



**OUR HOMES,
OUR VOTES**

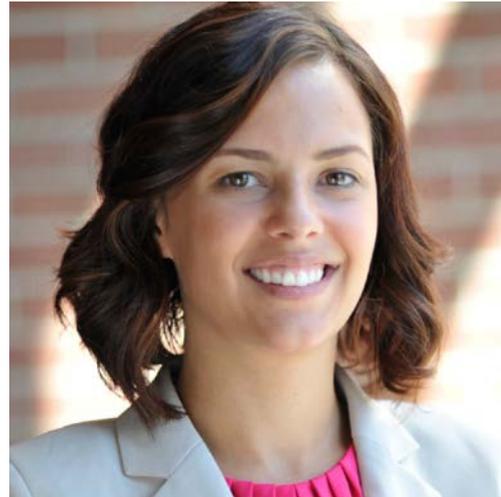
Voter Mobilization: Getting out the Vote!

August 21, 2018

Presenters



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Agenda



- Early Voting
- Vote by Mail
- Voter Protection
- Rides to the Polls
- Reminder Calls
- Election Day Visibility
- Celebration

Our Homes, Our Votes



Our Homes, Our Votes is NLIHC's voter engagement effort focusing on increasing voter registration and turnout amongst low income housing renters and advocates.



Early Voting and Vote by Mail

Automatic voting machine with privacy
curtains, invented in Iowa, 1898.
Gift of Rockwell Manufacturing Company


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OHIO VOTES VOTER ENGAGEMENT PROGRAM 2018

Presented by
Maria Bruno – Ohio Votes
Coordinator



Early Voting



- Advertise early voting opportunities and location
- Inform renters or clients about mail-in ballots, especially the elderly or people with disabilities
- Collect voter pledge cards
 - Pledge cards have been proven to increase voter turnout
- Plan at least one early voting outing
 - Bus residents or clients your organization serves to your county's early voting polling location
 - Create a voting buddy system, matching up rides with those in need of transportation, and encourage groups to make voting a fun and social activity

Voter Protection

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BARRIERS TO VOTING



Systemic Barriers to Voting

- Oppressive Rules
- Lack of resources
- Changes in voting procedure
- Under or wrongly trained poll workers

Individual barriers to voting

- Disability
- Lack of transportation
- Lack of availability (work all election day, don't have babysitter, etc.)
- Problems with registration
- No ID

VOTER PURGE & SUPPRESSION



The US Supreme Court's ruling on Ohio's voter purge last month has created even more confusion about voter registration.

Here's what you need to know:

- If someone hasn't voted in the last two years, it's important that the voter double check that they are properly registered to vote
- Even if someone has voted recently, encourage them to check their voter status
- Even if someone is registered for November 2018, they may be at risk of being purged. Our website will tell them if they are at risk, and if they are, they should re-register

VOTER PURGE & SUPPRESSION



Don't assume poll workers know the rules.

Correct rumors, misinformation, or other confusion that can discourage voters from showing up to the polls.

Remember that crying “**voter fraud**” **can be a way to discourage voters** – especially voters of color and low-income voters, from showing up to the polls.

Our election is **SAFE and SECURE**. Check out OVRRC's **Verify your Vote** campaign for more information.

ELECTION PROTECTION



- GOALS:
 - Minimize barriers to voting as much as possible
 - Help voters know and exercise their rights at the polls
- Voter Hotline: Provides nonpartisan information about registration status, polling location, and voter rights, and has an intake process for voter rights violations
 - 1-866-OUR-VOTE (English)
 - 1-888-VE-Y-VOTA (Spanish)
 - 1-888-API-VOTE (Chinese)
- Verify Your Vote!
 - MANY low-income voters think they are properly registered but are not, so they should look up their registration status
 - Encourage voters to confirm their vote selections on the paper ballot next to their electronic ballot

Case Study on Voter Protection

Automatic voting machine with privacy
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America Votes -- Voter Protection Program



Our Goals:

- Keep our GOTVers safe during election day work
- Provide our GOTVers a means to report observed problems and encourage such reporting
- Assure our GOTVers can answer basic inquiries from voters so those voters can successfully vote
- Assure our GOTVers convey the most important thing is that voters must not leave the polling place without voting – even if the voter votes provisionally

America Votes -- Voter Protection Program



America Votes Voter Protection Program role is narrow in scope

- Our GOTVers will not be inside polling locations so issues will primarily be what they see in the course of walking turf to GOTV
- Questions posed to them by folks who are about to vote, and
- Comments heard at door from a voter who voted earlier on election day

America Votes -- Voter Protection Program



Issues – our GOTVers may encounter:

- Polls not open continuously from 6:30 am to 7:30 pm on Election Day
- Long lines
- Violence
- Intimidation
- Basic Qs related to how to vote

Rides to the Polls, Reminder Calls, & Election Day Visibility

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What Landlords Can Do to Get Out the Vote

PRESENTED BY JOSE QUINONEZ

ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING



Arlington Partnership
For Affordable Housing



First Time Voters

- Low-income citizens face many barriers to registering to vote, including technology and information obstacles.
- Nonprofits and civic partners are uniquely positioned to help residents overcome these issues.



Disabilities is NOT an Obstacle

- Early voting and/or absentee voting
- Curbside voting helps make voting more accessible for disabled residents.



Celebrating their vote

- Civic engagement, including registering to vote and voting, makes people feel more powerful and more connected to their community and country.
- No matter how they vote
- New citizens

Continual Reminders

Start Early

Educate on early voting, if available.

Share maps and information where residents will vote.

Alert when election day is at least one month away.

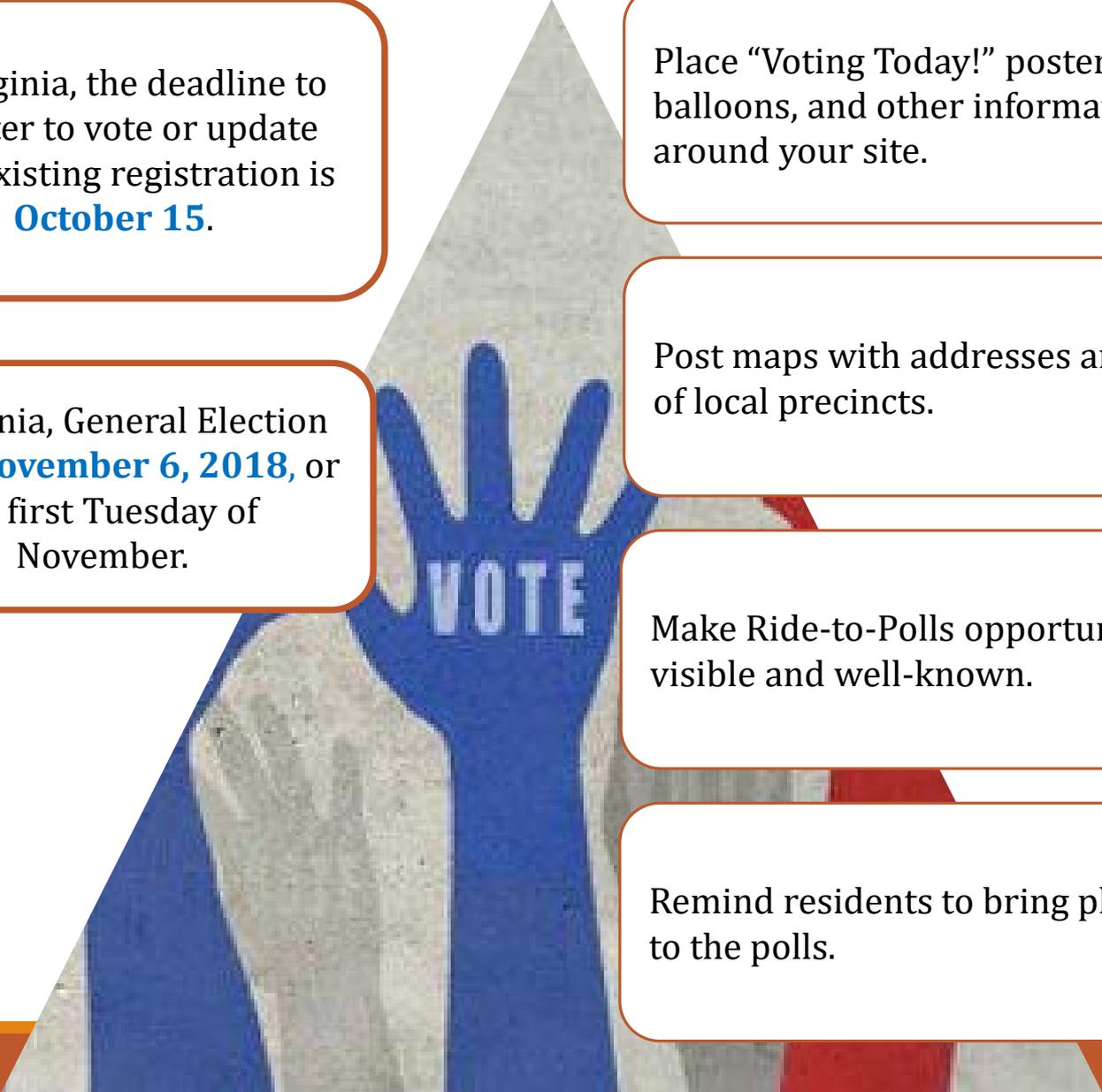
Remind your residents to submit their absentee ballots on time.

Share a sample ballot to inform on the issues.

Remind your residents one week before election day.

Inform on what time polls will open and close.

Post notices and contact numbers for rides to the polls.

A hand holding a pencil with the word "VOTE" written on the palm. The hand is blue, and the pencil is grey. The background is white with a blue and red striped pattern.

In Virginia, the deadline to register to vote or update your existing registration is **October 15.**

Place “Voting Today!” posters, balloons, and other information around your site.

Post maps with addresses and hours of local precincts.

In Virginia, General Election Day is **November 6, 2018**, or the first Tuesday of November.

Make Ride-to-Polls opportunities visible and well-known.

Remind residents to bring photo ID to the polls.



VOTER REGISTRATION

Regístrese para Votar

If you are not registered or have changed your address,
REGISTER NOW!

**Si usted no está registrado o ha cambiado
REGÍSTRESE AHORA!**

A volunteer will be going door to door on _____
you register to vote

Un voluntario irá de puerta en puerta _____
ayudarle a registrarse para votar

EXERCISE YOUR RIGHT TO **VOTE**



Make your voice heard on November 7th
Encuentra tu voz el 7 de noviembre

DEMOCRATS can get a RIDE to the polls
(transporte para votar) by calling 703-528-8588

REPUBLICANS can get a RIDE to the polls
(transporte para votar) by calling 703-677-8217

VOTE NOW!!

VOTA AHORA!!



IN-PERSON ABSENTEE VOTING

VOTO EN AUSENTE

If you are out of Arlington for work or personal reasons on November 7, or are unable to go to the polls on that day, you may be able to vote absentee. Si estará ausente de Arlington el Día de Elecciones, o no puede ir a los comicios por motivos de enfermedad o discapacidad, puede postularse para que le envíen un voto por ausencia o para votar mediante voto en persona por ausencia en la Oficina de Registro de Votantes.

When and where:

Cuándo y dónde:

Courthouse Plaza | 2100 Clarendon Blvd., Suite 320

- Monday - Friday, September 22 - October 27, 8AM - 5PM
- Saturday October 21, 8:30AM - 5PM
- Saturday October 28, 8:30AM - 5PM
- Monday October 30, 8AM - 5PM
- Tuesday - Thursday, October 31 - November 2, 8AM - 7PM
- Friday November 3, 8AM - 5PM
- Saturday November 4, 8:30 AM - 5PM

Remember to bring a photo I.D. to Vote! Licencia de conducir u otro identificación de la foto para votar!
Acceptable forms of I.D. include:

- Employer Photo I.D.
- Government-Issued Photo I.D.

and from the Office of Elections!
Licencias de conducir u otros requisitos de identificación: Vote.ArlingtonVA.us

! pueden obtenerse en la oficina de elecciones!
los requisitos de identificación: vote.ArlingtonVA.US

Election Night

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Election Night Celebrations



Purpose of election night celebrations:

- Debrief Election Day activities
- Discuss how everyone was treated at the polls, and if any voters were challenged or harassed
- Watch as election results come in
- Come together as a community
 - Build traditions & community memories around voting
- Collect ideas for the next election's voter engagement efforts



Questions?





Additional Resources



Key Partners



Bolder Advocacy

www.bolderadvocacy.org



Nonprofit VOTE

www.nonprofitvote.org



Nonprofit VOTE

Voter Engagement Tools



Our Homes, Our Votes: A Guide to Voter Engagement Activities for Nonprofit Housing Providers and Resident Organizations



Our Homes, Our Votes is NLHC's effort to expand voter engagement work conducted by community organizations dedicated to expanding affordable housing. This guide is designed to help you through the steps of planning your agency's voter engagement work. These materials offer resources for organizations seeking to engage traditionally underrepresented people in the civic process. Beyond this guide, NLHC will offer trainings and additional tools through the 2018 election. Be sure to visit nlhc.org/library/voter-engagement for the most updated materials and announcements.

This voter engagement plan provides all of the steps you need to implement a campaign to integrate registration, education, mobilization, and voter protection without overtaxing your staff or resources, while staying within legal guidelines for nonprofits. Our plan presents a menu of activities for your group to consider. Your organization may or may not be able to undertake all of the suggested activities; plan according to available resources. If this is your first voter engagement project, remember to think long-term. It is usually best to start small and build your project over several election cycles.

Please let us know if you are conducting a voter engagement effort so that we can provide assistance, connect you with helpful resources, and spotlight your election-related work on our blog or in other NLHC publications such as Tenant Talk. Call NLHC's Field Team at 202-662-1530, or email us at outreach@nlhc.org.

WHY ENGAGE IN ELECTION WORK?

Raising housing on the national agenda will happen only when candidates for elected office understand that the issue of affordable housing is important to voters. At the same time, it is vital that low income voters understand how the decisions made by federal elected officials

directly affect their lives; know how to register to vote; and, know how to get to the polls on Election Day.

Census data confirm that low income voters are registered and vote at lower rates than higher income citizens. While 85% of people with incomes over \$100,000 were registered to vote in 2016 and 74% voted, just 60% of people with incomes below \$20,000 were registered, and only 38% actually voted. (U.S. Census Bureau. Voting and Registration in the Election of November 2016. May 2017.)

People in low income communities face several challenges to voting such as less-flexible work schedules that may not allow time off to vote; more difficulty obtaining legal identification; transportation impediments that may make getting to the polls more difficult; and, a greater likelihood of misinformation about their rights as voters. People experiencing homelessness, ex-offenders, and survivors of a natural disaster may face especially tough barriers to voting.

Nonprofit organizations, which benefit from close ties with their members, are a natural fit in helping people overcome these challenges. Nonprofits that have implemented voter engagement projects have identified several benefits of doing so:

- Residents engage in civic life and learn how decisions of elected officials affect their lives.
- The issue of homelessness and housing scarcity is elevated in public debate.
- Elected officials become educated on low



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2018 Our Homes, Our Votes Engagement Plan



Completing a voter engagement plan for your agency will help you assess how best to incorporate voter registration, education, and mobilization into your agency's work. This plan template presents a menu of activities that your organization may want to consider.

Please let NLHC know you are participating! Contact NLHC's Field Team at 202-662-1530 or outreach@nlhc.org with a description of your project.

WHY BECOME VOTERIZED?

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

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

LEGALLY SPEAKING

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

- Contact the Office of the Secretary of State or Board of Elections in your state to learn your state's rules for voter registration drives.
- Take a look at the Permissible Activities Checklist put together by Nonprofit VOTE at: www.nonprofitvote.org/documents/2017/04/nonpartisan-election-activities-501c3-nonprofits.pdf.
- Visit the League of Women Voters at www.women411.org for the latest information on voting in your state.
- Read and review Nonprofits, Voting & Elections produced by Nonprofit VOTE at: <http://www.nonprofitvote.org/nonprofits-voting-elections-online/documents/2010/11/nonprofits-voting-and-elections.pdf>.

REGISTERING VOTERS

Setting Goals for Registering Voters

- What percentage of your clients will you register? What number? _____
- Will your agency also register other low income members of the community, beyond those served by your program? _____
- How many weeks do you have until the deadline to register voters? _____
- How many people must you register on average per week to meet your goal? _____

New Resource!

www.ourhomes-ourvotes.org



- Step-by-step voter engagement planning resources
- Infographics and images for use in your materials
- Articles and updates on efforts throughout the country
- Recordings of previous webinar presentations
- Helpful links to additional resources and information

OUR HOMES, OUR VOTES

[HOME](#) [ABOUT](#) [VOTING](#) [NEWS](#) [WEBINARS](#) [TOOLS](#) [TAKE ACTION](#)



OUR HOMES, OUR VOTES

Affordable homes are built with ballots every bit as much as they are built with bricks and drywall. Advocates for expanded housing affordability need to be a significant voting bloc in the 2018 election.

[Start planning](#) your *Our Homes, Our Votes* campaign today.

It's never been easy.

Our commitment is unwavering.

**Join us and amplify the voices of
the poorest families in need.**

**OUR MEMBERS
ARE OUR STRENGTH.**



NATIONAL LOW INCOME
HOUSING COALITION

JOIN TODAY
WWW.NLIHC.ORG/MEMBERSHIP

Contact Us



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