

Mobilizing Nonprofits for Fiscal Reform

*Lindsey Hodel,
Colorado Participation Project*



Our Mission

- **Increase voter turnout** and political engagement -- especially among communities traditionally underrepresented in the democratic process.
- **Build nonprofits' capacity** to implement effective civic engagement programs.

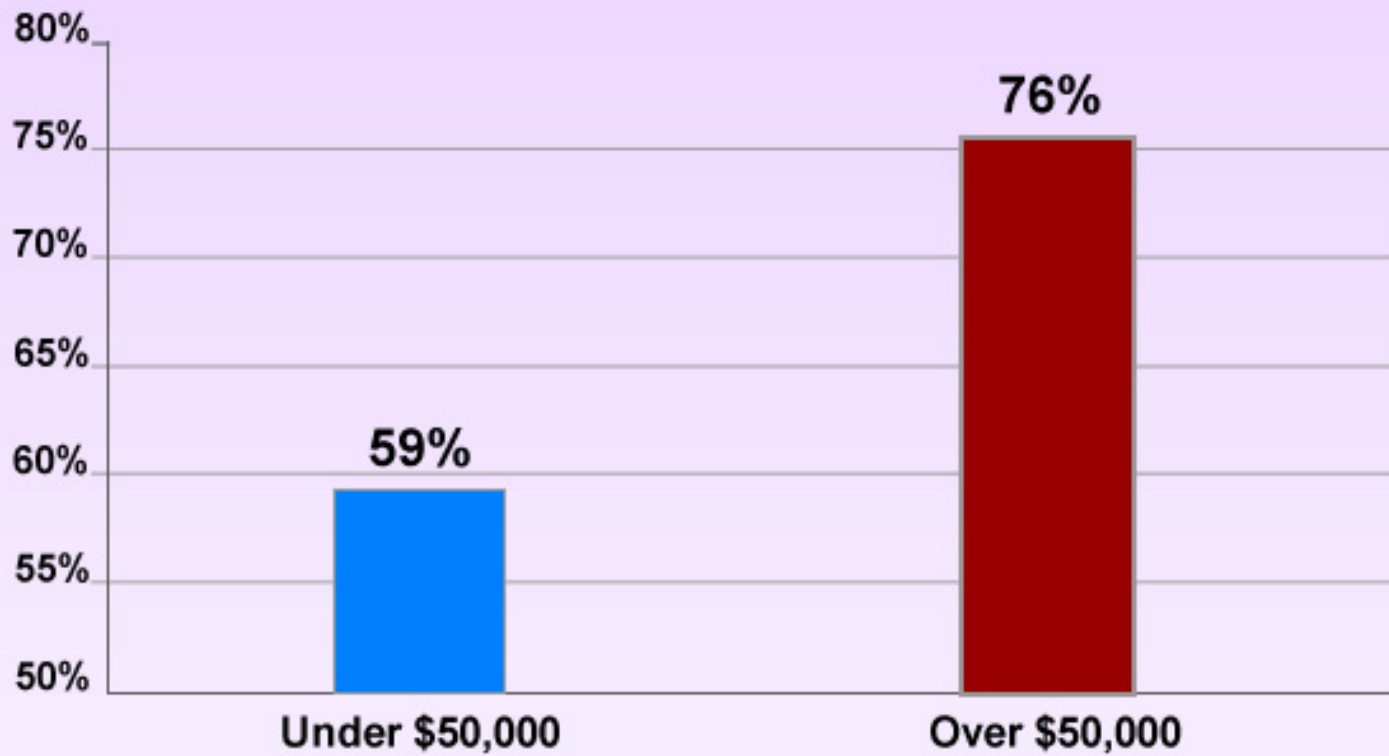
Agenda



- Who Votes
- What The Research Tells Us
- The Strategic Role of Nonprofits
- Where Do We Go From Here?

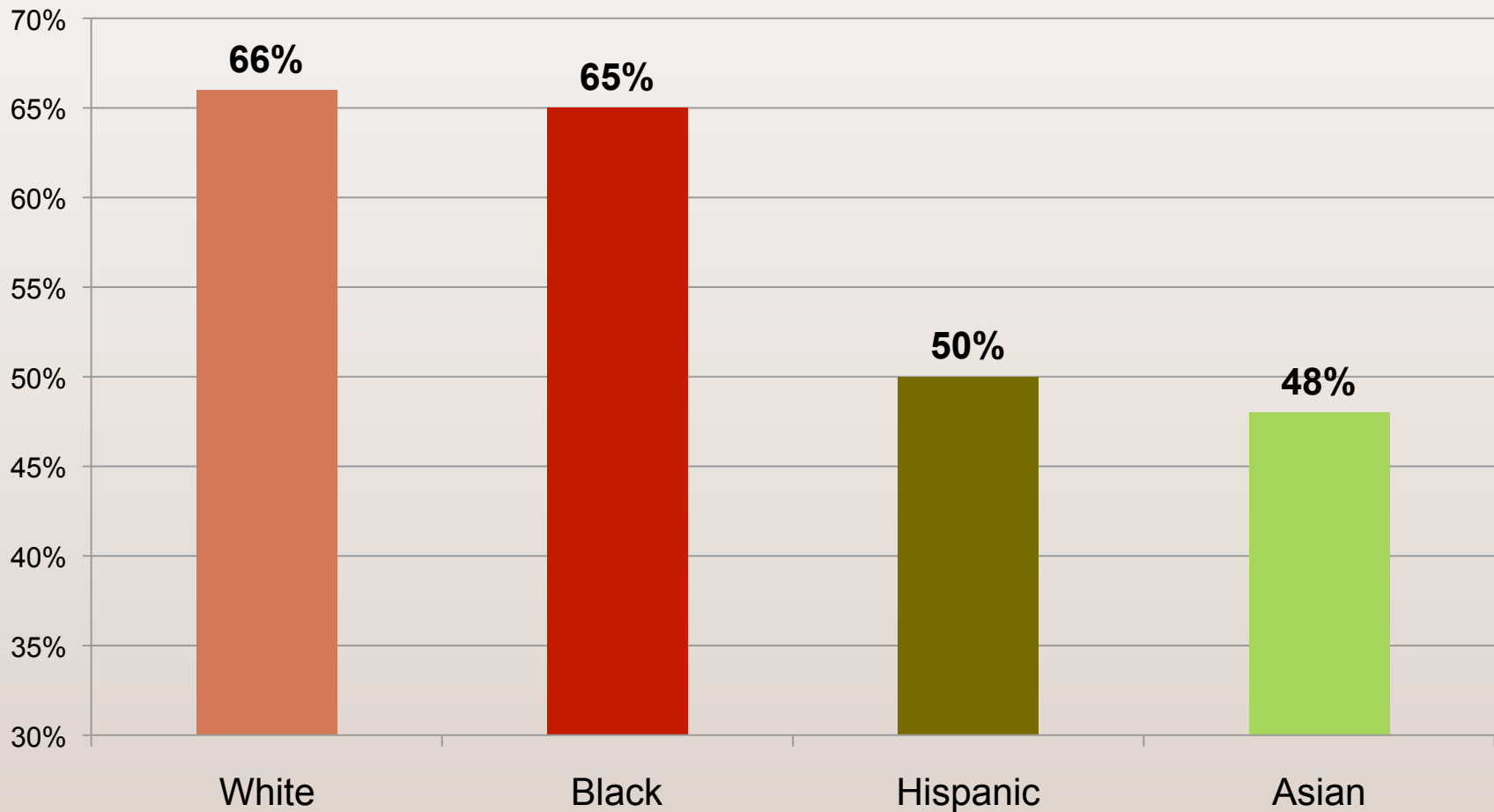
Who Votes

Voter Turnout by Income
Gap in 2008



Who Votes

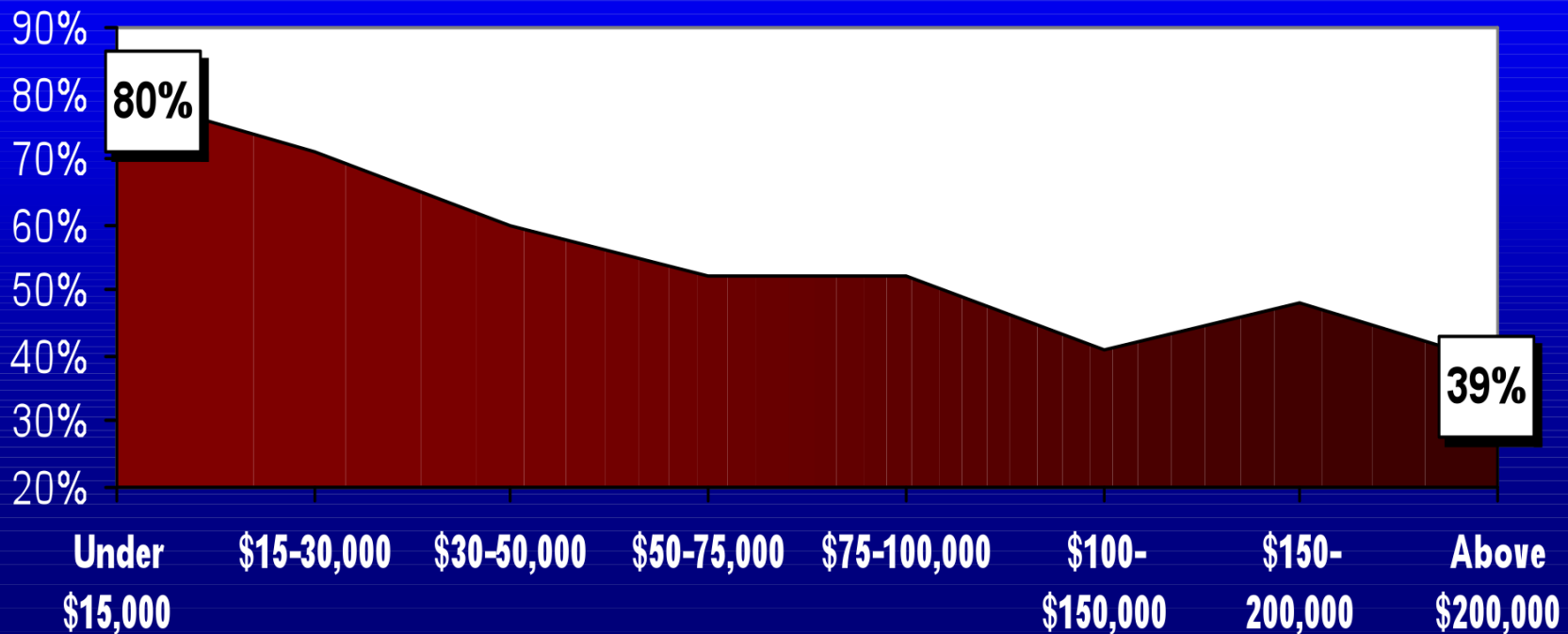
Voter Turnout by Ethnicity
As a percent of VEP in 2008



Who Votes Changes Policy



YES Votes on Minimum Wage - 2006



What The Research Tells Us



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- Nonprofits are effective in inspiring people to vote – people are 17 percent more likely to vote when contacted by a nonprofit (University of Chicago at Illinois, 2011)

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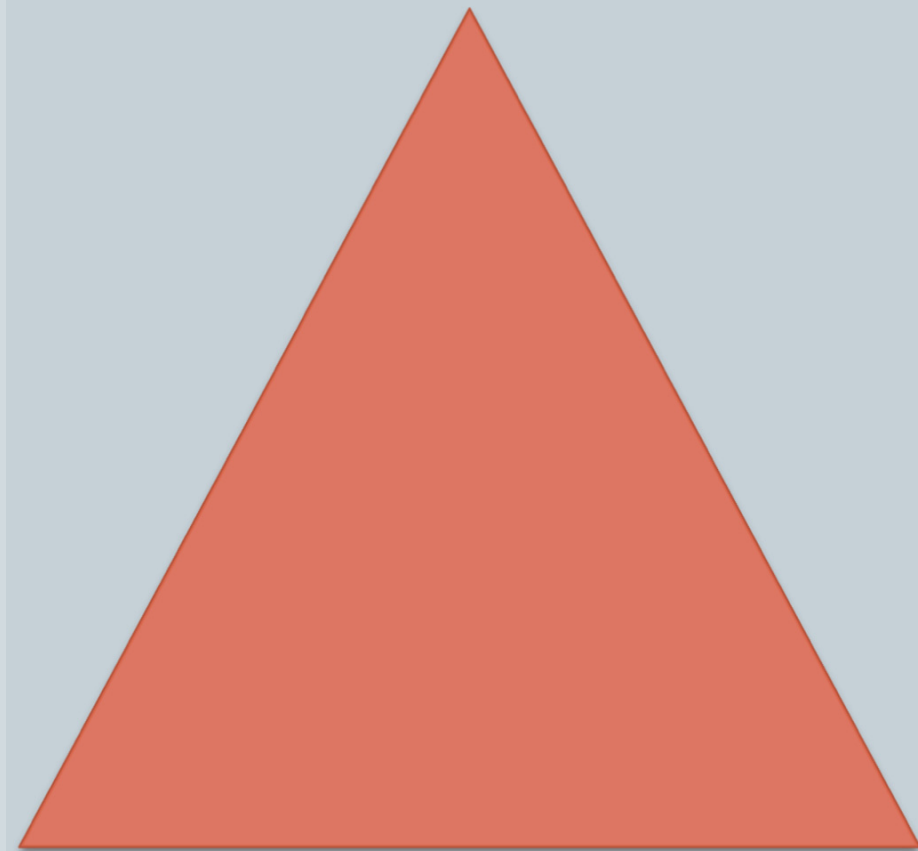
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Strategic Role of Nonprofits



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**Budget and
Tax Policy:
2011**

Strategic Role of Nonprofits



**Communications/
Media**

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Field Outreach

Strategic Role of Nonprofits



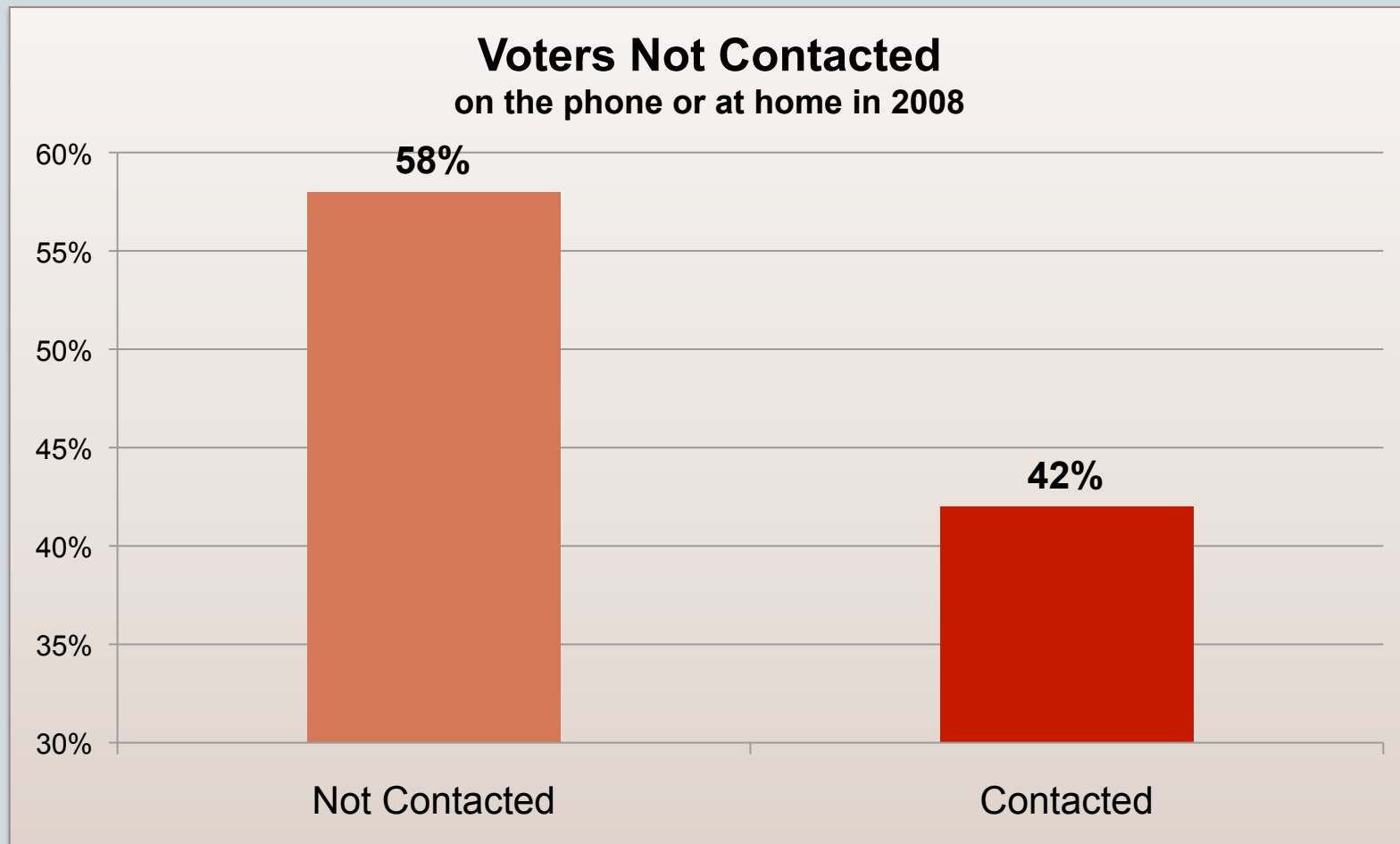
**Communications/
Media**

**Community and
Agency-based
Outreach**

**Budget and
Tax Policy:
2011**

Field Outreach

Strategic Role of Nonprofits



Strategic Role of Nonprofits



- In national elections, almost half of voters are not reached by campaigns through conventional methods
- Younger and low-income voters missed most

Source: American National Election Studies 2010

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- **Access:** Nonprofits interact with millions of people every day, keep updated contact information, and have face-to-face meetings regularly with clients/constituents
- **Nonpartisan:** People trust a nonpartisan approach

Strategic Role of Nonprofits



**“Nonprofits are either *at* the table,
or *on* the table.”**

***--Larry Ottinger,
Center for Lobbying in the Public Interest,
Washington, DC***

Where Do We Go From Here?



- 1. Support and participate in voter registration efforts**



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- Easiest to integrate this into your programs and intake



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2. Support and participate in Get-Out-The-Vote efforts



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- Direct voter contact (face to face) is the most effective method
- The community-based approach is effective and often underutilized



Where Do We Go From Here?



3. Engage on budget issues

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- Step 1: Talk to your Boards (we can help)

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- Step 3: Talk to your clients (we can help)

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3. Engage on budget issues

- Step 1: Talk to your Boards (we can help)
- Step 2: Talk to your staff (we can help)
- Step 3: Talk to your clients (we can help)
- Step 4: Talk to your community (yes, we can help)

Contact Us



Colorado Participation Project

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