved.

And among unregistered voters ages 18-24, **this percentage was even higher at 42%.**

The six rules for becoming an **NVRD** partner:

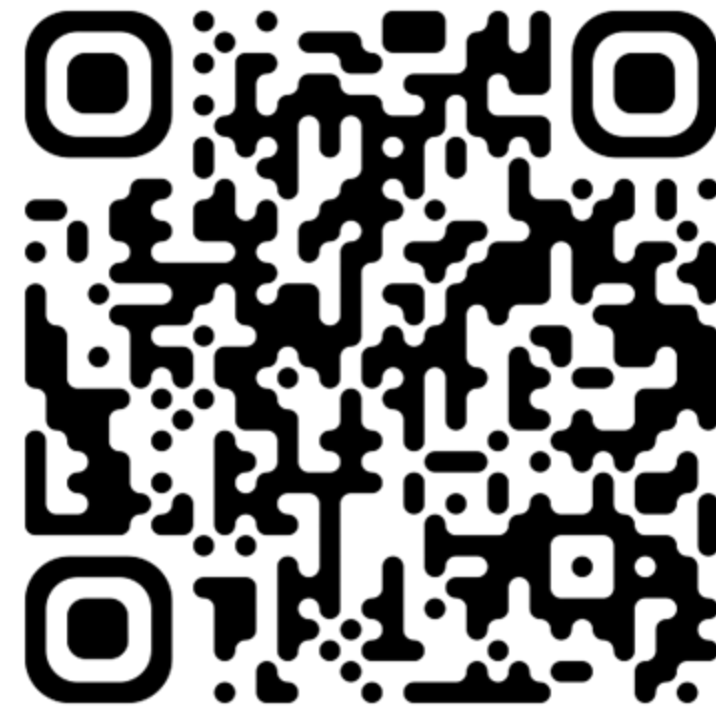
1. Be **nonpartisan**.
2. Be **inclusive**.
3. Be **informed** about your state's voter registration laws.
4. Stay **non-transactional**.
5. Be **#VoteReady**
6. And **have fun!**



Sign as a **2026 community partner!**



Scan the QR code with
your camera app or click
the link in the chat to sign
up!



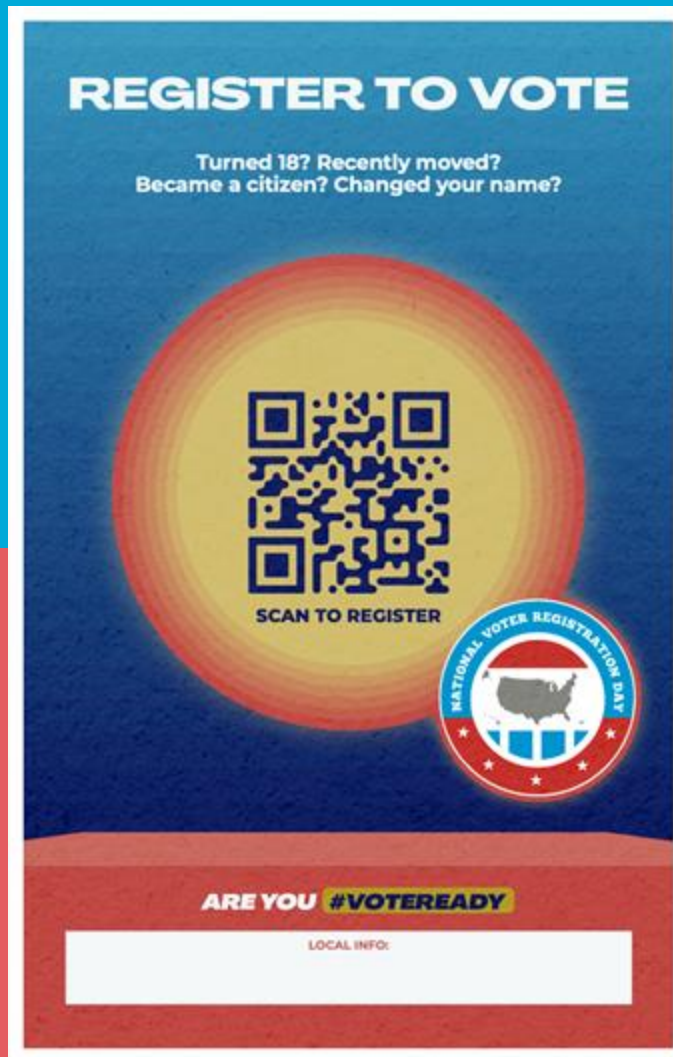
What you can do as a **community partner**



- **Step up** for those who have to step back.
- Display **posters and stickers** around your community (starting in August).
- Host a voter registration drive on **Tuesday, September 15th**.
- **Cross-promote** NVRD on your social media.
- **Share** the event with your networks.
- Encourage your **local election office** to celebrate the day.
- Attend ongoing **webinars and trainings** to stay up to date on key requirements.



What you'll receive as a community partner



- **Posters and stickers (available in nine languages)**
 - Will be available for digital downloads and editable in Canva
- **Toolkits: Communications, field, social media toolkits**
 - Including recommended copy for press and social media to help make promotion of the holiday low-lift
- **Fact sheets**
 - For community partners, high schools & campuses, election officials, and employee engagement
- **Ongoing webinars**

Posters and stickers are available in **nine languages** ★



★ Nonprofit VOTE



Prepping for the Midterms

Setting the stage

Let's prepare your **voter engagement plans** by first addressing the landscape

**What's
happening in
2026**



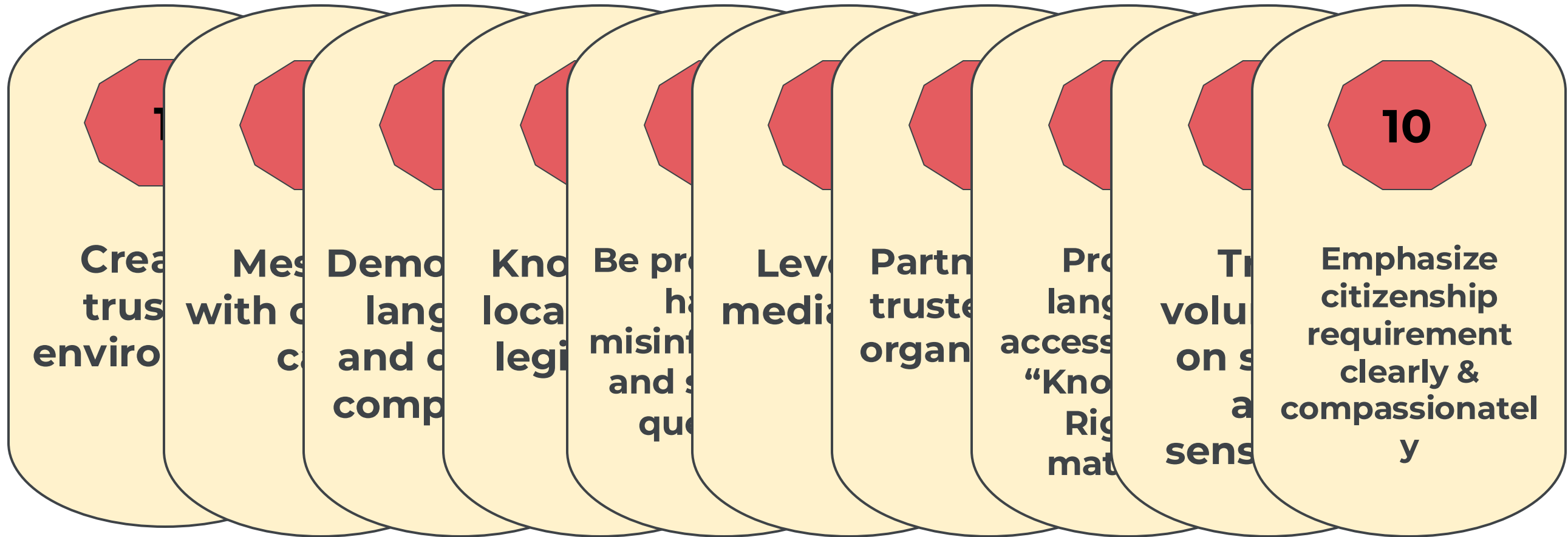
**Voter
Registration &
NVRD is
inarguably
nonpartisan**



**There's a
heightened
need to
protect your
community**



Here are 10 key things to remember when doing voter engagement in 2026



What it **all** comes down to is...

Knowing your community.



As a trusted local organization, having a deep understanding of the community you serve (and their needs) is vital. It helps you be confident in your communication and keep their trust.

Knowing your stuff.



Voting rules can change from year to year. Make sure you're well versed in voter registration legislation for your state and city before you start planning your drive.

Using your tools.



Comms tools have already been created for you - so no need to reinvent the wheel. But make sure to also use tools like the Census to update your understanding of your community.

Staying Nonpartisan & Compliance Considerations

Let's cover the basics

What you need to know in 2026: **Topline and bottomline**

501(c)(3) organizations have broad authority to strengthen democracy through nonpartisan civic engagement. The legal risk comes not from helping people participate, but from appearing to favor or oppose candidates or parties. When nonprofits keep their activities mission-focused, factual, inclusive, and even-handed, they can play a powerful role in increasing civic participation while remaining fully compliant with federal law.

1. Being nonpartisan does not mean staying out of democracy.

Your nonprofit doesn't have to sit on the sidelines. It just has to stay nonpartisan.

2. Everything comes down to the IRS "facts and circumstances" test.

It's not just what you say, it's when, why, and how you say it.

What you need to know in 2026: **Topline and bottomline**

3. Issue advocacy is allowed—but education must come before persuasion.

The webinar emphasizes that nonprofits can advocate around issues central to their mission, but their communications should educate rather than campaign.

Lead with facts and mission, not politics.

4. Voter engagement activities are absolutely permissible—but they must be designed fairly.

The process matters just as much as the activity.

5. Build internal guardrails before election season begins.

Preparation is your best compliance strategy. Having clear internal processes before election season makes it much easier to stay confidently within legal boundaries.

Speaking with cultural communities: **What to know**

Trust is infrastructure. In a highly politicized environment, organizations are most effective when they combine nonpartisanship with cultural awareness, clear information, trusted messengers, staff preparation, and practical tools. That allows nonprofits to engage communities confidently without sacrificing the relationships that make that engagement possible in the first place.

1. Nonpartisanship is the foundation, but it shouldn't make nonprofits timid.

Nonpartisan does not mean silent. It means helping people participate without telling them how to vote.

2. Cultural competence needs to be part of the communications plan from the beginning.

Don't simply translate your standard message. Consider who is delivering it, how the community may receive it, what concerns people may carry, and what will build trust.

Speaking with cultural communities: **What to know**

3. Trusted messengers matter especially when communities feel vulnerable or politically targeted.*

Your organization doesn't always have to be the messenger. Partnering with organizations, community leaders, and people who already have credibility with an audience can be far more effective than parachuting in with a generic voter-registration message.

4. Protecting your organization and protecting your community go together.

Don't wait until September 15 to decide how your organization will respond. Train staff and volunteers ahead of time and give them approved language and escalation protocols.

5. Make participation easy and don't reinvent the wheel.

The strongest engagement plan isn't necessarily the most elaborate. Give people accurate information, meet them where they already are, use tested resources, and remove as much friction as possible.

Tools and Resources

We've got you covered

Trusted resources



When in doubt, always go to the source. The most reliable source for up-to-date voting information continues to be your state and local elections officials.

A quick **recap** of this year's webinars

Webinar recordings available at
nationalvoterregistrationday.org/webinar-schedule/

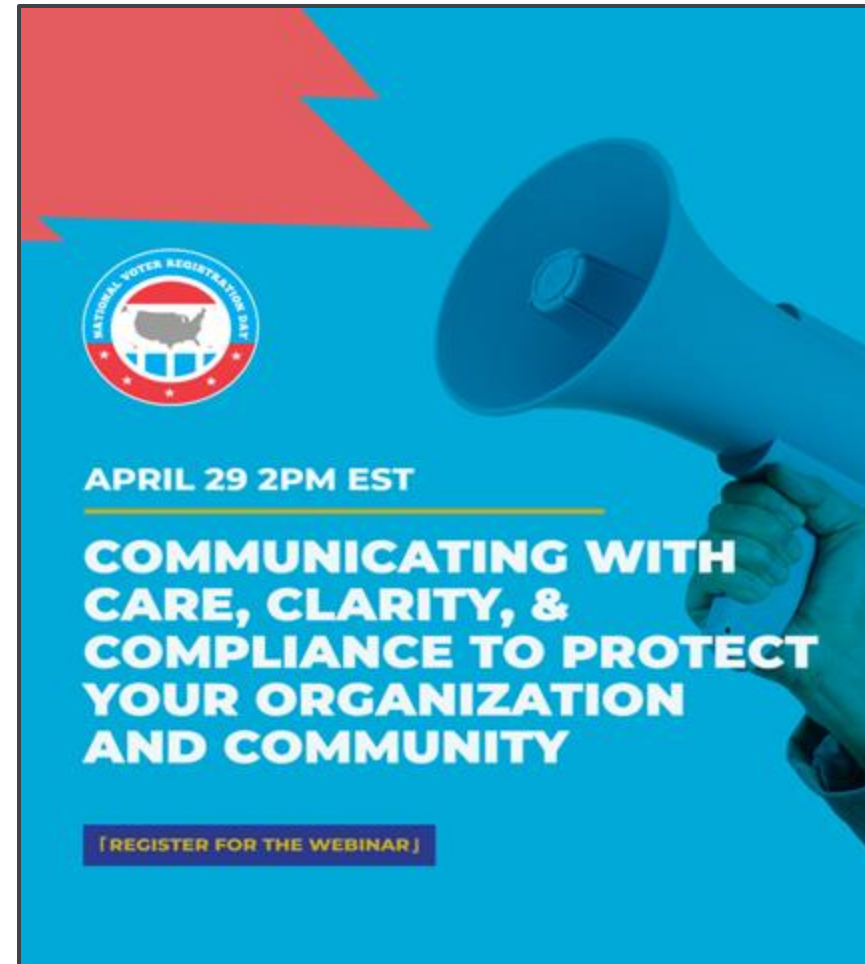


A hand holds a large, clear water bottle with a white label. The background is a bright blue sky with a large red arrow pointing upwards and to the right. The National Voter Registration Day logo is in the top left corner.

MARCH 18 2PM EST

**NATIONAL VOTER
REGISTRATION DAY
2026 KICKOFF**

[REGISTER FOR THE WEBINAR]



A hand holds a blue megaphone. The background is a bright blue sky with a large red arrow pointing upwards and to the right. The National Voter Registration Day logo is in the top left corner.

APRIL 29 2PM EST

**COMMUNICATING WITH
CARE, CLARITY, &
COMPLIANCE TO PROTECT
YOUR ORGANIZATION
AND COMMUNITY**

[REGISTER FOR THE WEBINAR]



Two women are shown in profile, looking to the right. One is holding a glass of water. The background is a bright blue sky with a large red arrow pointing upwards and to the right. The National Voter Registration Day logo is in the top left corner.

MAY 28 2PM ET

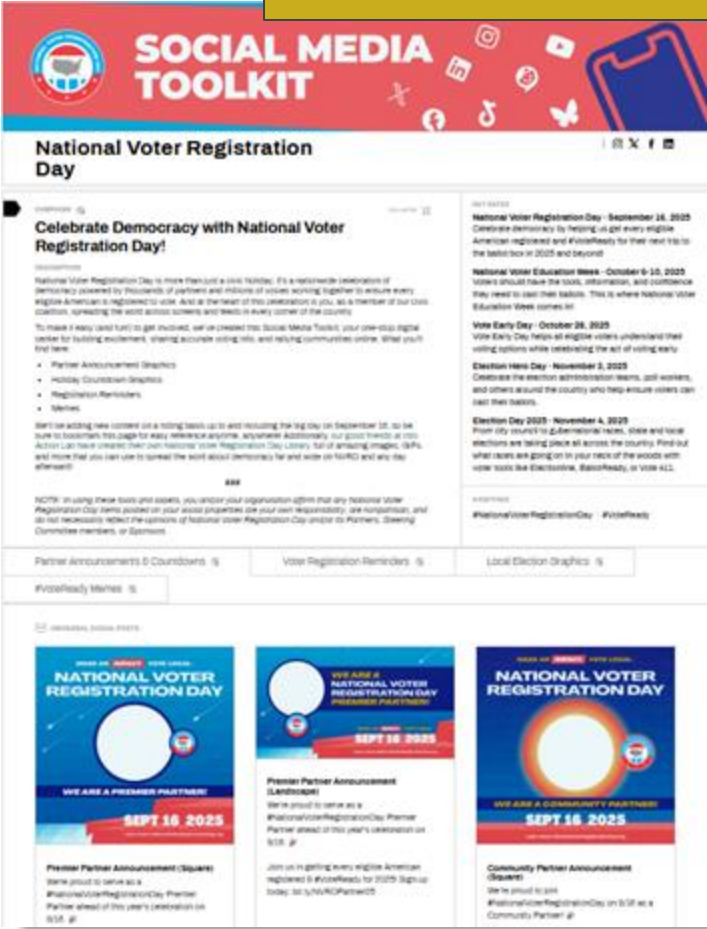
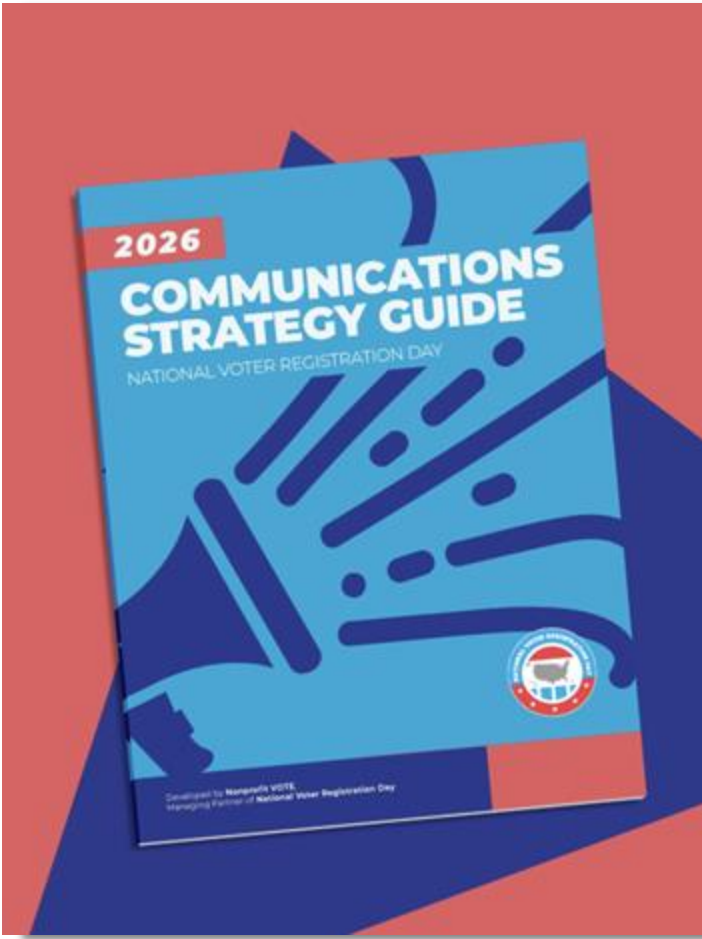
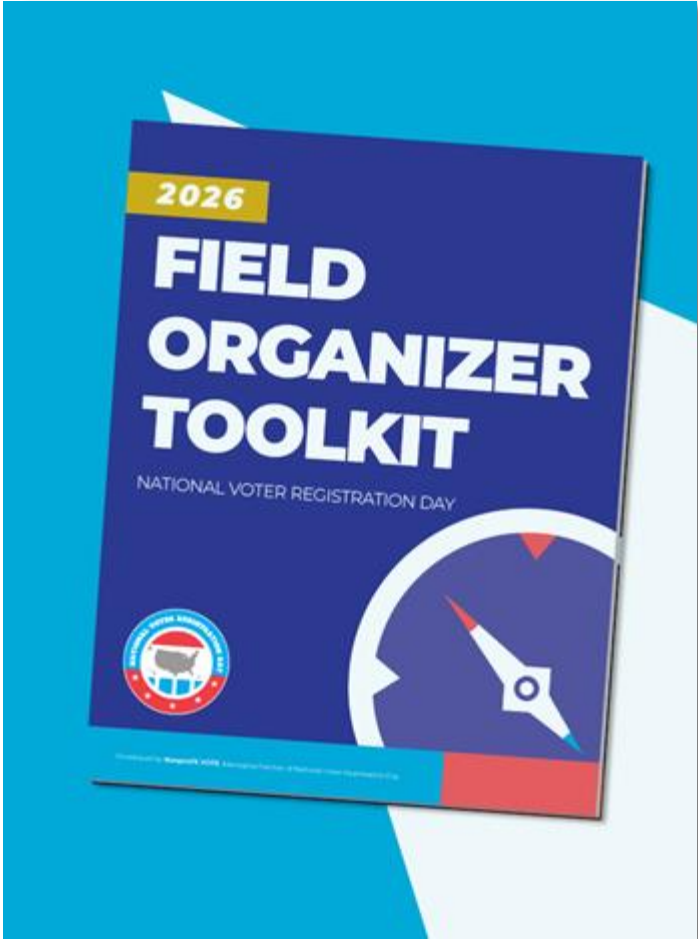
**PROTECTING YOUR
MENTAL HEALTH
WHILE DOING VOTER
ENGAGEMENT**

**DSP DEMOCRACY
SECURITY
PROJECT** | **NAMI**
National Alliance on Mental Illness

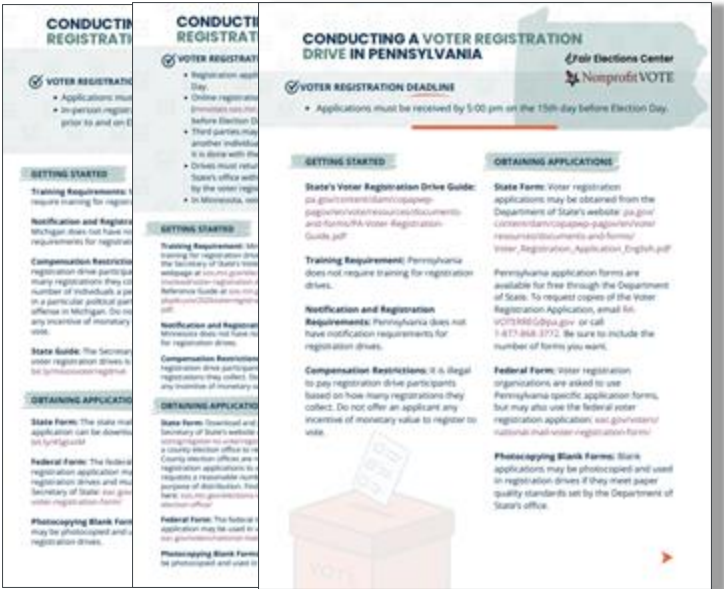
[REGISTER FOR THE WEBINAR]

Our 2026 toolkits

Coming Soon!

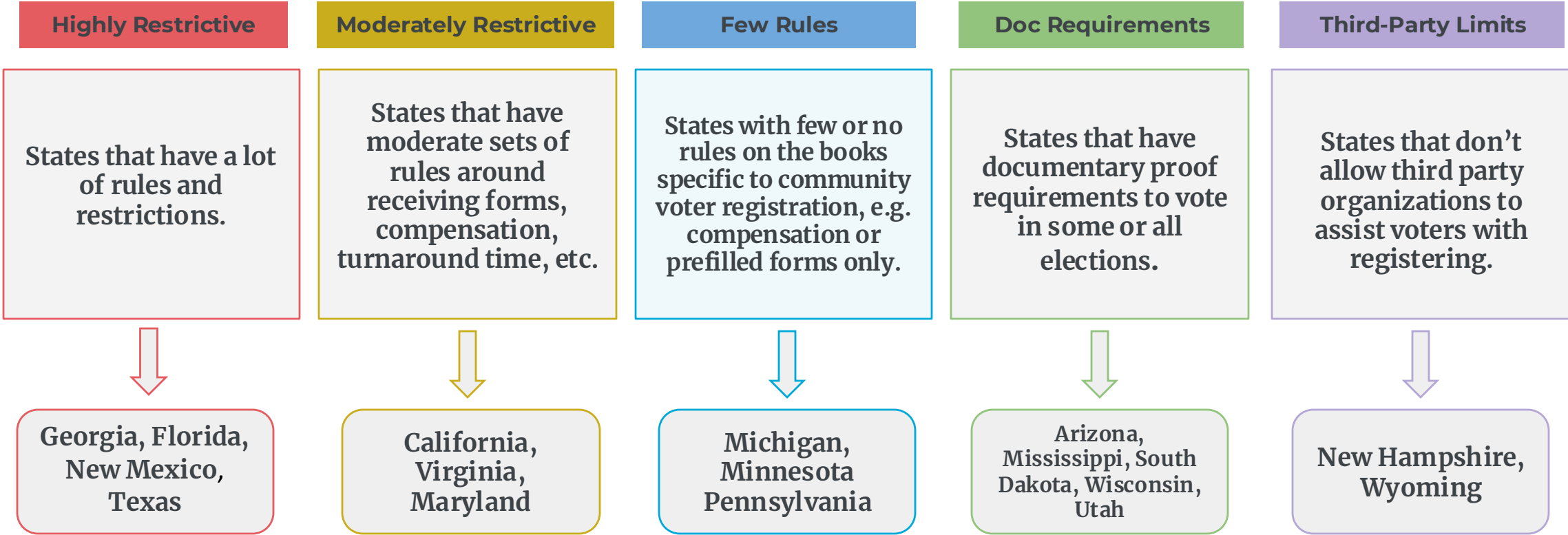


Our 2026 State Voter Registration Guides



Levels of
restriction

State
examples



Communications resources



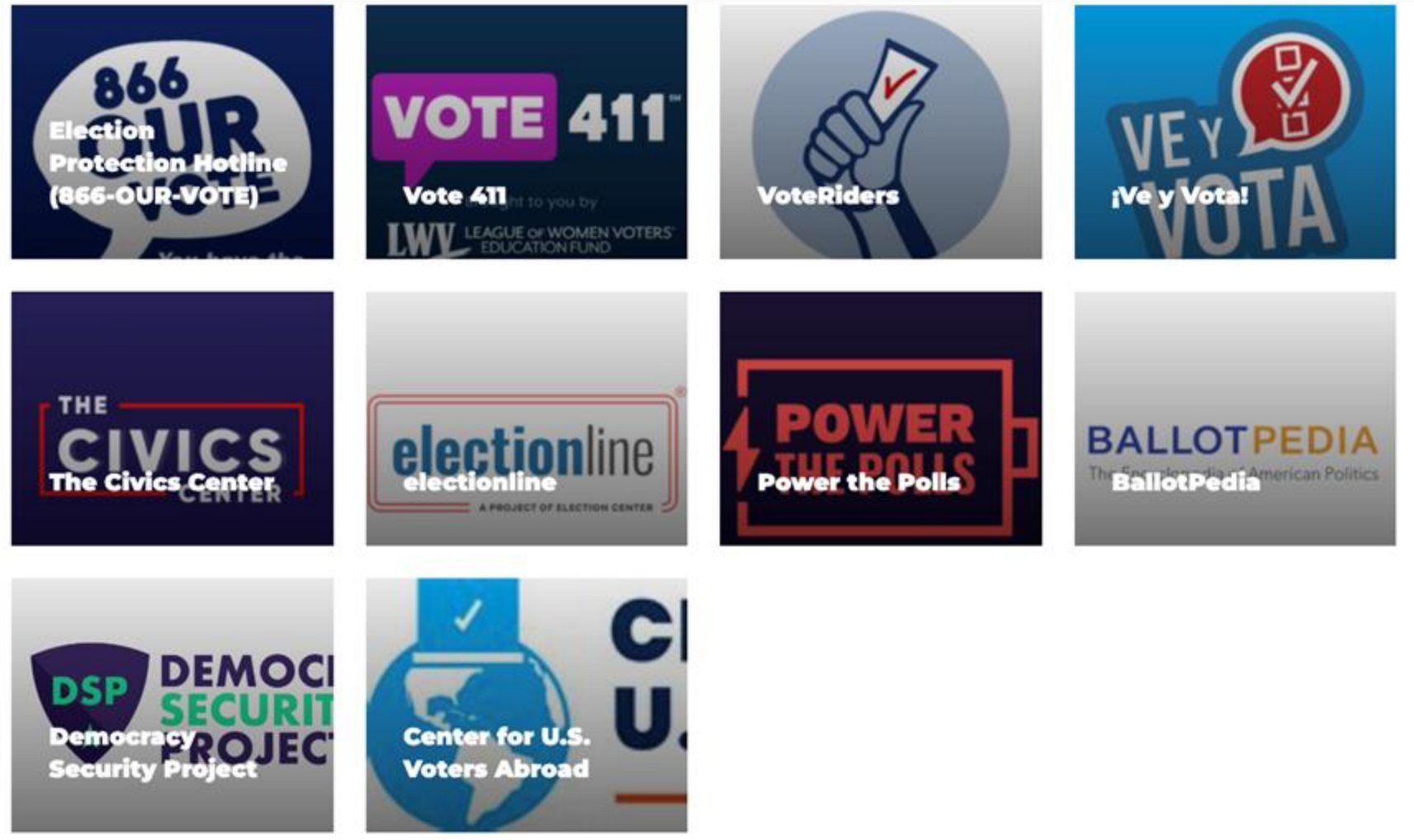
Everything from sample messaging for email, press releases, tips and tricks, and brand guidelines.

Fact sheets to help with registering specific voters



Check out a few of our fact sheets with talking points for specific groups of voters like new citizens and college students!

Vetted partner resources



Resources from some of our vetted partners including voter id, voter hotlines, what to know about voting abroad, and more.

Check out our “Why Vote” tool

WHICH TWO SERVICES IMPACT YOU THE MOST?



COMMUNITY PLANNING
PUBLIC TRANSIT, PARKS, ZONING,
SIDEWALKS, ROADS, SAFETY



CHILDCARE
HEAD START, FAMILY PLANNING,
CHILDCARE VOUCHERS



EDUCATION
FREE LUNCH PROGRAM, ESL,
UNIVERSITY/COLLEGES, LIBRARIES



FOOD ACCESS
WIC, FOOD PANTRY, FOOD SAFETY,
LOCAL AGRICULTURE, FOOD STAMPS



HOUSING
SECTION 8, HOMELESS SERVICES,
PUBLIC HOUSING, EVICTION SUPPORT



EMPLOYMENT
JOB TRAINING, LABOR LAWS,
SOCIAL SECURITY, UNEMPLOYMENT



HEALTHCARE
MEDICAID, DISABILITY SERVICES,
MEDICARE, MENTAL HEALTH



ENVIRONMENT
WATER/AIR QUALITY, WASTE
MANAGEMENT, ALTERNATIVE ENERGY

 Nonprofit VOTE

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

Nonprofit leaders like you can help voters make the connection between local services and the elected leaders who make decisions that impact the community.

Check out our Why Vote tool to help you talk to voters!

<https://www.nonprofitvote.org/resource/why-vote-tool/>

Check out our “Who represents you?” tool

Position	Name	Phone	Email Address	Last Elected & Next Election	Responsibilities	Notes (When they were elected, when their next election is, if they've held any elected positions in the past)

If voters are looking to learn more about the elected leaders who serve your area, check out our tool and start filling in your elected leader bingo card!

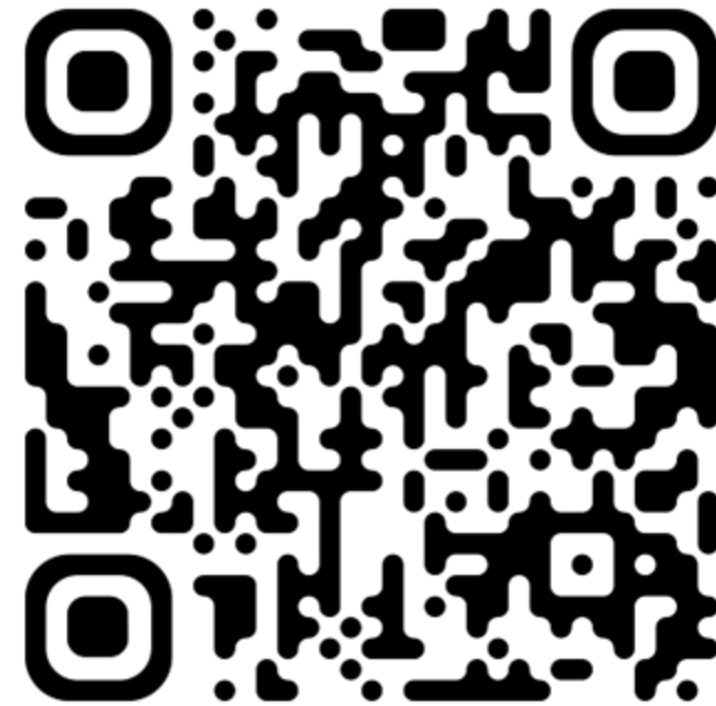
<https://www.nonprofitvote.org/resource/nonpartisan-advocacy-planning-tool/>



Sign as a 2026 community partner!



Scan the QR code with
your camera app or click
the link in the chat to sign
up!





Contact Us

Questions about partnership and resources:

- info@nationalvoterregistrationday.org
- info@nonprofitvote.org

Thank you

See you on September 15!



 **NonprofitVOTE**

OHOV Turbovote Tool

Vote Ready Tool Demonstration

Michelle Zuluaga, Senior Partner
Success Manager, Democracy
Works

OHOV Turbovote Tool

Partner Spotlight

Rachael Jeck, RegisterHer

How Register Her's VOICE Training Empowers HHS and Nonprofit Staff to Become Democracy Messengers

Rachael Jeck

Co-Founder & Executive Director, Register Her | August 10, 2026



**REGISTER HER.
ACTIVATE AMERICA.**



**National Low Income
Housing Coalition**

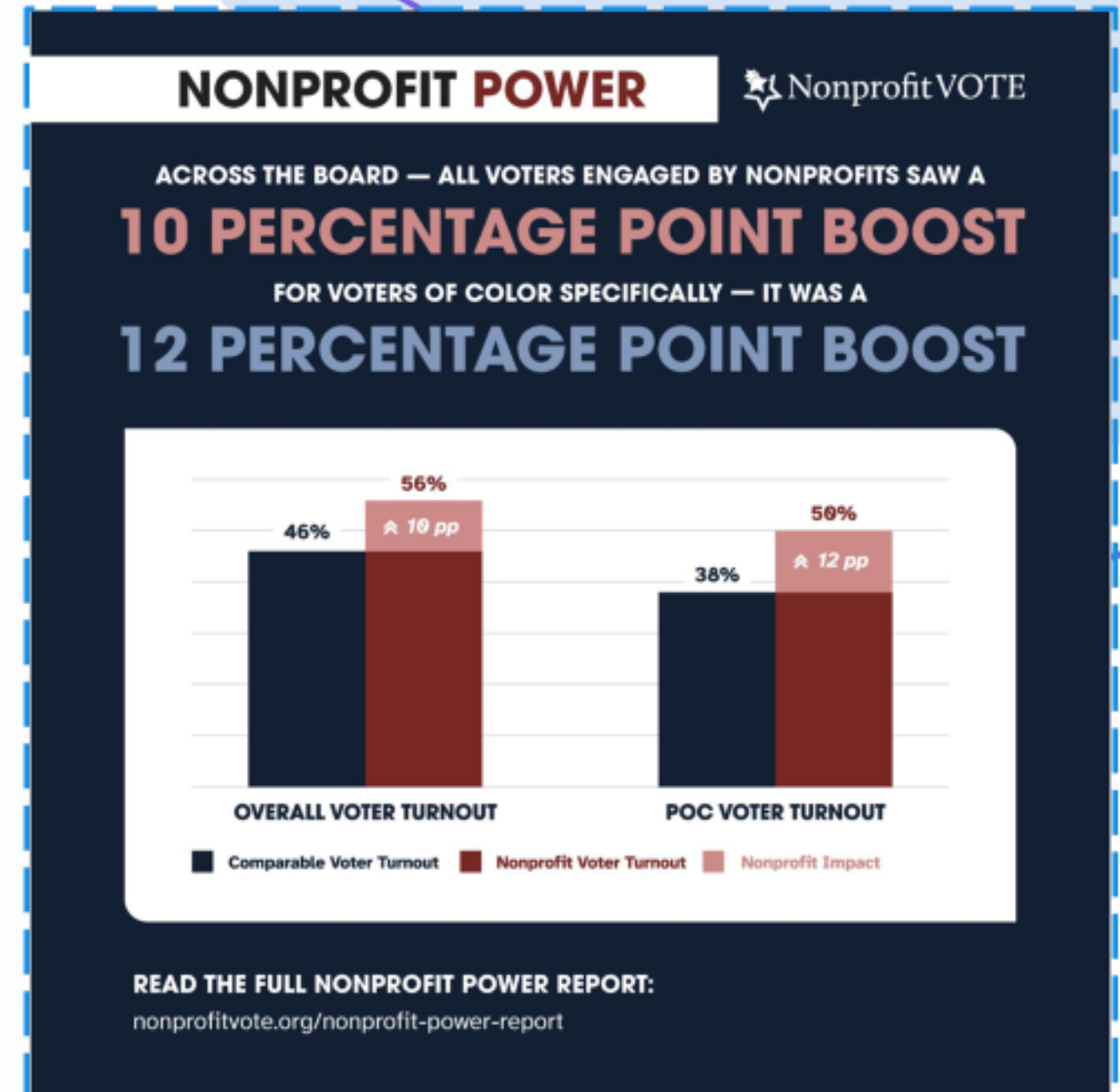


Why should nonprofits be on the frontlines of civic engagement?



- More than 60% of adult citizens have never been asked to register to vote. This rate was nearly identical among individuals who are and are not registered. *Pew Research 2017
- Voters engaged by nonprofits saw a 10% point boost in voter turnout compared to their counterparts in the same communities. That effect is further amplified in historically marginalized groups, with young voters, low-income voters, and people of color experiencing even higher turnout gains.

*Nonprofitvote.org



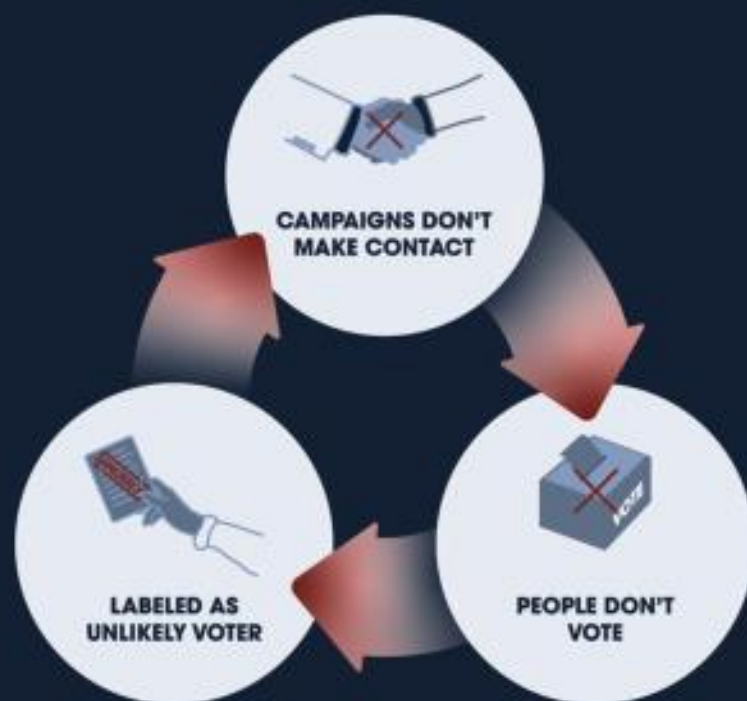
Turning negative feedback into positive action



NONPROFIT POWER

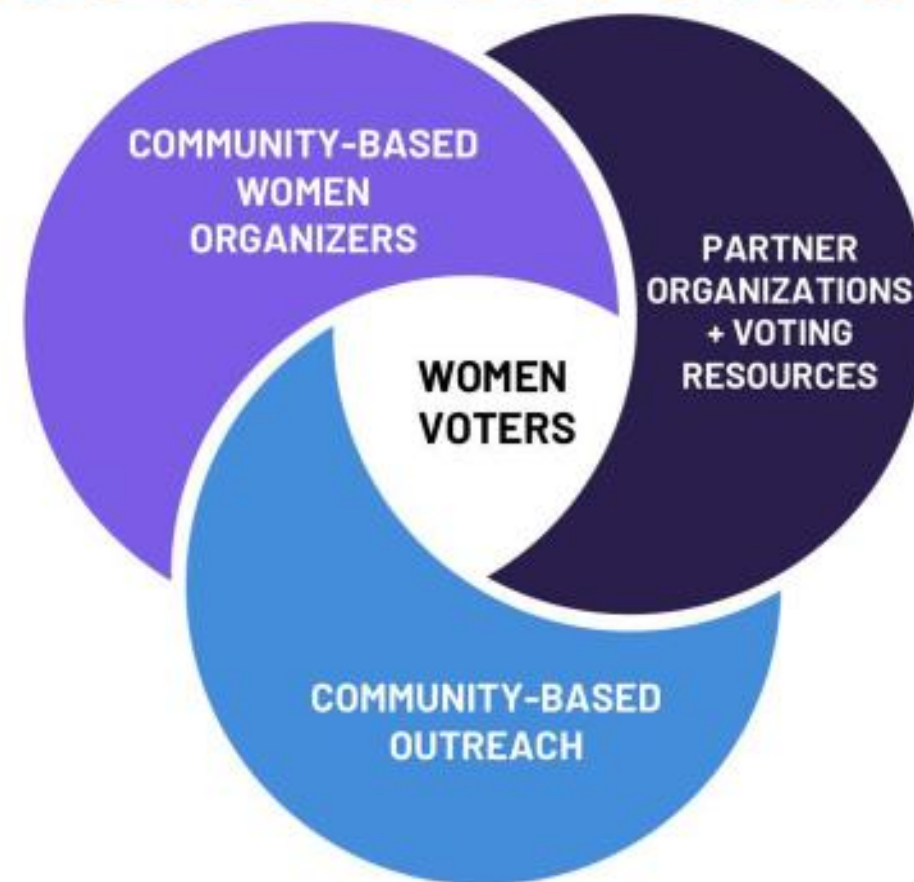
NonprofitVOTE

HOW CAMPAIGNS LEAVE VOTERS OUT NEGATIVE FEEDBACK LOOP



READ THE FULL NONPROFIT POWER REPORT:

nonprofitvote.org/nonprofit-power-report



Creating a national cohort of community organizers and organizations devoted to gender equity and civic participation



Targeting social services organizations, campuses & events



Provided through local non-partisan partners



Common fears that lead people to shy away from conversations about voting:

“Politics are divisive.”

“Politics are too personal.”

- You are not asking clients about their political opinions - you are inviting people who have been left out of a critical conversations to be heard and included.
- View yourself as “host or hostess” inviting someone into a room to participate.
- You **can** and **should** make it clear that you are not seeking to convince them how to vote, but to share with them why you believe it is in **their** best interest to do so! Voting is power. And, when you don't vote, you give even more power to those who do.

Best practices for talking to 501(c)(3) staff & clients about voting:



- You can talk about issues that are important to you and your clients.
- You can talk about facts, like whether abortion access will be on the ballot.
- You cannot tell someone how to vote, who to vote for or what party to vote for.
- You can talk about how the programs you run are funded through federal or state government and whether adequate funding exists depends on the budget, which is decided by elected officials.
- You can provide nonpartisan voter guides: [Guides.Vote](#), [Activote](#), [Democracy Works](#)
- You should recommend that your clients register for MAIL-IN or ABSENTEE ballots [if that is an option in your state](#) because “life happens” and this is the best way to ensure their vote counts.



Register Her's strategy to reach and activate marginalized women:

Voter Outreach, Information, and Civic Education (VOICE) is a free training initiative designed for staff at health and human services (HHS) organizations. VOICE equips HHS staff with the knowledge, tools, and confidence to participate in our democracy—and to help others do the same.

Purpose: To train the staff at local social service agencies about the power of civic engagement and voting as tools for self and community advocacy.

Goal: Educate, motivate and train an “army” of trusted service providers to invite their clients to learn more about voting. Become a DEMOCRACY MESSENGER!

Give us an hour with your staff and we'll provide:



- Education about why voting matters.
- Examples of close elections to show that “every vote matters.”
- Conversation starters about voting and how to respond to typical responses.
- Role play exercises.
- Resources to give clients including QR codes for English/Spanish versions of on-demand, one-minute inspirational “why vote” videos, handouts and voter registration QR codes.
- Communications toolkit (series of emails) for Executive Director or managers to send to staff, sharing important information about voting and deadlines. These same communications can be shared with clients.
- We understand that your staff is likely under-resourced and overwhelmed. We are not training them to be VR experts or to add one more item to their to-do lists.

What can your organization do with less than eleven weeks until the Election?



1. Make sure staff are educated, motivated and registered to vote by providing them with Civic Education Training.
2. Take advantage of the tools and content that's already available at NO charge!
3. Send emails, post on your website and/or newsletter, provide QR codes with links to register to vote (if online voter registration is an option in your state) and provide links for more voting resources.

**Register Her, or likely any of the other partners on the call, can provide these links.*

4. If you have in-person clients, host at least one voter registration event onsite. Many organizations, including Register Her and other partners on this panel, are available to host tabling events.
5. Overwhelmed? Let one of us do the heavy lifting. Schedule a time to talk and we can handle everything.

→ Sign up [HERE](#) for an appointment.

Questions? Want help? Contact us!



→ Rachael Jeck, She/Her
Co-Founder & Executive Director
rachael@registerher.org

cell: (310) 804-1226

→ Lupe Aguilar, They/Them
Program Manager
Lupe@registerher.org



Questions



Affiliates Network

- Open to all nonpartisan organizations that share campaign's goals
- Regular office hours, email listserv, and post-election virtual gathering
- Enhanced access to *Our Homes, Our Votes* tools and resources
- Sign up: www.ourhomes-ourvotes.org/affiliates



Housing Providers Council



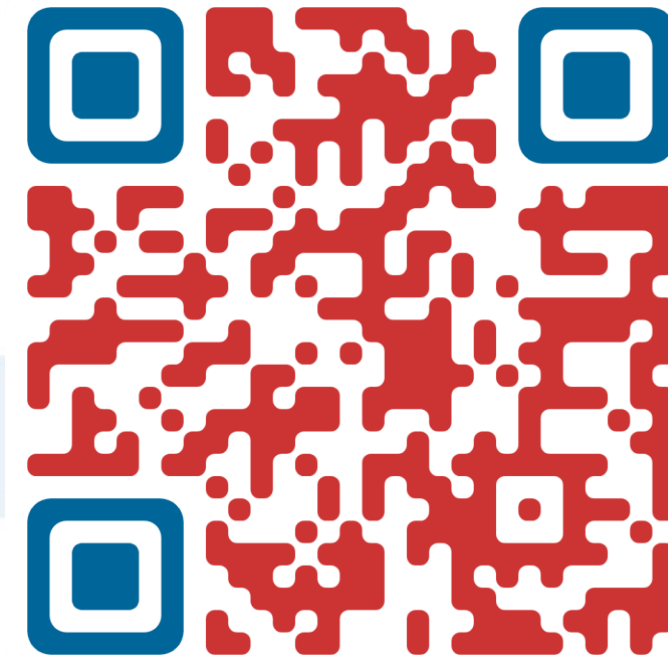
- Nonpartisan group of housing developers, property managers, and resident services staff committed to boosting voter turnout among their residents
- Regular virtual meetings (quarterly in 2026) to exchange ideas and receive trainings on best practices in nonpartisan voter engagement
- More info and application link: <https://www.ourhomes-ourvotes.org/housing-providers-council>



OurHomes.TurboVote.Org



Register to vote and update your voter registration, check your voter registration status, find election information for your community, and sign up for election reminders!



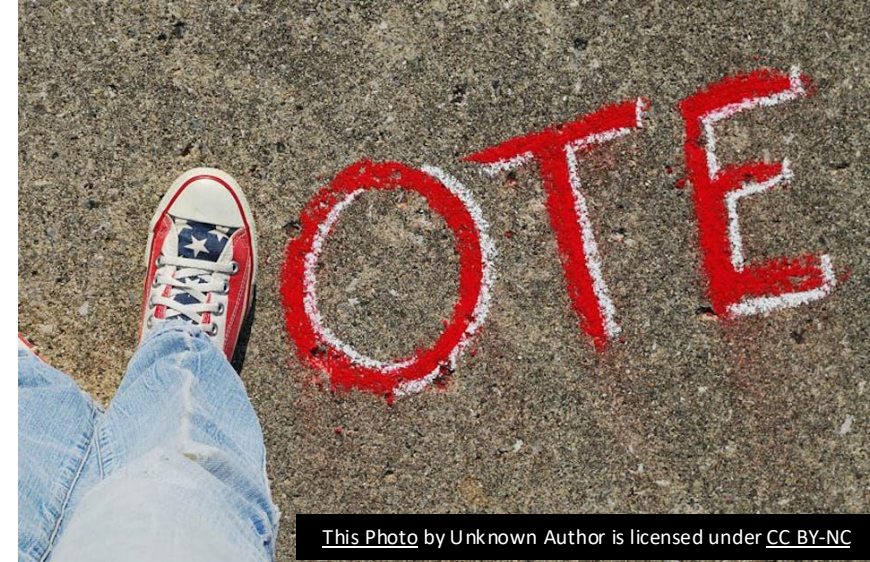
Our Homes, Our Votes Educational Resources

- Comprehensive online resource library
 - Visit: <https://www.ourhomes-ourvotes.org/resources>
 - Turning Renters into Voters: Lessons in Engaging Low-Income Communities - <https://nlihc.org/resource/now-available-our-homes-our-votes-2025-best-practices-report>



Register for our Next Webinar:

"Combating Misinformation: Equipping Housing Advocates as Trusted Messengers in 2026" (Monday, 9/14)



Join the movement for housing justice!



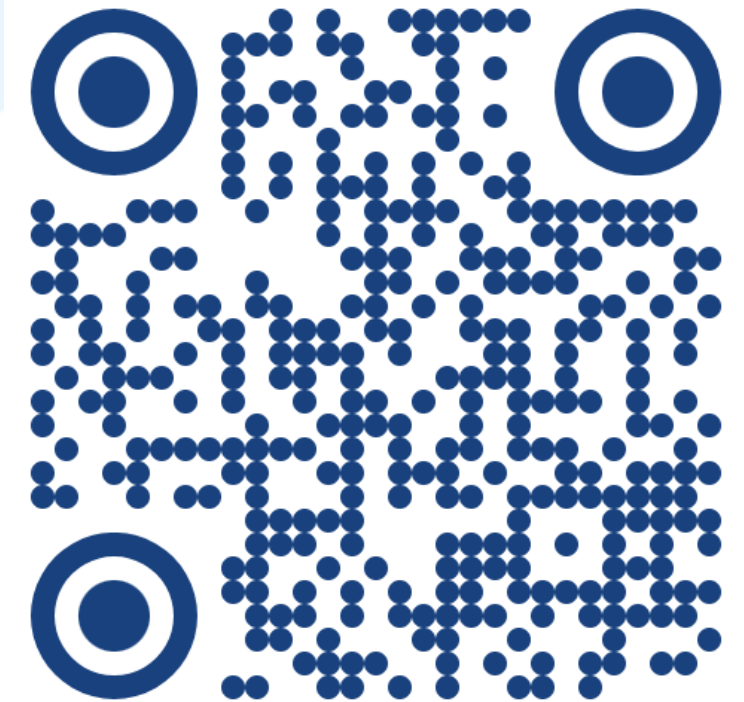
Annual dues ensure all members have a stake in the coalition's collective success. Dues are suggested amounts, so you can pay **any amount that is affordable** to you or your organization.

Suggested dues rates

Individuals = \$5-\$110

Organizations = \$15-\$3,000

Reach out to membership@nlihc.org to learn more or call 202-662-1530 x 206



www.nlihc.org/membership

NLIHC
www.nlihc.org

FOR MORE INFORMATION

- Questions, email: ourhomes@nlihc.org
- Follow Our Homes, Our Votes on Instagram: [@ourhomesourvotes](https://www.instagram.com/ourhomesourvotes)



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