The Problem: Gaps in Voter Turnout
Voter turnout data shows that young adults and low-income communities are underrepresented at the polls. Democracy suffers when potential voters sit out elections. Voters can’t be counted on to represent the interest of non-voters. Voters today are more conservative than non-voters when it comes to government spending on local issues like affordable housing, public schools, libraries and transportation.

Fueling the Gap: Lack of Voter Contact
People without a history of voting do not get phone calls, texts or mail to encourage them to vote. With limited resources campaigns only contact likely voters. Our partners are expanding the voter rolls and helping to disrupt a frustrating cycle of voter apathy.

Filling the Gap: Engaging New Voters
As nonprofits engage, campaigns make contact, people vote and are labeled as likely voters.

The Solution: Nonprofit Get Out the Vote Campaign
7 Nonprofit Partners

1 Support Organization
Community Votes

1 Data Partner
New York Civic Engagement Table

4,332 Voters Engaged
685 Pledged to Vote
421 Registered
1,106 Matched to voter file

Nonpartisan Outreach
1,818 postcards contacts
1,408 live phone calls
4,332 in-person conversations

The Results: Impact on Voter Turnout
New York City Nonprofit Voters turned out at 13% Higher rates than Comparable Voters for the Primary Election and at 10% higher rates for the General Election.

Partners outside of New York City focused on the general election. Their voters turned out at 1% higher rates than NYS voters during their first year working with Community Votes.

*Source: US Census and NYS Board of Election

Contact: lhackett@communityvotes