



OUR HOMES, OUR VOTES

2020

BECAUSE HOUSING IS BUILT WITH BALLOTS



NATIONAL LOW INCOME
HOUSING COALITION

**Please standby.
We will begin momentarily.**



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**Planning an Effective Voter
Engagement Effort**

General Logistics



- We will allow for time at the end of today's webinar for questions. If you have a question, please use the Q&A box in your webinar browser.
- We will provide access to both a video recording and a copy of today's slides to all participants following the webinar.
- If you are experiencing any technical difficulties, please send an email to Brooke Schipporeit at bschipporeit@nlihc.org.



Presenters

OUR HOMES, OUR VOTES

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Agenda



1. Brief review of *Our Homes, Our Votes: 2020*
2. Presidential candidate engagement update
3. Feature topic: Planning an effective voter engagement effort
4. Question and Answer
5. Upcoming topics for webinars and podcasts



INTRODUCTION

Automatic voting machine with privacy
curtains, invented in Iowa, 1929.
Gift of Rockwell Manufacturing Company

**VOTE
HERE**

Engaging Voters and Candidates

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

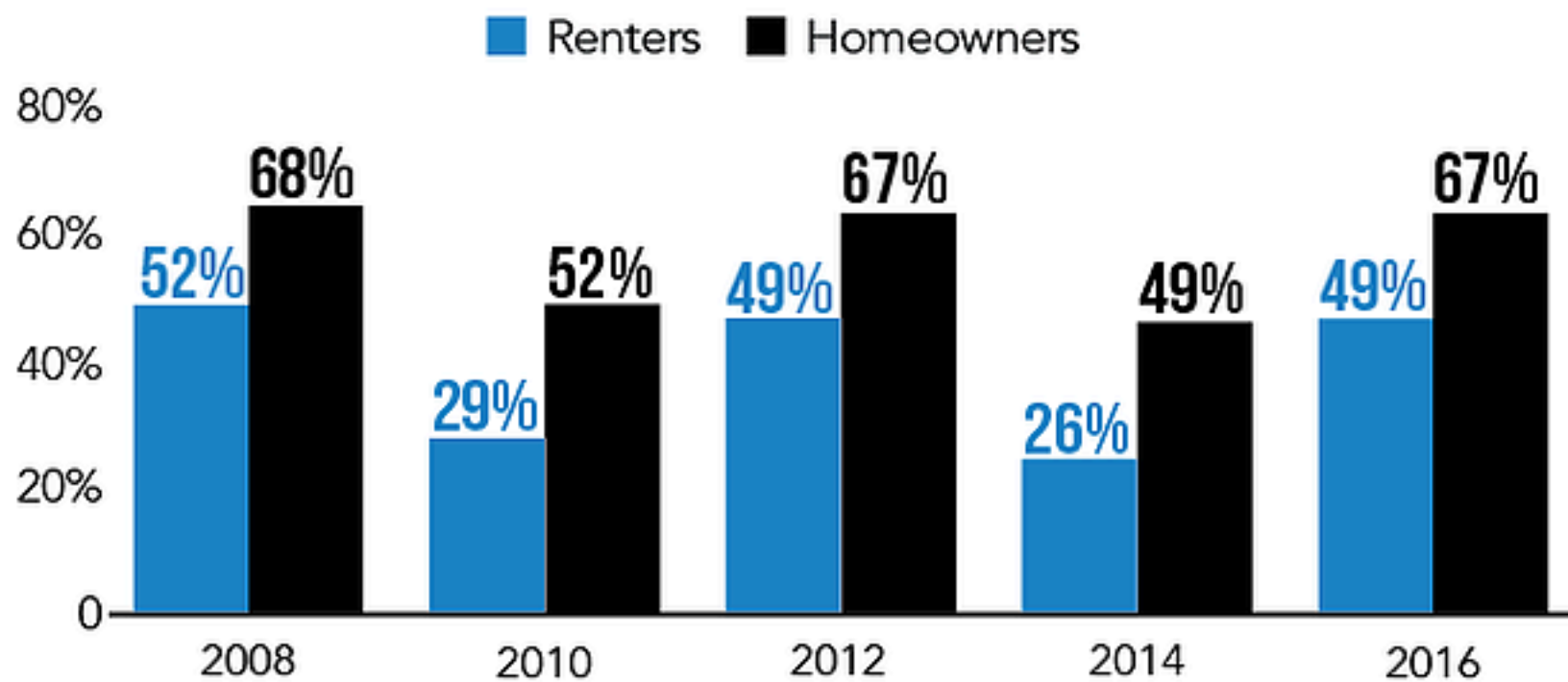
REGISTRATION

MOBILIZATION

I AM A
RENTER
AND
I VOTE

EDUCATION

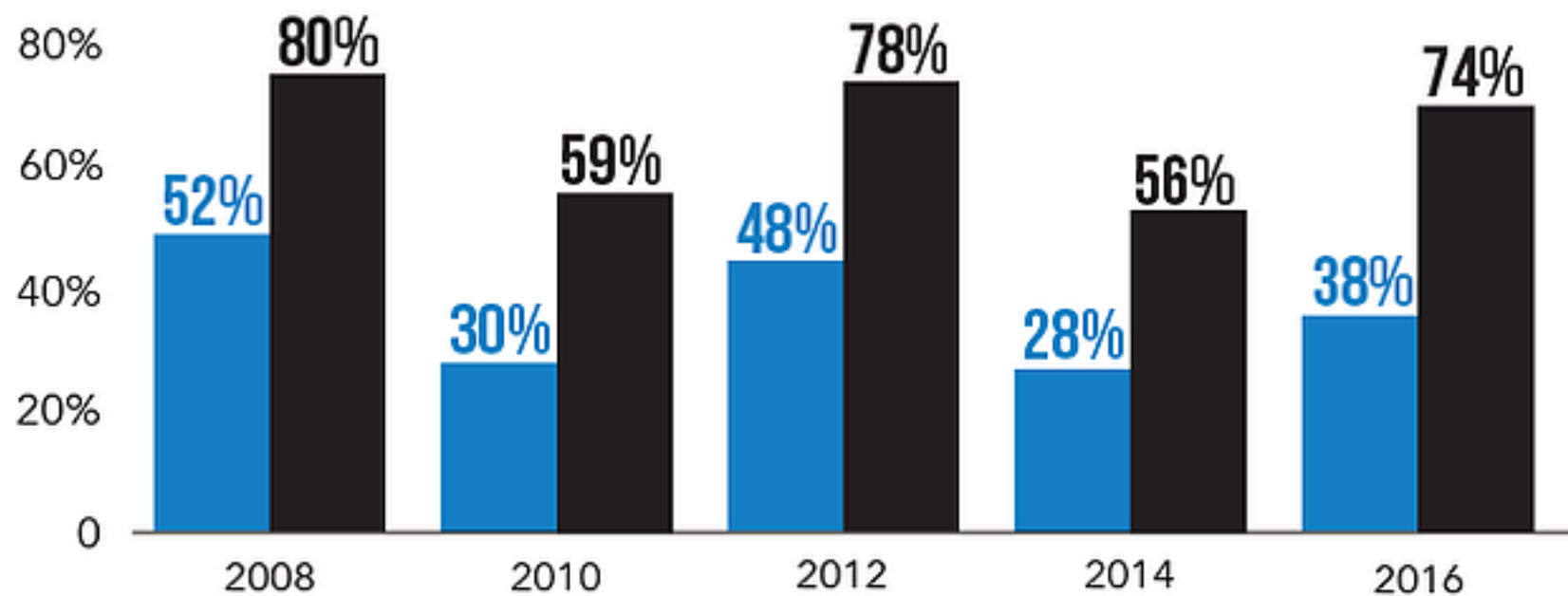
U.S. CITIZENS WHO REPORTED VOTING IN NATIONAL ELECTIONS BY HOUSING TENURE (2008 TO 2016)



Source: November 2006-2016 Current Population Survey data

U.S. CITIZENS WHO REPORTED VOTING IN NOVEMBER ELECTIONS BY FAMILY INCOME (2008 TO 2016)

■ Under \$20K ■ Over \$100K



Source: November 2006-2016 Current Population Survey data

83%

of the public agrees that elected officials are not paying enough attention to the cost of housing and the need for more affordable housing.



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76%

say they are more likely to vote for a candidate that has a detailed plan for making housing more affordable.

Source: Public Opinion Poll Feb 25-Mar 4, 2019 Hart Research Associates

OUR MONEY, OUR VOTE
2020
SCAFF HOUSING IS BUILT WITH SALLIE
★★★★

Democratic Presidential Debates



- There have been four presidential debates so far and no housing related questions have been asked.
- Candidates have been mentioning housing affordability and homelessness even without the question.



Democratic Presidential Debates

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- NLIHC and over 850 organizations signed a letter that was sent to moderators of the most-recent two debates urging them to ask candidates questions on affordable housing

OVER **850** ORGANIZATIONS

signed a **national letter** asking for questions on affordable housing during the next debate

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October 9, 2019

To CNN, The New York Times, and moderators of the next presidential candidate debate:

The undersigned 852 organizations urge you to ask each presidential candidate how they would address the nation's housing and homelessness crisis.

Our country is in the grips of a severe and pervasive housing affordability crisis. Nationally, there is a shortage of 7 million homes affordable and available to the lowest-income renters. Rents have risen faster than renters' incomes over the last two decades, and while more people are renting than ever before, the supply of housing has lagged. Fewer than 4 affordable and available rental homes exist for every 10 of the lowest-income renter households nationwide. As a result, record-breaking numbers of people cannot afford decent homes. Every state and community – urban, rural, and suburban – is impacted.

So far, 11 presidential candidates have released major housing plans or other housing proposals to address the housing crisis. They are talking about these plans on the campaign trail – in town halls, forums, and meetings in New Hampshire, Iowa, and beyond. But during the first two rounds of presidential debates, debate moderators have neglected to directly ask candidates how they would address our nation's housing affordability crisis. People in America need to hear all presidential candidates share what they will do to make homes affordable to the tens of millions who are struggling to keep roofs over their heads or who have no homes at all.

This is an issue of paramount importance to voters. According to a recent national public opinion [poll](#), 60% of people say housing affordability is a serious problem where they live, up 21 points from 2016. Over 61% of people report having to make at least one sacrifice in the past three years because they were struggling with housing costs, such as cutting back on learning activities for their child, nutritious food, or healthcare.

Strong majorities of the public expect solutions – 83% say elected officials are not paying enough attention to the cost of housing and the need for more affordable housing. Nearly 8 in 10 people in America say the president should "take major action" to make housing more affordable for low-income families. And 91% of Democratic voters say they are more likely to vote for candidates who have detailed plans for making housing more affordable.

Candidate Plans



- Eleven candidates have released plans and proposals to address the U.S. housing affordability crisis
- The most recent housing plans were released last week by Senator Michael Bennet and Beto O'Rourke
- Most of the candidates' plans call for bold solutions to the growing housing crisis

Our Homes, Our Votes: 2020 Media Toolkit



- Forthcoming new resource
- The toolkit contains:
 - Sample Posts for Facebook and Twitter
 - Sample Media Advisory
 - Sample Op-Ed
 - Sample Images and Graphics



About Nonprofit VOTE

Founded in 2005, Nonprofit VOTE partners with America's nonprofits to help the people they serve participate and vote. We are the leading source of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services.

What Nonprofit Staff Can Do

Nonprofits and Ballot Measures

501(c)(3) Permissible Activities Checklist

What Nonprofit Staff Can Do

Nonprofits and Ballot Measures

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What Nonprofit Staff Can Do

ENGAGING NEW VOTERS

If Nonprofits Don't, Who Will?

Nonprofit VOTE

Voting In Your State

Official voting information directly from your state's elections website

ALABAMA
ALASKA
ARIZONA
ARKANSAS
CALIFORNIA
COLORADO
CONNECTICUT
DELAWARE

RI
CT
VT
NH
MA
NJ
DE
MD
DC

Creating a Plan

Elements of a successful plan:

- Build buy-in from leadership and staff (and get them registered!)



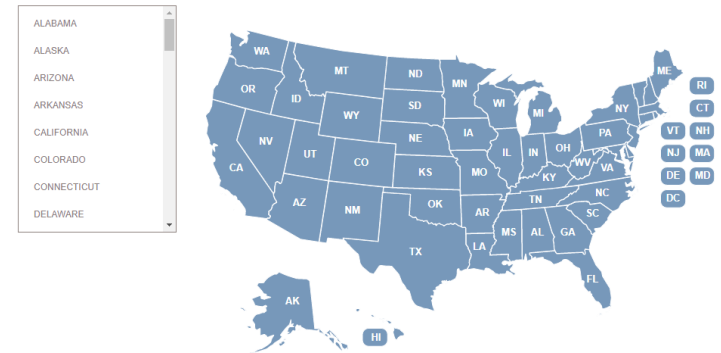
Creating a Plan

Elements of a successful plan:

- Build buy-in from leadership and staff (and get them registered!)
- Research on dates, races, restrictions

Voting In Your State

Official voting information directly from your state's elections website



Know the Rules



Registration Drives

- Training requirements
- Where/how to obtain forms
- Assisting voters and incomplete forms

<https://nationalvoterregistrationday.org/partner-tools/rules-for-voter-registration-drives/>

Eligibility

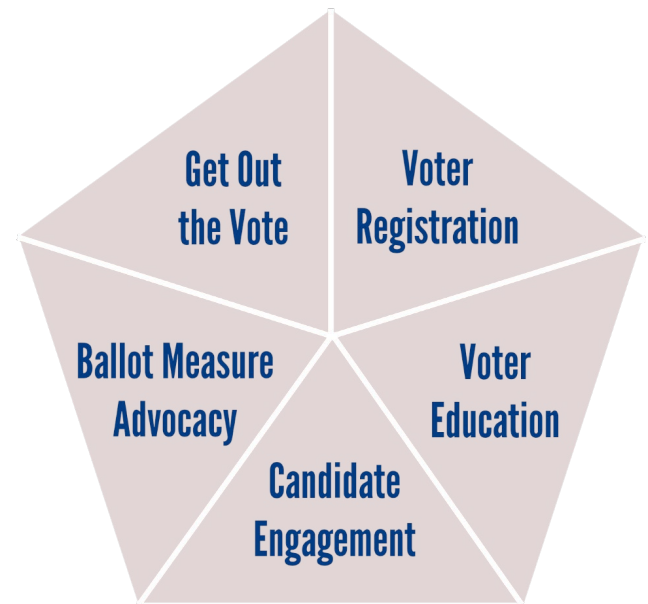
- Pre-registration for 16- and 17-year olds
- Voting as an ex-felon
- Voter ID needed
- Absentee/Vote-by-Mail

<https://www.nonprofitvote.org/voting-in-your-state/>

Creating a Plan

Elements of a successful plan:

- Build buy-in from leadership and staff (and get them registered!)
- Research on dates, races, restrictions
- Identify the type(s) of engagement your clients/community will benefit from and that you have the capacity to provide



Creating a Plan

Elements of a successful plan:

- Develop or expand partnerships, reach out to local election office



Reaching Out to Election Offices

- Reach out to explain that you want to start engaging voters
- Provide forms & resources, including trainings, sample ballots, and voter guides
- Valuable information on website
- Remember: limited staff, realistic expectations

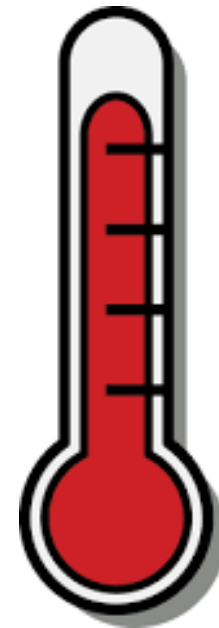
Other partners

Other organizations may want to partner with you to host forums/town halls, offer or allow registration at an upcoming event, or be working on voter guides that you want to include housing questions in!

Creating a Plan

Elements of a successful plan:

- Develop or expand partnerships, reach out to local election office
- Set goals



Setting Goals



- How many people will you ask?
 - Between 20% and 30% of eligible voters are not registered nationwide.
 - You can only register people you talk to
 - Estimate the “traffic” and divide by 5 for a goal
 - Increase your impact by having people pledge to vote
- How many staff/volunteers will you involve?
- Who will you engage as partners in your community?

Creating a Plan

Elements of a successful plan:

- Develop or expand partnerships, reach out to local election office
- Set goals
- Train staff and volunteers (you should do this more than once!)



Training Draft agenda

1. Opening go around
 - Have you ever missed an election? Why? What happened?
2. Build buy in
 - Why is it important that you offer voter engagement services?
3. Explain nonpartisanship
 - Not endorsing or opposing any candidate or party, no campaign materials
4. Review the registration form and common mistakes
5. Do a registration roleplay
6. Cover how to handle a completed form

Talking with Voters

Active Tabling

- Get out from behind that table and invite people to talk to you.
- Talk to everyone you see and always make the ask. If you can, put the clipboard and pen in their hand while you're talking to them
- Connect voting to their lives and the issues they care about.
- Have a conversation, rather than talking at people.



Integrate it into your daily activities

When and where should you do voter engagement??

- At intake when people receive services or in the waiting room
- During classes, meetings, or other gatherings. Make sure registration deadlines, election dates, and where to find more information are posted in meeting space and have conversations about upcoming elections frequently
- In your regular online communications (website, newsletter, social media, etc)
- At special or community events
- Whenever someone moves!

Talking with Voters

Making the ask and Filling out the form RIGHT

DON'T ASK “Are you registered to vote?”

DO ASK:

“Did you know you have to update your voter registration every time you move? Let’s check your registration to make sure it’s up to date.”

“Our community needs more voters. Can you help out by updating your registration today?”

“The deadline for voter registration is approaching. Do you have 2 minutes to make sure you’re registered?”

MOST COMMON MISTAKES

- Forgetting to check the citizenship and age boxes at the top
- Putting a PO box instead of home address
- Putting the day's date instead of their DOB
- Forgetting to sign and date the form

Thank You!

www.NonprofitVOTE.org

Considering the Budget

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Fundraise for voter engagement efforts:

- Prepare a plan for funders
 - Think about what you can do at certain funding levels
 - Consider that money might come late
- Consider non-traditional partners
 - There are donor and foundations in your community that might not care much about housing, but they do care about elections
- Rely on partners
 - When working in a coalition, ask that everyone contribute to the budget



Questions?

Automatic voting machine with privacy
curtains, invented in Iowa, 1939.
Gift of Rockwell Manufacturing Company

**VOTE
HERE**

The background image shows a museum exhibit. On the left is a large, dark, mechanical automatic voting machine with a grid of buttons and a privacy curtain. To the right is a white sign on a black stand that says "VOTE HERE" in large, bold, black letters. In the foreground, a small white informational card is placed on the floor.

Third Thursdays at Three Webinar and Podcast Series

Automatic voting machine with privacy
curtain, invented in Iowa, 1928.
Gift of Rockwell Manufacturing Company

**VOTE
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Upcoming Training and Discussion Topics



1. Helpful tools and partners (November 21, 2019)
2. Voter Registration Part 1 – Messaging, events, and canvassing (December 19)
3. Voter Registration Part 2 – Registering residents of subsidized housing (January 16, 2020)
4. The role of housing providers (February 20, 2020)
5. Getting candidates on the record – issue surveys, town halls, and forums (March 19, 2020)
6. Educating voters – voting logistics and candidate positions (April 16, 2020)
7. Housing issues and ballot initiatives (May 21, 2020)
8. Overcoming common obstacles to voting (June 18, 2020)
9. The challenge of voting while homeless (July 16, 2020)
10. Voter Mobilization Part 1 – Early voting and vote-by-mail (August 20, 2020)
11. Voter Mobilization Part 2 – Protecting against voter intimidation (September 17, 2020)
12. Election Day! Getting Out The Vote (October 15, 2020)
13. Holding candidates to their promises (November 19, 2020)

Other webinar recordings available at www.ourhomes-ourvotes.org/webinars

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.**



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JOIN TODAY
WWW.NLIHC.ORG/MEMBERSHIP



Stay in Touch

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