



COMMUNITY RESOURCE CENTER SUCCESS STRATEGIES FOR COLORADO NONPROFITS

The Participation Project: 2017 Voter Engagement Program

Background & Growing Impact

The Participation Project seeks to provide guidance, training, and support to human service nonprofits for their nonpartisan civic engagement efforts. The Participation Project partners with human service nonprofits who have a direct reach into politically marginalized communities in Colorado to register and engage those communities in elections. This work addresses disparities that exist in our electorate and country, and voter engagement efforts have proven benefits to individuals, communities and to organizations.



Our partner organizations include food pantries, community health centers, employment and education service centers, and more. These organizations provide life-giving and life-changing resources to the community. **Since 2010, the Participation Project and our organizational partners have directly engaged over 20,000 individuals and more than 40 nonprofits across Colorado.**

“Elected officials pay attention to who votes. When our communities participate, we have more access to decision makers, increased clout for our organization, and a greater chance to have our issues addressed.”

-Nonprofit Vote

2017 Voter Engagement Accomplishments and Impact

In 2017, our program focused on developing best practices for incorporating online registration through a state-wide voter engagement campaign. Voter engagement efforts included education, registration, and get out the vote. Online voter registration is a part of voting modernization efforts that are important to the future of voter registration and election access. Piloting online voter registration for our program will help the Participation Project grow in scope and scale in 2018.

In 2017, the Participation Project trained, coached, and/or provided support to **9 nonprofit service providers** across the state of Colorado (see enclosed list). Together with our partners, this program engaged **982 clients and individuals** across **18 counties** to register and pledge to vote. Additionally, **632 individuals** from this year and past cycles were engaged in get out the vote efforts, bringing the total contacts to **1,614**. The PP partnered with a diverse group of human service nonprofits, training

80 staff and volunteers on the importance of voting, voter engagement tactics, nonpartisanship, voting rights, and cultural competency.



The Participation Project hired one experienced, bilingual Voter Engagement Canvasser to extend the reach of our community health center partners. The Canvasser received in-depth training and ongoing support and supervision from CRC.

All Participation Project partners, including Community Resource Center participated in National Voter Registration Day on September 26th. We joined thousands of others across the country to promote the importance of voting and provide the opportunity for our communities to register, update their registration, and/ or to pledge to vote with us.

List of Participating Organizations

- Harm Reduction Action Center
- Boulder County AIDS Project
- Sister Carmen Community Center
- Colorado Coalition for the Homeless
- Metro Community Provider Network
- Salud Family Health Centers
- Sunrise Community Health
- Community Partnership Family Resource Center
- Volunteers of America- Denver Branch

Get Out The Vote (GOTV)

All GOTV efforts provided nonpartisan information regarding methods to cast a ballot and resources for troubleshooting issues. GOTV efforts were designed to reach our entire universe which included newly engaged individuals, individuals engaged in previous election cycles, and individuals from Community Resource Center's statewide work. In 2017, we coordinated live, bilingual phone calls which resulted in over **800 contact attempts** to participate in the 2017 election, with more than **600** completed contacts. All sites and our canvassers distributed **over 500** bilingual cards that included information about registration, drop off locations, voting assistance and about the election. We also continued our digital engagement through CRC's social media, email and website. CRC's social media posts, website, and voter registration page received a total of over **5,500 views**.



Participation Project Staff and Contact Information

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