



Engaging New Voters:

The Impact of Nonprofit Voter Outreach on Client and Community Turnout

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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.

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American democracy is challenged by wide gaps in voter participation tied to income, age, and other factors. Those without a college degree, lower-income earners, newer citizens, and younger voters are significantly less likely to vote than others. Debates on issues of equity and justice, the role of government, and other matters are diminished when these voices are absent from the discussion.

While policy environs of states and the relative ease of voting clearly impact voter turnout, substantial differences in turnout by demographic groups are present even in the most voter-friendly states. That's because these participation gaps, in part, reflect mobilization gaps. They follow significant disparities in who is personally contacted about voting and who is not. In 2014, 55% of Latinos and 56% of Asian Americans were not contacted about voting or registering to vote.¹ Similar patterns hold for younger and lower income populations.

As this report shows, nonprofit human service providers and community-based organizations are poised to play a significant role in narrowing these troubling gaps in mobilization and participation. Taken together, these organizations have personal contact with over 100 million people annually, including their clients, staff, and local communities – the very same communities that have been passed over by other mobilization efforts. Furthermore, when they engage the clients and communities they serve in voting and elections, they can have a significant impact on voter turnout.

In order to narrow and ultimately close gaps in voter turnout, we must invest in the social infrastructure and organizational tools necessary to ensure that all are meaningfully engaged in the democratic process. We hope this report gives nonprofit leaders, and the foundations that support them, the hard evidence they need to justify making that organizational commitment.

Brian Miller
Executive Director
Nonprofit VOTE

1. Latino Decisions. “[2014 Election Eve Poll](#),” 2014. Asian American Decisions. “[2014 Election Eve Poll](#),” 2014.

Executive Summary

Building on our research from the 2012 election, this study sought to further evaluate the potential of nonprofit service providers and community based organizations to increase voting among their clients and constituents in the 2014 midterm election, and also to further evaluate best practices for doing so. The evaluation tracked 28,881 individuals who registered to vote or signed a pledge to vote at 129 nonprofits in nine states. The participating nonprofits included a diverse set of community health centers, family service agencies, multi-service organizations, and community development groups.

Using demographic and voting history data, we were able to determine who the nonprofits reached and at what rate those contacted turned out to vote in the 2014 election, as compared to all registered voters in the states and counties involved. To assess best practices, we asked the nonprofits that participated to fill out an in-depth online survey. We also conducted interviews with several of the higher and lower performing nonprofits.

Findings

Whom Nonprofits Reached

- *The voters engaged by nonprofits were markedly more diverse, lower income and younger* than all other registered voters in the nine states. Those contacted were almost twice as likely to be young voters under 30, more than three times as likely to be Latino or black, and nearly four times as likely to have a household income under \$25,000.
- *Nonprofits disproportionately reached populations with a history of lower voter turnout – populations missed or skipped over by partisan political campaigns.* More than half the voters nonprofits engaged were identified, prior to the election, as “low propensity” voters, i.e. voters not expected to vote in the 2014 midterm.

Comparing Voter Turnout Rates

- *Personal contact by nonprofits resulted in higher turnout rates among those registered or pledged to vote, relative to other registered voters in the study states across all demographics.* Voter turnout of these “nonprofit voters” compared to all registered voters was:
 - 15% higher for Latino voters, 31% higher for black voters and 46% higher for Asian American voters
 - 31% higher for those with household incomes under \$25,000.
 - 28% higher for young voters under age 30.

- ***The intervention by nonprofits had its biggest impact on turnout of the least-likely voters – those that campaigns typically disregard*** based on low “voter propensity” scores assigned before the election to predict their likelihood to vote. The nonprofit voters with the lowest propensity scores were more than twice as likely to cast ballots compared to their counterparts among all registered voters in the study states.
- ***Asking already registered voters to sign pledge to vote cards was a powerful tool to raise turnout among voters who otherwise may not have participated in the midterm.*** In spite of demographic backgrounds that indicated a low likelihood of voting in a non-presidential year, the average turnout for nonprofit pledge card voters was 11 points higher than that of all registered voters (59% vs. 48%).
- ***The turnout results mirrored those of the study by Nonprofit VOTE and CIRCLE of a similar cohort of nonprofits and voters in the 2012 presidential election*** where the outreach of nonprofits resulted in above average turnout rates across all demographics, most strikingly among young and low propensity voters not expected to turn out.

Tactics and Success Factors

Nonprofits that collected the highest number of voter registrations and voter pledges –

- ***Had a motivated staff*** that understood the connection of voter engagement to their mission and their broader work serving and supporting clients. In the same vein, a lack of broad buy-in among all levels of staff was cited by less successful organizations as the most common challenge.
- ***Set goals and started earlier*** with planning and initiating voter engagement work, at least on a pilot basis, in July and increasing efforts in August and September as the election got closer.
- ***Collected the most registrations and pledges doing “active tabling”*** on a regular schedule at the agency, as well as at events such as agency-sponsored farmers markets, health fairs, advocacy days or weeks, and National Voter Registration Day – in addition to integrating it into targeted services.
- ***Made sure their staff and volunteers*** were registered to vote as well.

Comparing Voter Turnout and Demographics

Quantitative Data Analysis

In this section, we analyze the demographic profiles and voting histories of individuals who, with the assistance of nonprofit staff or volunteers, either registered to vote or signed a pledge to vote in the 2014 general election. We then compare these “nonprofit voters” with all other registered voters in the same states, examining turnout of various demographic groups.¹

The analysis seeks to answer the following questions:

- Whom did our nonprofits reach? Do those who register to vote or pledge to vote at a nonprofit or with the assistance of nonprofit staff or volunteers differ substantially from other registered voters by gender, age, race, income or propensity to vote?
- Did nonprofit voters turn out to vote at rates comparable with other registered voters? Do nonprofits have a particular impact on turnout among specific constituencies?
- More broadly, what do the answers to these questions tell us about the potential of agency-based voter engagement to mobilize citizens with a history of low turnout who are overlooked by traditional campaigns?

Definitions

Nonprofit Voters: These individuals were contacted by a nonprofit to register to vote or sign a pledge to vote and were registered to vote at the time of the 2014 general election. This term covers anyone who successfully completed a voter registration or pledge to vote with a nonprofit, regardless of whether they voted.

All Voters: This group is comprised of all registered voters in the states and counties in the study, both those who did and did not vote in 2014. In the case of demographic comparisons, “All Voters” refers to all registered voters in the study states and counties within that demographic.

Voter Turnout: In this report, voter turnout is the number of people who voted in the 2014 general election divided by the total number of registered voters.

Whom Nonprofits Reach

In short, the study reveals that nonprofits reach precisely those least likely to be contacted by political campaigns and most in need of assistance and encouragement to vote. Compared to other registered voters in the states and counties included in our analysis, nonprofit voters were much more likely to be young, lower-income, recent citizens and newer to the political process. This is consistent with similar findings in our 2012 study, “Can Nonprofits Increase Voting among Their Clients, Constituents, and Staff.”²

2. Nonprofit VOTE. *Can Nonprofits Increase Voting Among Their Clients, Constituents, and Staff?* 2013.

The graphic below shows the likelihood that a nonprofit registrant would be Latino, lower-income, black or under the age of thirty compared to other registered voters in the states and counties from which our nonprofit voters came. The accompanying table provides additional information about the demographic composition of nonprofit voters in the study compared to all registered voters in the study states.

NONPROFIT VOTERS WERE –

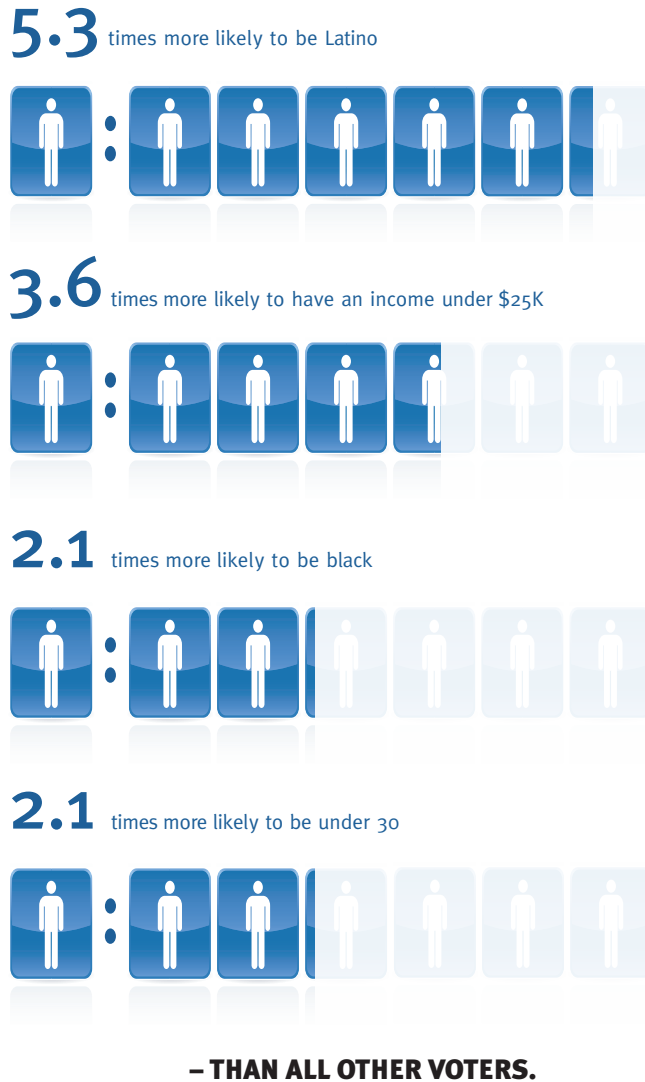


Figure 2

WHOM NONPROFITS REACH

	% of Nonprofit Registrants	% of All Registrants
Gender		
Female	65%	52%
Male	35%	47%
Race		
Asian	2%	2%
Black	25%	12%
White	36%	78%
Hispanic	34%	6%
Other	2%	2%
Income		
Less than \$25k	19%	5%
\$25k - \$50k	51%	38%
More than \$50k	30%	57%
Age		
18-29	37%	18%
30-59	46%	52%
60+	17%	30%
Vote Propensity		
0-25	24%	22%
25.01-50	27%	20%
50.01-80	31%	29%
80.01-100	18%	28%

Table 1: Demographic Profile

Comparing Voter Turnout

Nonprofit voters in the study turned out at increased rates when compared to other registered voters across all demographic groups. This is in spite of the factors, discussed below, that would ordinarily lead one to expect lower turnout in 2014 among those served by nonprofits.

By way of background, turnout in midterm election years is significantly lower than in presidential election years. For example, turnout in the 2012 presidential election was 59%, compared to just 37% in the 2014 general election.³

Midterm elections are frequently lower visibility contests with less meaningful political competition. In 2014 in particular, the large number of races decided by wide margins provided little incentive to voters to turn out on Election Day. In fact, the 2014 midterm featured the fewest competitive races for Congressional seats in at least four decades.⁴ This leads to lower voter interest, less media coverage of the candidates and campaigns, and limited and highly targeted voter registration and get-out-the-vote efforts by candidates, the parties and other groups.⁵

Though these factors affect all voters, they have an outsized impact on populations that already vote at lower rates – populations like those served by nonprofits.

As alluded to in the previous section, the study's nonprofit voters come from populations that turn out to vote at much lower rates than other groups. In the 2014 midterm election, for example, turnout among AAPI and Latino voters was 19 percentage points behind that of non-Hispanic whites.⁶ Similarly large turnout disparities exist by income, educational attainment, age, and length of residency in one's home, with lower-income, less educated, younger and more transient populations turning out at much lower rates than higher-income, college educated, older and more established populations. Moreover, nonprofit voters often fall into several of these categories, e.g. young Latinos earning less than \$50,000 annually. In fact, 28% of the study's nonprofit voters were young Latinos with incomes under \$50,000.

Thus in a context of lower voter enthusiasm, limited media coverage, little effort to get out the vote, and lack of competition, all of which disproportionately impact those served by nonprofits, and coming from groups that are already challenged by low turnout, the study's nonprofit voters defied expectations by turning out at rates higher than other voters across all demographics. In the sections below, we examine in detail the increases in voter turnout seen by nonprofit voters, first by race and ethnicity, then income, age and propensity to vote. We finish with a discussion of the implications of these findings.

Unweighted vs. Weighted Results

As in our 2012 report, the voter turnout figures reported here are unweighted for demographic factors like age or ethnicity. See Appendix A.

3. Turnout figures are calculated as a percent of registered voters.

4. Cook Political Report. "2014 House Race Ratings," November 3, 2014.

5. Mark N. Franklin. *Voter Turnout and the Dynamics of Electoral Competition in Established Democracies since 1945*, 2004, and others.

6. Nonprofit VOTE analysis of data from the U.S. Census Bureau's Current Population Survey, "Voting and Registration in the Election of November 2014," Table 4b. Note that these numbers refer to the percentage of voting age citizens who cast a ballot, not registered voters who cast a ballot.

Turnout by Race and Ethnicity

Voter turnout was higher among voters contacted by nonprofits across race and ethnicity.

- Black nonprofit voters turned out at a rate 31% higher than other black voters in the study states. Turnout among black nonprofit voters was 49%, compared to 38% on average for other black voters. Although non-Hispanic white nonprofit voters also turned out a higher rate, the increase among blacks was more than twice as high as it was among whites.
- Latino nonprofit voters turned out at a rate 15% higher than other Latino voters in the study states. Turnout among Latino nonprofit voters was 35%, compared to 31% for other Latino voters. The relative turnout of Latinos was impacted by both geographic distribution and age distribution of the study group. For example, 63% of Latino voters contacted by nonprofits came from Texas, the state second to last in the nation in voter turnout in 2014.⁷ Furthermore, 60% of those Texan Latino nonprofit voters were under the age of 30. The combined effect of these two considerations contributed to overall lower turnout of Latino nonprofit voters. Turnout among Latino nonprofit voters outside Texas was much higher at 53%.
- Asian American and Pacific Islander (AAPI) nonprofit voters turned out at a rate 46% higher than other AAPI voters in the study states. Turnout among AAPI nonprofit voters was 48%, compared to 33% for other AAPI voters. It should be noted that the pool of nonprofit voters only included 692 AAPI voters. This is a smaller sample than was available for other groups. Despite the limitation, the findings were consistent with the turnout impact nonprofits had with AAPI voters in our 2012 study.

TURNOUT RATE BY RACE/ETHNICITY

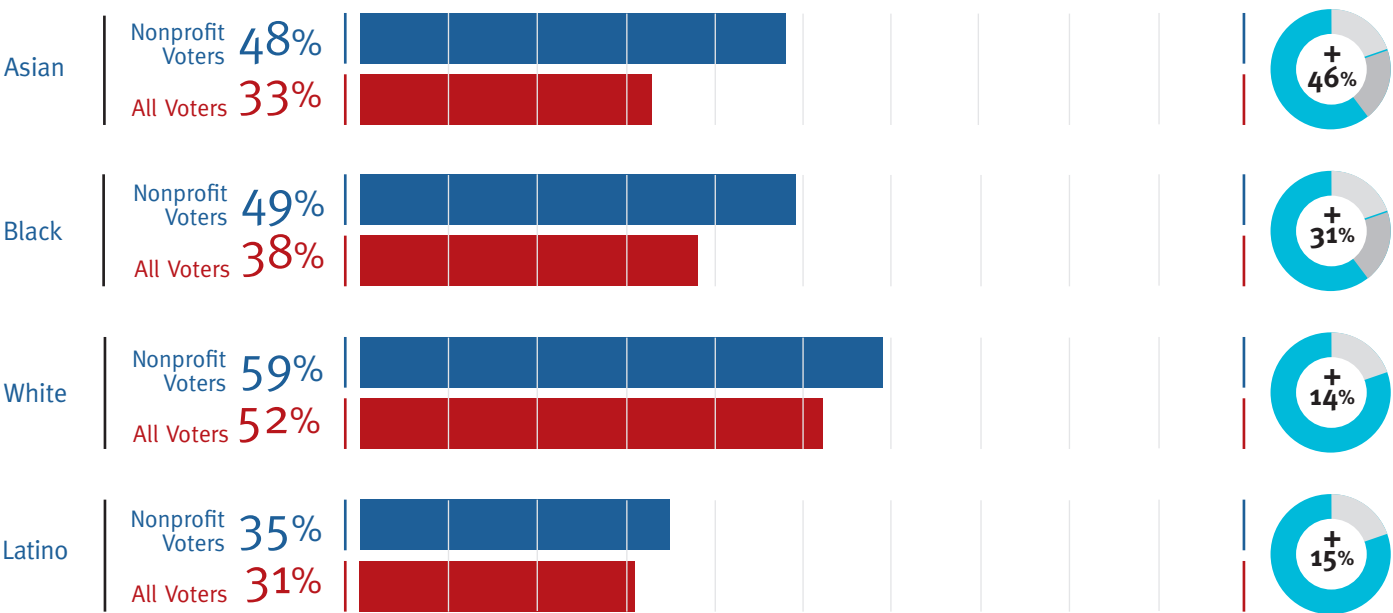


Figure 3

7. Voter turnout as a percentage of registered voters.

Turnout by Income

Nonprofit voters outperformed other voters in the study states in each of our three income categories, having the largest impact on the lowest-income voters.

- The lowest-income nonprofit voters, those making less than \$25,000 annually, saw the highest increase in turnout compared to their counterparts among other voters in the study states. They turned out at a rate 31% higher than other lowest-income voters in the study states. Turnout among the lowest-income nonprofit voters was 39%, compared to 30% on average for other lowest-income voters.
- The disparity in turnout between the highest and lowest-income earners shrank to a gap of only 16 points among nonprofit voters compared to a gap of 23 points among all registered voters.

TURNOUT RATE BY INCOME

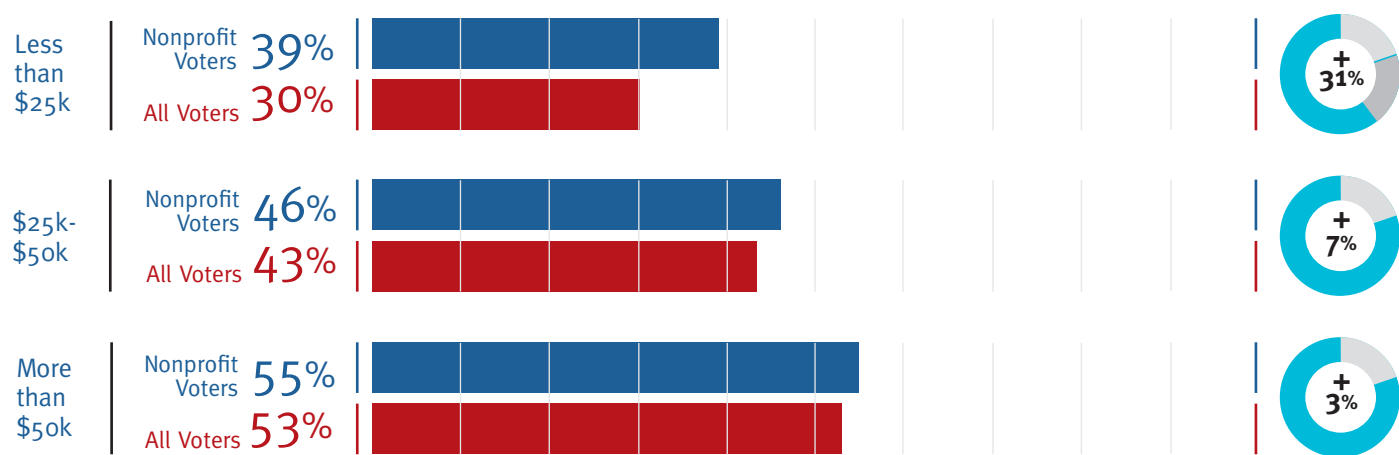


Figure 4

Turnout by Age

Of the three age categories, nonprofits had their largest impact on the turnout of young voters.

- The youngest voters contacted by nonprofits, those under 30, saw the highest increase in turnout compared to other young voters in the study states. They turned out at a rate 28% higher than their counterparts. Turnout among young nonprofit voters was 28%, compared to 22% on average for other young voters.
- Nonprofit voters aged 30-59 and those over 60 also saw large increases in turnout compared to their counterparts among other registered voters. This increase was 17% for those aged 30-59 and 9% for those over 60. This speaks to both the need for and the value of voter engagement aimed at older voters who receive services from nonprofits, who may be lower-income or otherwise deemed lower propensity voters.

- The increased turnout among young nonprofit voters was even larger among young nonprofit voters of color. Young, black, male nonprofit voters, in particular, turned out at nearly twice the rate of their counterparts among other voters in the study states. Young, white, female nonprofit voters also performed very well, with turnout 65% greater than their counterparts among other voters.

TURNOUT RATE BY AGE

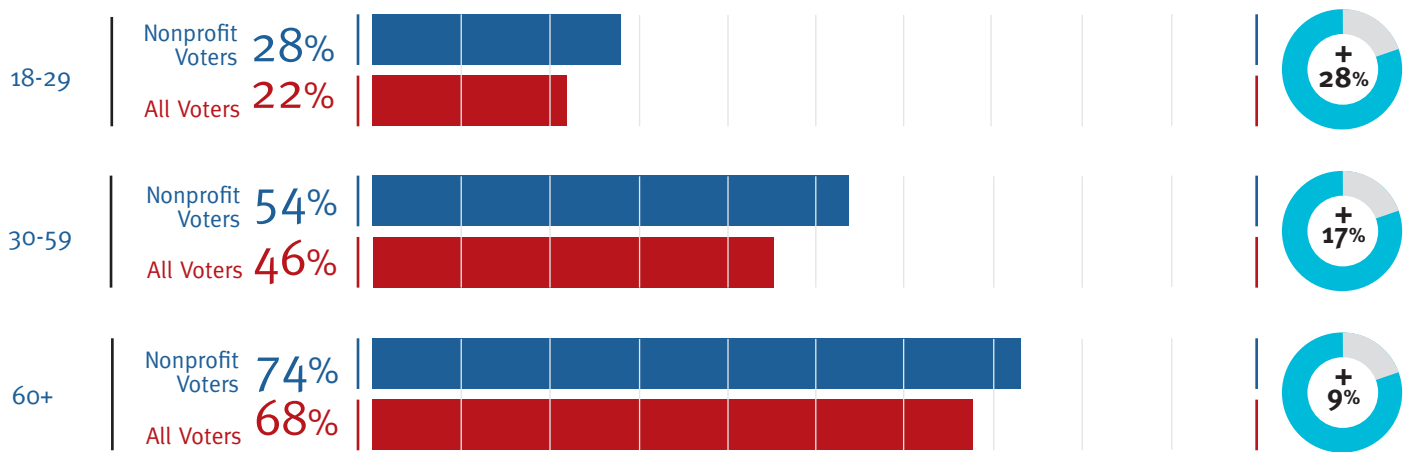


Figure 5

TURNOUT RATE, YOUNG VOTERS BY RACE/ETHNICITY

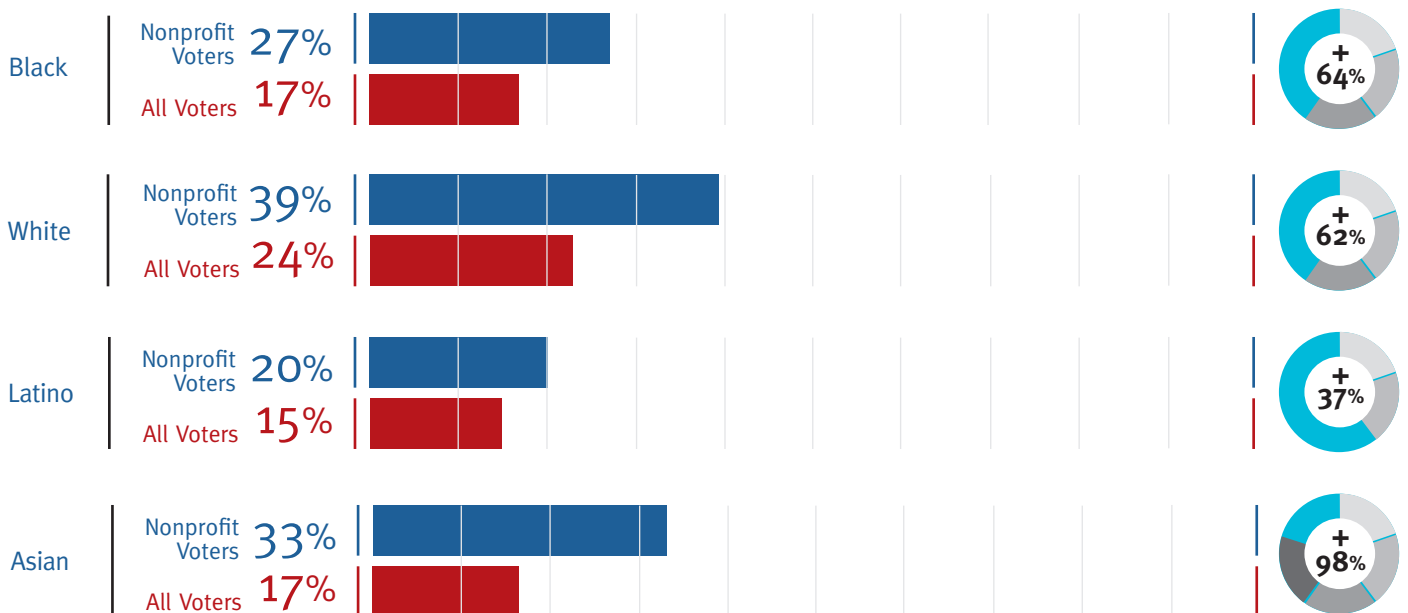


Figure 6

Turnout by Propensity to Vote

Catalist, a major vendor of voting data, uses a proprietary model to assign every registered voter in the country a “propensity score” between 0 and 100, with higher scores indicating greater propensity to vote in a given election. Scores are calculated based on individual voting history and demographics, using information from state voter files, the U.S. Census and commercial sources. Political campaigns use propensity scores to target their get-out-the-vote efforts, avoiding a wide range of lower-propensity voters on the assumption that their limited resources would be better spent on voters with higher (but not too high) scores. In the 2014 midterm campaigns focused on voters with propensity scores in the 50-80 range.

As in our 2012 evaluation, this study demonstrated face-to-face contact between nonprofit staff or volunteers and voters leads to substantial increases in turnout, especially, among the lowest-propensity voters.

- The intervention by nonprofits had its biggest impact on the lowest-propensity voters. Nonprofit voters with scores under 25 were more than twice as likely to vote as their counterparts among other voters in the study states. Turnout among these voters was 18%, compared to 8% for their counterparts – an increase of 132%.
- Nonprofit voters with propensity scores between 25 and 50 also turned out at a rate much higher than their counterparts among other voters in the study states. Here the increase was 33%, with nonprofit voters turning out at 35%, compared to 27% for their counterparts.

TURNOUT RATE BY PROPENSITY TO VOTE

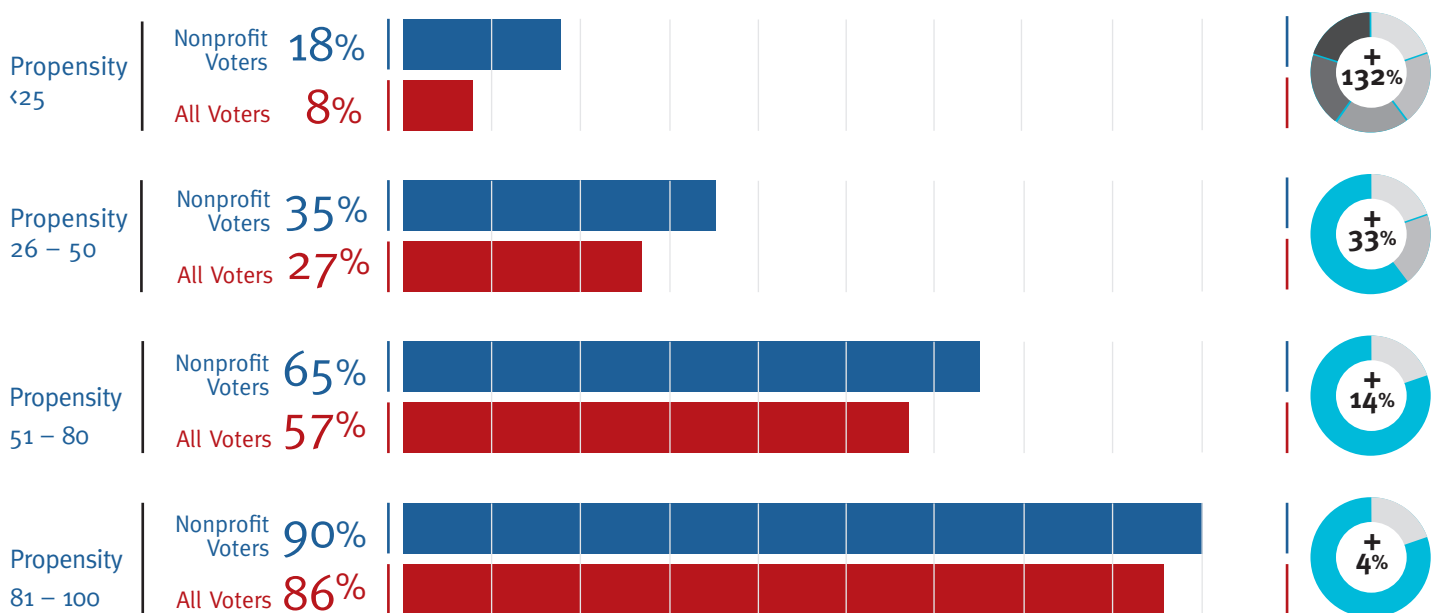


Figure 7

Using Pledge to Vote Cards to Increase Turnout among Already Registered Voters

About three out of five of the people nonprofits contacted were already registered. These individuals were asked to fill out a pledge to vote card. Those who did so turned out at almost twice the rate of the people nonprofits registered to vote. Pledge to vote cards were particularly effective at boosting the turnout rate of voters rated least likely to vote in the 2014 midterm.

- The first chart shows that nonprofit voters who signed a pledge to vote turned out on average 29 points higher than those who nonprofit staff or volunteers helped register to vote. The two likely strongest reasons for the difference were demographic factors and experience with voter engagement programs.
- Those who were registered by nonprofits, not surprisingly, were much younger. Young voters are far less likely to vote, particularly in a midterm. More than half (54%) of those registered were young voters under 30. Whereas the large majority (74%) of those signing pledges were over 30.
- Many voters who already registered have experience with the voting process and are inherently more likely to vote.

I PLEDGE TO VOTE
NOVEMBER 4

ALL REGISTERED VOTERS WILL BE SENT MAIL BALLOTS BEGINNING OCTOBER 15TH

TO VOTE IN PERSON OR DROP OFF YOUR BALLOT, FIND YOUR VOTER SERVICE CENTER & POLLING LOCATION AT WWW.VOTE411.ORG

TUESDAY NOV. 4 IS ELECTION DAY!

CALL 1-866-OUR-VOTE (687-8683) OR 1-888-VE-Y-VOTA (839-8682) IF YOU NEED HELP CASTING YOUR BALLOT ON ELECTION DAY.

Visit www.govotecolorado.com to:

- Check your registration
- Find a ballot drop off location
- Other voting assistance

COLORADO PARTICIPATION PROJECT

First Middle Last

Street Address Apt. or Unit

City State Zip

() Type: ☐ Mobile ☐ Home ☐ Work

Phone Number

Email Address

I PLEDGE TO VOTE
NOVEMBER 4
2014

VOTER TURNOUT BY PLEDGE AND REGISTRATION



Figure 8

- The second chart shows that nonprofit voters who signed a pledge to vote turned out to vote at higher rates than other registered voters. In particular, pledge signers in the lowest propensity range – those with a propensity score under 25 – showed a 144% increase in turnout compared to other registered voters in the same range. Pledge signers in the 25–50 propensity range saw an increase of 53% compared to other registered voters in that range. The effect was still present in the two higher propensity ranges, though to a lesser degree. The dramatic increase in turnout among those least expected to vote is a promising finding. These lowest propensity voters would not have been reached about voting, were it not for the intervention of a trusted nonprofit messenger. And while it is difficult to identify exactly what accounts for the increase, it is fair to say that intervention by a nonprofit was a significant factor.

TURNOUT RATE BY PROPENSITY TO VOTE FOR PLEDGES

Nonprofit Registrants Who Pledged to Vote vs. Other Registrants

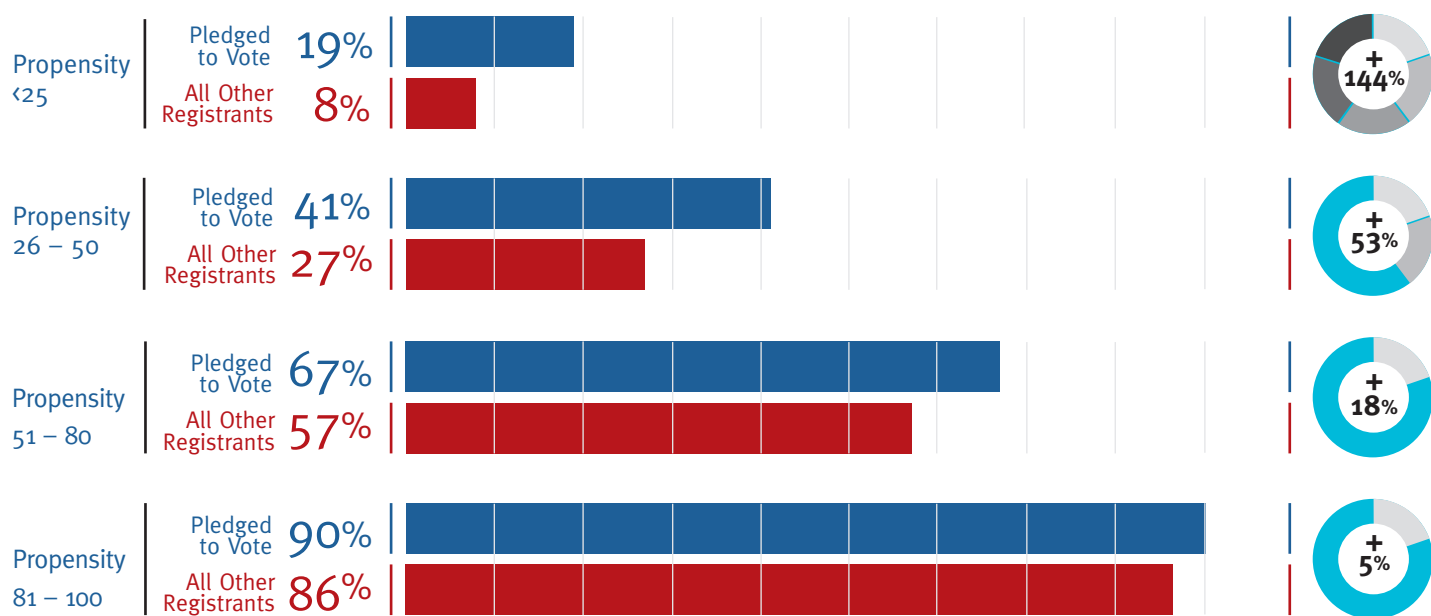


Figure 9

Discussion

Like the study conducted by CIRCLE and Nonprofit VOTE on nonprofit voter engagement in the 2012 presidential election, this midterm evaluation underscored three overall impact measurements. It showed nonprofit community-based organizations such as community health centers, multi-service centers, neighborhood service organizations and other service providers:

- Reached populations with a history of lower turnout who are disproportionately overlooked by conventional campaigns
- Were effective in using face-to-face interactions to achieve turnout rates higher than those of other registered voters of similar geography and demographics.
- Were effective in using pledge to vote programs to boost the turnout of previously registered voters with low propensity to vote

Engaging new voters outside the voting electorate

As was previously discussed, the nonprofits that participated in the study reached people less likely to register and vote. We have every reason to believe that were the study extended to include other nonprofits, the same would be true of those nonprofits and their clients and constituents. After all, the voters contacted by nonprofits in this study are broadly representative of those served by nonprofits across the country.⁸

At the same time, we know that campaigns have limited resources and, therefore, tend not to target many of these same voters, especially younger and lower-income people or newer citizens. In over 50 years of survey research, the American National Elections Study has found that the younger and lower-income people served by nonprofits are the least likely to be personally contacted about registering to vote by a political party or campaign.⁹ In a poll conducted after the 2014 midterm, Pew Research Center reported just one in four voters under 30 were contacted by a political party, almost half the rate of those over 65.¹⁰ Newer citizens are also contacted at much lower rates. Election eve polls by Latino Decisions in 2014 showed only 41% of eligible Latino voters and 42% of AAPI voters received personal contact from any type of campaign or organization about registering or voting.¹¹ Even if traditional campaigns were to make a greater effort, these populations are harder to contact, because they are less likely to have landlines or residences that are easy to door knock, a challenge largely avoided by the “reverse door-knocking” approach of service provider voter engagement efforts.

8. For example, they are similar to demographics served by the nation's community health centers, the largest cohort of nonprofits in this study. 70% of the 22 million people they serve each year are at or below the poverty line. 60% are of color including citizens and non-citizens.

9. American National Election Studies. *Guide to Public Opinion and Electoral Behavior*, 2008.

10. Pew Research Center. *Campaign Outreach and Involvement in 2014 Midterms*, October 28, 2014.

11. Latino Decisions. “2014 Election Eve Poll,” 2014.

Achieving above average turnout rates in a midterm

Everyone contacted by a nonprofit had a face-to-face conversation with someone they knew or someone from their community – be it a staff member, volunteer or trained canvasser brought in to help with nonpartisan voter outreach. This inherently yields higher turnout rates. Among all mobilization factors influencing voter turnout, the most powerful for voter or other civic outreach is personal contact by a trusted messenger.¹² This finding was evident in this study as well, where the turnout boost was strongest among newer voters and those least expected to participate. The lowest-propensity voters showed the greatest gains in voter turnout. In fact, nonprofit voters with a Catalist propensity score under 25 were more than twice as likely to vote as their counterparts outside of the study.

Turnout rates were achieved with more limited and less formal get out the vote programs, reinforcing the mobilization power of the initial engagement by a trusted messenger at a community based agency in the lead up to an election.¹³ A separate analysis found a similar boost in turnout rates of voters contacted on National Voter Registration Day, a national civic event similarly carried out in local communities and peer-driven.¹⁴

Mobilizing already registered lower propensity voters through a pledge to vote

Parties and campaigns have found asking already registered voters to sign a pledge to vote lifts turnout rates in an upcoming election.¹⁵ This turnout increase was just as evident among nonprofit voters who signed a pledge to vote.

Nonprofit voters who signed a pledge to vote not only had turnout that was 29 points greater than nonprofit voters who registered to vote with a nonprofit, but also had turnout that was 10 points greater than all other voters in the study states. The greatest impact made with the pledge cards was among the lowest-propensity voters. Turnout rates of nonprofit voters with propensity scores under 50 – deemed highly unlikely to vote in the midterm – were double the average turnout for comparable lower-propensity registered voters in the study states. The turnout boost was negligible among the more likely voters.



Filling out a pledge to vote card is one way to convert non-voters into voters in midterms and other elections. Additionally, it is an effective use of resources in the service provider model of voter engagement. When service providers initially engage a client about voting, they do not know if the client is registered or not. Voter pledge cards offer an effective “next step” for those who we discover through conversation are already registered, a next step that significantly impacts turnout as this report shows.

12. Donald P. Green and Alan S. Gerber. *Get Out the Vote: How to Increase Voter Turnout*, 2nd ed. The Brookings Institution, 2008.

13. The voters contacted by nonprofits in the study generally received some type of follow up about voting in the election, however, get-out-the-vote efforts were neither required in the study, nor tracked.

14. As in this study, turnout rates were 5-15% higher by voters who registered to vote on NVRD through the online voter registration tools of NVRD partners, Rock the Vote and TurboVote.

15. EquipGOP. *Pledges and voter turnout*, 2014

Conclusion

On the 50th Anniversary of the Voting Rights Act, we are reminded of the importance that election laws and voter education have on the ability and likelihood of eligible citizens to vote. However, voter mobilization, as the President noted in talking about the 50th Anniversary, will always be critical to ensuring broad participation in the democratic process. Significant gaps in voter turnout along the lines of income, age, and race exist even in the most voter-friendly states. To truly close these gaps in participation and ensure a robust democracy where all are represented, we must build the social infrastructure for election mobilization, especially among populations with a history of low turnout. That is the only way to ensure that all Americans are engaged in this central act of democracy: voting.

We cannot rely on partisan campaigns as the primary vehicle for engaging the American electorate. These campaigns have consistently shown their willingness – driven in large part by economics – to bypass low-propensity voters, ensuring yesterday's gaps in participation will continue into each subsequent election cycle. Nonprofit service providers and other civic organizations on the other hand, can play a vital role in increasing voter participation among lower-propensity voters when they integrate voter engagement into their core constituent and community engagement efforts, as this report documents. Nonprofits disproportionately reach those least likely to vote and when they engage those potential voters, the voters turn out at rates exceeding that of comparable voters across all demographics.



Examining Tactics, Challenges and Success Factors

Qualitative Analysis

Nonprofit VOTE was in the field six weeks after the November 2014 elections to collect qualitative information from participating agency staff, volunteers, and leaders on the tactics, challenges and success factors in their voter outreach activities.

Our research partner, CIRCLE at Tufts University, administered an online survey to lead staff of 109 of the agencies collecting data for the study. Eighty-six agencies or 79% completed the online survey. The survey results were enhanced with field interviews with the state partners who coordinated the work of the participating agencies in their state or metro area.

The analysis also took into account the difference between groups who were successful – i.e. came close to or exceeded their goal of collecting at least 250 voter registrations and voter pledges – compared to those who fell well short of these goals

Key Findings

Key Finding #1: Staffing Success

Enthusiasm from senior leadership as well as broader agency staff buy-in was the single most noted contributor to agencies' success. Four considerations for staffing emerged as critical for successfully implementing voter engagement programs:

- Leadership and support from the CEO or Executive Director and senior staff was reported as a “major factor” contributing to success among the majority of participating agencies.
- A voter engagement coordinator assigned to lead the activities, coordinate training opportunities, collect forms and supply materials was a staffing strategy commonly implemented among successful agencies. This was particularly helpful for coordinating voter engagement efforts across multiple sites or departments.
- Program staff and volunteers most commonly spoke to clients and individuals about voting within their agency. Ninety-six percent of high performers engaged program staff in voter engagement activities.
- On the other hand, a lack of enthusiasm or buy-in from the front-line staff was a key challenge. It's important to recognize the limitations of relying on busy and often less motivated and experienced front-line staff for taking on voter engagement. However, both training and knowing that it's an expectation from the agency CEO and senior staff can make a difference.

Key Finding #2: Importance of Effective Training

All respondents reported receiving some level of support through in-person training sessions, check in calls and site visits, and free materials. Training topics included information on state and local voting procedures, tips on “making the ask”, responses to common questions, and active tabling.

- Almost all respondents, 99%, reported the training they received was adequate.
- The most successful organizations were 1.6 times more likely to have received “a lot” of support from a state partner – a local or state-based organization with voter engagement expertise.
- However, only two-thirds of participants responded their staff felt “very comfortable” helping voters with pledge and registration forms. This indicates more education is needed among staff handling voter registration forms and pledge cards, namely, front-line program staff and volunteers. Indeed, several coordinators with community health centers noted the majority of participating staff were new to voter engagement efforts and had lower levels of knowledge about the voting process.



Key Finding #3: Starting Early and Increasing Efforts in Last 6–8 Weeks

Successful organizations started early, hands down. 72% of organizations that met their voter engagement goals reported starting their voter engagement activities in July, with planning often beginning in June or earlier. Organizations that started activities later in the cycle were not as likely to meet their goals.

- 80% of respondents said they garnered the most registrations and pledges in the months of September and October. (See Table 2, page 19)
- Most organizations collected registrations and pledges up through their state’s registration deadline. While some continued doing voter pledges after the registration deadline, the majority switched their focus to voter education and get out the vote.

PROFILE

AACT Now



Texas has a long history of low voter turnout, and nowhere is this more evident than in the Rio Grande Valley. Traditional political campaigns have done little to improve the situation, a challenge the Advocacy Alliance Center of Texas (AACT Now) started in 2011 to address.

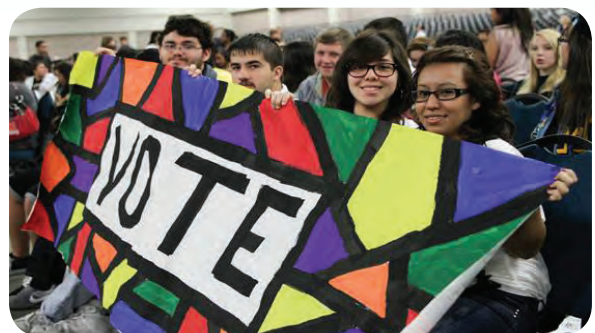
Using a community-based, nonpartisan approach, AACT partnered with local media outlets, community groups, hospitals, businesses, schools, and county election boards in an effort to empower voters in south Texas. In the Valley's Hidalgo, Cameron and Starr counties, it provides a support network for organizations seeking to register, mobilize and engage new voters. In the 2012 and 2014 elections, AACT's work pushed turnout growth in the region to among the highest growth in the state.

AACT has a special focus on youth. Working with local independent school districts, it created a curriculum called "Advocating Awareness through the Collaboration of Teachers." With buy-in from superintendents, the curriculum has been implemented by high school government teachers in the counties' schools. As result, last year AACT registered more than 4,000 students and another ten thousand through its other partners.

AACT builds off of circles of influence, whether through the workplace, at school, or at home. For example, their "Touch 10 Card" encourages individuals to see if they can refer ten people to AACT to register or receive information about the election. AACT capitalizes on the fact that personal contact from someone you already know is a powerful motivator.

How does AACT compare to other civic engagement efforts around the country? Last year they ranked number one in the country among the one thousand local groups participating on National Voter Registration Day, registering 4,521 voters in a single day.

"Given the history of low turnout in our region, and knowing how important civic participation is in shaping public policy, holding office holders accountable, and so on, our partners were very motivated to do this work," says the group's director, Alberto Morales. "Their enthusiasm from the CEO down to the front line workers and back up again made them powerful and effective advocates for civic engagement."

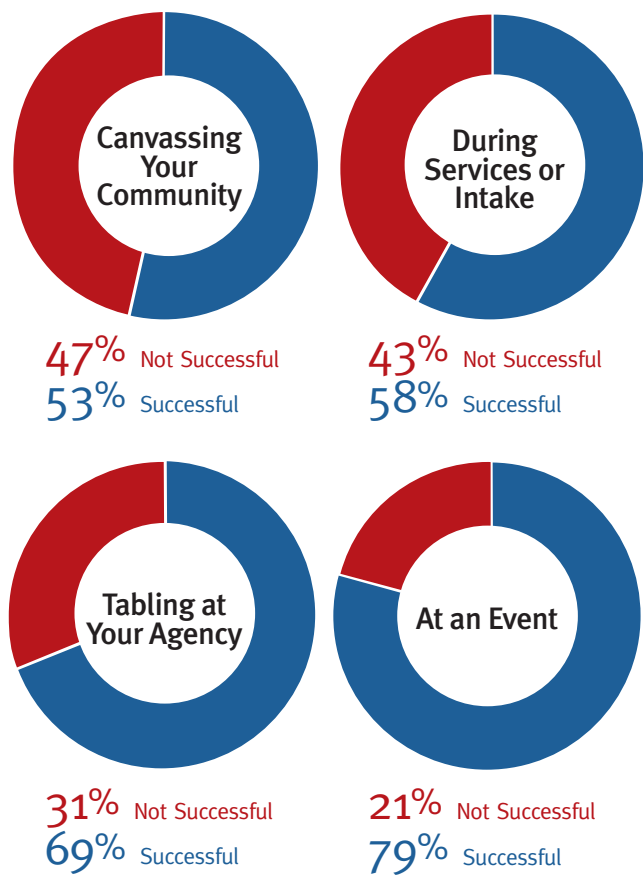


Key Finding #4: Tabling at Agency or Events the Most Successful Tactic

The nonprofits had their most success tabling at or around their agency or at an event sponsored by themselves or a community partner.

- 79% had success tabling at events and 69% tabling in a lobby or in or around their location. Success ratings for tabling jumped to 94% and 79% respectively for the higher performers. This could be explained by higher performers being more skilled at “active tabling” – using a table as base but using clipboards to move around and more actively pursue registrations and pledges in the room or area.
- While integrating voter engagement into services had some success, it was lower. Only seven percent of high performers called this tactic “very successful” while 53% did rate it “somewhat successful.” In other words, integrating voter engagement into services is worth doing, but should be combined with the tabling activities described above.

WHERE WERE YOU MOST SUCCESSFUL?



IN WHAT MONTH DID YOU START YOUR ACTIVITIES?

	July	Aug.	Sept.
High Performers	72%	11%	17%
Low Performers	28%	61%	11%

Table 2

Figure 10

PROFILE

El Rio Community Health Center



When asked what inspired him to go to work for El Rio Community Health Center in Tucson, Arizona, George Lozoya, told us, “I came to El Rio for health care as a kid, and I was passionate about coming back to my community... El Rio is an organization that gives back to Tucson so it was a great fit.”

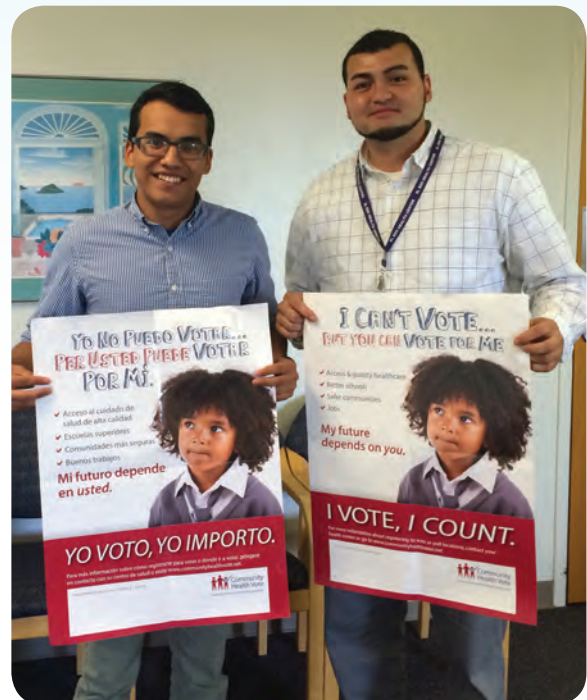
This desire to help others and give back to the community connects to Lozoya’s commitment to voter registration efforts. “Voter registration allows individuals to have a voice,” Lozoya said. “Plus if we want to change our communities for the better, we have to voice our opinion.”

This commitment is shared among El Rio’s large staff. Since 2012, El Rio has integrated voter registration and education activities across the center’s programs and in the surrounding neighborhood.

Lozoya notes that many individuals are in need of further education around their rights to register and vote.

“I talked with a man last week who had been convicted of a felony and had been told he can’t vote,” Lozoya said. “I told him that he can and should register. He was so happy and grateful to sign the form, and he had a smile on his face during the entire process.”

However, Lozoya recognizes this work isn’t always easy. Lozoya’s advice for other health center staff? Keep these powerful stories in mind, remain optimistic, and don’t expect everyone to say yes the first time you ask. “Voting isn’t something that is always comfortable to talk about in a public setting like a health center,” he said. “Some people say no, some say yes. If we can even get one person registered, that’s a step forward.”



Key Finding #5: Establishing Effective Partnerships

The majority of participants cited partnerships with other nonpartisan civic and voter engagement organizations who provided guidance, support and training as a success factor.

- High performers were more likely to value partnerships as a top success factor.
- Most respondents cited the assistance received from their state partner who signed them up for the project or a local Board of Election. Others cited a church, another nonprofit partner, or a community coalition made up of others conducting nonpartisan voter activities.

Key Finding #6: Organizational Culture Matters

Survey results demonstrate frequent previous advocacy and voter engagement activity among participating agencies. A majority (85 percent) of the participating organizations had previous voter engagement experience including voter outreach, sponsoring candidate forums, or working on ballot measures. Two-thirds had previous issue advocacy experience.

- This finding reflects a successful and common recruitment strategy among the coordinating state partners, inviting previous participating agencies to again participate in 2014.
- The success with recruiting existing partners with previous advocacy and election experience points to one aspect of the program's long-term impact. This implies that despite challenges, agencies that participated in the past saw the value of continuing voter engagement work and had positive enough experiences to join the program again.

Key Finding #7: Voter Engagement Success Leads to More Advocacy

Successful organizations were more likely to report they will continue voter registration, voter education, GOTV and ballot measure advocacy efforts in the future. Successful organizations were also more likely to expand their voter engagement efforts to include ballot measure advocacy, and engage in issue advocacy activities in between elections.

HOW LIKELY ARE YOU TO DO THE FOLLOWING IN 2015 OR 2016?

	Unlikely	Somewhat Likely	Very Likely
Voter Engagement Work			
High Performers	0%	12%	88%
Low Performers	11%	22%	67%
Issue Advocacy			
High Performers	6%	12%	82%
Low Performers	6%	39%	56%

Table 3

Other Success Factors

Beyond the data in the surveys, the one success factor that emerged anecdotally in interviews was the importance of a motivating election such as a relatively high visibility race or ballot measure that was competitive. Or, in the case of ballot measures on which nonprofits can take sides, an outcome that was important to the nonprofit was also highly motivating. High visibility races or ballot measures can motivate staff doing voter engagement and potential voters alike. Another motivating issue among new or lower propensity voters often is the presence of a candidate known to the community or who shares the background of the community being mobilized.

However, some of the most successful nonprofits were located in states like Texas or Ohio that lacked a marquee race in 2014. This speaks to the importance of the mobilization capacity, experience and skills of agencies cited above.

Summary

The most important success factor for the highest performing agencies was a motivated staff that understood the connection of voter engagement to their mission and their broader work serving and supporting clients. In the same vein, a lack of broad buy-in among all levels of staff was cited as the most common challenge. It suggests that much can be done in between elections to help staff of nonprofits understand the importance of voter engagement, and gain skills in voter registration, education, and get-out-the-vote conversations.

The higher performers started earlier and didn't wait until late August or September. They had a plan and began voter engagement work – at least on a pilot basis – in July and increased efforts as the election got closer. They garnered most of their registrations and pledges doing active and regular tabling at the agency, at events and in the local community – beyond any additional effort to engage voters during services.



More research can be done on ways to address challenges to integrating voter engagement conversations into ongoing program delivery, such as enrollment in public services like Medicaid and WIC. This research is particularly relevant for larger community health centers that enroll many patients into these programs annually.

Nonprofit service providers can engage voters through registration and voter pledge efforts, but have less capacity closer to the election for traditional get-out-the-vote activities. More research is needed on effective “GOTV” tactics to encourage voting that are suitable for nonprofit agencies like the ones that participated in this study. Traditional phone banking and canvassing efforts often pose challenges for agencies not specifically created to do this kind of work. Future research could help to address this question and provide lower-cost, sustainable tactics for educating and turning out voters agencies engage whether partnering with another nonprofit to do so or doing it themselves – in particular in local “off-year” elections and midterm elections when nonpartisan voter turnout efforts are most impactful.

Nonprofit Partners and Participants

Nonprofit VOTE partners in nine states recruited 109 local nonprofit service providers and community-based organizations to participate in the study. An additional 20 nonprofits in 12 other states tracked voter engagement data and participated in the post-election survey. The study measured the impact of nonprofits on voter turnout of those typically not reached by conventional campaigns and least expected to vote in the 2014 midterm.

The state partners were state or regional nonprofit networks such as the North Carolina Center for Nonprofits and Neighborhood Centers, Inc. of Houston who worked on policy or civic engagement issues affecting their nonprofits and their communities. The demographic compositions of the nine states were similar to those nationally. The study includes both high turnout (Minnesota, Colorado) and low turnout (Texas, New York) states.¹ The local nonprofits who conducted the voter outreach were a cross section of service providers and community-based organizations from health centers to multi-service centers or community development organizations. In the case of the Advocacy Alliance of Texas (AAT), in south Texas, their site based voter outreach also included voter engagement at local high schools, hospitals and businesses as well as local nonprofits. *(See list of participants in Appendix C).*



Each participant agreed to a goal of engaging at least 250 of their clients or constituents through voter registration or, if already registered, through filling out a pledge to vote card for the November election. Nonprofits received a small partnership stipend of \$1,000 for participating. In return, partners were required to track voter registration and pledge to vote data and participate in a post-election survey on their activities.

1. Nonprofit VOTE. [America Goes to the Polls 2014: A Report on Voter Turnout in the 2014 Midterm Election](#), 2015. In 2014 Colorado, Minnesota, New York and Texas ranked 3rd, 5th, 49th and 50th in voter turnout of eligible voters, respectively.

The study did not have a specific get-out-the-vote component following up with the people who registered or signed a pledge. Many of those people likely received at least one communication reminding them to vote from one source or another. The voter turnout results in this study only measure the possible impact of nonprofits engaging harder to reach populations through a voter registration or voter pledge ask.

Quantitative Analysis: Assessing demographic composition and voter turnout

The name, voting address and, if available, phone number of everyone who registered or signed a pledge to vote was recorded in a database for evaluation purposes.

To obtain the demographic backgrounds of voters contacted by the program and to find out whether they voted in the 2014 election, we matched their names and addresses to their state voter file maintained in the Catalist database.² Catalist is a national data management firm specializing in state-level political data. Catalist obtains monthly updates of state voter files from election officials. The voter file lists the name of every registered voter in the state, their voting and mailing address, age, voting history, and political jurisdictions.³ Catalist enhances the voter file with information on gender, race/ethnicity, estimated household income and other demographic data taken from voter registration forms or from government and commercial sources.

Only valid matches who were listed as active registered voters eligible to vote in the 2014 election, according to the Catalist database, were included in our final tally of voters contacted. 81% of the 35,766 records submitted by participating nonprofits in the nine study states were successfully matched. Failure to match a record was most frequently due to incomplete address information, misspelled names and addresses, or mistakes made during data entry. Many voters had moved, changed names, or were dropped from their state voter file between the time they were contacted and when the match took place, six months after the election when states had updated their voter files with who voted in the 2014 election.

Comparison Dataset

For comparison data, CIRCLE obtained counts and turnout rates from the Catalist database of all registered voters in the nine states broken down by the same demographics of gender, age, race/ethnicity and income. In Texas and New York, because of state size and regional focus of nonprofits in specific counties, we only used comparison data from the counties we worked in. In each state or county, voter turnout, as reported by Catalist, matched closely with turnout, as reported by state election officials. The advantage of the Catalist data is that it provides demographic information about voters and Catalist's own voter propensity score, not available from state election offices.⁴



2. The match was performed with the assistance of State Voices, whose state affiliates manage state voter files based on Catalist data.

3. States covered by Section 5 of the Voting Rights Act also have the race/ethnicity of the voter as part of their voter registration process.

4. A voter propensity score is a score assigned to each voter in advance of an election indicating the person's likelihood of voting in that election, based on past voting history, demographics and other factors.

Qualitative Analysis: Examining tactics, challenges and success factors

With the goal of learning more about the tactics used and specific success factors and challenges nonprofits face when doing voter engagement work, CIRCLE distributed an online survey to the 129 nonprofit participants. It included 36 yes/no or multiple choice questions. Several questions asked the nonprofit to rank on a scale of 1-5 the relative impact of a key voter engagement factor or success of a tactic used. 79% of the nonprofits completed the survey. CIRCLE provided technical assistance in analyzing the results reported in the qualitative section on (page 16). CIRCLE provided an analysis of all responses together and a separate analysis comparing high and low performers.⁵

The results were further informed by responses from standardized interviews conducted by Nonprofit VOTE staff with 10 community health centers who participated in the study but who were not sent the online survey.

Weighting Data and Demographic Factors

Weighting is a research methodology used to compensate for the over- or under-representation of various demographic groups within a sample. In this report, we chose to present the analysis in its unaltered form without weighting. As such, our sample of nonprofit voters sometimes differs from the comparison group of other registered voters in the same states, though impact is usually modest.

One place where this difference is pronounced is within the Latino sample. The Latino voters contacted by nonprofits were disproportionately young and mostly from Texas. 46% of Latino voters contacted by nonprofits were under 30, compared to just 24% of Latinos voters in the comparison states. Younger voters have, even with mobilization, comparatively much lower voter turnout rates. According to the US Census, in the last five midterm elections, citizen, voting eligible 18-29 years olds turned out to vote on average at a rate 29 percentage points lower than voters 30 and above.^{6, 7} Additionally, 63% of Latino nonprofit voters came from Texas, a state that is perennially last among states in voter turnout.⁸

While turnout among Latino nonprofit voters was 15% higher than other registered Latinos, if weighted by age and location, turnout among Latino nonprofit voters would have been even higher relative to Latinos in general. However, using weighted data would not have fundamentally changed the core message of this report: Nonprofit voters would still have voted at higher rates than comparable voters across all demographic groupings. The only difference would have been the size of the increase. Nonprofit VOTE will assess the impact of weighting data by demographics and other factors in future research.

5. Highest performers collected more than 200 voter registrations and pledges. Lowest performers collected at least 40 but less than 90 VRs and VPs indicating an effort was made but fell short of initial goals of 250.

6. Nonprofit VOTE analysis of data from the U.S. Census Bureau's Current Population Survey, Voting and Registration Supplements 1998 - 2014.

7. For more, see Nonprofit VOTE's series of reports on voter turnout disparities between demographic groups.

8. Nonprofit VOTE. [America Goes to the Polls 2014: A Report on Voter Turnout in the 2014 Midterm Election](#), 2015. Texas was second to last. The rankings include the District of Columbia. Perennially at the bottom of state rankings, Texas voter turnout is low due to its cumbersome voter registration system, history of noncompetitive elections, high percentage of lower turnout Latino population, and a culture of non-voting.

Research Partner

CIRCLE: the Center for Information & Research on Civic Learning & Engagement at Tufts University's Jonathan M. Tisch College of Citizenship and Public Service conducted the data analysis of voter turnout and demographics and helped prepare the findings. Researchers administered an online qualitative survey to nonprofit participants on their voter engagement activities and provided an analysis of their responses.

State and National Partners

Arizona	<i>PAFCO - Protecting Arizona's Family Coalition (Phoenix)</i> <i>Arizona Primary Care Association (Phoenix)</i>
Colorado	<i>Colorado Participation Project (Denver)</i>
Massachusetts	<i>MassVOTE (Boston)</i> <i>Providers' Council of Massachusetts (Boston)</i>
Michigan	<i>Michigan Nonprofit Association (Lansing and Detroit)</i>
Minnesota	<i>League of Women Voters of Minnesota (St. Paul)</i>
New York	<i>Long Island Civic Engagement Table (Hempstead)</i> <i>Community Votes (New York City)</i>
North Carolina	<i>N.C. Center for Nonprofits (Raleigh)</i> <i>Democracy North Carolina (Durham)</i>
Ohio	<i>COHHIO - Coalition on Homelessness and Housing in Ohio (Columbus)</i> <i>Cleveland Votes (Cleveland)</i>
Texas	<i>AACT - Advocacy Alliance Center of Texas (McAllen)</i> <i>Neighborhood Centers, Inc. (Houston)</i> <i>TACHC - Texas Association of Community Health Centers (Austin)</i>
National	<i>YWCA USA (Washington DC)</i>
Other Partners	<i>Marc Wetherhorn Consulting, National Association of Community Health Centers (Washington, DC), Oregon Voice (Portland), Center for Community Change (Washington, DC)</i>

Nonprofit Participants *(Full List in Appendix C)*

129 local nonprofits participated in the evaluation, including a cross-section of service providers and community-based organizations such as community health centers, family service agencies, multi-service agencies, and community development and advocacy organizations.

Appendix C

List of Nonprofit Participants

Arizona Canyon Athletic Association, AZ	Fresh Start Clubhouse, MI
Arizona Commission for the Deaf and Hard of Hearing, AZ	Hispanic Center of Western Michigan, MI
Arizona Community Action, AZ	Joy Community Association, MI
Arizona Independent Living Center, AZ	Kalamazoo Eastside Neighborhood Association, MI
Arizona's Children Association, AZ	Kalamazoo Gay Lesbian Resource Center, MI
Association for Supportive Child Care, AZ	Matrix Human Services, MI
El Rio Health Center, AZ	Mentoring and Providing Scholarships Program (MAPS), MI
Human Services Consultants of Arizona, AZ	Michigan Citizens Education Fund, MI
National Alliance on Mental Illness, So. Arizona, AZ	Michigan Muslim Community Council, MI
National Association of Social Workers, Arizona, AZ	Mothering Justice, MI
North Country Healthcare, AZ	National Council for Community Empowerment, MI
Pima Council on Aging, AZ	Neighborhood Services Organization, MI
Primavera Foundation of Tucson, AZ	The Disability Network, MI
Sojourner Center, AZ	YWCA of Kalamazoo, MI
Southwest Human Development, AZ	Catholic Charities of St. Paul and Minneapolis, MN
Association for Community Living, CO	Home Line, MN
Boulder County AIDS Project, CO	Keystone Community Services, MN
Denver Urban Ministries, CO	Lutheran Social Service of MN, MN
GLBT Center of Colorado, CO	North Point Health and Wellness Center, MN
Harm Reduction Action Center, CO	Outfront MN Community Services, MN
Planned Parenthood of the Rocky Mountains, CO	Planned Parenthood of MN, ND and SD, MN
Sister Carmen Community Center, CO	YWCA of Minneapolis, MN
ABCD-Action for Boston Community Development, MA	Community Outreach Assistance Services, NC
Advocates, MA	Crisis Assistance Ministry, NC
Bay Cove Human Services, MA	Driven 2 Destiny Outreach Center Inc., NC
Center for Human Development, MA	Kinston Community Health Center, NC
North Shore CDC, MA	Piedmont Health Services, Inc., NC
Northeast Arc, MA	River City CDC, NC
Nuestra Comunidad Development Corporation, MA	Rural Health Group, Inc., NC
Seven Hills Foundation, MA	Smart Start of Forsyth County, NC
Urban Edge Housing Corporation, MA	United Way of Asheville and Buncombe County, NC
YWCA of Southeastern Massachusetts, MA	YWCA of Asheville and Western North Carolina, NC
A. Philip Randolph - Detroit, Flint, Kalamazoo, MI	Cypress Hills LDC, NY
ACCESS social services, MI	Family and Children's Association, NY
Detroit Action Commonwealth/City Connect Detroit, MI	Health and Welfare Council of Long Island, NY
Floyd J. McCree Theatre, MI	Jacob Riis Neighborhood Settlement House, Inc., NY

Long Island Women's Empowerment Network, NY
 Phipps House, NY
 Planned Parenthood Hudson Peconic, NY
 Planned Parenthood Nassau County, NY
 Cleveland Young Professional Senate, OH
 Contact Center of Cincinnati, OH
 Neighborhood Family Practice, OH
 Neighborhood House, OH
 Northeast Ohio Coalition for the Homeless, OH
 Northeast Ohio Voter Advocates, OH
 Southeast Healthcare Services, OH
 YWCA Greater Cleveland, OH
 Avenue CDC of Houston, TX
 Big Brothers Big Sisters Houston, TX
 Brownsville Community Health Center, TX
 Centro San Vicente, TX
 Cross Timbers Community Health Center, TX
 Doctors Hospital at Renaissance, TX
 Frontera Healthcare Network, TX
 Hidalgo Medical Center, TX
 High School Seniors and Families, TX
 Legacy Community Health Center, TX
 Lubbock Community Health Center, TX
 Move San Antonio, TX
 Neighborhood Centers, Inc., TX
 Planned Parenthood Gulf Coast, TX
 Planned Parenthood Houston, TX
 South Texas College, TX
 South Texas Health Systems Hospitals, TX
 Su Clinica, TX
 Texans Together Education Fund, TX
 University of Texas at Brownsville, TX
 University of Texas Pan American, TX
 University of Houston – Downtown Student Government
 Assn, TX
 Volunteer Houston, TX
 YWCA Greater Austin, TX

Additional Research Participants

YWCA Central Alabama, AL
 YWCA of Berkeley/Oakland, CA
 YWCA of National Capitol Area, DC
 YWCA Elgin, IL
 YWCA McLean County, IL
 YWCA Northeast Indiana, IN
 Excelth Inc., LA
 La Clinica De Familia, NM
 YWCA of Tulsa, OK
 Care Oregon, OR
 Central City Concern, OR
 Coalition of Community Health Clinics, OR
 Disability Rights Oregon, OR
 Multnomah County Health Center, OR
 Outside In, OR
 YWCA of Greater Portland, OR
 YWCA Gettysburg and Adams County, PA
 YWCA Lancaster, PA
 YWCA of Nashville and Middle Tennessee, TN
 YWCA Seattle/King/Snohomish, WA

DEMOGRAPHIC PROFILE OF NONPROFIT REGISTRANTS COMPARED TO ALL REGISTRANTS

Demographic	Nonprofit Registrants*	% of Total	All Registrants**	% of Total	Odds Ratio
Gender					
Female	18,499	65%	19,958,304	53%	1.24
Male	9,931	35%	17,721,886	47%	0.75
Total	28,430	100%	37,680,190	100%	
Race					
Asian	692	2%	661,423	2%	1.38
Black	7,218	25%	4,545,934	12%	2.09
White	10,513	36%	29,831,603	78%	0.46
Hispanic	9,838	34%	2,432,148	6%	5.32
Other	648	2%	573,393	2%	1.49
Total	28,909	100%	38,044,501	100%	
Income					
Less than \$25k	5,534	19%	2,055,937	5%	3.55
\$25k - \$50k	14,612	51%	14,363,977	38%	1.34
More than \$50k	8,713	30%	21,600,951	57%	0.53
Total	28,859	100%	38,020,865	100%	
Age					
18-29	10,710	37%	6,779,343	18%	2.08
30-59	13,206	46%	19,910,237	52%	0.87
60+	4,941	17%	11,265,131	30%	0.58
Total	28,857	100%	37,954,711	100%	
Vote Propensity Score					
0-25	6,411	24%	8,197,569	22%	1.11
25.01-50	7,068	27%	7,411,514	20%	1.36
50.01-80	8,174	31%	10,940,337	29%	1.06
80.01-100	4,725	18%	10,709,986	29%	0.63
Total	26,378	100%	37,259,406	100%	

* "Nonprofit Registrants" refers to those contacted by a nonprofit to register to vote or sign a pledge to vote and who were registered to vote at the time the 2014 election.

** "All Registrants" refers to all voters registered to vote at the time of the 2014 election in the nine states referenced in the report.

Appendix E

Summary Tables

VOTER TURNOUT COMPARISON: NONPROFIT REGISTRANTS VS. ALL REGISTRANTS BY DEMOGRAPHIC

	Nonprofit Registrants**	Nonprofit Registrants Voted*	Turnout Rate	All Registrants***	All Registrants Voted*	Turnout Rate	Point Change
All Voters in file	28,909	13,739	48%	38,044,501	18,314,127	48%	-1%
Race							
Asian	692	335	48%	661,423	218,645	33%	15%
Black	7,218	3,553	49%	4,545,934	1,710,088	38%	12%
White	10,513	6,210	59%	29,831,603	15,453,184	52%	7%
Hispanic	9,838	3,448	35%	2,432,148	744,200	31%	4%
Income							
Less than \$25k	5,534	2,167	39%	2,055,937	614,060	30%	9%
\$25k - \$50k	14,612	6,792	46%	14,363,977	6,220,708	43%	3%
More than \$50k	8,713	4,767	55%	21,600,951	11,459,535	53%	2%
Age							
18-29	10,710	2,960	28%	6,779,343	1,463,216	22%	6%
30-59	13,206	7,121	54%	19,910,237	9,186,118	46%	8%
60+	4,941	3,648	74%	11,265,131	7,646,706	68%	6%
Propensity to Vote							
0-25	6,411	1,185	18%	8,197,569	652,078	8%	11%
25.01-50	7,068	2,500	35%	7,411,514	1,971,437	27%	9%
50.01-80	8,174	5,298	65%	10,940,337	6,220,980	57%	8%
80.01-100	4,725	4,238	90%	10,709,986	9,260,387	86%	3%

* Voted in the 2014 general election

** "Nonprofit Registrants" refers to those contacted by a nonprofit to register to vote or sign a pledge to vote and who were registered to vote at the time the 2014 election.

*** "All Registrants" refers to all voters registered to vote at the time of the 2014 election in the nine states referenced in the report.

VOTER TURNOUT COMPARISON: YOUNG NONPROFIT REGISTRANTS VS. ALL YOUNG REGISTRANTS

	Nonprofit Registrants**	Nonprofit Registrants Voted*	Turnout Rate	All Registrants***	All Registrants Voted*	Turnout Rate	Point Change
Male							
Asian	98	26	27%	58,178	9,091	16%	11%
Black	583	155	27%	465,619	63,063	14%	13%
White	990	354	36%	2,353,539	558,874	24%	12%
Hispanic	1,805	326	18%	287,983	39,026	14%	5%
Female							
Asian	123	47	38%	65,641	11,600	18%	21%
Black	1,270	354	28%	576,068	111,145	19%	9%
White	2,368	944	40%	2,404,398	579,486	24%	16%
Hispanic	2,841	618	22%	323,958	51,807	16%	6%
Both							
Asian	221	73	33%	123,819	20,691	17%	16%
Black	1,853	509	27%	1,041,687	174,208	17%	11%
White	3,358	1,298	39%	4,757,937	1,138,360	24%	15%
Hispanic	4,646	944	20%	611,941	90,833	15%	5%

* Voted in the 2014 general election

** "Nonprofit Registrants" refers to those contacted by a nonprofit to register to vote or sign a pledge to vote and who were registered to vote at the time the 2014 election.

*** "All Registrants" refers to all voters registered to vote at the time of the 2014 election in the nine states referenced in the report.

PERCENTAGE INCREASE IN TURNOUT OF NONPROFIT VOTERS OVER ALL OTHER VOTERS IN 2012 VS. 2014

Demographic	2012	2014
Race / Ethnicity		
Asian	31%	46%
Black	11%	31%
White	12%	14%
Hispanic	33%	15%
Income		
Less than \$25k	29%	31%
\$25k - \$50k	12%	7%
More than \$50k	12%	3%
Age		
18-29	30%	28%
30-59	8%	17%
60 and over	7%	9%

NOTE: 2012 figures were calculated using our 2012 report "Can Nonprofits Increase Voting." These figures are for the purposes of rough comparison only. The term "nonprofit voters" refers both in 2012 and 2014 to voters who registered or signed a pledge to vote at a nonprofit or with the assistance of a nonprofit staff person or volunteer. The term "all voters" refers to all other registered voters in the same set of states.