Amplify your Impact
Voter Engagement Strategies for Organizations

Voting as a Social Work Intervention

Supporting people to vote and participate in civic life is good for the people and communities with which we work. There are also benefits for organizations and agencies. Civic engagement can bring increased visibility, attention and access to organizations and clients. Supporting clients, staff and communities to vote builds their political power to advocate for themselves and their communities and amplifies your impact.

About this Guide

The purpose of this guide is to help organizations and staff identify easy strategies to integrate nonpartisan voter engagement into your agency's work with clients and communities. Social workers and organizations should put these suggestions through their own lens. Be aspirational and realistic with your first steps as you build buy-in and capacity with your team and stakeholders.

Social work students: Voter engagement activities tie to all 9 CSWE Core Competencies. Discuss with your supervisor whether there are opportunities to include voter activities in your educational contract.

Getting Started

Who does your organization serve?

Who are important stakeholders in these efforts? (funders, staff, clients, parents, board, community, etc?)

How could supporting the political participation of your clients and staff support your mission?

Do you work with individuals who may face additional barriers to voting?

Identify partners that can help provide training, support or resources?
- ☐ Local or state League of Women Voters
- ☐ Local election officials _____
- ☐ Voting is Social Work
- ☐ Nonprofit Vote
- ☐ Secretary of the State Office
- ☐ School groups _____
- ☐ Others? _____

Get the facts on VotingIsSocialWork.org
- ☐ Voter registration and deadlines
- ☐ How to vote (in-person, early voting, absentee ballot)
- ☐ Information on voters with special circumstances
- ☐ Voter ID requirements
- ☐ Where to find information about candidates or sample ballots?
- ☐ How to stay nonpartisan
- ☐ Requirements or restrictions for registering others to vote in your state

Identify Strategies and Best Practices

Voter Registration
Individuals can register or update their registration all year long. Clients who have never registered may benefit from assistance and encouragement to vote.

- ☐ Ask about voter registration status on client intake forms and have someone follow up
- ☐ Offer to help clients register or check their registration in individual or group sessions
- ☐ Post flyers with a QR code that allow people to check their voter registration using their cell phones in less than 30 seconds and sign up for reminders to vote before every election.
- ☐ Host voter registration drives at your agency or during events
- ☐ Send staff emails with reminders about deadlines and election dates
- ☐ Encourage staff to check their registration in staff meetings.
- ☐ _____
- ☐ _____

Promoting elections and helping clients to be #Voteready

- ☐ Share information and resources on how to vote and find polling locations
- ☐ Recruit volunteers to help clients make a plan to vote
- ☐ Find and share nonpartisan candidate guides and sample ballots with staff and clients
- ☐ Promote elections and build excitement by asking clients and staff to fill our voter pledge cards and posting them around the building or sharing online
- ☐ Host a candidate form or event
- ☐ Remind people why their vote matters in communications and public spaces
- ☐ _____
- ☐ _____

Promote Civic Engagement all year

- ☐ Host trainings about a variety of topics that connect to democracy and the issues your agency cares about
- ☐ Invite elected officials to your agency to hear about issues facing your clients
- ☐ Post and contact information about elected officials and encourage clients and staff to reach out
- ☐ Help clients contact their elected officials
- ☐ Encourage clients and staff to sign up as poll workers.
- ☐ Provide training and opportunities for staff to learn about local and state government
- ☐ _____
- ☐ _____

Notes and questions:

Next steps

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2.
3.
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