

OUR HOMES

OUR VOTES

BECAUSE HOUSING IS BUILT WITH BALLOTS



**With a Little Help from Our
Friends...**

Agenda

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OUR VOTES

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- **Partnerships & Resources for Voter Engagement**
 - Maggie Bush, programs and outreach director, League of Women Voters
- **Vote for Human Needs: Service Providers' Collaboration on Voter Engagement Work**
 - Joseph Battistelli, director of outreach and membership, Coalition on Human Needs
- ***Our Homes, Our Votes* Announcements & Opportunities**
 - Courtney Cooperman, housing advocacy organizer, NLIHC

Monday, May 16: With a Little Help from Our Friends...

Today's webinar will describe the tools and templates housing organizations can use to jumpstart their election initiatives. Maggie Bush from the League of Women Voters and Dominique Espinoza from the Coalition on Human Needs, will be presenting on what kind of partnerships housing organizations can form on the local and national scale to launch their voter and candidate engagement work.



COALITION ON HUMAN NEEDS

Welcome

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Partnerships & Resources for Voter Engagement

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May 2022

LEAGUE OF WOMEN VOTERS

Recent Trends in Voting Rights & Voter Engagement

National Low Income Housing Coalition



100 YEARS OF EMPOWERING VOTERS AND DEFENDING DEMOCRACY



Today's Agenda

- About LWV
- The fight for voting rights: current landscape
- What we're doing
- Tactics for engaging voters this year



Who We Are

The League of Women Voters was founded by suffragists in 1920 as a 'mighty political experiment' to help newly enfranchised women exercise their responsibilities as voters.

The 19th Amendment empowered white women to vote, but the battle was far from over.

Then, and now. LWV never supports or opposes candidates or political parties.

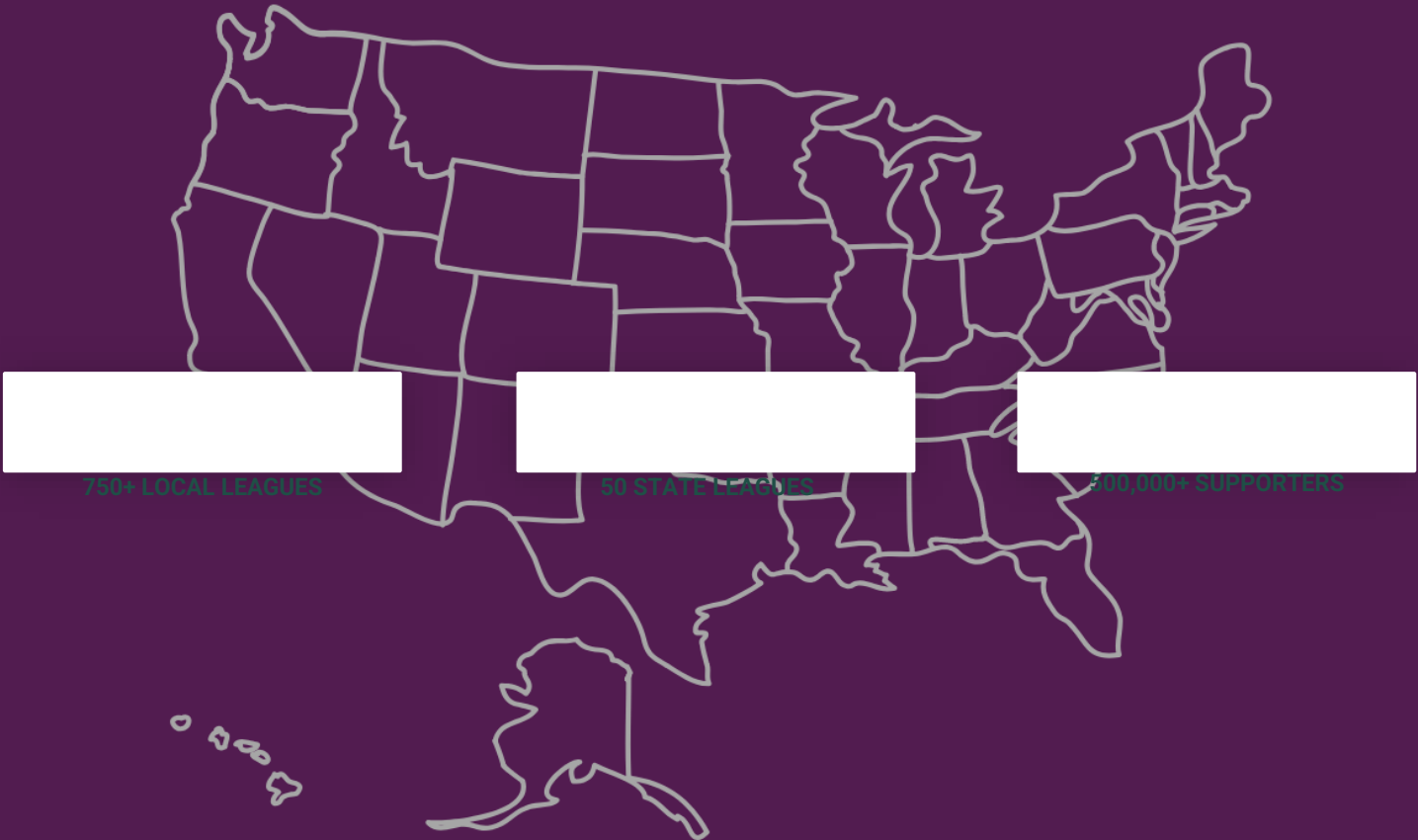


Who We Are

The League of Women Voters is the **largest nonpartisan, volunteer-driven, on-the-ground registrant of voters** in the United States.

LWV reached over 10 million voters in 2020 and protected 25 million voters through 70+ lawsuits





The fight for voting rights: what we're doing

- Following the 2020 election, 400+ anti-voter bills that disproportionately target Black, brown, and women voters have been introduced in state legislatures around the country.
- *These discriminatory measures threaten the rights of eligible voters and must be stopped.*



Voter
Suppression
Impacts
Everything

-Prolongs our nation's legacy of discriminatory barriers to equal representation

-Intentionally leaves out communities from our election process – like those living in affordable housing!

-Dilutes their voice on key issues like:

- Reproductive rights
- Climate
- Immigration
- Policing

-Limits communities' long term representation, access to funding, safety & health

Voter Suppression Trends Impacting Those in Affordable Housing

Reduction of early voting hours

Limiting absentee voting

Making it harder to vote by mail

Changes to polling place locations/exacerbation of long lines to vote

Limiting number of poll workers

Voter ID /Proof of citizenship requirements

Restrictions on voter registration orgs (like LWV)

Voting Matters. A lot.



- The Supreme Court makeup for decades to come



- Whether our crumbling roads, bridges and other infrastructure are rebuilt safely



- Who draws the district lines after each Census – and which places benefit most from federal \$\$

- Whether we act on climate before it's too late.



- Longterm decisions about how we support working parents & families



- The future of social security & Medicare as millennials approach middle age.



Who's on the Ballot: 2022

2022

- The entire House of Reps
- 1/3 of US Senate seats (34)
- Governors' races for 36 states
- Hundreds of mayors, city councils, school board & more

The people making decisions that directly impact your clients' lives!



VOTING MATTERS: local & state elections are a huge deal

The people in our state legislatures:

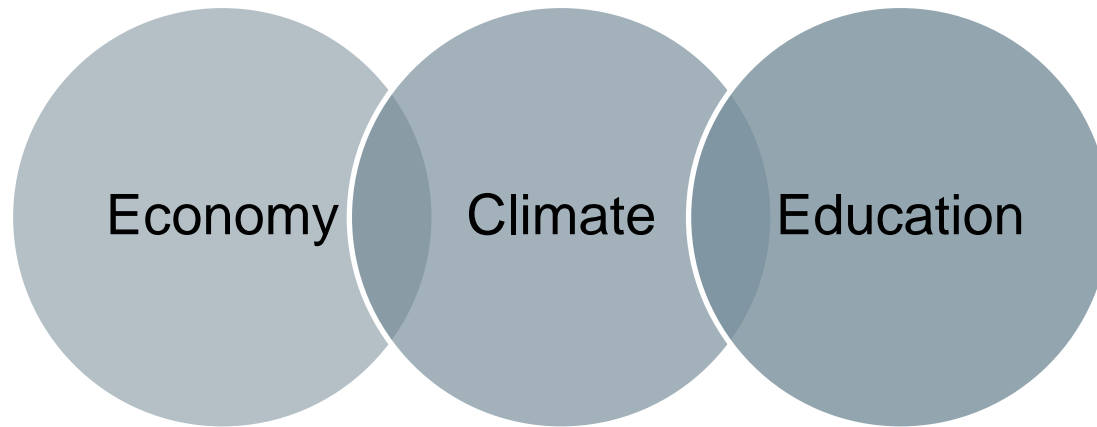
- Decide who gets Medicaid access
- Affect millions of immigrants' lives through laws passed each year (181 in 2019)
- Control our abortion rights

The people we elect locally (mayors/city councils):

- Run Public Safety & COVID Response
- Decide police funding & practices
- Build & manage our transit
- Set housing & school policies

YOUR CLIENTS/PARTNERS DESERVE A SAY ON WHO MAKES DECISIONS ON THEIR BEHALF!

VOTING MATTERS: Top issues for voters this year



Source: Pew

The fight for voting rights: what we're doing

- Setting up rapid response process for 50 states + DC
 - Working with the news media to quickly react to bad information
 - Contacting millions of voters directly
 - Working with thousands of community partners (like you!) to make sure the most impacted communities have access to accurate information
 - 275,073 letters sent to Congress & the Biden Administration since July 2020
 - Example: In FL we contacted 80,000 people with a prior felony conviction to make sure they know they have the right to register to vote.
 - Example: 2022 primaries: 600,000 women voters contacted in 7 states
-



(IN THEIR OWN WORDS!)

- NATIONWIDE CANDIDATE INFO ↗
- POLLING PLACE LOCATIONS
- ONLINE VOTER REGISTRATION TOOL
- ID REQUIREMENTS
- ABSENTEE BALLOT INFO
- BALLOT MEASURE INFO
- EARLY VOTING OPTIONS
- ELECTION DATES

Examples of our Voting Rights victories from 2020

LWV in Virginia:

Successfully challenged the requirement that mail-in or absentee ballots have two witness signatures or a notary seal, arguing that the requirements endangered voters' health.

LWV in New Jersey:

Successfully convinced the court to stop rejecting mail-in ballots because of signature issues – since the state didn't have a good mechanism to alert voters about any problems.

LWV in Pennsylvania:

Successfully intervened in a lawsuit brought by the Trump Administration to create multiple obstacles to the right to vote – including eliminating ballot drop boxes in public spaces.



Nonprofit Voices Matter

- Voters engaged by nonprofits turn out at higher rates (as much as 11%!)
- You're trusted in your community
- Nonprofits are crucial to building equity and access in our democracy
- More than ever, you're reaching the voters most impacted by COVID voting changes
- Our future, and those of the people we serve, depend on it.

See more: <https://www.nonprofitvote.org/documents/2019/05/engaging-new-voters-2018.pdf/>

Six voter engagement actions your org can take

1. In-person voter engagement matters. If your organization directly serves communities, incorporate voter information via printed materials, posters, audio messages
2. Touch base with your local League of Women Voters for up to date information, graphics, checklists, etc. www.lwv.org
3. Email your members/networks encouraging them to register to vote or check their registration status (link to VOTE411, National Voter Registration Day, Rock the Vote, etc.)
4. Find out about early/mail voting in your area and be a source of accurate information. If you serve multiple states – point to an online resource like VOTE411. Things are changing quickly.
5. Encourage your staff/partners and clients to serve as poll workers www.powerthepolls.org
6. Contact your lawmakers and tell them you stand for voters' rights. Connect the dots between housing justice and voting rights

Get out the Vote tactics that work

Contact your networks by phone, text, mail, in-person, or email starting now up until election day to:

- **Remind them to vote.**
- **Ask them to visit [VOTE411.org](https://www.vote411.org)** to find their polling place and learn what will be on their ballot.
- **Keep it brief and positive.** Research says: motivational works. Cynicism doesn't.
- **Ask them about their voting plan for Election Day.** Research shows that by asking voters whether they have an Election Day plan will increase their chances of participating.

Questions



Vote for Human Needs

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COALITION ON HUMAN NEEDS

VOTE FOR HUMAN NEEDS

Voter Engagement 2022
Dominique Espinoza

MISSION STATEMENT

- CHN Vote for Human Needs Campaign goal: help low-income and historically marginalized people vote.
- We are 501(c)(3) organization: We do not tell people who to vote for, but encourage them to actively participate in our democratic process.
- If people with low incomes and communities of color don't vote, elected officials are less likely to pay attention to their needs.



OUR WORK IN THE LAST ELECTION

- Our campaign was very successful in doing voter engagement as we utilized our existing relationships at the national and local level, to learn what their plans were and how we can best meet the needs.
- We created a comprehensive resource library that included organizational resources and individual resources as well as bilingual toolkits.
- We held a webinar series on voter education with our allies at NLIHC, FRAC, and NETWORK.
- We partnered with Vote Forward to launch a letter writing campaign which delivered 17 million letters to voters.
- We coordinated rides and pizza to the polls with groups on the ground.

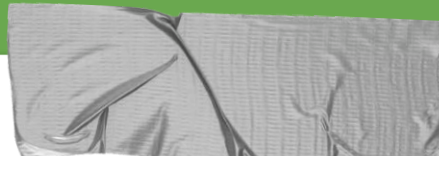
CHN'S CURRENT EFFORTS

- We are collecting materials, factsheets, and information in presentation form that is ready to go in order to distribute when needed.
- We are reconnecting with partners and making new ones.
- We are listening intently to the needs of groups on the ground and identifying our value added.
- We are partnering again with Vote Forward to send millions of letters to voters.

WHAT CAN ORGANIZATIONS AND SERVICE PROVIDERS DO?

1. Conduct or promote voter registration.
2. Educate voters on the voting process.
3. Help the public navigate new voter laws that have come into effect since the last election.
4. Help organize rides to the polls.
5. Voter activation.





VOTER EDUCATION

So how do you start your voter engagement work? It's easy, 1,2,3...

- **Registration**—Expanding the pool of eligible voters in low-income communities and communities of color.
- **Education**—Making sure voters have the information they need about recent changes in voter laws.
- **Mobilization**—Getting out the vote! Putting in all the work to register and educate voters will only matter if they make it to the polls.

VOTER REGISTRATION

- People need to know their [state voting laws](#).
- Making sure people know what their voter registration status is. Check your status [here](#).
- Letting people know of voter registration deadlines.
 - [Voter Registration deadlines by state](#).
- Help people update their voter registration information because they changed their address, name, or political party affiliation.
 - [Update or Change Your Voter Registration](#).



VOTER EDUCATION

- Organizations should educate their staff, allies, and the people they serve on the where, when, what, why and how of voting.
 - Voting in your state
 - Voting by absentee or vote by mail
 - Finding your polling place
 - Learning about voter ID laws
 - Special circumstances: voting as an ex-offender, voting and homelessness, voting with a disability, voting for military and people living outside of the United States.

VOTER MOBILIZATION

LIGHTS UP ON VOTER MOBILIZATION



- Provide voter resources easily used in their community, by neighbors, and the people they serve.
- Help people prepare to vote and make a plan.
- Protecting the right to vote and what to do if that right is threatened.
- Promote early voting and vote-by-mail opportunities.

WHY ARE SERVICE PROVIDERS GREAT WHEN IT COMES TO GOTV?



Because they have existing relationships with members of their community and they are highly trusted.

NATIONAL ORGANIZATIONS

Looking to National organizations to get the resources, materials, and knowledge local organizations/service providers.

Ready to go factsheet or trainings about laws that have changed and could affect them.

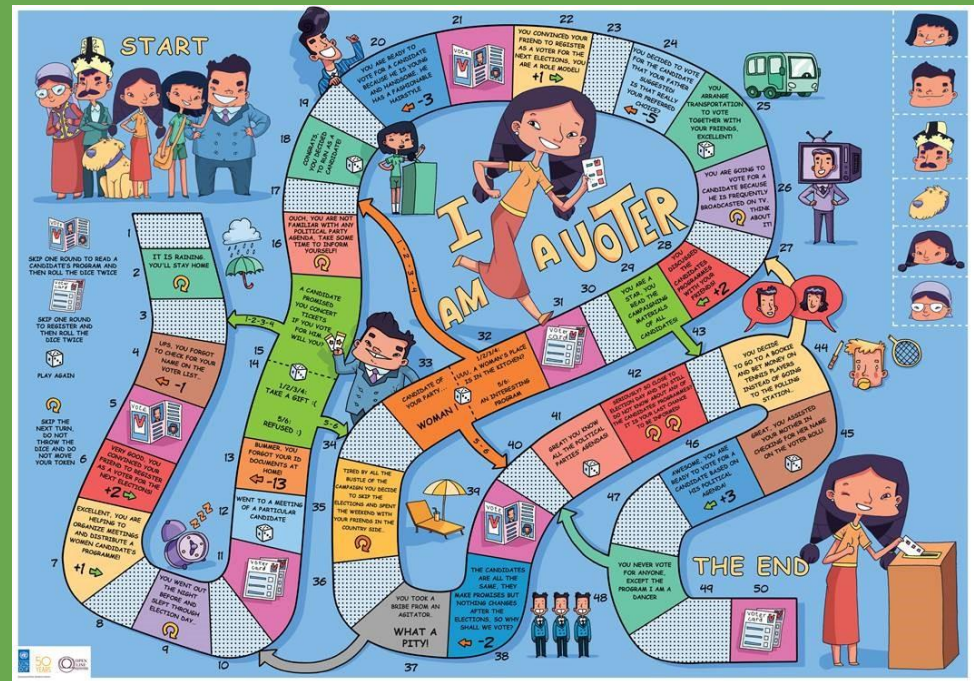
- [Voting in Your State \(Check back for State-Specific Factsheets\)](#)
- [Webinar: Voter ID - What You Need to Know & How You Can Help](#)

What National organizations should you connect with for resources?

- Nonprofit Vote
- Brennan Center
- Vote 411
- All Voting is Local
- When We all Vote
- Voto Latino
- Vote Riders
- Mi Familia Vota
- League of Conservation Voters
- 866 Our Vote

What resources should you be asking them for?

- Templates
- Flyers
- Social Media Toolkits
- Email Templates
- Text Message Template
- Factsheets
- Webinars
- Trainings
- One-Pagers
- Pamphlets



LOCAL ORGANIZATIONS

Form relationships with groups to organize:

- Events
- Trainings
- Voter Registration Drives
- Rides To The Polls

What local organizations should you be working with:

- Food banks (see [Feeding America](#))
- Boys & Girls Clubs
- Homeless Shelters
- Childcare Centers
- Community Action Agencies

ACTIVITIES YOU CAN DO AT THE LOCAL LEVEL

Help organize rides to the polls

- We worked with Voto Latino and Lyft to give rides to the polls. They provided \$25 promo codes during election day.
- Create check in groups with neighbors to make sure their they have a ride to the polls.
- Work with local community organizations that serve the elderly and people with disabilities to ensure they need assistance getting to the polls.

ACTIVITIES YOU CAN DO AT THE LOCAL LEVEL

Help provide guidance to other local organizations on what they are allowed to do

Can you help deliver water or food to the polls?

In 2020 we worked with Pizza to the Polls to deliver food to voters.

Host a voter registration drive

- Example: El Pasoans Fighting Hunger Food Bank hosted a voter registration drive in El Paso, TX on Friday, May 13th with the help of a local voting organization called Vote El Paso.
 - [Running a Voter Registration Drive - Voter Registration Checklist](#)

ACTIVITIES YOU CAN DO AT THE LOCAL LEVEL

Host a phonebank

- We helped Reclaim Our Vote host a non-partisan phonebank. We called voters all throughout the country and asked if they were registered to vote and if they knew their polling place location.

Help find volunteers to become poll workers

- We helped the U.S. Election Assistance Commission (EAC) recruit poll workers.

ACTIVITIES YOU CAN DO AT THE LOCAL LEVEL

Host Nonpartisan Ballot Information Parties

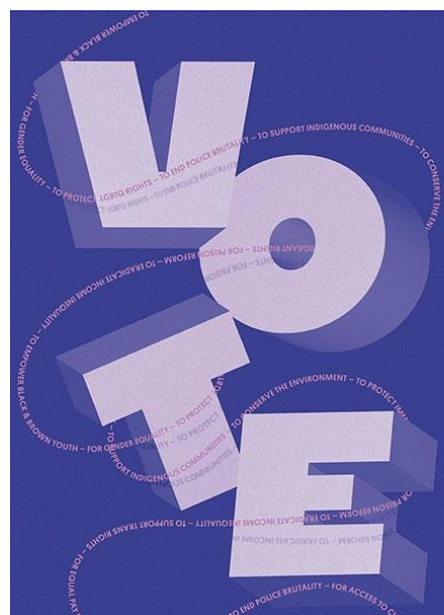
- www.Vote411.org
- www.BallotReady.org
- www.Ballotpedia.org

Provide people with hotline assistance numbers

- We worked with NALEO to have an ongoing hotline number that would answer all of your voting related questions in English or Spanish.
- You can now use this hotline number [866-OUR-VOTE](tel:866-OUR-VOTE) (866-687-8683)

EFFECTIVE VOTER MOBILIZATION TIPS

- Remind voters of election times.
- Personalize message to voters.
- Utilize social media to do a digital outreach.
- Conduct outreach to Limited English Proficiency voters.
- Speak with low-propensity voters for more impactful voter mobilization.



Q&A

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Be Inspired.
Be Engaged.
Go Vote!



Become an Affiliate!

- Join a national network
- Get campaign swag
- Use logos and images
- Receive guidance from NLIHC staff
- Be featured in the newsletter
- And more!

Join the Housing Providers Council!



- Collaborative network for affordable housing providers to develop and implement voter engagement strategy
- Email ourhomes@nlihc.org for invitation to kickoff meeting

Civic Holidays

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**National Voter
Registration Day
(September 20)**

**National Voter
Education Week
(October 3-7)**

**Vote Early Day
(October 28)**

**Election Hero Day
(November 7)**



Follow the Campaign!

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Twitter: @OurHomesVotes

Facebook @OHOV2022

Email: ourhomes@nlihc.org

Website: ourhomes-ourvotes.org

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