

OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



**Voter Education: The Who, What, Where,
When, Why, and How**

September 16, 2024

Agenda

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- Camilla Ahmed, voter engagement coordinator, Coalition on Human Needs
- Daniella Pierre, president, NAACP Miami-Dade Branch
- Zoë Williamson Cretini, associate digital communications director, Students Learn Students Vote Coalition
- Courtney Cooperman, project manager of *Our Homes, Our Votes* campaign, NLIHC
- Q&A
- Closing announcements

Housekeeping Items

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- 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
- Ensure respectful dialogue in the chat
- *Our Homes, Our Votes* is 100% nonpartisan

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Camilla Ahmed

Voter Engagement Coordinator

Coalition on Human Needs

COALITION ON HUMAN NEEDS

VOTE FOR HUMAN NEEDS CAMPAIGN

Camilla Ahmed, Voter Engagement and
Outreach Coordinator



ABOUT THE COALITION ON HUMAN NEEDS

The Coalition on Human Needs (CHN) is an alliance of national organizations working together to promote public policies which address the needs of low-income and other vulnerable populations.

The Coalition's members include civil rights, religious, labor, and professional organizations, service providers and those concerned with the well being of children, women, the elderly, and people with disabilities.



THE VALUE OF VOTER ENGAGEMENT FOR NONPROFITS

With the **nation's attention heightened** during presidential election years, we have a unique opportunity to raise awareness about the issues that matter most.

The Power of each vote:

- In 2016, the swing states of Wisconsin, Michigan, and Pennsylvania were decided by a combined 77,744 votes.
- In 2020, Wisconsin, Arizona, and Georgia were decided by just 42,918 votes combined.



CHN'S VOTER ISSUE GUIDES

- Vote for a Better Care System
- Vote for a Better Healthcare System
- Vote for Better Housing
- Vote to Fight Hunger
- Vote to Help Families and Low-Income People
- Vote to Protect Our Democracy



CHN X VOTERIDERS

VoteRiders is a nonpartisan, nonprofit organization committed to helping voters **obtain state-issued IDs** or driver's licenses in the state where they are registered.

VoteRiders provides comprehensive support by locating, ordering, and paying fees for underlying documents such as birth certificates and social security cards. They also schedule appointments, arrange transportation, and cover the costs of obtaining an ID or driver's license.

Target states: AZ, FL, GA, NC, OH, PA, TX, and WI



CHN X VOTE FORWARD

Vote Forward is a 501(c)(4) nonprofit organization that empowers grassroots volunteers to send handwritten letters encouraging fellow Americans to vote. Vote Forward letters can boost voter turnout by as much as **3.4 percentage** points.

Focus states: Arizona, Georgia, Michigan, North Carolina, Nevada, and Ohio.

CHN and Vote Forward hosts monthly virtual letter writing parties and will be hosting them weekly in the month of October leading up to the “Big Send”.



CHN X EMPOWER PROJECT



The Empower App is a free tool to build power through relationships. Approved 501(c)(3)s, 501(c)(4)s, and labor groups enjoy FREE access to a suite of organizing tools. Available in English and Spanish, web and mobile.

CHN's Vote for Human Needs campaign will be hosting **weekly textbanking parties in the month of October.**

CHN X VOTE REV ACTION FUND

Vote Rev Action Fund designs, field tests, and quickly mainstreams civic engagement innovations with and for nonprofits that amplify the power of historically disenfranchised communities.

CHN and Vote Rev Action Fund are **teaming up to host a special webinar training on October 3rd at 4 pm EST.** Learn about how you can integrate their high-impact, C3-safe organizing tactics in your field currents programs.





CHN ACTION

THANK YOU

If your organization is engaged in electoral work and interested in connecting with others doing c3 or c4 work, contact CHN's **Voter Engagement and Outreach Coordinator, Camilla Ahmed, at cahmed@chn.org**

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Daniella Pierre

President

NAACP Miami-Dade Branch

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Zoë Williamson Cretini

Associate Digital Communications Director

Students Learn Students Vote



October 7-11, 2024

National Voter Education Week

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National Low Income Housing Coalition



Why Voter Education Matters



- ✓ Removes barriers and increases access
- ✓ Helps new voters navigate confusing processes
- ✓ Keeps up with changing voting laws and rules
- ✓ Addresses psychological barriers
- ✓ Empowers voters to make informed decisions
- ✓ Strengthens democracy through a more informed electorate

As trusted voices, **you can demystify voting in your community.**



National Voter Education Week

October 7th - 11th, 2024

NationalVoterEducationWeek.org

Day 1

**Register
to vote!**

Day 2

**Get to
know your
ballot!**

Day 3

**Make a plan
to vote!**

Day 4

**Understand
the process!**

Day 5

**Share with
friends &
family!**

What's In Our Toolkit?

- ✓ Programming ideas
- ✓ Message guidance
- ✓ Email & newsletter language
- ✓ Social media graphics & captions
- ✓ TikTok / video guidance & scripts
- ✓ Press outreach materials
- ✓ Podcast & radio PSAs
- ✓ Slide decks
- ✓ One-pagers
- ✓ Customizable flyers
- ✓ More!



Ways to Celebrate



Whether this is your **first** time doing voter education or you've been doing this for **years**, there is no wrong way to celebrate NVEW:

- ✓ Digital participation
- ✓ Engaging directly with your community
- ✓ Peer-to-peer outreach
- ✓ Local collaboration



Guidelines + Tips

- ★ Remain Nonpartisan
- ★ Highlight Local Elections
- ★ Share Facts, Not Myths
- ★ Make Voting Fun & Approachable
- ★ Simplify the Process





National Voter Education Week

October 7-11, 2024



Join as a partner!

NationalVoterEducationWeek.org/join

info@votereducationweek.org



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Courtney Cooperman

Project Manager of Our Homes, Our Votes

NLIHC

OurHomes.TurboVote.Org

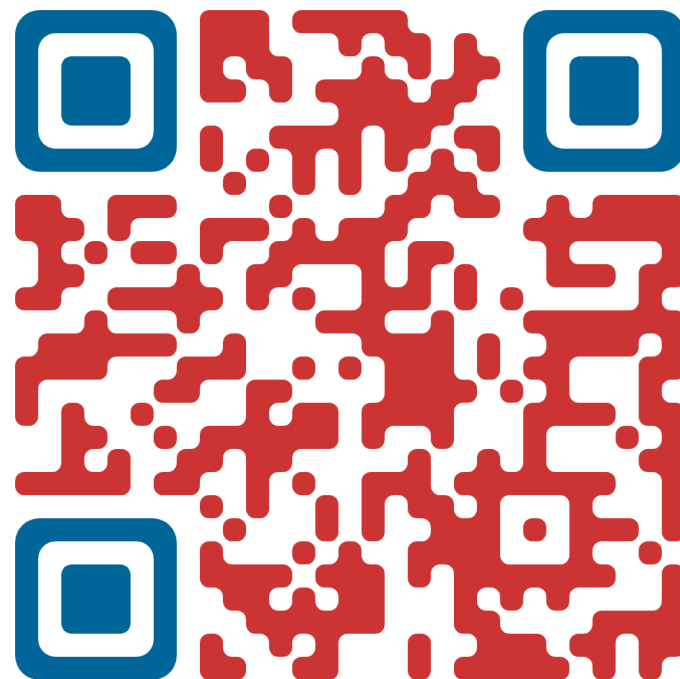
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Register to vote and update your voter registration, check your voter registration status, find election information for your community, and sign up for election reminders!



TurboVote as a Voter Education Tool

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- See **who** and **what** is on your ballot
 - Candidates for elected office at every level; statewide ballot measures and local measures in 100 largest cities, state capitals, and all cities in CA
- Find **where** to vote or drop off your ballot
- See **when** the deadline is to register, vote early, or return your mail-in ballot
- Learn **how** you can vote in your state (in-person early voting, mail-in voting, in-person Election Day)

Step #1: Enter Your Address or Select Your State

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Make Your Voice Heard!

Your vote is your voice. Use this tool to register to vote, check your registration status, update your registration, and sign up for reminders about elections in your community.



55 Days to Election Day!

- What's on your ballot
- How to vote in your location
- Make sure you are registered

Enter your address or [Select your state](#)

1000 Vermont Ave NW, Suite 500



Step #2: Access My Voting Hub

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Your Vote Matters

Vote for **President, Senator**, and your member of **Congress**, as well as **4 other offices**.

Your vote will also help decide whether **1 Ballot Measure** passes or fails, covering the following topic:

Elections

See What's On Your Ballot

And more!

Voting deadlines

Oct 28 - Nov 3 [Early voting](#)

Nov 5 [Return ballot by mail \(postmarked by\)](#)

Nov 5 by 8:00 p.m. EST [Return ballot in person](#)

Sep 30 [The District of Columbia starts sending ballots to all active registered voters](#)

Get Ready to Vote

- If you're an active registered voter, you should receive your ballot in the mail. If you don't receive your ballot, contact your [local election office](#).
- You can return your ballot by mail or in person. [Find where to return your ballot in person](#).

Find Ballot Dropoff

Step #3: Sign Up for Reminders

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- Email/text reminders will ensure that you never miss a deadline and empower you to vote in EVERY election
- Local elections have lower voter turnout, and renters are even more likely to be underrepresented

55 days to Election Day!



Elections can be decided by just a few votes. Make sure your voice is heard!

Remind Me To Vote

TurboVote User Guide

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USER GUIDE TO ***OUR HOMES, OUR VOTES*** TURBOVOTE PLATFORM

Introduction

TurboVote is a one-stop-shop where voters in all 50 states and DC can register to vote, check their registration, sign up for election reminders, and find nonpartisan election information for their community. TurboVote makes the democratic process more accessible and empowers low-income renters to participate in elections at every level. The portal is available in both English and Spanish.



To provide a seamless voter registration experience and empower renters to vote in every election, the *Our Homes, Our Votes* campaign's nonpartisan TurboVote platform (ourhomes.turbovote.org) is available to all housing advocates, tenant leaders, Public Housing Agencies and subsidized housing providers, direct services organizations, and anyone else who shares the mission of increasing voter turnout among low-income renters and people experiencing homelessness. You do not need a login to use TurboVote.

Sample Voter Guide

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Our Homes, Our Votes: Voter Guide for the November Election



A voter guide offers information specific to a particular state or community. Such guides usually include information about candidates running in specific precincts, districts, or wards. This document provides an overview of what goes in a strong voter guide, but the majority of the content will be generated by the organization providing the guide to renters.

Voter guides seek to help voters learn how to vote so that they can make a difference at the ballot box. In this voter guide, you will learn about:

- Deadlines for voter registration
- Options for early voting, voting by mail, and absentee voting
- How to find your polling place and hours if you want to vote in-person
- What (and who) is on the ballot

- Available in English and Spanish at:
<https://www.ourhomes-ourvotes.org/voter-education>

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Questions?



Tomorrow is National Voter Registration Day!

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- Check your voter registration status
- Spread the word to 3+ friends or family members
- Post on social media with the hashtags #VoteReady and #OurHomesOurVotes

NATIONAL VOTER REGISTRATION DAY

1

DAY AWAY

SEPT
17



20
24

Learn more:
NationalVoterRegistrationDay.org

[#nationalvoterregistrationday](https://twitter.com/nationalvoterregistrationday)

get [#voteready](https://twitter.com/voteready)

New Resource! Guide to Celebrating the Civic Holidays

- Overview of Civic Holidays, dates, and ideas for activations on each one—linked [here](https://www.ourhomes-ourvotes.org/resources)
- Comprehensive online resource library
 - Visit: <https://www.ourhomes-ourvotes.org/resources>

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CELEBRATING THE CIVIC HOLIDAYS

Introduction

Civic Holidays are nonpartisan days of mobilization leading up to Election Day (November 5, 2024). These holidays provide creative and engaging opportunities to ensure that every eligible voter is ready to vote in upcoming elections. Each of the four Civic Holidays—National Voter Registration Day, National Voter Education Week, Vote Early Day, and Election Hero Day—focuses on a different aspect of voting and elections.

Each Civic Holiday provides tools and messaging that all nonpartisan housing and homelessness organizations can use to help low-income people overcome barriers to voting and to build enthusiasm about elections. Celebrating the Civic Holidays will get your community members ready and excited to vote in every election. Conducting nonpartisan voter outreach activities as part of a coordinated national day of action can also increase public awareness and amplify the impact of your activities.

[Sign up here](#) to be a 2024 Civic Holidays partner!

This resource provides a snapshot of creative ways to celebrate each holiday and overview of tools available to support your nonpartisan activations.



[National Voter Registration Day \(NVRD\)- September 17th, 2024](#)

National Voter Registration Day is the largest single-day voter registration drive in the country. Since its kickoff in 2012, NVRD has mobilized more than five million Americans to register to vote.

HOW TO CELEBRATE:

- Become an [NVRD Community Partner](#). Community Partners get access to communication resources, event swag and materials, webinars, and other supportive resources.
- Host a voter registration drive in your community. NVRD offers [resources](#) to guide you through every stage of organizing an NVRD drive, including state-by-state requirements for registering voters.
- Send out a reminder about voter registration. NVRD is a perfect occasion to post on social media, send an email blast, or otherwise contact your community members with a reminder about registering to vote. Use NVRD's [Communications Resources](#) to help craft your message.

NATIONAL VOTER EDUCATION WEEK



[National Voter Education Week \(NVEW\)- October 7-11, 2024](#)

National Voter Education Week is a week dedicated to helping voters understand what to expect on their ballots, find their polling place or early voting site, and make a plan to vote so they can cast their ballots with confidence.

HOW TO CELEBRATE:

- Become an [NVEW Partner](#) and get access to social media graphics, emails, and scripts that you can customize to fit your community's needs. Organize a tweetstorm or other social media activation to help voters get ready to cast their ballots.

Next Webinar: Voter Education— Combating Misinformation and Disinformation

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The rise of election misinformation and disinformation poses a threat to the democratic process and has a disproportionate effect on low-income voters. This webinar will cover the basics of misinformation and disinformation and share strategies that housing organizations can employ to counter the threat of voter misinformation and disinformation targeted towards their communities.

Preview: Full Webinar Series

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- **Monday, September 30** – Voter Education: Combating Misinformation and Disinformation
- **Monday, October 7** – Knowing Your Rights: Voter Protection During Election Season
- **Monday, October 21** – Countdown to Election Day: Getting Out the Vote!
- **Monday, November 4** – Overcoming Voter Suppression and Boosting Election Day Voter Turnout
- **Monday, November 18** – A Look Ahead: Next Steps for Civic Engagement and the Housing Justice Movement

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
- Enhanced access to *Our Homes*, *Our Votes* tools and resources
- Sign up: www.ourhomes-ourvotes.org/affiliates