

**The Participation Project:  
2018 Voter Engagement Program**

**Background & Impact**

The Participation Project provides 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, organizations, and communities.

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 22,500 individuals and more than 50 nonprofits across Colorado.**



**2018 Voter Engagement Accomplishments and Impact**

This year, the Participation Project trained, coached, and/or provided support to **13 nonprofit service providers** across the Colorado (see enclosed list). We engaged **2,670 individuals** across **15 counties**, including **675 voter registrations** and 1995 pledges to vote. Our team partnered with a diverse group of human service nonprofits, training **98 staff, volunteers, residents, and constituents** on the importance of voting, voter engagement tactics, nonpartisanship, voting rights, and cultural competency. CRC hired, trained, and managed 3 Canvassers to help supplement the work of our partner organizations.



In 2018, our program focused on building upon the findings of our work for incorporating online registration, new strategies to build the program, and increasing our reach and capacity to civically engage low-income people of color. Additionally, we offered a range of engagement opportunities for organizations to join our program including: canvass support, event-based engagement, and fully integrated approaches.

## Participating Organizations

- Mi Casa Resource Center
- mPowered
- Sister Carmen Community Center
- Colorado Coalition for the Homeless
- Metro Community Provider Network
- Nederland Food Pantry
- Metro Caring
- Salud Family Health Centers
- Sunrise Community Health
- Community Partnership Family Resource Center
- Center for Work Education and Employment
- Association for Community Living
- Peak Vista Community Health

### **National Voter Registration Day**

National Voter Registration Day was September 26<sup>th</sup>. 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.

In 2018, we celebrated our most successful and largest NVRD to date - with **429 Pledge to Vote Cards** and **85 Voter Registration Forms** collected across our partner organizations, culminating in **514 total contacts in one day**.

### **Get Out The Vote (GOTV)**

The Community Resource Center conducted its largest Get Out The Vote (GOTV) campaign in its history. 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 2018, we coordinated live, bilingual phone calls, text messages, and mail pieces to **6,000 individuals** which resulted in **30,000 contact attempts** to participate in the 2018 election.



Additionally, all partner sites and our Canvassers distributed bilingual voting assistance about the election. We also continued our digital engagement through CRC's social media, email, and website.

### **Participation Project Staff and Contact Information**

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