

2021 —

2022

BIENNIAL

REPORT



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Letter from the Executive Director

Dear Friends and Supporters,

It's no secret that the health of our democracy has moved to the front of the public's attention. Following the historic presidential election and 100-year turnout record we saw in 2020, there has been a new sense of civic momentum felt across the nation. Over these last two years, Nonprofit VOTE has sought to build on this growing wave by providing skills-building and resources to nonprofits across the nation seeking to engage the communities they serve as active participants in our democracy.

This report celebrates the work Nonprofit VOTE has done in 2021 and 2022 - work made possible thanks to our many generous donors, partners, and of course, supporters like you. Despite the ever-shifting voting landscape, our team has been consistent in providing webinars and trainings that routinely reach thousands of nonprofit leaders, strengthening strategic partnerships with key nonprofits and funder networks, and supporting voter engagement at hundreds of nonprofits across key states via our multi-state field program. And to cap it off, we celebrated National Voter Registration Day's milestone 10th anniversary during this period.

Guiding this work is a deep-seated commitment to equity and fostering an inclusive democracy - values shared by our staff, leadership, and many supporters. At its core, Nonprofit VOTE's work is focused on narrowing and ultimately closing voter participation gaps along the lines of race, income, education level, and age. These values are reflected explicitly in our new strategic plan adopted in the summer of 2022. It's a core motivating factor of our work to partner with and support nonprofits across the nation as they engage the communities they serve in voting and democracy.

As we look to 2023 and beyond, we know making that change a reality will require sustained, long-term work - but I believe we are pointed in the right direction and am excited about the possibilities that lay ahead. With the help of supporters like you, we aim to build on the successes celebrated in this report. Again, we thank you and all our invaluable supporters who make this work possible. Your contributions are truly appreciated.

In Solidarity,



Brian Miller,
Executive Director



WEBINARS

+

ONLINE

CONTENT

Each year, Nonprofit VOTE's free monthly webinars, online resources and toolkits support the nonpartisan efforts of thousands of nonprofit staff, leaders and volunteers as they engage voters around the nation.

Monthly Webinars & Learning Opportunities Attended by Thousands

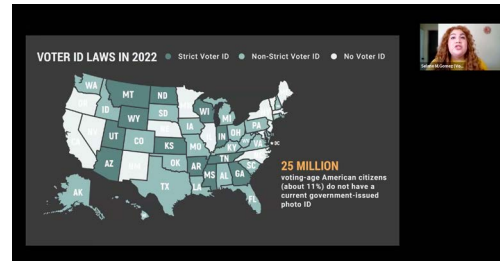
Throughout 2021 and 2022, we equipped 6,000 nonprofit staff and leaders with the knowledge and skills to engage their communities through our 25 free webinars. Our webinar series addressed topics like staying nonpartisan, developing voter engagement plans, preparing for National Voter Registration Day, and GOTV strategies. During these cycles, we also introduced new themes and topics such as hosting culturally competent registration drives, expanded voter communications strategies, and the changing rules and regulations to the voting process enacted after the 2020 elections.

Resourcing the Sector with Voter Engagement Materials

In 2021, the Nonprofit VOTE website underwent a major overhaul with the aim of enhancing accessibility and facilitating easier web navigation. We upgraded our resource library with a new dynamic filtering and tagging system, transforming the way our nonprofit partners find essential information. Now finding the right resource is easier than ever before.

Other resources and partner-facing materials were developed to support nonprofits as they continued to navigate COVID-safe voter engagement activities. Our team created new and updated existing fact sheets, toolkits, checklists and other printable materials to provide nonprofit staff and leaders with comprehensive and up-to-date guidance.

We continued to empower our partners ahead of the upcoming cycles with our Elections Countdown Communications Calendar. This resource served as a weekly set of plug-and-play content that allowed nonprofit partners to integrate themed materials and activations into their own network communications. Alongside this, we crafted a select series of printable, state-specific factsheets with election-based information designed to give our partner organizations and the communities they serve, all they needed to cast their vote. Both of these initiatives were regularly updated with key messaging and information ahead of state and local, and midterm election cycles.



JOINT

INITIATIVES

+ TAILORED

RESOURCES

Nonprofit VOTE works in strategically targeted ways with major nonprofit partners to assist them in activating their respective networks in voter engagement efforts. The multiplier effect of these partnerships helps us normalize voter engagement as a routine activity within the nonprofit sector.

Over the last two years, we conducted tailored webinars and training for National Family Support Network, National Low Income Housing Coalition, Goodwill, Salvation Army, American Library Association, YMCA, and more. In addition to these custom trainings, we helped launch two key initiatives to mobilize the sector broadly.

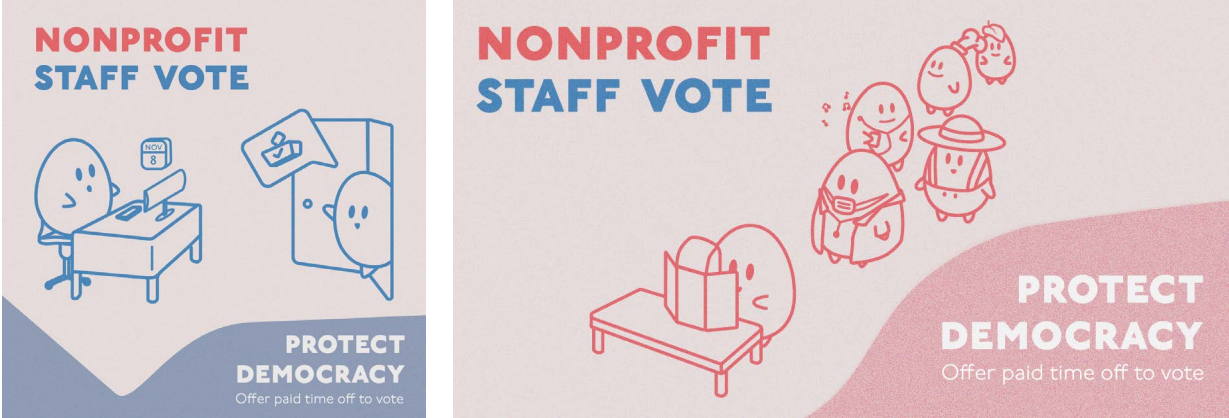
Nonprofit Voter Empowerment Project

In 2022, we partnered with Independent Sector in creating the Nonprofit Voter Empowerment Project, a nonpartisan pledge campaign developed to support nonprofits as they worked to implement nonpartisan voter engagement activities into their programs in 2022 and beyond.



Nonprofit Staff Vote

Through both cycles, we continued to promote our Nonprofit Staff Vote initiative. First launched in 2020, this joint initiative aims to encourage nonprofit employers to offer employees paid time off to vote on or before Election Day. In all, over 280 nonprofits signed on or recommitted to the campaign, pledging to provide their staff with paid time off to vote.



MULTI—

STATE

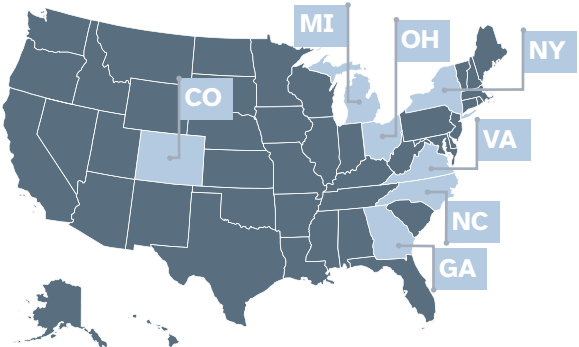
FIELD

PROGRAM

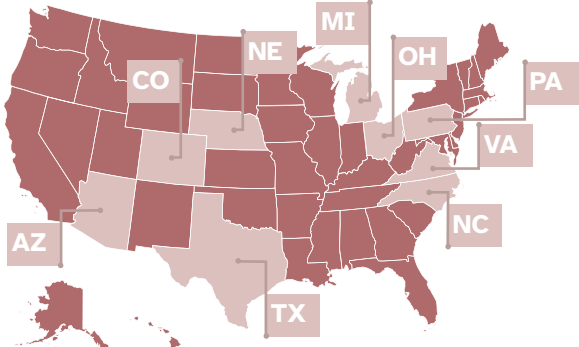
Each election cycle Nonprofit VOTE works with civic engagement anchors in at least five states to recruit and support a cohort of hundreds of local nonprofit service providers and community-based organizations to run voter engagement efforts.

Despite the continued presence of COVID, in 2021 we ran a successful field program engaging over 80 sites across seven states, including North Carolina, Virginia, Ohio, Michigan, Colorado, Georgia, and New York. We engaged over 19,000 voters while collecting contact data from 7,100 for follow-up GOTV and analysis. Our off-cycle field programs have historically been smaller, but they allow us to engage voters around important local elections while maintaining and even building long-term capacity among local partners.

2021



2022



We ran a larger program in 2022, supporting voter engagement and get-out-the-vote efforts at 144 sites across nine states. In this cycle we experimented with varying partnering structures with groups in Arizona, Ohio, Pennsylvania, and Texas, in addition to working with other ‘traditional’ anchors in Colorado, Michigan, Nebraska, North Carolina, Ohio, Pennsylvania and Virginia. Incorporating lessons learned from prior years, 2022’s resources and other engagement materials had an additional focus on accessibility such as online/offline usage, translated and simple English considerations, and other digital assets to ensure further reach.

Our 2022 partners engaged with a diverse set of populations, including communities with disabilities, younger and older adults, individuals with limited English proficiency or English as a second language, and rural populations. In all, these partners contacted over 52,000 voters directly and collected contact data from a subset of 17,600 for follow-up GOTV and analysis.



Nonprofit VOTE, Michigan Nonprofit Associations, and Communities First Staff



Voter engagement materials at the Association of Chinese Americans

NATIONAL

VOTER

REGISTRATION

DAY



Established in 2012, National Voter Registration Day (NVRD) is a coordinated day of nonpartisan civic action that aims to raise awareness of the voter registration process and ensure a greater number of Americans are registered to vote. Nonprofit VOTE serves as the managing partner of the collaborative effort.

NVRD 2021

3,120
Community Partners

88
Premier Partners

233,571
Registered Voters

NVRD 2022

4,211
Community Partners

110
Premier Partners

414,016
Registered Voters

National Voter Registration Day, celebrated each September, continues to gather strength and break records, even in “off-year” election cycles. Over the last two years, nearly 650,000 voters have registered as part of the holiday, bringing the holiday’s lifetime total of registered voters to over 5 million!

In 2021, we worked with 3,120 community partner organizations and 88 premier partners to update and register an impressive 233,571 voters. Our hard work was recognized nationwide with 27 stories from top-tier media outlets like USA Today, Newsweek, the Washington Times, and CNN, thousands of local news stories, 2.6 million social media engagements and trending as the #1 topic on Twitter.



Columbia Votes, NVRD 2022 Celebration

On September 20, 2022, National Voter Registration Day celebrated its 10th anniversary with record-breaking participation. The recruitment of 110 Premier Partners from public, private, and nonprofit sectors exceeded our goal of 100, and 4,211 community partners consisting of nonprofits, colleges and universities, bipartisan election offices, and co-ops signed up to participate. Thanks to the combined efforts of these groups, the holiday generated a total of 414,016 new or updated voter registrations.

On the holiday itself, we saw significant online engagement from a variety of public figures, media companies, influencers, government agencies, and sports teams alike. Other activations included an NVRD-hosted Instagram live with Tony’s Chocolonely, a Twitter Spaces conversation with HeadCount, and 2 NVRD-themed Reddit “Ask Me Anything”, hosted by the full NVRD team and Steering Committee members Secretary of State Michael Adams (R-KY) and Secretary of State Steve Simon (D-MN) respectively. Our collective efforts helped #NationalVoterRegistrationDay dominate all major social media platforms, and trend #1 on Twitter for over 6 hours, while simultaneously holding the #5 spot with our secondary hashtag #VoteReady.

RESEARCH

+

REPORTS

Nonprofit VOTE routinely conducts its own research to better inform the nonprofit sector on national voter turnout trends, the effectiveness of nonprofit voter engagement, best practices, and more. Subsequent data and lessons learned are used to formulate content for our research reports, partner facing materials, and webinar series. During the 2021 - 2022 period, we released three key reports.

America's Nonprofits Get Out the Vote

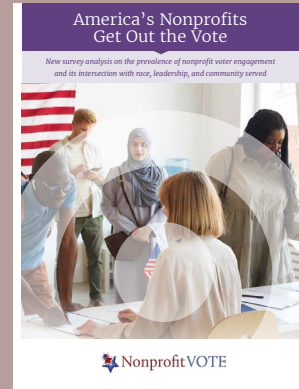
Using data from a 2021 Urban Institute survey, in March of 2022, America's Nonprofits Get Out the Vote Report was released, revealing a crucial link between democracy building and racial equity. Additionally this report provided an unprecedented look at the scale and motivations of nonprofits doing nonpartisan voter engagement across the nation. In all, 20% of nonprofits nationwide do voter engagement work, but that share rises significantly for nonprofits serving low-income communities and communities of color.

Nonprofit Power: Engaging Voters for a More Inclusive Democracy

Released in the fall of 2021, our Nonprofit Power report documented findings from our 2020 Field program. This report demonstrates that nonprofit service providers such as food pantries, housing clinics, and family service agencies are well-positioned to foster a more inclusive democracy and reach demographic groups who are traditionally underrepresented at the polls. Furthermore, nonpartisan voter engagement activities conducted by these nonprofits had the biggest turnout impact among these target groups contributing to a more representative electorate.

America Goes to the Polls

America Goes to the Polls report, our biennial report produced in collaboration with the US Elections Project which ranks all 50 states in voter turnout as a vehicle for assessing the impact of election reforms, was released in March 2021. As this report shows, states with Same Day Registration and/or Vote at Home dominated the top 10 list for turnout, while states with 4-week deadlines and restrictive absentee ballot policies dominated the bottom 10.



CHARTING

OUR

PATH

FORWARD

Between October 2021 to May 2022, Nonprofit VOTE underwent a process of long-term strategic planning with the Community Action Partners (CAP), a program of the Harvard Business School Association.

Adopted in June of 2022, this plan acts as an internal roadmap of work planned between 2022 - 2026, to deepen our existing programs and explore new directions. Through this process, Nonprofit VOTE clarified its mission, vision, and values, and gained a deeper understanding of our theory of change and core constituency. From this, we have implemented new programs and revisions to existing programs as defined within the plan.

UPDATED MISSION AND VISION

Mission

Nonprofit VOTE equips 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.

CORE VALUES

Nonpartisanship

We believe an inclusive democracy transcends party lines and political campaigns. We support the full engagement of nonprofits and voters across the country independent of any partisan concerns.

Equity and Inclusion

Our democracy can only reflect the true will of the nation when all voices have a seat at the table, including those who have been historically disenfranchised or underrepresented.

Collaboration

We seek to support existing nonprofits already working in communities across the nation, nonprofits with the trust, deep roots, and cultural competency to work with the communities they serve.

Shared Learning

We readily share our materials, resources, and best practices and encourage nonprofits to adapt them to fit the needs of their audiences. We also draw new lessons learned as partners put these resources and strategies into practice

New Directions

Nonprofit VOTE will expand and deepen our core program in the years ahead, incorporating three new programmatic goals that emerged during the strategic planning process.

Most notably, we are launching a new initiative to engage the philanthropic sector in support of voter engagement at nonprofits across the nation. We know from conversations and partner surveys that the most significant barrier to our partners doing more voter engagement work is funding and limited staff capacity. To address this challenge, Nonprofit VOTE seeks to build a cohort of philanthropy champions who will encourage their peer foundations to provide indirect and direct support for voter engagement.

In addition to this new philanthropy engagement work, we also are working to support the effective use of digital tools in our field program and resources we provide to the sector. Finally, we are looking at ways to provide National Voter Registration Day partners opportunities for year-around engagement and support. These new directions complement and enhance plans to scale our five core program objectives:

Objective 1

Build Capacity of America's Nonprofit Staff and Leaders for Voter Engagement

Objective 2

Leverage National Partners to Scale and Normalize Voter Engagement Work

Objective 3

Support On-the-Ground Voter Engagement Through Multi-State Field Program

Objective 4

Lead Collaborative Work of National Voter Registration Day

Objective 5 (New)

Mobilize the Philanthropic Sector to Support Nonprofit Voter Engagement

2023 and Beyond

At Nonprofit VOTE, we firmly believe in building democracy and working to bring disenfranchised communities into the electoral process, no matter the election cycle. In doing so we remain committed to resourcing and mobilizing the nonprofit sector as agents of civic action; because we know this work requires sustained activity. As we look ahead to 2023 and beyond, here's what preview of what we have planned:

Nonprofit Power and New Report Installments

This year's Nonprofit Power: Engaging Voters for a More Inclusive Democracy report will document the proven impact demonstrated by nonprofits that engaged voters during our 2022 program. Ahead of this full report, we will be releasing three complimentary installments centered on engaging voters in small towns and rural communities, those with disabilities, and those from immigrant communities.



Nonprofit VOTE and Emergency Family Assistance Association Staff

National Voter Registration Day

Scheduled for September 19, 2023, National Voter Registration Day 2023 will uplift the importance of registering voters and support our partners in advance of the year's state and local elections. With the Presidential primary season following soon after, this year's celebration will also lay down the all important groundwork for the upcoming Presidential Election in 2024.



Collegiate Baton Rouge High School, NVRD 2022 Celebration

Webinars and Online Content

In anticipation of the 2023 cycle, our monthly webinar series and online content will again focus on the importance of being engaged, voting locally, and uplifting key engagement strategies. Using lessons learned and partner feedback from 2021 and 2022, our team will continue to build out hybrid tech tools and remain flexible to meet the needs of our partners where necessary.



Detroit Change Initiative Staff during Nonprofit VOTE site visit

LEADERSHIP FINANCIALS + DONORS

We give special thanks to our many dedicated democracy champions, from the Leadership Council, Board of Directors and Nonprofit VOTE staff carrying out this work, to our generous donors whose financial support makes our efforts possible.

2021 - 2022 Leadership Council

Terry Ao Minnis,

*Senior Director of Census and
Voting Programs,
Asian Americans Advancing Justice*

Michelle Bishop,

*Voter Access &
Engagement Manager,
National Disability Rights Network*

Tiffany Gourley Carter,

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National Council of Nonprofits*

Cheryl Clyburn Crawford,

*Executive Director,
MassVOTE*

Rachid Elabed,

*Advocacy & Civic Engagement
Specialist, ACCESS*

Matthew L. Evans,

*Senior Director of Public Policy,
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*Executive Vice President of
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Volunteers of America*

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Michigan Nonprofit Association*

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Independent Sector*

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Michigan Nonprofit Association*

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*Senior Vice President and
Executive Director,
American Bankers Association
and ABA Foundation*

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Michael Weekes,

*President & CEO,
Massachusetts Council of Human
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*Voter Access &
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Martina Bouey,
Independent Consultant

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*Senior Director of Public Policy,
United Philanthropy Forum*

David Heinen,
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North Carolina Center for Nonprofits*

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*Co-Executive Director,
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Levine Nonprofit Solutions, LLC*

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*Vice President, Equitable Justice,
National Urban League*

Lindsay Torrico,
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and ABA Foundation*

Michael Weekes,
*President & CEO,
Massachusetts Council of Human
Service Providers*

2021 - 2022 Staff

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Travis Morin,
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Danny Navarro,
Partner Engagement Director

Alex Veloria,
Operations Director

JunXian Xie,
Design and Content Coordinator

Note: All Leadership Council members, Board members, and staff listed above are inclusive of those who served in either 2021 or 2022, as well as those who served in both years.

Financials

INCOME	2021	**2022
Foundation Grants	1,127,638	1,416,477
Individual Donations	31,219	54,967
Corporate Donations	110,000	225,833
Donated Goods & Services	20,000	15,000
Merchandise Sales & Interest Income	4,010	8,855
PPP Loan Forgiveness	92,287	0
TOTAL SUPPORT AND REVENUE	1,385,154	1,721,132
EXPENSE	2021	**2022
Personnel	751,770	870,244
Professional Fees	119,937	91,625
Partner Grants	269,776	434,405
Communications	64,000	79,382
Printing, Postage, and Supplies	105,209	180,815
Occupancy	56,743	53,171
Meetings and Travel	10,921	21,862
Business Expenses	24,916	27,199
TOTAL EXPENSE	1,403,262	1,758,705
NET INCOME*	(18,108)	(37,572)

*Nonprofit VOTE has a reserve fund we were able to draw from to cover modest shortfalls in 2021 and 2022. At the conclusion of 2022, the reserved fund stood at \$411,178 or about 2.7 months of operating funds at the 2022 budget level.

**2022 financials are unaudited as of this writing.

Special Thanks to Our Supporters

Nonprofit VOTE's work is made possible by our incredibly generous supporters. We extend our appreciation to all of our foundation and major donors who gave during the 2021 - 2022 period, including the Cotter Charitable Foundation, Dr. Robert Nussbaum and Jennifer Puck, FJC - A Foundation of Philanthropic Funds, George Gund Foundation, Hull Family Foundation, Lisa and Douglas Goldman Fund, Robert F. Hartmann, Southwire, State Infrastructure Fund (SIF) of NEO, Thomas and Nancy Buck, Wallace Global Fund, William Talbott Hillman Foundation and the William and Flora Hewlett Foundation. Due to space limitations, only gifts of \$5,000 and above are listed by name, but our appreciation is extended to all our supporters.

Thanks as well to Premier Sponsors and donors who made contributions in support of the 2021 and 2022 work of National Voter Registration Day managed by Nonprofit VOTE, including Aflac, American Property Owners Alliance, AWS (Amazon Web Services), Carnegie Corporation of New York, Civic Alliance, Civic Responsibility Project, Creative Artists Agency, Democracy Fund, Google, I Am a Voter, Levi Strauss & Co, Meta, Microsoft, National Association of Realtors, Paramount Network, Participant Media, PayPal, Room & Board, State Infrastructure Fund (SIF) of NEO, Target, Twitter, ViacomCBS, and the Wallace H. Coulter Foundation.

We also extend our thanks to the numerous partners who utilized their platforms, audiences, and other resources to offer in-kind assistance for National Voter Registration Day 2021 and 2022. While these expenses are not included in the financials, they played a crucial role in the triumph of the holiday during both celebrations.

To all those who supported the work of Nonprofit VOTE and National Voter Registration Day, we extend our sincere thanks.



Nonprofit VOTE

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[@npvote](https://www.instagram.com/npvote)   