



 Nonprofit VOTE

# Biennial Report

2023 - 2024





2023 - 2024 Field Program Participant  
Disability Net



2023 - 2024 Field Program Participant  
Project Cover



2024 Field Program Participant  
United Way of Southern Nevada

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# Letter from the Executive Director



## Dear Friends and Supporters,

As we close the chapter on another impactful two years of nonprofit voter engagement, I am proud to reflect on the incredible strides Nonprofit VOTE has made with the help of donors and supporters like you. Together, we activated and supported nonprofit partners across the sector to engage their communities and build a more inclusive democracy. Thanks to our collective efforts, we worked to ensure every eligible voter, especially those in underserved communities, has a voice in our democracy. This biennial report is a celebration of that work.

The 2023 and 2024 election cycles were nothing short of remarkable. During this time, more nonprofits than ever before turned to us for guidance, resources, and tools to engage their communities effectively. Over the past two years, Nonprofit VOTE organized, led, or participated as guest speakers at over 110 webinars and in-person workshops, reaching more than 10,000 nonprofit and philanthropic leaders across the country. We also worked with dozens of national and state nonprofit networks to resource their affiliates with toolkits and trainings, expanding our reach exponentially in the process.

Our field program provided tailored support to nonprofits on the ground, offering training, resources, and innovative strategies to foster civic participation. Additionally, our Philanthropy for Voter Engagement work helped funders understand their crucial role in strengthening democracy through nonprofit-driven efforts. Meanwhile, the work of National Voter Registration Day set new records, engaging more Premier and Community Partners than ever before. The collective impact of these partners was extraordinary, with over 2.3 million voters taking action over the past two years.

None of this work would have been possible without our dedicated network of funders, partners, and individual donors who each believe in the power of nonprofit-driven civic engagement. Your commitment has fueled our growth and allowed us to build a sustainable civic infrastructure that will continue to serve communities for years to come.

As we look to the future, we remain committed to expanding access, fostering partnerships, and continuing to evolve with the changing landscape of voter engagement and democracy-building. Thank you for being an essential part of our journey.

In Solidarity,

A handwritten signature in black ink, appearing to be 'B Miller'.

**Brian Miller**  
*Executive Director*





# Partnerships

## State & National

**N**onprofit VOTE works with major nonprofit organizations and statewide associations to mobilize their networks and promote nonpartisan voter engagement. These partnerships create a powerful multiplier effect, normalizing voter engagement across the nonprofit sector and further expanding our reach. By leveraging these trusted partners, we signal to nonprofits everywhere that nonpartisan voter engagement is impactful, important, and of course, permissible under 501(c)(3) guidelines.



Over the past two years, Nonprofit VOTE provided direct voter engagement training and custom resources to 29 organizations, including major nonprofit partners and statewide associations. We produced a series of customized voter engagement toolkits, co-branded with major national organizations like EveryLibrary, Girls, Inc., Social Current, NALEO Educational Fund, United Way Worldwide, and the National Council of Nonprofits, as well as tailored workshops for their networks.

**See inset on next page.**





# Webinars & Resources

Through our monthly webinars and comprehensive suite of resources, Nonprofit VOTE provides support to thousands of nonprofit leaders across the nation each year. These resources provide our growing network of dedicated nonprofit partners with the tools and knowledge needed to engage their communities in the democratic process.

## What Nonprofits Love About Our Webinars & Resources

### Testimonials

*“Webinars! Great place to hear from other advocates, learn new things, and ask questions.”*

*“The free webinars are a great opportunity to learn about effective voter engagement strategies and tactics from experts and colleagues in other states.”*

*“Free webinars are very helpful in helping us organize youth voter registration events and Voter 101 sessions.”*

*“Love the online toolkits as we can pass along materials and resources to the students we work with”*



Throughout 2023 and 2024, Nonprofit VOTE hosted 24 webinars, reaching an audience of more than 6,300 nonprofit staff and leaders across the country. Our webinars covered a diverse array of critical topics, including making a voter engagement plan, staying nonpartisan, conducting voter registration drives, combating AI-driven misinformation, implementing effective Get Out the Vote (GOTV) initiatives, and more.

One standout moment in 2024 was our Rally the Sector webinar hosted in March, designed to inspire and mobilize nonprofit leaders ahead of the election cycle. Featuring Vu Le of Nonprofit AF as the keynote speaker, the event showcased key findings from our 2024 Nonprofit Power Report, further highlighting the significant impact of nonprofit voter engagement efforts.

Nonprofit VOTE also provided printed and digital resources for nonprofit leaders, including the latest edition of the Nonprofit Voter Engagement Guide. This comprehensive toolkit helps nonprofits engage their communities in elections while remaining nonpartisan.

From hosting candidate forums to distributing voter education materials and leading Get-Out-the-Vote (GOTV) initiatives, the Nonprofit Voter Engagement Guide provides partners big and small with a blueprint to inspire action and increase voter participation. By equipping nonprofits with these resources, Nonprofit VOTE empowers our network of partners to amplify the voices of their communities and strengthen democracy.



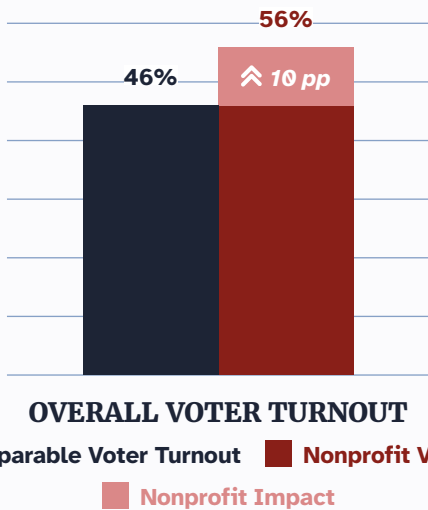


# Research & Reports

Nonprofit VOTE routinely conducts research to inform the nonprofit sector on voter turnout trends, effective engagement strategies, and best practices. These insights shape our research reports, partner resources, and webinar content.

In March of 2024, Nonprofit VOTE released the latest edition of the Nonprofit Power: Building an Inclusive Democracy report. Drawing from 2022 Field Program data, collected in partnership with 120 nonprofits across nine states that engaged over 60,000 voters, this report highlights the pivotal role of trusted local nonprofits in voter engagement. These organizations help build a more inclusive democracy by promoting nonpartisan participation in historically underrepresented communities across the United States.

The report's findings highlight the significant impact of nonprofit voter engagement efforts. Voters who were engaged by nonprofits about voting were **10 percentage points (PP)** more likely to vote than comparable voters (56% vs. 46%).



These findings provide a compelling case for more nonprofits to engage the communities they serve in voting and elections.

The positive impact was even more pronounced among historically underrepresented groups:

↑ 14 PP

Boost in turnout among Young voters (ages 18-24)

↑ 12 PP

Boost in turnout among Voters of color

↑ 15 PP

Boost in turnout among Low-income voters

As a precursors to the broader report, in 2023 Nonprofit VOTE also introduced a series of 3 Nonprofit Power installments. These installments were based on insights gathered through interviews and conversations with 2022 Field Program participants and highlight best practices and effective strategies for engaging key communities, including voters from small towns and rural areas, immigrant communities, and voters with disabilities. Each installment was released and distributed across our extensive network of nonprofit partners to further support their voter engagement efforts.







2024 National Voter Registration Day  
NYC Party to the Polls Purple Tour



2023 National Voter Registration Day  
Hoboken Public Library

# Multi-State Field Program

**N**onprofit VOTE's multi-state Field Program builds state-level networks that serve as civic engagement hubs in their communities. Each year, we work with anchor organizations across select states to recruit and support a diverse cohort of local nonprofit service providers and community-based organizations to flex their civic muscle. These partners implement voter registration drives, pledge-to-vote campaigns, and Get Out the Vote (GOTV) initiatives, ensuring historically underrepresented communities have a voice in the electoral process.

## Growing Impact Year Over Year

**2023**

*Building Local Momentum*

**7** State Program  
AZ, CO, MI, NY, NC, OH, VA

**57** Local Nonprofit Sites

**24K** Voters Directly Engaged

**87K** Individuals Reached

**30K** Voter Engagement Materials Distributed

**2024**

*Presidential Election Year Expansion*

**8** State Program  
AZ, CO, MI, NC, NV, OH, TX, VA

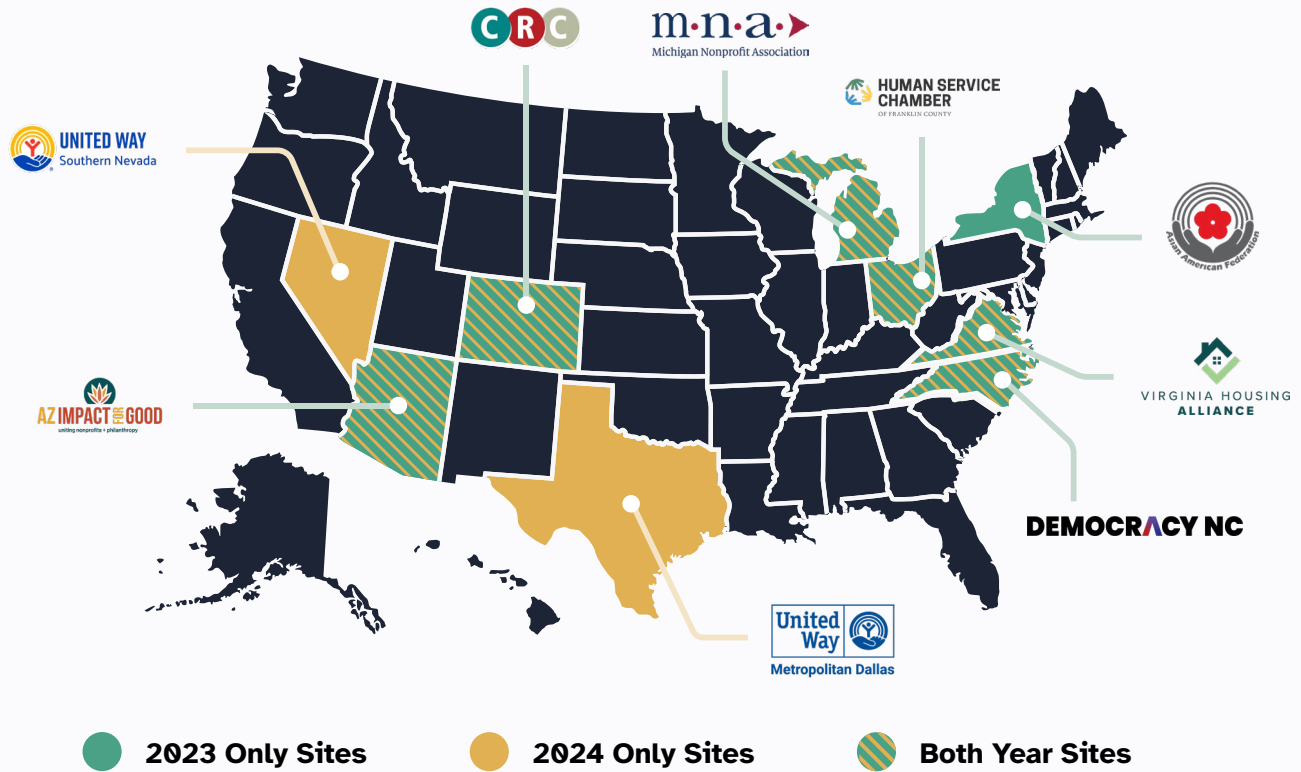
**118** Local Nonprofit Sites

**87K** Voters Directly Engaged

**239K** Individuals Reached

**56K** Voter Engagement Materials Distributed





Nonprofit VOTE provides a robust array of resources that enables both anchor organizations and local nonprofits to thrive in their voter engagement work. With funding and support from Nonprofit VOTE, these trusted community organizations sustained meaningful outreach activities throughout both the 2023 and 2024 election cycles. Our dedicated team provided ongoing strategic guidance paired with sophisticated data tracking and analysis, helping partners measure and maximize their impact.

State-specific voter education materials, enhanced by targeted training and technical assistance, ensured organizations had the tools they needed to navigate local election landscapes effectively while maintaining nonpartisan integrity. Materials provided to sites included lanyards and stickers to generate visibility, pledge-to-vote cards, handouts with key election dates, voter engagement scripts for in-person interactions that walk voters through the process, and more. These resources helped our nonprofit partners address key informational gaps and guide their communities through the voter registration and participation process.



## Nonprofit Power In Action

*“Nonprofit VOTE has been critical to building the infrastructure needed to fully engage nonprofits and support them to integrate voter education and outreach into their service delivery. We especially value the support with nonpartisan outreach materials, voter engagement data analysis, and facilitating peer-learning with similar organizations leading these efforts in other states.”*

**Alex McHenry**, Director of Civic Engagement,  
Community Resource Center, Colorado  
2023 Field Program Participant

## Comprehensive Partner Support

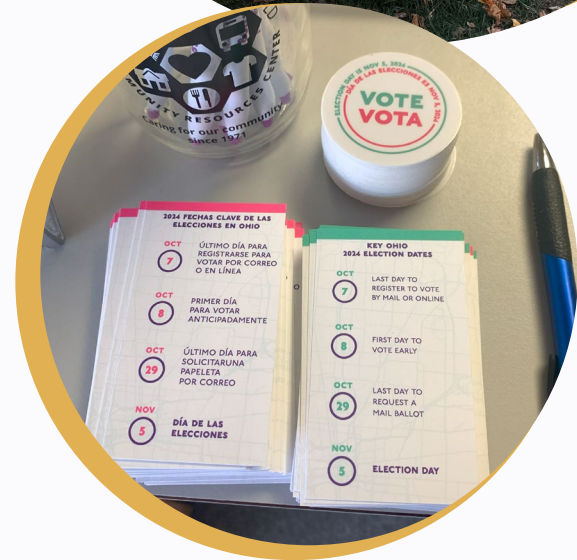
Three convenings were held to bring together our state anchor partners to strengthen the nonprofit civic engagement ecosystem. These gatherings created collaborative spaces for organizations to exchange successful strategies, deepen their expertise through interactions with field leaders, and solve common challenges. Partners emerged with stronger peer networks and enhanced skills in nonpartisan outreach, creating ripple effects that strengthen civic participation across their states. These relationships and shared learnings continue to foster innovation and best practices long after the convenings conclude.



## Nonprofit Power In Action

*“It’s been really, really enriching to be able to have a resource that we can go to when we have questions. Nonprofit VOTE is already doing the work of engaging nonprofits across the nation, and we’re just tapping into that and extending that to our membership”*

**Bhumika Patel**, Deputy Director,  
Human Service Chamber (HSC), Ohio  
2024 Field Program Participant



Thanks to the generosity of our partners and supporters, Nonprofit VOTE’s Field Program works to strengthen the civic infrastructure of communities nationwide. By equipping trusted local organizations to engage their communities in the democratic process, we are working together to build a more inclusive democracy.



# National Voter Registration Day



National Voter Registration Day, celebrated each September, is an annual civic holiday dedicated to celebrating our democracy. As the managing partner of the event, Nonprofit VOTE spearheads the planning and coordination efforts. In the past two years alone, more than 2.3 million Americans have taken action to register, update, or verify their voter registration status. This includes 950,000 new and updated registrations, which brings the holiday's lifetime total of registered voters to over 6 million.

## Empowering Partners for Success

Each year, we provide a comprehensive support system that transforms local organizations into civic engagement champions. In the lead-up to each year's holiday, we work closely with our partners, ensuring they have everything they need to succeed. We routinely provide multilingual organizing kits with posters and stickers available in eight languages, along with state-specific guides that help partners navigate the voter registration rules with confidence. Webinars and toolkits take this training and support even further.

While the 2023 celebration leaned into the importance of local elections, we ramped up efforts in 2024 ahead of the Presidential Election, recruiting more partners than ever before. When those partners faced new challenges with misinformation, we rapidly developed targeted resources for key civic actors – from elected officials to high school leaders. Our summer training series brought together thousands of partners to share best practices, master outreach strategies, and build a more substantial democratic infrastructure in their communities.

## 2023

*Building Local Democracy*

**3400** Community Partners

**100** Premier Partners

**18K** Staff and Volunteers

**300K** Voters Took Action

**130K** New or Updated Registrations

## 2024

*Record-Breaking Presidential Year*

**5600** Community Partners

**152** Premier Partners

**40K** Staff and Volunteers

**2M** Voters Took Action

**820K** New or Updated Registrations

*This includes 310K Young Voters (18-24)*





## National Reach and Recognition

We have succeeded in establishing National Voter Registration Day as a cornerstone of American democracy, earning recognition at the highest levels of government through an official White House Proclamation and a bipartisan Senate resolution co-sponsored by Senators Amy Klobuchar (D-MN) and Deb Fischer (R-NE). The National Association of Secretaries of State's formal recognition further cemented the holiday's role in strengthening our democratic process.

The holiday's reach extended far beyond government channels, with unprecedented support from major technology platforms, with Google featuring a dedicated Doodle, while Meta and Reddit activated powerful in-app promotions. Cultural influencers, from professional sports leagues to notable celebrity figures with vast audiences, amplified our message across their platforms, reaching hundreds of millions of potential voters. A special highlight from our 2024 celebration was when the holiday received a shout-out from astronauts aboard the International Space Station, demonstrating that civic engagement truly knows no bounds. National and local media coverage helped ensure our call to register reached communities in every corner of the country.

## Building an Inclusive Democracy

National Voter Registration Day doesn't just register voters – it builds a nationwide coalition of organizations committed to strengthening our democracy. Thanks to the support of holiday partners and the generosity of donors and sponsors alike, we're creating a more inclusive electoral process and ensuring every eligible American has the opportunity to make their voice heard.



# Philanthropy for Voter Engagement

**T**he Philanthropy for Voter Engagement initiative seeks to build more support for nonprofit voter engagement within the philanthropic sector. This ongoing initiative focuses on mobilizing philanthropic resources to champion voter engagement by encouraging both direct funding, as well as indirect support such as hosting trainings for grantees and refining grantmaking language to better align with civic participation efforts.



Throughout the summer of 2023, Nonprofit VOTE interviewed dozens of foundation staff to gather insights and stories from foundations that have successfully integrated voter engagement into their grantmaking-strategies. This work informed best practices and key strategies, along with case studies included in the final toolkit, to inspire other foundations to take similar action. In late 2023, Nonprofit VOTE, in partnership with the United Philanthropy Forum, Council on Foundations, and Independent Sector, officially launched the Philanthropy for Voter Engagement Toolkit.

Since the initiative's launch, Nonprofit VOTE has undertaken extensive outreach to promote the toolkit and initiative across the philanthropic sector. Our team has engaged diverse audiences at 15 philanthropic speaking engagements, workshops, luncheons, and webinars. Nonprofit VOTE secured a prominent plenary speaking opportunity at Foundations on the Hill in Washington, DC, addressing hundreds of foundation staff, along with presentations at key events hosted by CF Leads, Council on Foundations, Grantmakers for Effective Organizations, Philanthropy Together, and many more.



# 2025 and Beyond

**N**onprofit VOTE remains committed to strengthening democracy by partnering with and resourcing nonprofits across the nation that have long-term, trusted relationships with the communities they serve. As we look ahead to 2025 and beyond, we are excited to build on our successes and further support the nonprofit sector in its efforts to foster a more inclusive democracy. Here's a preview of what's to come:



## State and Local Elections

With critical state and local elections on the horizon in 2025, Nonprofit VOTE is committed to equipping our partners with the tools they need. Despite their profound impact on communities, these elections often face low turnout due to limited accessible information and attention. Recognizing this challenge, we will work with our nonprofit partners to ensure every voter is informed and equipped to shape their local future.



## 2026, A Big Year for Democracy

In addition to what will surely be a tremendously big midterm year, 2026 will also ring in two notable anniversaries. Nonprofit VOTE will be celebrating its 20th anniversary alongside the 250th anniversary of the United States' founding. We will have come a long way, but the work of building an inclusive democracy will continue long past these anniversaries.



## Protecting Nonprofit Civic Power

As policies that threaten nonprofits evolve, Nonprofit VOTE will stay vigilant, ensuring nonprofits can continue to operate and mobilize communities without unnecessary barriers. Through strategic partnerships and responsive support, we are committed to mobilizing our network and championing policies that uphold the vital role of nonprofits in our nation and democracy.

# Leadership and Staff

## Leadership Council Members\*

**Abby Levine,**  
Chief Strategist,  
Levine Nonprofit Solutions

**Cheryl Clyburn Crawford,**  
Executive Director,  
MassVOTE

**David Heinen,**  
Vice Present for Public Policy and Advocacy,  
North Carolina Center for Nonprofits

**Erika L. Anthony,**  
Co-Founder and Executive Director,  
Cleveland VOTES

**Gary Bass,**  
President, Executive Director Emeritus, and Professor,  
GDB Consulting

**Jan Masaoka,**  
Chief Executive Officer,  
California Association of Nonprofit

**Jatrice Martel Gaiter,**  
Executive Vice President of External Affairs,  
Volunteers of America

**Joan Gustafson,**  
External Affairs Officer,  
Michigan Nonprofit Association

**Jeffrey Moore,**  
Chief Strategy Officer,  
Independent Sector

**Kelly LeRoux,**  
Professor and Associate Dean for Research

**Laura Walling,**  
Vice President of Government Affairs

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

**Maggie Osborn,**  
Senior Consultant,  
MGO Partners

**Matthew L. Evans,**  
Senior Director of Public Policy,  
United Philanthropy Forum

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

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

**Terry Ao Minnis,**  
Senior Director of Census and Voting Programs,  
Asian American Advancing Justice

**Thao Nguyen,**  
Vice President of Advocacy,  
Feeding America

**Tiffany Gourley Carter,**  
Policy Counsel,  
National Council of Nonprofits

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\* **Note:** All Leadership Council members, Board members, and staff listed above are inclusive of those who served in either 2023 or 2024, as well as those who served in both years.

## Board of Directors\*

**Michelle Bishop, Chair;**

Voter Access & Engagement Manager,  
National Disability Rights Network

**Matthew L. Evans, Vice Chair;**

Senior Director of Public Policy,  
United Philanthropy Forum

**Adrienne Kelly, Treasurer;**

Co-Executive Director,  
Democracy North Carolina

**Laura Vogel, Clerk;**

Director of Advocacy,  
American Society of Travel Advisors

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**Jatrice Martel Gaiter,**

Executive Vice President of External Affairs,  
Volunteers of America

**Jeffrey Moore,**

Chief Strategy Officer,  
Independent Sector

**Lindsay Torrico,**

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

**Abby Levine,**

Chief Strategist,  
Levine Nonprofit Solutions

**Alex Rias,**

Vice President, Equitable Justice,  
National Urban League

## Nonprofit VOTE Staff\*

**Brian Miller,**

Executive Director

**Allen Blackwell,**

Partnerships Coordinator

**Caitlin Donnelly,**

Senior Program Director

**Caroline Mak,**

Impact and Engagement Strategist

**Chyann Sapp,**

Campaign Director,  
National Voter Registration Day

**Gwen Stenbridge,**

Associate Director of Education and Partners

**Jack Flynn,**

Communications Specialist Associate,  
National Voter Registration Day

**JunXian Xie,**

Design and Content Coordinator

**Kaaryn McCall,**

Communications Director

**Kimberley Carroll-Cox,**

Associate Director of Development  
and Communications

**Pradeep Gyawali,**

Finance and Operations Manager

**Sugelema Lynch,**

State Partnerships Manager

**Travis Morin,**

Communications Manager

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\* **Note:** All Leadership Council members, Board members, and staff listed above are inclusive of those who served in either 2023 or 2024, as well as those who served in both years.



# Financials

<b>INCOME</b>	<b>2023</b>	<b>**2024</b>
<b>Foundation Grants</b>	\$ 1,294,575	\$ 1,271,195
<b>Individual Donations</b>	\$ 29,978	\$ 100,714
<b>Corporate Donations</b>	\$ 236,668	\$ 353,334
<b>Donated Goods &amp; Services</b>	\$ -	\$ 100,000
<b>Other Revenue</b> <i>(fee-for-service, sales, interest income)</i>	\$ 41,405	\$ 63,188
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$ 1,602,625</b>	<b>\$ 1,888,431</b>
<b>EXPENSE</b>	<b>2023</b>	<b>**2024</b>
<b>Personnel</b>	\$ 892,152	\$ 1,034,920
<b>Professional Fees</b>	\$ 146,920	\$ 187,460
<b>Partner Grants</b>	\$ 182,600	\$ 284,166
<b>Communications</b>	\$ 54,553	\$ 190,160
<b>Printing, Postage, and Supplies</b>	\$ 158,749	\$ 123,140
<b>Occupancy</b>	\$ 42,614	\$ 19,367
<b>Meetings and Travel</b>	\$ 37,953	\$ 43,081
<b>Business Expenses</b>	\$ 31,686	\$ 14,353
<b>TOTAL EXPENSE</b>	<b>\$ 1,547,226</b>	<b>\$ 1,896,648</b>
<b>NET INCOME*</b>	<b>\$ 55,399</b>	<b>\$ (8,217)</b>

\*Nonprofit VOTE has a reserve fund to help absorb year-over-year fluctuations and cushion against future downturns. At the conclusion of 2024, the reserved fund stood at \$456,306 or about 2.9 months of operating funds at the 2024 budget level.

\*\*2024 financials are unaudited as of this writing.

# Special Thanks to Our Supporters

The work of Nonprofit VOTE is made possible by the generosity of our network of contributors and supporters. We extend our gratitude to all foundations and major donors whose contributions supported our efforts in 2023 and 2024.

Due to space limitations, only gifts of \$5,000 and above are listed by name. Special thanks to the Bernard and Audre Rapoport Foundation, Fertile Ground Fund, FJC – A Foundation of Philanthropic Funds, Gaia Fund, George Gund Foundation, Halverson Family Fund, Hull Family Foundation, Lisa and Douglas Goldman Fund, LuLu Foundation, Robert Hartmann, Dr. Robert Nussbaum, Scarlet Feather Fund at the Dayton Foundation, State Infrastructure Fund at NEO Philanthropy, Tom and Nancy Buck, Viney Wallach Foundation, William and Flora Hewlett Foundation, and the William Talbott Hillman Foundation. Your support empowers us to continue fostering civic engagement and strengthening democracy through the work of nonprofits nationwide.

As the managing partner of National Voter Registration Day, Nonprofit VOTE also extended its appreciation to the many financial supporters who made the holiday's 2023 and 2024 celebrations possible. Special thanks to Aflac, American Property Owners Alliance, CAA Foundation, Carnegie Corporation of New York, Civic Alliance, Civic Responsibility Project, Google, I am a Voter, Levi Strauss & Co., Microsoft, National Association of Realtors, Paramount Global, Room & Board, Target, the Wallace H. Coulter Foundation, and the National Basketball Association for their support.

We are also deeply thankful to LinkedIn, iHeart Media, and our numerous Premier and Community Partners. Their generous in-kind contributions, ranging from social and traditional media ad placements to free pizza and snacks at events, played a pivotal role in the holiday's ongoing success. Your generosity fuels meaningful change and inspires our mission every day. Thank you for standing with us.



*Philanthropy for Voter Engagement  
Presentation at Foundations on the Hill*



*2024 National Voter Registration Day  
University of Pennsylvania*



*Philanthropy for Voter Engagement  
Presentation at the New Jersey Joint Policy Forum*





**Nonprofit VOTE**

[nonprofitvote.org](http://nonprofitvote.org)

[info@nonprofitvote.org](mailto:info@nonprofitvote.org)

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