



2019-2020 | BIENNIAL REPORT



2019-2020 IN REVIEW

LETTER FROM THE EXECUTIVE DIRECTOR



Dear friends and supporters,

For over 15 years, Nonprofit VOTE has worked to foster a more representative democracy by leveraging the vast reach of America's nonprofit sector. We believe that community-based nonprofits, including health centers, food pantries, housing groups, and others, are uniquely positioned to engage the communities they serve in voting and elections. To that end, we provide essential resources, trainings, and support to nonprofits across the nation seeking to more fully support the communities they serve and strengthen their nonpartisan civic voice.

This report celebrates the great success over the last two years (2019-2020), made possible by our many financial supporters and collaborative partners. Without a doubt, the COVID-19 pandemic has impacted all of our work and required the team to rethink nearly every aspect of our mission and evolve to meet the challenge – which we did. Despite the sea-change we experienced, we stayed on task producing webinars and trainings for nonprofit leaders; creating and strengthening strategic partnerships with key nonprofits and funder networks; and continued on-the-ground (and virtual) voter engagement campaigns in several states – campaigns which also provide solid data detailing best practices and the true effectiveness of nonprofit work. Lastly, no year would be complete without National Voter Registration Day, which under our leadership, shattered all prior records!

As successful as these years have been, there is still much more work to be done. In 2021, we will build capacity not only for this year's election cycle – which features tens of thousands of local and state races that directly impact people's day-to-day lives – but also for the 2022 midterms which will provide ample opportunity for more nonprofits to take up the mantle of engaging and empowering the communities they serve. With your continued support, we will assist, resource, and support them in this shared civic awakening.

Thank you,

A handwritten signature in blue ink, appearing to read 'B Miller', with a stylized flourish at the end.

Brian Miller,
Executive Director

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WEBINARS AND ONLINE CONTENT

We support nonprofit staff doing nonpartisan voter engagement across the nation with a robust array of online resources, training, toolkits, and webinars.

Monthly Webinars Reach Thousands

During 2019 and 2020, **over 6,000 nonprofit staff attended one of our nearly 30 free webinars** covering a wide-range of topics including staying nonpartisan, engaging young voters, ballot measures, and more. We saw interest and attendance skyrocket in 2020 as we hosted webinars about the impact of COVID-19 on Census 2020, GOTV strategies, mail-in ballots, and National Voter Registration Day.

~30
WEBINARS
6,000+
ATTENDEES



Online Resources Strengthen Sector

In addition to updating our popular, online resource library – including fact sheets, toolkits, checklists – to improve usability and ease of access, we created several new reports and assets for nonprofit staff. In 2019, we released an updated “America Goes to the Polls” report which ranked all 50 states by voter turnout to highlight voting policies that gave some states an edge in voter turnout during the 2018 midterm elections. Additionally, we worked to ensure nonprofit staff were prepared for 2020 by creating a weekly Countdown to Election tool with plug-and-play assets, election rule fact sheets for all 50 states, and a Census 2020 resource section to help nonprofits get out the count.



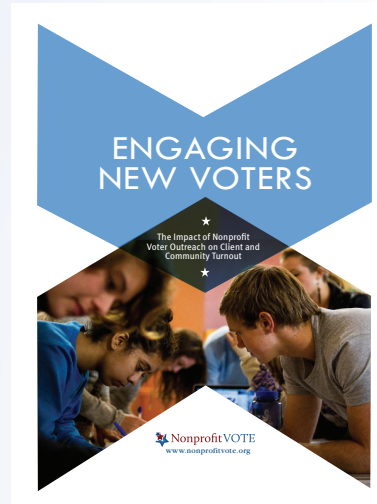
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STRATEGIC PARTNERS AND TOOLKITS

As a core part of our work, we strive to partner with key organizations that help normalize robust, nonpartisan voter engagement as part of the work nonprofits commit to when serving their communities.

Over the last two years, we created 15 custom webinars and five custom toolkits with organizations like Feeding America, Habitat for Humanity, NAMI, Alliance for Museums, National Council of Jewish Women, and more.

On May 30, 2019, we brought together national nonprofit leaders to promote the “**Engaging New Voters**” report. Speakers from the National Urban League, United Way, and the Community Resource Center spoke to a packed room representing organizations like YWCA, National Council of Nonprofits, Volunteers of America, and more about the effectiveness of nonprofits doing voter engagement, citing hard data from the report and their own experience.



In the leadup to the 2020 election, we launched the “**Nonprofit Staff Vote**” initiative to encourage nonprofits to give their staff paid time off to vote. Ultimately, we recruited 14 flagship partners including United Way, Volunteers of America, Feeding America, Goodwill, Independent Sector, Council on Foundations, and others, along with another 310 nonprofit partners representing over 65,000 nonprofit employees nationwide.

14

FLAGSHIP PARTNERS

+310

NONPROFIT PARTNERS

65,000

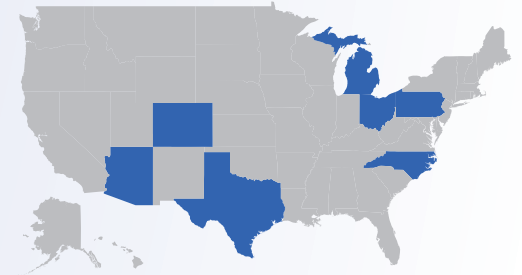
NONPROFIT EMPLOYEES

2019-2020 IN REVIEW

FIELD PROGRAM (2019-2020)

Our Engaging New Voters Field Program is where our principles meet reality as we engage with anchor organizations to do on-the-ground voter engagement drives at nonprofits of every stripe in select states.

Despite the COVID-19 pandemic's impact on in-person events, we engaged 35,000 voters in our 2020 program thanks to the efforts of nearly 200 sites across seven states, including NC, PA, OH, MI, CO, TX, and AZ. The people we reached speak directly to our mission of fostering an inclusive democracy, representing often underrepresented sectors of our society – low-income, people of color, and younger voters.



~200

SITES NATIONWIDE

35,000

VOTERS ENGAGED

To assist the organizations who were finding it difficult to adjust to the new COVID landscape, we put together phone banks to better reach out to their communities and provide voters with information about requesting mail-in ballots, making a plan and more.

Our work continued with a robust get-out-the-vote effort, contacting those who filled out pledge-to-vote/make-a-plan cards to ensure they were aware of crucial deadlines through Election Day.



We also ran a smaller field program in 2019 in NC, OH, MS, AZ, and CO. This smaller program helped us test ideas and strategies which we put into place during the 2020 cycle.

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NATIONAL VOTER REGISTRATION DAY (2019-2020)

National Voter Registration Day, a collaborative event managed by Nonprofit VOTE, is a single day of coordinated media and field activations to raise awareness of voter registration opportunities and register as many eligible voters as possible.



National Voter Registration Day, held on the fourth Tuesday of September, continues to gather strength and break records, even in “off-year” election cycles. In 2019, we worked with **4,083 community partner organizations** and **54 premier partners** to update and register **473,725 voters** – nearly doubling our initial goal. The holiday made a splash in the media: from 27 stories in national outlets like *USA Today*, *Newsweek*, the *Washington Times*, and *CNN* to thousands of local news stories to the 2.6 million social media engagements and #1 Twitter trending topic.

2019

4,083
COMMUNITY PARTNERS

54
PREMIER PARTNERS

473,725
REGISTERED VOTERS

2020

4,589
COMMUNITY PARTNERS

107
PREMIER PARTNERS

1.5MM
REGISTERED VOTERS

But this was just a preview of what we would achieve in 2020, which was the **BIGGEST** National Voter Registration Day ever! **Working with a record 107 premier partners and 4,589 community partners, we overcame the challenges presented by the COVID crisis to register or update the registrations of over 1.5 million voters!** As usual, we provided partners with posters, stickers, and sample social media messaging, but 2020 required we meet the moment with additional resources including face masks to encourage COVID-safe interactions and toolkits on doing drive-through registrations. Ultimately, the holiday lit up digital media, trending #1 on Twitter for over 11 hours and driving conversation on Facebook, Instagram, Snapchat, Google, and Reddit (where we held multiple Ask Me Anything events). **The success of the day was lifted up in dozens of national outlets including *Newsweek*, *The Hill*, *ET*, as well as thousands of local news stories.**

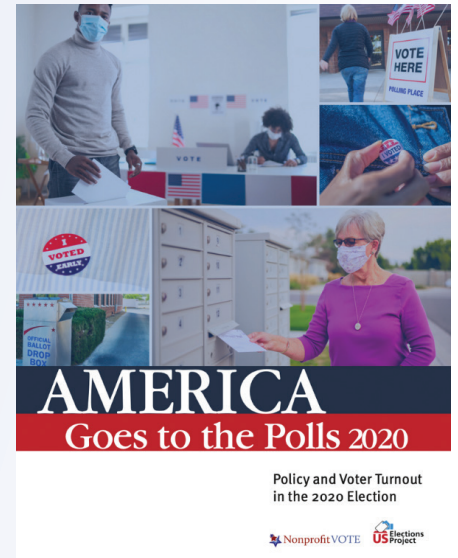
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2021 AND BEYOND

Moving forward from these successful years, we will regroup, revitalize, and reinforce our mission to foster a more civically-engaged nonprofit sector, providing nonprofits with the best resources, research, and training needed to keep the communities they serve #VoteReady. Here's what we're planning:

“America Goes to the Polls” Report

2020 saw many states change their voting policies in response to the COVID pandemic. These policy changes coupled with heightened voter interest helped fuel the biggest voter turnout in modern history. This year's report, in partnership with the U.S. Elections Project, examines the voting policies that had the biggest impact (Vote at Home, Same Day Registration, etc.) on where states fell in the 50-state ranking of voter turnout. The report was released in March.



Webinars and Online Resources

With a new year comes a new schedule of monthly, free webinars to help educate and inform nonprofit staff. We will continue to discuss the “new normal” of voter engagement as well as bring back popular topics like fighting misinformation and the digital resource fair. Digital resources are key to our scheduled nonprofitvote.org site redesign - which looks to focus on providing our growing audience of nonprofit staff and leaders with a streamlined, dynamic resource library, better tracking of user habits and user information gathering.



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2021 AND BEYOND

“Engaging New Voters” Report

This year’s report will examine the turnout advantage of the 35,000 voters who were engaged by participating nonprofits across seven states in our 2020 field program. This research examines the efficacy of nonprofits who reach often underrepresented communities to help them have a voice in the democratic process. Anticipated release in late 2021.

Foundation Toolkits

Initially released in 2018, our voter engagement toolkits for public and private foundations will be updated and re-released with new case studies from 2020, lessons learned, new strategies, and more. Anticipated release in late 2021.

National Voter Registration Day

Coming off both a historic year of voter turnout and a record-breaking 2020 holiday, we turn our focus to energizing organizations and voters around this year’s impactful state and local elections and setting the stage for the highly anticipated 2022 midterms.

LEADERSHIP AND STAFF

2019-2020 STAFF

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Laura Walling
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Legislative Affairs, Goodwill
Industries International

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

FINANCIALS

Thanks to all those who supported our work. Due to space limitations, only gifts of \$5,000 and above are listed by name.

Thanks to Our Supporters!

Special thanks to our many generous supporters who make the work of Nonprofit VOTE possible in 2019 and 2020, including Alfred and Hanina Shasha Foundation, Arkay Foundation, BayTree Fund, Billstein Foundation, Breman Foundation, Charles and Meryll Zegar, Cotter Charitable Fund, FJC - A Foundation of Philanthropic Funds, The Fleet Foxes Fund, George Gund Foundation, JMB Hull Fund, Juanita Remien and Michael Prager, Laura and Gary Lauder Family Venture Philanthropy Fund, Leaves of Grass Fund, Lisa and Douglas Goldman Fund, Granada Fund, NVF's 2020 Census Project, New Priorities Foundation, Okta For Good, Phillips Family, R.F. Hartmann Charitable Fund, Robins Egg Fund, Samueli Foundation, State Infrastructure Fund at NEO Philanthropy, Thomas and Nancy Buck, Wallace Global Fund, Wallace H. Coulter Foundation, and William Talbott Hillman Fund.

Thanks as well to those whose made contributions in support of the 2019 and 2020 work of National Voter Registration Day managed by Nonprofit VOTE, including Aflac, BET Networks, Carnegie Corporation of New York, Creative Artist Agency (CAA), Democracy Fund, Facebook, Google, New Venture Fund, Participant Media, State Infrastructure Fund, Tumblr, ViacomCBS, and Wallace H. Coulter Foundation.

INCOME	2019	(unaudited) 2020
Foundation Grants	805,269	1,849,741
Individual Donations	13,411	220,059
Corporate Donations	66,667	95,318
Contract Services/Program Fees	14,400	7,965
Donated Goods & Services	10,000	38,000
Merchandise Sales & Interest Income	5,616	5,027
TOTAL SUPPORT AND REVENUE	915,363	2,216,110

EXPENSE	2019	(unaudited) 2020
Personnel	470,900	736,740
Professional Fees	73,102	164,314
Partner Grants	109,778	521,193
Communications	49,317	94,627
Printing, Postage, and Supplies	108,493	252,783
Occupancy	27,304	72,825
Meetings and Travel	53,115	10,803
Business Expenses	20,579	23,052
Deposit to Reserve Fund	-	230,000
TOTAL EXPENSE	912,588	2,106,337
NET INCOME	2,775	109,773

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