Nonprofits and Elections 2024

MINNESOTA COUNCIL OF NONPROFITS

About MCN Public Policy



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- Uphold and Advance the Role of the Nonprofit Sector
- Create a More Inclusive and Equitable Minnesota by Addressing Structural Racism and Economic Disparities
- Build a Strong Democracy and Encourage Civic Participation

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Introductions

- Name
- Pronouns
- Organization
- Location



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Q&A:

What is your earliest (or favorite) memory of participating in civic engagement?

Put your answer in the chat box.

Presentation Outline

- Role of nonprofits in elections
- Staying nonpartisan
- About the 2024 election
- Strategies
- Resources



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Today's Key Takeaways

1. Nonprofits play a critical role as a trusted messenger in an age of polarization
2. Nonprofits can and should do voter engagement

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Q&A: Why should Nonprofits care about Elections?

Put your answer in the chat box.

Nonprofits help voter turnout

"Americans engaged by nonprofits saw a staggering 10 percentage point increase in voter turnout compared to similar voters who weren't engaged."



Local nonprofits "are a known person. It's not someone random who parachuted into your neighborhood a week before the election or some anonymous mailer that you got. It's the place you drop your kids off for after-school programs," says Miller. "We encourage more nonprofits to move into this space.…[They] have long-term relationships, trust, and roots in the communities they serve."

"The underlying motivation is really about promoting equity, about building a more inclusive electorate where all voices are heard," says Miller. At the same time, voting has real-world consequences for communities and the nonprofits that live in them."

Read the Nonprofit Power Report

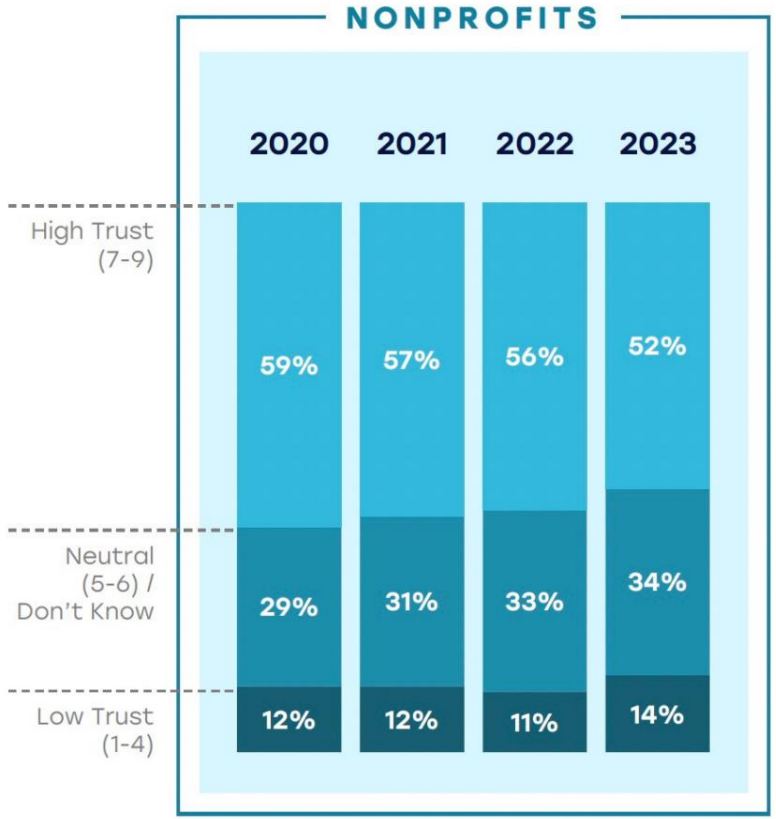
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Nonprofits are trusted

7 in 10 voters WANT nonprofits to engage in voter engagement

- Nonprofit Vote

- Nonprofits are a trusted resource.
- We are all stronger when our democracy is strong.
- Voting is the cornerstone of a healthy democracy.



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Today's Key Takeaways

1. Nonprofits play a critical role as a trusted messenger in an age of polarization
2. Nonprofits can and should do voter engagement

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There are rules that nonprofits need to follow if engaging in election activities.

Let's see what you already know!

Nonprofits + Elections: Rules 101

Nonprofits must remain nonpartisan, true or false?

To answer type A or B into the chat box.

A. True

B. False

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Nonprofits + Elections: Rules 101

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To answer type A or B into the chat box.

A. True

B. False

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Nonprofits + Elections: Rules 101

To vote in Minnesota, a person must be

**To answer type A, B, C, D, or E into the chat box.*

A. At least 18 years old
B. A U.S. citizen
C. Minnesota resident of at least 20 days
D. Not currently incarcerated for a felony offense
E. All of the above

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Nonprofits + Elections: Rules 101

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Important!

Only U.S. citizens may register to vote. People with other legal status in the U.S. (such as a green card) cannot vote.

If you help register people to vote, DO NOT register folks who are not U.S. Citizens.

This can be a deportable offense.

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Nonprofits + Elections: Rules 101

To vote in Minnesota, do folks need to bring an ID to the polls?

**To answer type A, B, C, D, or E into the chat box.*

A. Yes
B. No
C. Depends
D. I Don't Know

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Nonprofits + Elections: Rules 101

To vote in Minnesota, do folks need to bring an ID to the polls?

Answer: C) Depends!

DO I NEED TO BRING ID?

> Whether you need to bring ID to the polls depends on if you need to register at the polling place or not.

If your voter registration is current and active, you do not need to bring identification. This means you were successfully registered at least 21 days before Election Day and you have not moved or changed names since then.

If you need to register or update your registration, or you have not voted in four years or more, you will need to show **proof of residence** before you vote.

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Nonprofits + Elections: Rules 101

501c3 nonprofit organizations **must remain nonpartisan**.

501c3 nonprofit organizations **can**…

- Voter registration
- Voter education
- Get out the vote activities
- Support or oppose ballot measure questions

501c3 nonprofit organizations **cannot**…

- Support or oppose specific candidates for office
- Support or oppose political parties

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501c3 nonprofits **CAN**

- Continue to advocate for the organization's issues during an election year
- Educate all candidates on issues within the purview of the organization
- Conduct nonpartisan voter education sessions
- Sponsor candidate debates
- Conduct voter registration drives
- Establish a 501c4
  - become familiar with the different rules!



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Housing nonprofits **CAN**

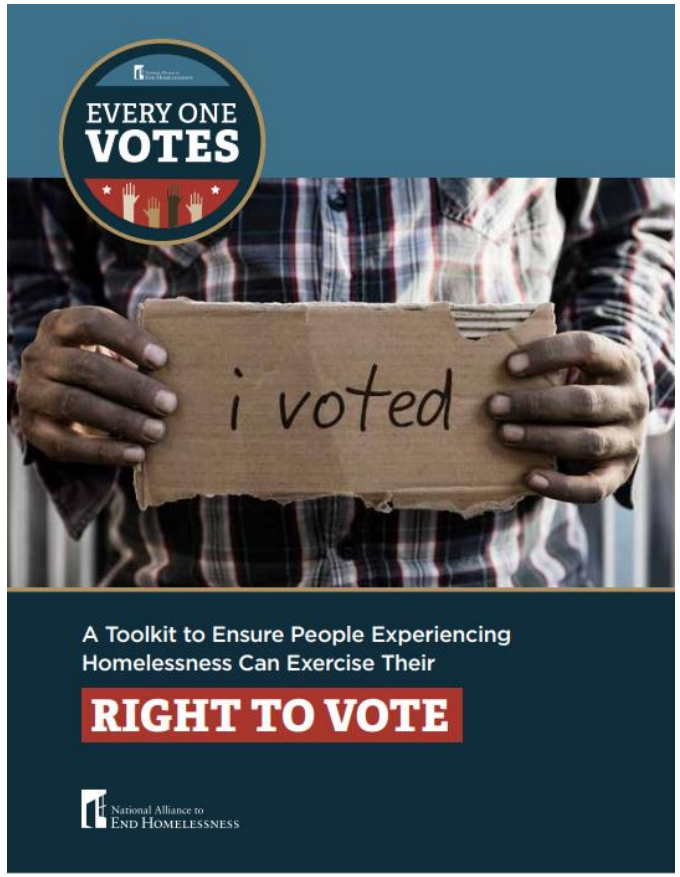
- Share nonpartisan voting resources with residents who live in your organization's housing facilities
  - Your org's logo can be on the literature
- Doorknock residents and encourage them to vote
  - Do not wear any attire that could look partisan
- Offer transportation to the polls
- Encourage folks to take advantage of early voting
  - this may be helpful for those who are homeless/highly mobile
- Register folks to vote (ensure they are citizens!)
- Consider adjusting curfew (if you have a shelter) so clients don't have to choose between exercising their right to vote and having a bed to sleep in
- Find out whether your local election office can send a representative to your organization to register clients
- Discuss with your local election office the possibility of using your organization as a polling site
- Allow residents to use your shelter's address to vote
  - Minnesota provides instructions on registering with a described sleeping location but adds that voters without an address will be asked to swear under oath at the polling location that their address is correctly listed. (Our Homes Our Votes, 8/19/2020)



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Housing Focused Voter Guide

- A Toolkit to Ensure People Experiencing Homelessness Can Exercise Their Right to Vote



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501c3 nonprofits **CANNOT**

- Endorse candidates for public office
- Make any campaign contributions
- Ask candidates to sign pledges on any issue
- Publish or communicate anything that explicitly or implicitly favors or opposes a candidate
- Let candidates use office space, equipment, mailing lists, etc.
- Rate a candidate on support of an issue
- Publicize which candidates share your nonprofit's views
- Targeting or registering voters for only one party (showing bias)



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Elections 2024

What's going on?

What Seats are up for Election?

Election Day = Tuesday, November 5, 2024

All voters will have these races on their general election ballot:

- **Federal Offices**
  - U.S. President and Vice President
  - Minnesota U.S. Senate seat
    - Class I Senator currently held by Sen. Klobuchar
  - Minnesota U.S. House of Representatives seats
    - All 8 Congressional District seats
- **State Offices**
  - Minnesota Legislature
    - All 134 House of Representatives seats
  - Minnesota Supreme and appellate court judges

Voters may also have one or more of these races on their ballot:

- City Officers
- School Board members
- Township Officers
- Local Ballot questions

Secretary of State: Sample Ballots
(will be updated 45 days prior to election)

Who Represents Me?

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2024 Election Calendar

JAN 19 — **Vote by mail or in person** January 19 through March 4 for the Presidential Primary

FEB 13 — **Register in advance** by February 13 to save time on Presidential Primary Day

MAR 5 — **Presidential Primary**

JUN 28 — **Vote by mail or in person** June 28 through August 12 for the Primary

JUL 23 — **Register in advance** by July 23 to save time on Primary Election Day

AUG 13 — **Primary Election**

SEP 20 — **Vote by mail or in person** September 20 through November 4

OCT 15 — **Register in advance** by October 15 to save time on Election Day

NOV 5 — **Election Day**

[Minnesota Secretary Of State - Elections Calendar]

Q&A:

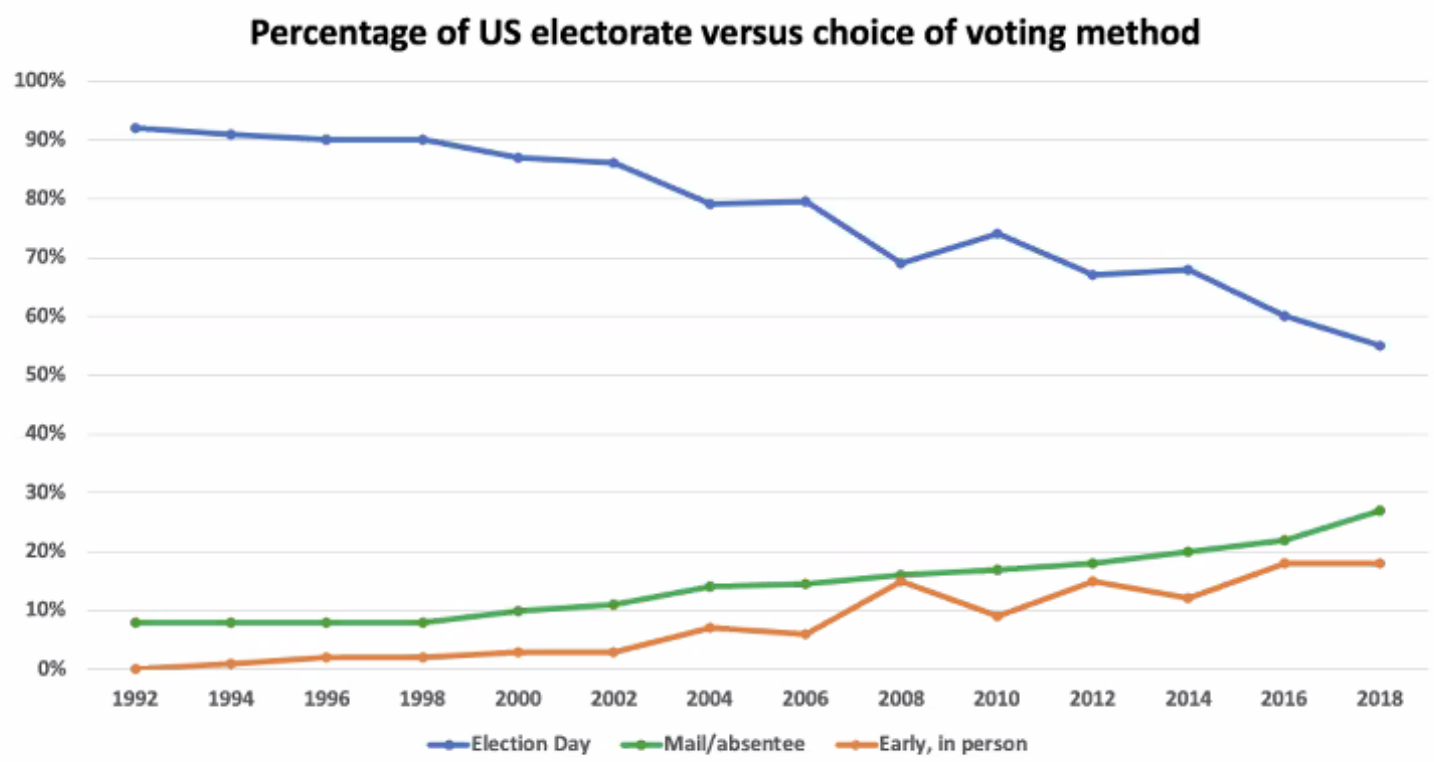
What's a voting advantage we have in MN?

Put your answer in the chat box.

Early and Absentee is Trendy

VOTE at HOME

We need your help to continue, and to accelerate, this trend to more Americans voting other than on Election Day



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Multiple Ways to Vote



Vote Early by Mail / Absentee

- Vote early by mail.
- You **do need a witness** to sign your mail-in ballot.
- Ballot must be received by Election Day (get it in early!)
- Request an absentee ballot starting May 15, 2024

Vote Early In person

- Available starting 46 days before the election.
- Vote early at your county election office.

Election Day

- Polls are open from 7:00am – 8:00pm
- As long as you are in line by 8pm, you can vote (even if you do not reach the front of the line until after 8pm)

Scroll to bottom of page for Early Voting Dates 2024 (Secretary of State)

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Q&A:

1) What have been some of your most **successful** voter engagement outreach strategies in the past?

2) What are your biggest **barriers or worries** about doing voter engagement as a nonprofit? Why?

Put your answer in the chat box.

Tips and tools

What can you do?

Q&A: What are some ways nonprofits can increase voter turnout?

Put your answer in the chatbox.

Voter Registration

- Registering to vote is the first step!
- Nonprofits, grocery stores, churches, mosques, community centers, parks, and more.
  - Paper applications
  - Assisting voters
  - Deadline for returning paper application – 10 days
  - Offering incentives or exchange of goods for registering to vote = no
  - State agency and nonprofit voter registration requirements



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National Voter Registration Day

- September 17, 2024
- Sign up to be a partner today!
- Access tons of resources on the website – social media tools, posters, stickers, guides, COVID-proofing events.
- Folks can register to vote and check their voter registration!
- **Important**: Only citizens are allowed to register.
- NEW THIS YEAR: National Voter Registration Day in MN High Schools 2024



60% of eligible voters are never asked to register!
-National Voter Registration Day

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Youth Voting

Voter Pre-registration for 16 and 17 year olds (new as of Fall 2023!)

Despite needing to be 18-years-old to cast your vote in Minnesota, 16 and 17-year-olds are now able to pre-register for when they become eligible. On their 18th birthday, they will be automatically added to the state's list of registered voters.

More than 1,000 MN teens have pre-registered to vote under new law, Axios





National Voter Registration Day in MN High Schools 2024 (new this year!)

For the first time, Minnesota will hold a live statewide virtual high school event featuring a step-by-step voter registration and preregistration (ages 16/17) session! Every high school- public and private, rural, suburban, and urban- is invited to join this groundbreaking celebration of youth voices, and civic engagement.



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Nonprofit Staff Vote

- Nonprofit Staff Vote is a joint campaign that aims to encourage nonprofit employers to offer employees paid time off to vote on or before Election Day.
- Almost 3/5 of states require employers to provide some form of time off for their staff to vote.
  - As a Nonprofit Staff Vote supporter, you'll be one of the many nonprofits stepping up to give employees time off to vote during early voting or on Election Day.
- Minnesota requires staff have 2 hours off to vote (time is paid)

NonprofitVOTE

Nonprofit Staff Vote is a program of Nonprofit Vote

Nonprofit Staff Vote Toolkit

- "time off to vote" policy template
- "GOTV" email from leadership template
- Free downloadable posters
- Social media posts + graphics
- And more!

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Social Media

Use your social media channels to encourage your staff, volunteers, board members, community partners, donors, and others to be a voter!



Post pictures of your staff with their "I voted" stickers!

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Create a webpage

Home / Public Policy / Nonprofits and Elections



Nonprofits and Elections

Voting is a critical part of our democracy. On the ballot in November 2020 will be the races for President, one of Minnesota's Senate seats, all of our eight U.S. House of Representatives seats, as well as all 201 seats in the Minnesota Legislature, Minnesota Supreme and appellate court judges, school boards, and city and county races.

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Email Signature

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Minnesota Council of Nonprofits
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St. Paul, MN 55114

Be a voter on November 5th! Find voting information at mnvotes.org.

Consider: What are other easy, everyday places that may not be obvious to highlight elections, but would be effective outreach?

Write a blog post



Twin Cities Habitat for Humanity

Search...

Donate Volunteer Get Involved Pro

Your Voice Matters. Your Vote Matters. Affordable Housing is within Reach!

Posted by Guest Blogger on 9:01 AM on August 3, 2018.

Tweet Share Like 5 Share G+

Guest blog by Caitlin Magistad, Local & Regional Policy Coordinator
Twin Cities Habitat for Humanity

Housing costs continue to increase across Minnesota, while incomes have not kept pace. According to a recent report from the Minnesota Housing Partnership, a full-time minimum wage earner can't afford a one-bedroom apartment in any of Minnesota's 87 counties, and at $18.82, Minnesota ranks #22 in the nation for the highest hourly wages required to afford a modest two-bedroom apartment. Low vacancy rates, limited housing stock, and rising housing costs put pressure on low and moderate-income renters and home buyers alike, impacting families and communities across the state. Too many Minnesotans do not have access to safe,

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Send an external email



What's included in the email?

- Why engaging candidates and voting is important
- Tips and information to help you engage
- Date of the Primary Election
- Link to where you can find your sample ballot
- Information about voting early
- Polling place locator

National Council of Nonprofits resource

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Distribute information

The Office of the Minnesota Secretary of State produces and distribute voter and election-related materials at no cost and in multiple languages.

This office can also help with info about:

- Register to vote
- Election day voting
- Other ways to vote
- What's on my ballot?
- How elections work in MN

[Additional Secretary of State Voter Outreach Materials]

Resource

[Secretary of State 2024 Voter Participation Toolkit]





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Make Voting Accessible

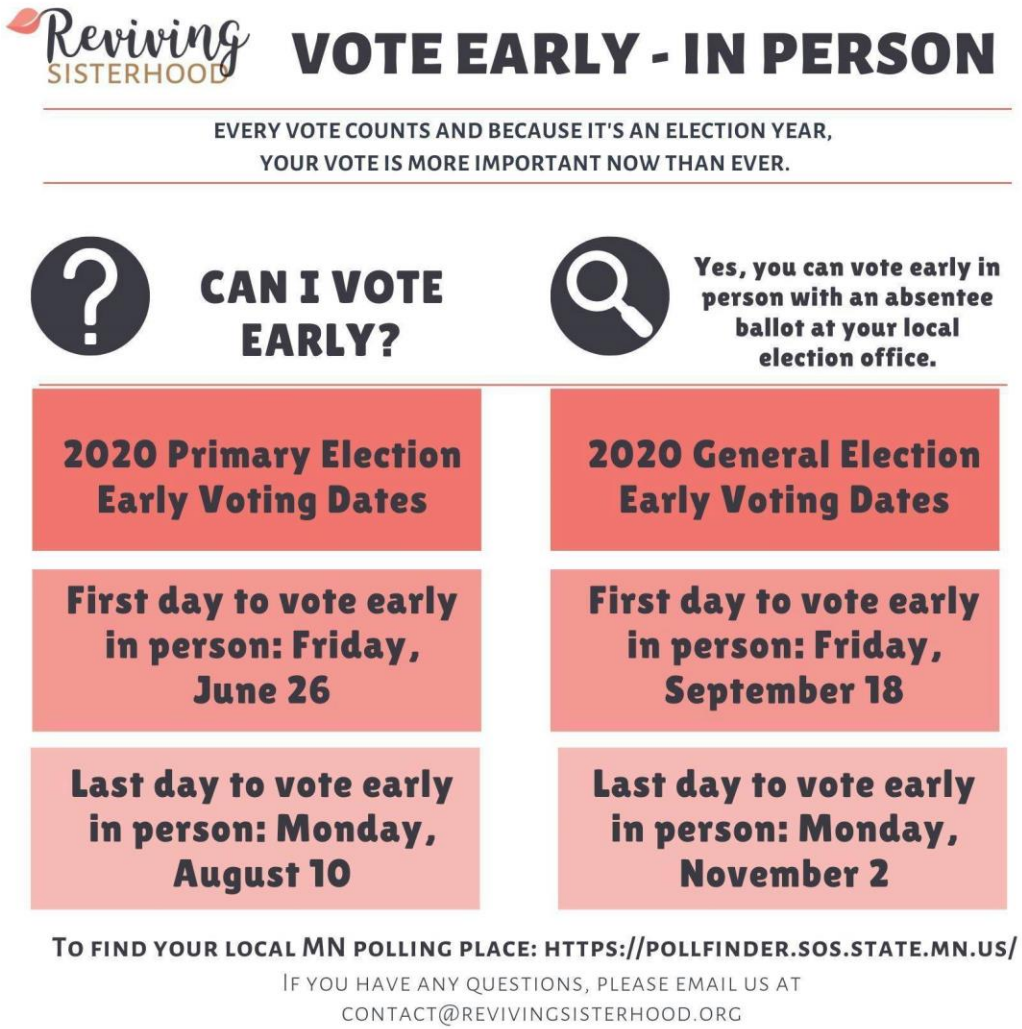
"I want to see Civic Engagement that includes our grandmothers"

-BIPOC Organizers



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Affirm Voters

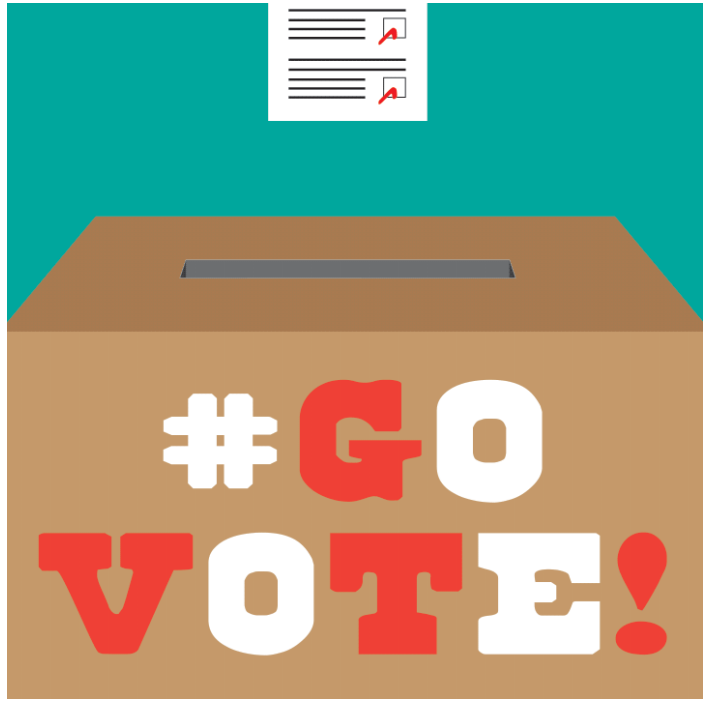


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Make Voter Engagement fun!

- Use gifs, images, and memes with different languages and pop culture references





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Voting is Social and a Habit!

- Past voting behavior is a good predictor of future voting behavior.
- Encourage voters you've engaged to reach out to their family members!
- **One of the best predictors of whether someone votes is whether people around them vote.**



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Additional Resources



General

- MapTheVote
- Rock the Vote
- Secretary of State
- State Voices
- TurboVote
- Vote.org

Nonprofit Specific

- Bolder Advocacy's Top Resources
- Minnesota Council of Nonprofits
  - Nonprofit Voter Guide coming soon!
- National Council of Nonprofits
  - IRS Guidance
  - Permitted Nonprofit Nonpartisan Activities
  - Voter Registration
  - Ballot Information
  - State-by-State Information
  - Nonprofit Nonpartisan Election Tips
    - webinar

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Local Organizations

- Asian American Organizing Project
- Black Votes Matter MN
- Minnesota Voice
- Office of the Minnesota Secretary of State
- Women for Political Change

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MCN's Policy Newsletter

- [Subscribe - Minnesota Council of Nonprofits (minnesotanonprofits.org)]

- Short for time?

Copy paste our elections info into your newsletter! #teamwork



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1. Nonprofits play a critical role as a trusted messenger in an age of polarization
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Questions?

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