

## **2021 Nonprofit Voter Engagement Program** Overview and Application

### **Background**

Democracy North Carolina has a continued commitment to nonprofit voter outreach. Nonprofit VOTE and Democracy North Carolina have partnered for several election cycles. The research from our work with Nonprofit Voter Engagement, demonstrates that contact between constituents and nonprofits results in higher turnout percentages among marginalized communities. As Democracy North Carolina continues its partnership with the Nonprofit Voter Education Program, Democracy North Carolina deepens its commitment to furthering civic engagement and strengthening relationships between nonprofits and their constituents.

### **Participants in the 2021 initiative receive:**

- ⇒ A civic engagement grant (up to \$1,500 paid in two installments) and voter engagement materials
- ⇒ Educational and training opportunities related to civic engagement and voting rights designed for your staff and clients
- ⇒ Voter education materials from Democracy NC to distribute
- ⇒ Assessment and evaluation of the voter engagement and educational efforts

### **Participants are asked to:**

- Agree to engagement of a set goal of people you serve at your agency and staff through voter registration, pledge cards, trainings, educational opportunities, and petitions
- Submit pledge cards for currently registered voters and those you register
- Designate a point person to coordinate the program and serve as primary contact for Democracy NC.
- Participate in training opportunities and assessments for staff and your constituency
- Allow Democracy NC advocates and staff to engage your agency's staff and population in voter and civic engagement
- Participate in check in calls led by the anchor organization, Democracy NC.
- Conduct all efforts related to the 2021 Nonprofit Voter Engagement Program in a nonpartisan basis. Democracy NC partners may not directly or indirectly support or oppose any candidate for public office.

### **How to Apply**

In addition to the attached application, submit a 1-2 page plan that includes

- A description of your organization and the demographics served
- Contact/Voter registration goals
- An explanation of how this program complements your mission and ongoing program work
- Any prior or current voter/civic engagement underway at your organization;
- Which staff will be involved



**2021 Nonprofit Voter Engagement Program**  
Participant Application

Organization Name: \_\_\_\_\_

Organization Description: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Website: \_\_\_\_\_

*Name of Primary Contact for Voter Engagement Program*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Your Federal Employer Identification # (Tax ID #): \_\_\_\_\_

Fiscal Sponsor Name (if any): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

All work related to Democracy North Carolina's Nonprofit Voter Engagement program must be conducted on a nonpartisan basis. Agencies participating in this program cannot directly or indirectly support or oppose any candidate for public office.

By signing below, our organization agrees to abide by all rules and expectations with the 2021 Democracy North Carolina Nonprofit Voter Engagement Program. Our organization also affirms that the information provided in this application and voter engagement plan is accurate and complete to its fullest extent.

Please attach a copy of your Voter Engagement Plan here:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_