



# The Nonprofit Voter Empowerment Project

## Nonprofits' Guide To Overcoming Voter Identification Barriers

CASE STUDY



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### ✘ The Issue

Overly burdensome photo ID requirements undermine free and fair access to the ballot for millions of American citizens. **Research** indicates that as many as 11 percent of eligible voters do not have the kind of ID that is required by states with strict ID requirements. This percentage is even higher among seniors, minorities, people with disabilities, low-income voters, and students.

### ☑ The Solution

Nonprofits' natural engagement assets, coupled with our deep community roots, make our institutions well-suited to provide voter ID education, and assistance to every eligible voter in need.



## WHAT'S AT STAKE

With each election, tens of millions of voters find that obtaining an ID that fulfills voting requirements can be costly and confusing. Without robust voter education, this confusion can and will result in disenfranchisement for many constituents, including those served by nonprofit organizations.



# NONPROFIT CASE STUDY

## Overcoming Voter Identification Barriers



### OBJECTIVES & BENEFITS

Voter ID (VID) Information Cards are pocket-sized guides that provide insight on the acceptable forms of voter identification in each state. VID Cards are a requisite tool for nonprofit voter engagement, because they provide a simple and effective method to disseminate reliable nonpartisan voter education resources through their organization's existing services.

Voter ID laws disproportionately impact communities that are already underrepresented by creating barriers that make voting more difficult. These complicated laws disenfranchise those who lack valid ID and deter individuals from participating in elections due to confusion. People of color, students, young adults, voters with disabilities, elderly voters, individuals who no longer drive, unhoused individuals, returning citizens, low-income Americans, and voters such as married women or transgender individuals who change their names are all demographics that are affected by voter ID laws.

### THE MISSION TIED IN

Nonprofits are uniquely effective in educating the communities they serve about Voter ID policies, because of the strong relationships they have built over time with their respective constituency. The most successful nonprofit organizations that make the biggest impact do, so by building trust between their organization and the community they serve. It is extremely difficult to replicate the type of grassroots work nonprofit organizations provide on a daily basis. With the spread of misinformation related to elections and voting, the need for credible messengers of information is of the utmost importance.





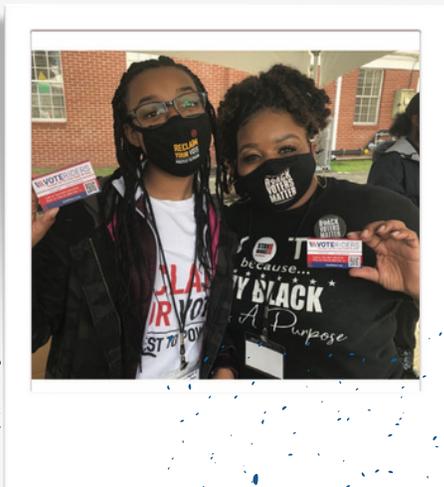
## HOW TO ORDER

Upon developing a **Nonprofit Voter Engagement Plan**, **pledge participants** can order VID information cards through a VoteRiders' staff member or by filling out the **order form**.

Participating organizations must agree to remain nonpartisan and detail their nonprofit's strategy to distribute the VID information cards. VoteRiders will print and ship physical cards to 501(c)(3) and other nonpartisan nonprofit organizations free of charge.

## DISTRIBUTION TIPS

- Distribute during door-to-door canvassing drives
- Insert in care packages
- Share during intake





## NONPROFIT TESTIMONY

In preparation of the 2022 midterm election, The Arc-Dane County is displaying VoteRiders Voter ID Information Cards at corporate events. During each event, they distribute printed voter education and swag materials sponsored by The Arc-Dane County, REV UP, AAPD, Disability Rights Wisconsin, BPDD, and now, VoteRiders. To date, those events have included the Arc-Dane County's Spring Dance which convened 175 individuals and 85 attendees at VoteRiders' Community Awards.

To support their voter outreach efforts, The Arc-Dane County routinely features VoteRiders' content and resources across their social media platforms and in their digital newsletter. VoteRiders' Voter ID Information Cards have proven to be an effective tool to help initiate conversations that advance community-driven solutions and dismantle barriers that seek to undermine voting rights, accessibility, and guardianship.

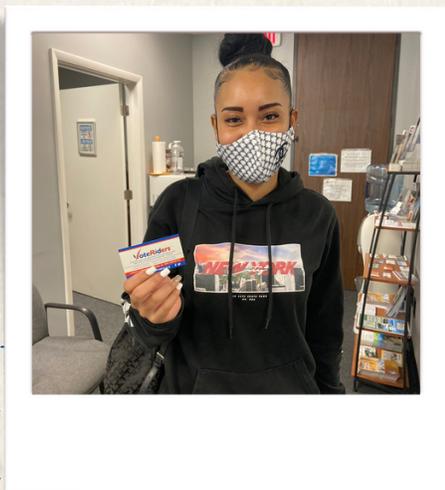
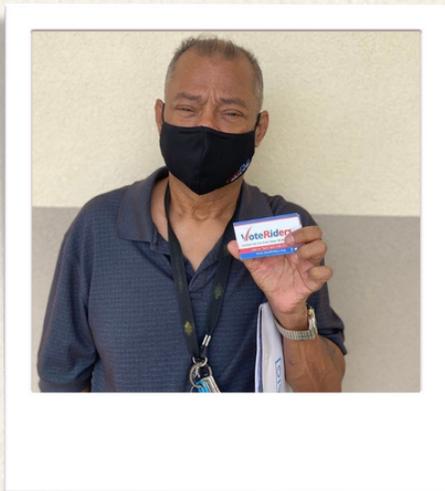
## TIPS & TRICKS

- Place the cards in locations where there is heavy traffic, interaction, or visibility, such as a reception desk or on your website should your organization choose to upload the cards in a digital format.
- Have an ID question prepared when interacting directly with a voter.
- If the individual confirms that they don't have a valid ID, provide them with a Voter ID Information Card. Each card will provide guidance on how voters in that respective state can receive immediate ID assistance with VoteRiders.



# Take The Pledge

It's On Us: The Nonprofit Voter Empowerment Project



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*The Arc-Dane County has been working to become more active in getting out the disability vote. Our voter engagement efforts include registering voters with disabilities and educating stakeholders about policy recommendations and frameworks to support people with disabilities. Engaging in issue advocacy has not only provided our nonprofit with a platform to build and increase awareness, but it also supports our efforts to develop an informed electorate by helping our supporters understand how their vote can help to resolve or perpetuate longstanding inequities.*

@ArcDaneCounty



# VOTERIDERS

## VOTER ID HELP



## ACKNOWLEDGMENTS

This Case Study was developed in Partnership with **Independent Sector**, **Nonprofit VOTE**, **VoteRiders**, and **The Arc-Dane County**. VoteRiders is a nonpartisan, nonprofit organization with a mission to ensure that all citizens can exercise their freedom to vote. VoteRiders informs and helps citizens secure their voter ID, as well as inspires and supports organizations, local volunteers, and communities to sustain voter ID education and assistance efforts. Today, the VoteRiders team works alongside more than 8,000 partner organizations and over 1,000 volunteers (including an army of pro bono lawyers) nationwide to address the increasing number of stringent voter ID laws across the country.

The Arc-Dane County is a nonprofit organization that works to ensure all children and adults with developmental disabilities and their families are offered the same opportunities, choices, rights, and respect due all people in our community through example, education, advocacy, support, and legislation. Direct questions and inquiries about VoteRiders' free tools and services to [info@voteriders.org](mailto:info@voteriders.org).

## CONTACT INFORMATION

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