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Contact: Brian Miller, 781-xxx-xxxx or
Julian Johannsen, 617-357-8683x110

Voter Engagement Resource Library for Nonprofits Launched as Major Election Year Heats Up

Boston, MA – Nonprofits need not sit on the sideline in an election year. That is the message from Nonprofit VOTE as it launches a comprehensive online library of nonpartisan voter engagement resources to provide guidance for nonprofits of all types – service providers, community development groups, advocacy organizations, schools and more – wishing to promote voter participation and engage candidates in the election.

“Nonprofits are an important part of our nation’s civic infrastructure,” says Brian Miller, executive director of Nonprofit VOTE. “While 501(c)(3) organizations may not support candidates, there is much that a nonprofit can do to assist its clients and constituents to register and vote, connect with candidates, and ultimately increase the clout of their nonprofit and communities they serve.”

Nonprofit VOTE’s library of election resources - www.nonprofitvote.org/resource-library - puts every nonprofit a click away from guidance and best practices on topics such as the dos-and-don’ts of staying nonpartisan, organizing voter registration drives, convening candidate forums, conducting get-out-the-vote campaigns, working on ballot measures, and what political activities are allowable for nonprofit staff at their nonprofit or in personal time.

The library features new resources on the use of social media in an election year, recommended practices for creating candidate questionnaires and voter guides, sample voter registration scripts, and more. All factsheets are in English and Spanish.

“When United Way wanted a voter engagement toolkit for our affiliates and partners, we asked Nonprofit VOTE to create it. Their materials are practical, easy to use and firmly nonpartisan – ideal for the nonprofits we support to further their civic mission of community engagement and active citizenship,” said Steve Taylor, Vice President of Policy, United Way Worldwide.

“Nonprofit VOTE is the best, single resource for helping nonprofits advance their missions through voter registration and voting,” said David L. Thompson, Vice President of Public Policy for the National Council of Nonprofits. “The Nonprofit VOTE resources are always well researched, accurate, and, most importantly, nonpartisan.”

Nonprofit VOTE partners with America’s nonprofits to help the people they serve participate and vote. We are the largest source of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services and the official partner of the National Association of Secretaries of State for the nonprofit sector. Learn more at www.NonprofitVOTE.org.