OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS

Our Homes, Our Votes: Laying the Groundwork for Your Campaign

April 29, 2024

Agenda

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- Key considerations for nonpartisanship & federally funded agencies
  - Courtney Cooperman, project manager, NLIHC
- Building blocks of a voter engagement campaign
  - Morgan Murray, voter engagement program manager, NLIHC
- Introduction to the Civic Holidays
  - Eddy Zerbe, deputy director, Students Learn Students Vote
- Ways to get involved & preview of upcoming webinars
  - Courtney Cooperman, project manager of *Our Homes, Our Votes*, NLIHC

Housekeeping Items

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- Disregard recent email from Zoom! Dates have not changed
- This webinar is being recorded.
- Recording, slides, and links will be distributed in our Friday email newsletter, "The Connection," and recording will be posted on NLIHC YouTube channel by the end of the week
- Closed captioning is enabled
- Use the Q&A feature to ask questions throughout the webinar
- *Our Homes, Our Votes* is 100% nonpartisan

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Rules of the Road: Nonpartisanship & Do's and Don'ts for HUD Providers

Staying Nonpartisan for 501c3 Nonprofits

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501c3 nonprofits CAN…

- Register voters
- Educate voters
- Engage candidates on issues, as long as all are treated equally
- Host election-related public events
- Distribute candidate questionnaires
- Get voters to the polls
- Endorse ballot measures that align with their mission

501c3 nonprofits CANNOT…

- Conduct registration, education, and mobilization activities in any way that seeks to benefit a particular candidate or party
- Endorse political candidates
- Donate money, resources, or time to a particular candidate
- Use staff time, resources, or representation of the organization for partisan political activities

Learn More: Bolder Advocacy

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BOLDER ADVOCACY
An initiative of Alliance for Justice

[Bolder Advocacy campaign: https://afj.org/bolder-advocacy/](https://afj.org/bolder-advocacy/)

Exceptions

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- Programs funded by the Legal Services cannot do nonpartisan voter engagement work
- AmeriCorps and other programs funded by CNCS cannot do voter registration, but they can do make information available and do nonpartisan voter education
- Programs funded by the Community Services Block Grant (CSBG) cannot use CSBG funds for voter registration or rides to the polls, but can use other funds and can do nonpartisan voter education
  - Note: this restriction does NOT apply to CDBG!!
- Programs funded by Head Start cannot use Head Start funds for voter registration or rides to the polls, but can have external agencies onsite to register voters and can do nonpartisan voter education

PHAs and HUD-Funded Agencies

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- President Biden's EO on Promoting Access to Voting directs federal agencies to facilitate voter registration & encourage voting
- HUD circulated announcements in February 2022 to PHA, multifamily, SNAPS, and HOPWA distribution lists
- Announcements clarify that HUD grantees are permitted—and actively encouraged!—to organize nonpartisan voter engagement activities

What is Allowed?

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Share nonpartisan voter and election resources with residents

Permit use of community space to hold meetings, candidate forums, and voter registration

Collaborate with local election administrators to use space for voter drop boxes and voting sites

PHAs: documentation of residence; apply to operate as voter registration agency; make forms available, accept and transmit completed forms, run PHA-initiated voter registration drives (where permitted by state law)

What is Prohibited?

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Partisanship!!!

- Favoring one candidate over another. This includes inviting one candidate to a forum without providing the equal opportunity for others to attend
- Tying voter registration to the electoral prospects of any party/candidate
- Use of facilities for partisan activities (ex: phonebank for a candidate, rather than nonpartisan get-out-the-vote)

Giving the impression that benefits are tied to a resident's voting activity, or that registration and voting are not voluntary

- Ex: hosting an Election Night party and only inviting or offering rewards to those who voted

More Information

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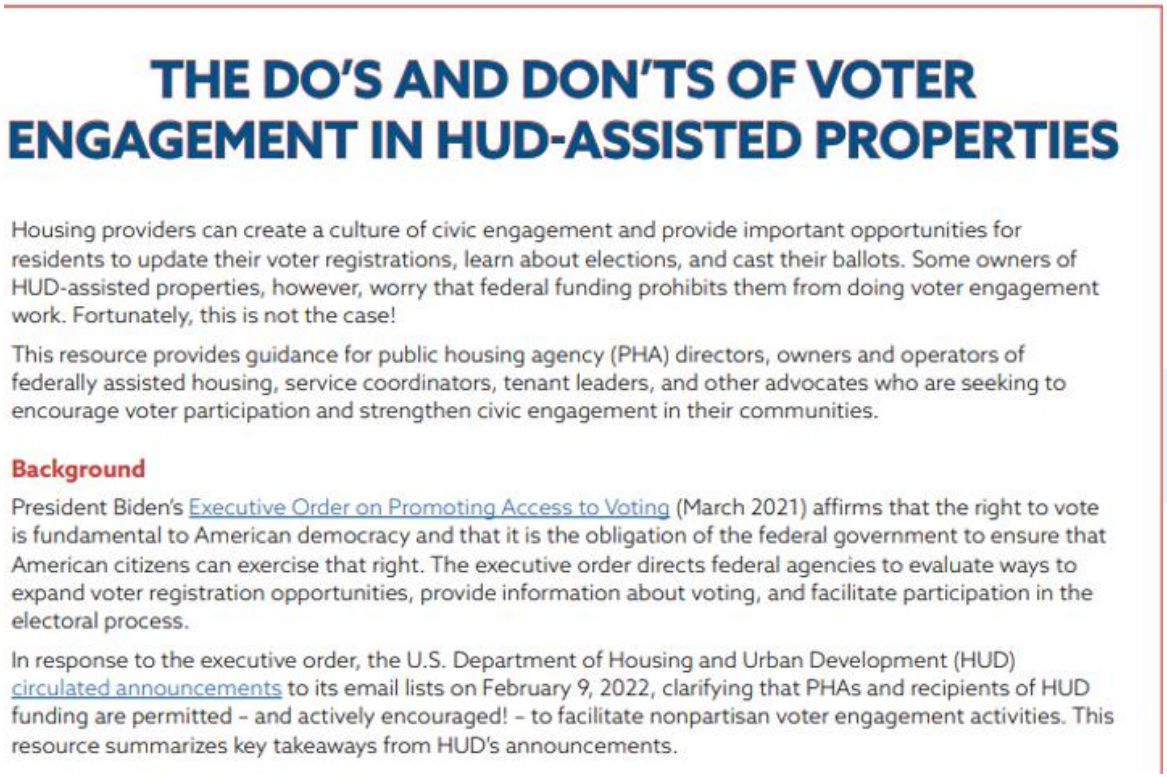

THE DO'S AND DON'TS OF VOTER ENGAGEMENT IN HUD-ASSISTED PROPERTIES

Housing providers can create a culture of civic engagement and provide important opportunities for residents to update their voter registrations, learn about elections, and cast their ballots. Some owners of HUD-assisted properties, however, worry that federal funding prohibits them from doing voter engagement work. Fortunately, this is not the case!

This resource provides guidance for public housing agency (PHA) directors, owners and operators of federally assisted housing, service coordinators, tenant leaders, and other advocates who are seeking to encourage voter participation and strengthen civic engagement in their communities.

Background

President Biden's Executive Order on Promoting Access to Voting (March 2021) affirms that the right to vote is fundamental to American democracy and that it is the obligation of the federal government to ensure that American citizens can exercise that right. The executive order directs federal agencies to evaluate ways to expand voter registration opportunities, provide information about voting, and facilitate participation in the electoral process.

In response to the executive order, the U.S. Department of Housing and Urban Development (HUD) circulated announcements to its email lists on February 9, 2022, clarifying that PHAs and recipients of HUD funding are permitted – and actively encouraged! – to facilitate nonpartisan voter engagement activities. This resource summarizes key takeaways from HUD's announcements.

Our Homes, Our Votes compilation and summary of announcements: https://www.ourhomes-ourvotes.org/hud-usich-info

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Morgan Murray

Voter Engagement Program Manager

League of Women Voters

Creating Effective Programs: Registering and Engaging Communities

National Low Income Housing Coalition, Our Homes Our Votes Conference

LEAGUE OF WOMEN VOTERS

League of Women Voters of the US

Morgan Murray
LWVUS | Voter Engagement Program Manager

LEAGUE OF WOMEN VOTERS®

Quick Poll

100 YEARS

OF EMPOWERING VOTERS AND DEFENDING DEMOCRACY

LWV LEAGUE OF WOMEN VOTERS®

History of LWV

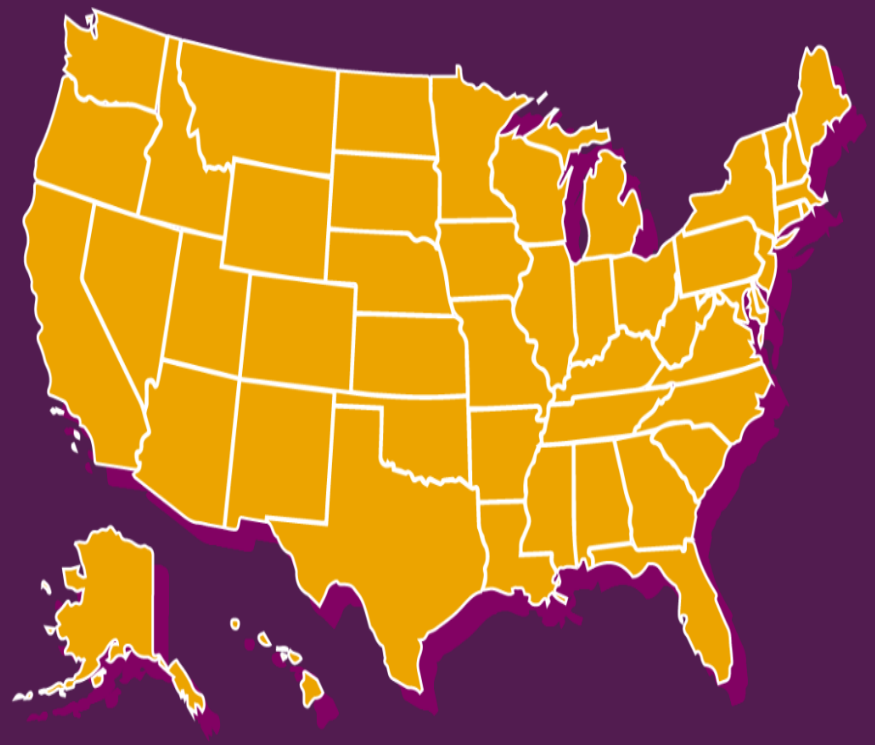
The **League of Women Voters** was founded by suffragists in 1920 to help newly enfranchised women exercise their new rights as voters.

About the League of Women Voters Today

The League was then — and is now — **a nonpartisan organization**.

LWV never supports or opposes candidates or political parties.

About the League of Women Voters



750+ Local Leagues

50 state Leagues
plus DC & US Virgin Islands

500,000+ supporters

LWV LEAGUE OF WOMEN VOTERS®

About the League of Women Voters

LWV is the **largest nonpartisan, volunteer-driven, on-the-ground registrant of voters** in the United States.

Tens of thousands of tenacious League members are leading the charge to empower voters and defend democracy.

Voter Registration

PRIMARY PROGRAMS

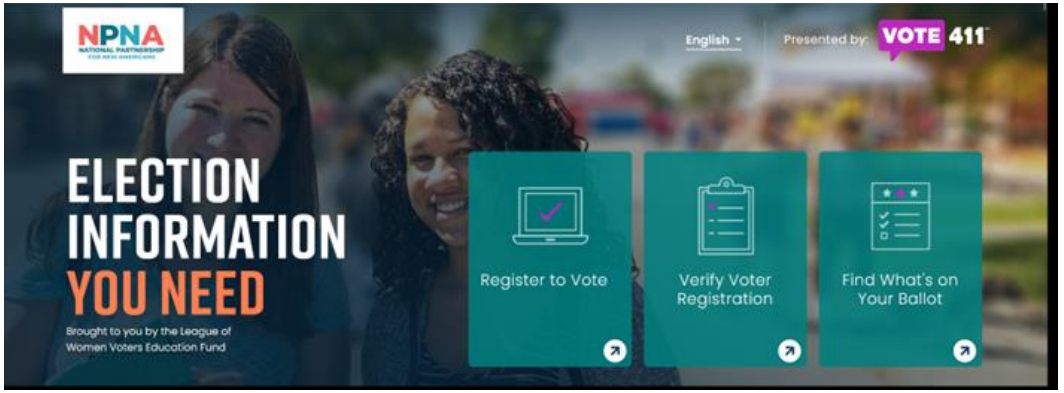
- **Young Voters**: High schools, vocational schools, and community college students
- **Newly Naturalized Citizens**
- **Formerly / Currently Incarcerated Voters**
- **VOTE411.org**

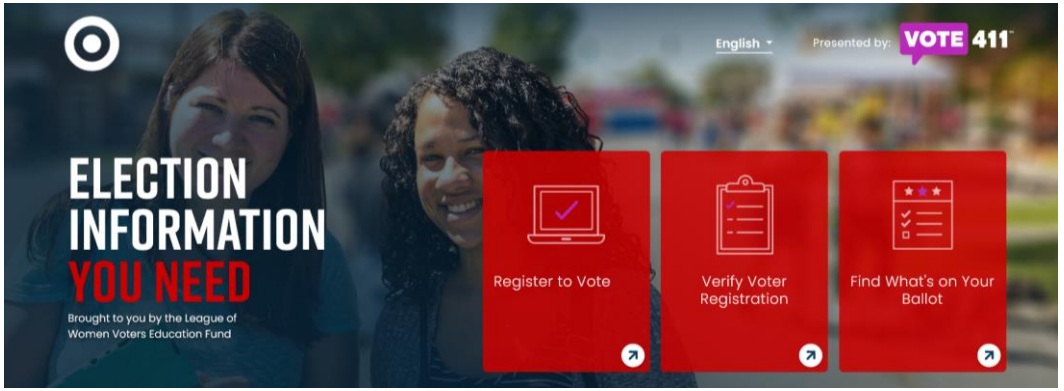
LWV LEAGUE OF WOMEN VOTERS®

LWV LEAGUE OF WOMEN VOTERS®

Partner With Us!

- Co-branded VOTE411 homepage featuring your organization logo and customizable content and links.
- Your organization logo appears on VOTE411.org homepage, seen by millions of voters every election cycle.
- Very simple onboarding process and short turn-around time. Have access to your personalized website in a matter of days!





VOTE 411
ELECTION INFORMATION YOU NEED

Have you made your plan to vote?
LWV
¿Ya hiciste tu plan para votar?
VOTE 411
NOC

NO MORE EXCUSES!
VOTING RIGHTS NOW!
LWV
LEAGUE OF WOMEN VOTERS OF THE UNITED STATES
DEMOCRACY IS NOT A SPECTATOR SPORT
GET INVOLVED
SCAN OUR QR CODE

Planning Your Program

Set Your Goals and Objectives

- Identify:
  - Your timeframe and target number of events/attendees/registrations
  - Sites/venues that will reach the most unregistered/first time voters/high potential voters
  - Potential partners
  - Your key team members
  - Required training

Plan Ahead

- Know your state/local election laws.
- Understand the rights and responsibilities of independent voter registration groups.
- Identify and follow the protocol for handling completed registration forms.
- Identify what data you will want to collect at each event that's allowable under the law.
- Decide how you will collect contact information and follow up with those registered to remind them to vote.

Working With Elections Officials

- Tell them your plans
- Attend any offered trainings
- Clarify new changes/suggestions
- Ask for materials
- Turn in forms promptly
- Flag problem applications

LWV LEAGUE OF WOMEN VOTERS

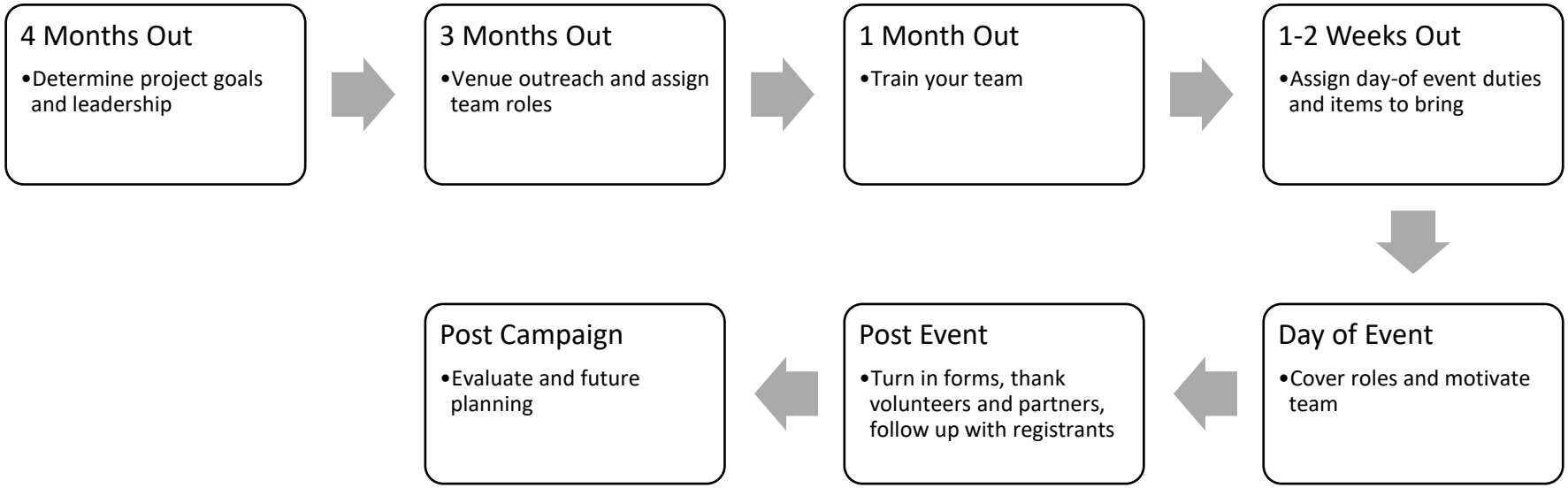
Train Your Team

- Walk through the registration form/system
- Figure out online voter registration requirements (esp. ID)
- Eligibility requirements
- Practice the registration “pitch”
  - Positive and enthusiastic!
  - Connect voting to the issues that matter to your audience
- Anticipate common questions you will receive from voters
- Have resources on hand for follow-up questions/concerns

What to bring to your events:

- Voter registration forms and collection envelope
- Pens/pencils
- Name tags
- Signage
- State/county election dates and registration rules
- Information on absentee/vote by mail, early voting, voter ID requirements, etc
- Voters' guides and candidate debate/forum information
- Data collection tool (ex. form or spreadsheet)

Sample Work Plan



After Your Events

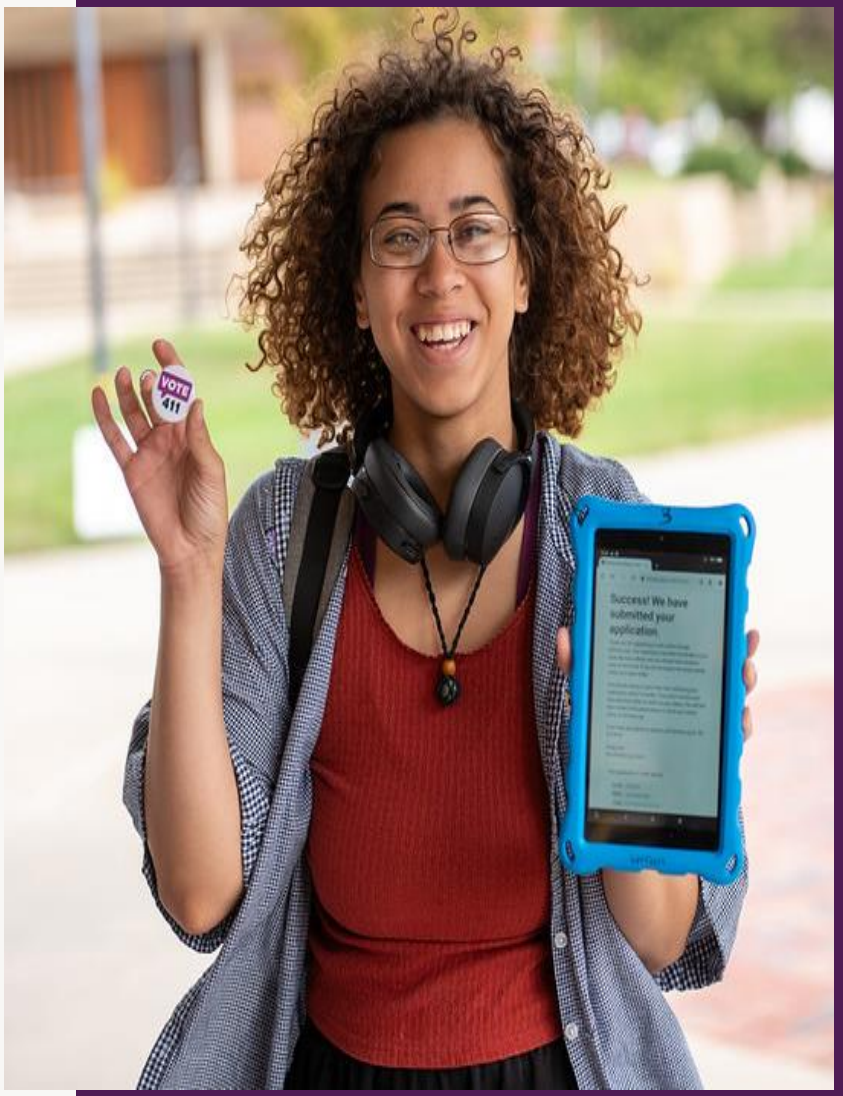
Get Out the Vote (GOTV)

Top Strategies for GOTV

- Keep track of those you registered and contact them before an election to remind them to vote.
- Time your outreach around key dates – registration deadline, mail-in request/return deadlines, early voting (beginning/ending), Election Day.
- Be positive, brief, and helpful!
- Use research-driven methods:
  - Phone calls
  - Mail (postcard reminders)
  - Digital outreach (emails, texting)

Why is GOTV important?

- It works! It can increase turnout especially among young voters and first-time voters.
- Local efforts can make a BIG difference in turnout.
- Helps directly leverage voter registration and voter education investments.
- Quick volunteer opportunity with huge growth potential.



LEAGUE OF WOMEN VOTERS

Deeper Engagement

- Ask registrants to support their friends and family in registering and voting.
- Invite community members to sign up to become poll workers.
  - You can share this link: https://www.powerthepolls.org/LWV
- Partner with your state/local League:
  - Host a candidate forum
  - Create an Election Observation program
  - Join the League's Civic Listening Corps (to combat mis-, dis-, and mal-information: Civic Listening Corps Signup

Questions?

LWV.org | VOTE411.org

LEAGUE OF WOMEN VOTERS®

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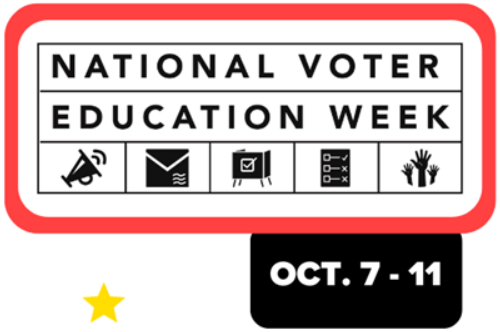
Eddy Zerbe

Deputy Director

Students Learn Students Vote Coalition

Be #VoteReady 2024



CIVICHOLIDAYS.ORG

#VOTEREADY CIVIC HOLIDAYS

1 REGISTRATION		**Sept. 17**
2 EDUCATION	NATIONAL VOTER EDUCATION WEEK	**Oct. 7-11**
3 TURNOUT	VOTE EARLY DAY	**Oct. 29**
4 CELEBRATE	Election Hero Day	**Nov. 4**

LEADING TO
ELECTION DAY, NOV. 5

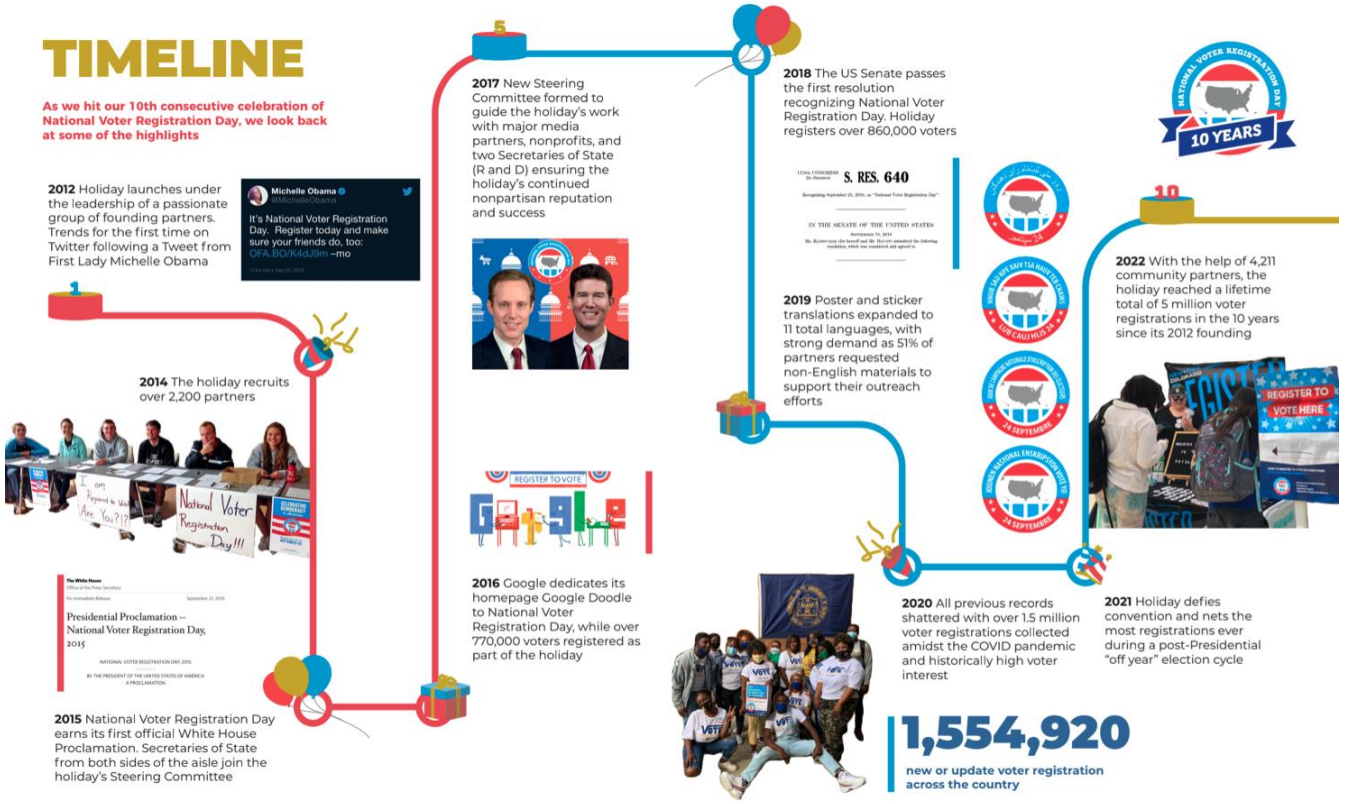
National Voter Registration Day

Tuesday, September 17, 2024

National Voter Registration Day is nonpartisan celebration of democracy which coordinates field, digital, and media efforts by thousands of partners across a broad spectrum of sectors throughout the country to encourage and promote voter registration. Held annually on a Tuesday in the latter half of September since 2012, the holiday has helped over 5 million Americans get registered to vote in time for their next trip to the ballot box.

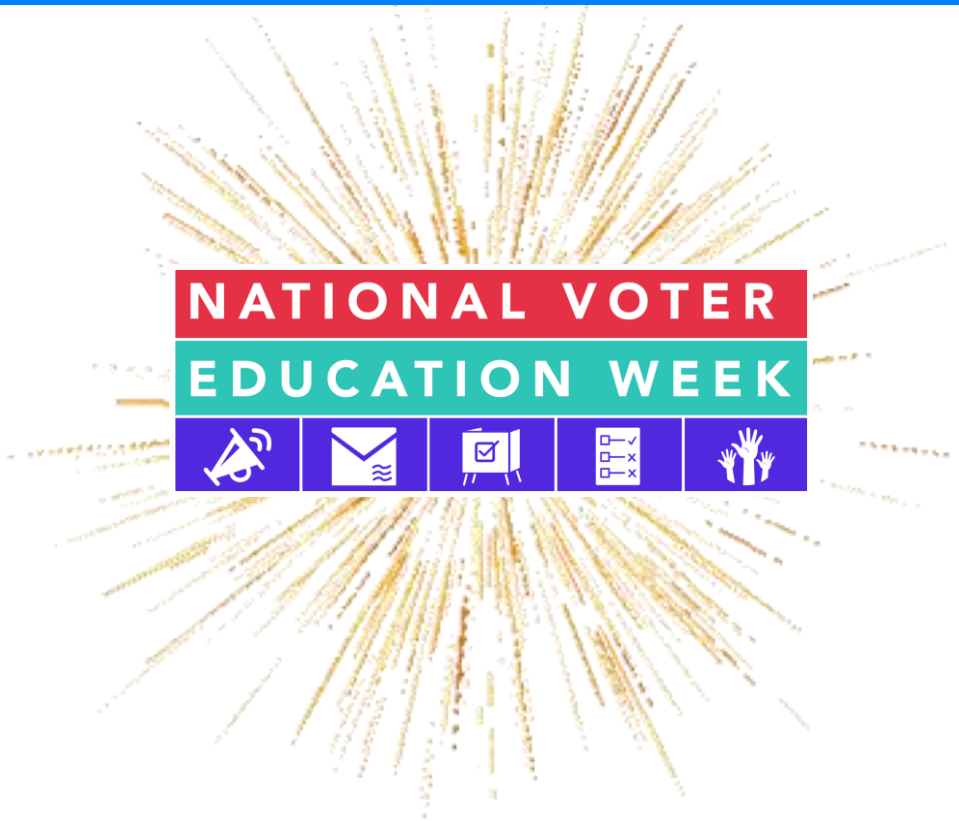
nationalvoterregistrationday.org

Building on a Decade of Democracy Work



- 10 years in, our mission remains reaching the unregistered: with 1 in 4 Americans 1) not being registered to vote or 2) not knowing if they are.
- Also key is getting America #VoteReady through trusted voter information & resources.
- Work is all the more critical post-2020, with new voting laws and life changes (Ex: moving, name change etc.)

National Voter Education Week



October 7-11, 2024

National Voter Education Week (NVEW) is an open-source, nonpartisan voter education campaign held the first week of October that equips voters with the tools, information, and confidence they need to cast their ballots.

nationalvotereducationweek.org

Why Voter Education?

Research from **ideas42** shows that new voters, in particular:

- ✓ Overestimate the difficulty of registration and voting
- ✓ Are insecure about their level of political knowledge
- ✓ Do not yet view themselves as "voters"
- ✓ Do not think concretely enough about voting
- ✓ Do not link political participation & their everyday experiences

But as trusted voices in your community, you can help change this!

5 Main Call-To-Actions

In order to help prepare voters for Election Day, NVEW asks our partners to focus on 5 main CTAs in their community:

- ✓ Register to Vote
- ✓ Get to Know Your Ballot
- ✓ Make a Plan to Vote
- ✓ Understand the Voting Process (new!!)
- ✓ Share With Your Friends + Family

We will provide resources and ideas,to uplift each of these throughout the week through events, celebrations, social media, and more!

Vote Early Day

Tuesday, October 29, 2024

Vote Early Day is a nonpartisan movement of media companies, businesses, nonprofits, election administrators, and creatives working to ensure all Americans have the tools to vote early.

www.voteearlyday.org

Vote Early Day

Thousands of partners in communities across America celebrating and empowering their friends and neighbors to share their voice.

Election Hero Day

November 4, 2024

Election Hero Day is a national day of recognition in November. On this day, nonprofits, business leaders, brands, public officials, and many more will celebrate the tremendous contributions election administration teams, poll workers, and more across the nation are making to ensure a safe, secure voting experience for all.

electionheroday.org

Ways To Celebrate

The Team (then All Vote No Play) hosted watch parties for a meeting with Steph Curry, Condoleezza Rice, Tara VanDerveer, and Demario Davis

Creating materials:

- ★ Graphic Design Geniuses + Artistic Activists
- ★ Storytelling Superstars

Uplifting materials to your community:

- ★ Emails, social media posts, radio PSAs, text banks, and more!

Hosting virtual or in-person events:

- ★ Fun events focused on our CTAs

THE POSSIBILITIES ARE ENDLESS

Your organization, campus, or business is free to celebrate however you'd like! The different Civic Holidays will support and uplift your work.

General Guidelines + Tips

Based on voter engagement research, we want partners to focus on:

- ✓ Being nonpartisan and exploring collaborations
- ✓ Uplifting why state and local elections matter
  - What issues are important to your community? How do the offices up for election affect those?
- ✓ The facts, and not the myths
- ✓ Making voting fun, approachable, and a part of your community
- ✓ Simplifying everything - prefilled out VR forms, providing stamps, etc.

Each holiday also has resources to support your efforts! Including access to FAQs and additional support to answer more complicated questions

Resources We Provide

- ✓ State by State FAQs and Voter Engagement Guides for 501c3s
- ✓ Online Voter Tools to help your communities register to vote, check their registration, make a plan to vote, and learn more about what's on their ballots
- ✓ 866-OUR-VOTE hotline for more complicated voter related questions
- ✓ Non-English resources like texting scripts, radio PSAs, emails, printable posters, and more!
- ✓ Swag and other giveaways!

Voter ID Info Series from VoteRiders

Civic Holidays

HOME ABOUT PARTNER WITH US EVENTS RESOURCES

Each holiday has different ways you can get involved!

Fill out this sign-up form now to choose which Civic Holiday(s) you would like to celebrate, and you'll hear more from each individual holiday depending upon your selection. Before you do, check out the info below on each holiday to learn more on what it means to get involved with each one!

CIVICHOLIDAYS.ORG

Get involved with the Civic Holidays

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Courtney Cooperman

Our Homes, Our Votes Project Manager

National Low Income Housing Coalition

Affiliates Network

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- Open to all nonpartisan organizations that share campaign's goals
- Regular office hours, email listserv, and post-election virtual gathering
  - First office hours are Friday, May 10, from 1-3pm
- Enhanced access to *Our Homes, Our Votes* tools and resources
- Sign up: www.ourhomes-ourvotes.org/affiliates

Housing Providers Council

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- Nonpartisan group of housing developers, property managers, and resident services staff committed to boosting voter turnout among their residents
- Regular virtual meetings (bimonthly in 2024) 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

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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!

https://nationalvoterregistrationday.org/2024-partner-sign-up/?partner=nlihc24&source24=pp

National Voter Registration Day

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- Save the date: Tuesday, September 17, 2024
- Sign up to become a community partner
  - https://nationalvoterregistrationday.org/2024-partner-sign-up/?partner=nlihc24&source24=pp
- Benefits of community partnership
  - Posters, stickers, and other swag
  - Digital assets including posters and toolkits, state-by-state guides, and webinars
  - Updates about events and grant opportunities
- Expectations
  - Stay nonpartisan
  - Host voter registration activities in your community

Next Webinar: Voter Registration 101 (Monday, 5/20)

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- Planning a National Voter Registration Day activation
  - Chyann Sapp, campaign director, National Voter Registration Day
- Best practices in voter registration initiatives
  - Andrew West, policy associate, Colorado Coalition for the Homeless
- Tour of TurboVote
  - Courtney Cooperman, project manager, NLIHC

NATIONAL VOTER REGISTRATION DAY

COLORADO COALITION for the HOMELESS
40 YEARS of Homes, Health, & Hope

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Preview: Full Webinar Series

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- **Monday, May 20** – Voter Registration 101
- **Monday, June 3** – Forming Partnerships in Your Community
- **Monday, June 17** – Tenant Organizing and Elections: Getting Out the Renter Vote
- **Monday, July 1** – Voting While Experiencing Homelessness
- **Monday, July 15** – Transportation to the Polls
- **Monday, July 29** – Housing Providers and Voter Engagement
- **Monday, August 19** – Getting Candidates on the Record About Housing and Homelessness
- **Tuesday, September 3** – Celebrating the Civic Holidays
- **Monday, September 16** – Voter Education: The Who, What, Where, When, Why, and How
- **Monday, September 30** – Voter Education: Combating Misinformation and Disinformation
- **Monday, October 7** – Overcoming Voter Suppression
- **Monday, October 21** – Countdown to Election Day: Getting Out the Vote!
- **Monday, November 4** – Knowing Your Rights: Voter Protection on Election Day
- **Monday, November 18** – A Look Ahead: Next Steps for Civic Engagement and the Housing Justice Movement

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Questions?

Email: ccooperman@nlihc.org