

LWV CONVENTION – SUMMER 2018

Showcasing our Strengths: Telling our Collective Story

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Telling our Story

What do people ask about the League?

- Impact – What have you done lately?
- Learning – What are you doing that's new?
- Diversity – Does the League look like the community it serves?

**WHAT DO THESE THREE
QUESTIONS HAVE IN COMMON?**

DATA

*Collective story-telling
requires data about our
collective work.*

Impact – What have you done lately?

Who we are and what we do

Members and donors are drawn in by visibility – show what you're doing

Collective impact

Weave in data about all levels of League

Tie impact to mission

Highlight data that shows how you are fulfilling your purpose (mission impact)

2016 | NonprofitVOTE

Year in Review

Key civic engagement anchors across the nine states (see map) recruited between 8 and 24 local nonprofit agencies in their respective communities to run voter engagement drives with the communities they serve. With training and support from these civic engagement anchors, a total of 130 participating agencies engaged over 40,000 voters in 2016.

With special funding, we were able to follow-up on those contacts with a nonpartisan get-out-the-vote (GOTV) campaign. We mailed post cards to 22,000 recently-engaged voters. We made 55,000 live phone calls with the help of our many partners who set up phone banks in their communities. Additionally, 17,000 voters received a text message on the day before Election Day reminding them to vote.

Source <https://www.nonprofitvote.org/documents/2017/02/2016-nonprofit-vote-annual-report.pdf/>

Learning – What are you doing that's new?

Data helps us learn

It provides insight into which efforts have the biggest impact and which ones don't

Successes & failures

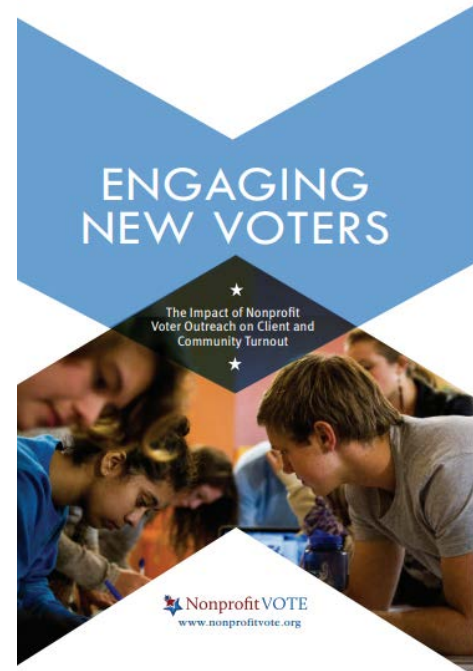
Both provide learning about how to do things differently next time

Share what you learn!

Helping others learn adds to your value as an organization

COMPARING TURNOUT RATES

- Overall, **voter turnout among young nonprofit voters was 5.7 percentage points higher than turnout among other comparable young voters (61.0% vs. 55.4%).**
- Turnout was higher among all racial groups engaged by nonprofits, with Latinos showing the largest gain.
 - **Young Black nonprofit voters turned out at a rate 5.1 percentage points higher than comparable young Black voters (59.9% vs. 54.9%).**
 - **Young Latino nonprofit voters turned out at a rate 6.0 percentage points higher than comparable young Latino voters (52.8% vs. 46.8%).**
 - **Young White nonprofit voters also performed well, turning out at 5.5 percentage points higher than comparable young White voters (71.5% vs. 66.0%).**
- Turnout was higher among both men and women engaged by nonprofits.
 - **Young women engaged at nonprofits turned out at a rate 6.5 percentage points higher than comparable young women (66.7% vs. 60.2%).**
 - **Young men engaged at nonprofits turned out a rate 4.4 percentage points higher than comparable young men (52.3% vs. 47.9%).**
- Pledge-to-vote cards were particularly effective.
 - **Nonprofit voters who signed a pledge-to-vote card turned out to vote at a rate 14.1 percentage points higher than comparable registered voters.**



Source: <https://www.nonprofitvote.org/documents/2018/03/enagaging-new-voters.pdf/>

Diversity – Does the League look like the community it serves?

**No one becomes
diverse overnight**

Show progress in steps

**Variety of data
points to measure**

- Leaders & members
- DEI policy & implementation
- Partnerships
- Including new voices
- Communities served

Guidestar

Fill out your DEI profile

Diversity, Equity, and Inclusion

Building the infrastructure for diversity, equity, and inclusion (DEI) for the Nonprofit Sector

A GROWING BODY OF KNOWLEDGE

Demographic Information Available on GuideStar Nonprofit Profiles

Through the Nonprofit Profile Update Tool, GuideStar collects the following demographic information:

FOR BOARDS, STAFF, AND SENIOR STAFF

- ✓ Gender identity
- ✓ Race and ethnicity
- ✓ Sexual orientation
- ✓ Disability status

FOR THE ORGANIZATION

- ✓ Diversity Strategies



Demographic information can be found on the GuideStar Nonprofit Profile under Operations

Source: <https://learn.guidestar.org/dei>

Collecting data is valuable & anyone can do it.

Collective impact

Connect impact with mission

Learn from your data

Share what you learn

DEI data

An easy first step is being
transparent about your efforts

QUESTIONS? COMMENTS?

**THANK
YOU!**