VOTER MOBILIZATION FOR NONPROFITS

A toolkit for nonpartisan voter mobilization.

In 2021, there are no federal or statewide offices on the ballot - not every Minnesotan votes this year.

Find out if your local municipality is holding an election, or special election, through the Secretary of State’s website or on page 9.

An update of the original toolkit prepared by Grassroots Solutions and the Minnesota Council of Nonprofits, 2021.
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A DOZEN WAYS TO GET OUT THE VOTE

You may not have the time or resources to do a major Voter Mobilization campaign at your nonprofit, but there are dozens of easy ways to quickly and easily get-out-the-vote without spending any money.

1. **Talk to people** about the importance of voting in your next All Staff Meeting.

2. **Send a newsletter or publish an article** on your website before Election Day encouraging everyone to register and vote. *(View sample messages & images on page 6.)*

3. **Celebrate National Voter Registration Day on 9/28** with emails to your staff, participants, members, board, and volunteers with steps to register. *(View sample messages & images on page 6.)*

4. **Make a VOTE sign** and place it in your lobby window and other public areas with information about polling places and same-day registration. *(Same day registration information on page 4.)*

5. **Do a 'virtual door knock'** on the day before the Election. Use your nonprofit’s online chat like Teams or Slack to send a quick reminder to vote.

6. **Host a voting Q&A** on Facebook Live or Tweet Chat, or post voting trivia to your Instagram.

7. **Put a voter registration & Election Day message in your staff email signature** so every email reminds people to vote.

8. **Car pool to the polls** with colleagues, participants, volunteers, or board members who live in your precinct. Make it fun and social!

9. **Include an Election Day reminder** in any group meetings or programs your nonprofit holds in the month leading up to the Election (including staff and board meetings).

10. **Share important registration and Election deadlines on your social media.** Schedule posts in advance to maintain consistent messaging.

11. **Send virtual reminders** to your colleagues leading up to the Election with voting registration information.

12. **Take time on Election Day** to help others vote and get to the polls.
ELECTION DAY REGISTRATION: WHAT TO BRING

Minnesota has Election Day registration. It is easier and strongly encouraged to pre-register. Even if you pre-register, you may be asked for identification. Don’t leave home without your ID! Check your voter registration status.

Proof of residence
If you register on Election Day, you’ll need to provide proof of residence. There are seven options to prove residence.

1. ID with current name and address
Accepted IDs:
- Valid Minnesota driver's license, Minnesota learner’s permit, Minnesota ID card - or a receipt for any of these (yellow papers).
- A tribal ID card with your name, current address, signature, and photo (tribe must be recognized by the BIA).

2. Photo ID plus a document with current name and address
The ID can be expired, and the document can also be shown electronically on a device (smartphone, tablet, etc.). One from each box below can be presented.

- Driver’s license, state ID, or learner’s permit issued by any state
- U.S. passport
- U.S. Military ID card
- Tribal ID card with the name, signature, and photo of the voter
- Minnesota university, college, or technical college ID card
- Minnesota high school ID card
- Residential lease or rental agreement (must be valid through Election Day)
- Current student fee statement
- Bill, account, or start of service statement due or dated within 30 days of Election:
  - Phone (landline, cell, VOIP, etc.)
  - TV (cable, satellite, etc.)
  - Internet services
  - Solid waste or sewer services
  - Electric, gas, or water
  - Banking or credit card
  - Rent or mortgage payments

3. College student ID - if a student housing list was provided
A student ID card that includes a photo if living in University-sponsored housing (valid if college/university provided student housing list to election officials).

4. Notice of Late Registration
A "Notice of Late Registration" you received from your County Auditor or City Clerk. This notice can be used to register on Election Day.

5. Valid registration in the same precinct
If you moved to a new residence within your same precinct or changed your name; a current, valid voter registration in the precinct.

6. Registered voter who can confirm your name and address
A registered voter in your precinct who will confirm your address with a signed oath at your polling place, known as a Voucher.

7. Staff person of a residential facility
An employee of a residential facility where you reside (nursing home, group home, battered women’s shelter, homeless shelter, etc.) who will confirm your address with a signed oath at your polling place, known as a Voucher.
ELECTION CONTACT INFORMATION

On or before Election Day, there are many resources available to answer your questions or help you vote at the polls.

For general information or questions:

The Secretary of State's Office
Phone: 651-215-1440 or 1-877-600-VOTE (8683)
Website: http://www.sos.state.mn.us

To find your polling place or report a problem, contact your County Elections Office:

Hennepin County Elections
Phone: 612-673-2070
Email: elections@ci.minneapolis.mn.us
Website: http://hennepin.us/elections
or www.ci.minneapolis.mn.us/elections

Ramsey County Elections
Phone: 651-266-2171
Email: elections@co.ramsey.mn.us
Website: http://www.co.ramsey.mn.us/elections

Polling Place finder
Website: http://pollfinder.sos.state.mn.us

Minnesotans Overseas
Website: https://minnesota.overseasvotefoundation.org/overseas/cod.htm

Voter Status (Am I registered?)
Website: https://mnvotes.sos.state.mn.us/VoterStatus.aspx

For legal questions or to get help at the polls:

The League of Women Voters
Phone: 651-224-5445
Website: www.lwvmn.org

Alliance for Justice
Phone: 866-675-6229
Website: www.afj.org

Democratic Farmer Labor Party
Phone: 651-293-1200
Website: www.dfl.org

Green Party
Phone: 651-288-2820
Website: www.mngreens.org

Independence Party
Phone: 651-487-9700
Website: www.minip.org

Republican Party
Phone: 651-222-0022
Website: www.mngop.org

Rides to the polls - any of these political parties should be able to help:
SAMPLE SOCIAL MEDIA & EMAIL MESSAGES

Social media, emails, newsletters, website articles, and other forms of digital communications can be quick, easy, and cost effective ways to remind your target audience to vote. Repeated reminders from a nonprofit like yours that a voter trusts make it more likely that they will go to the polls on Election Day.

To aid your Voter Mobilization campaign, here are sample messages and images for your use. Make sure to tag MCN in each post and use the hashtag #NonprofitsVote so MCN can share and amplify your posts. Follow MCN on social media:

- Twitter
- Instagram
- Facebook
- LinkedIn

Find sample images sized for Twitter, Facebook, LinkedIn, and Instagram on Google Drive. You can also find these messages in a Word document in the Google Drive folder.

What’s on the ballot?

What’s on the Election Day ballot in Minnesota this year? Not all areas of Minnesota will have elections in 2021. View a list of regularly scheduled elections [https://www.sos.state.mn.us/media/4581/regularly-scheduled-2021-elections.pdf](https://www.sos.state.mn.us/media/4581/regularly-scheduled-2021-elections.pdf) or use the Polling Place Finder [https://pollfinder.sos.state.mn.us/](https://pollfinder.sos.state.mn.us/) to see what elections, if any, are coming up for an address. Voters may have one or more of these races on their ballot: City Officers; School Board Members; Township Officers; Local ballot questions. #NonprofitsVote @SmartNonprofits

How to register to vote

Your #vote is your voice - make sure you’re registered. Here’s everything you need to register early: [https://www.sos.state.mn.us/elections-voting/register-to-vote](https://www.sos.state.mn.us/elections-voting/register-to-vote). Remember, Minnesota allows you to register at the polls on Election Day! Here’s everything you need to know about registering day-of: [https://www.sos.state.mn.us/elections-voting/register-to-vote/register-on-election-day/](https://www.sos.state.mn.us/elections-voting/register-to-vote/register-on-election-day/) #NonprofitsVote @SmartNonprofits

Help us spread the word

Our community plays a vital role in every election by voting. Did you know there are local elections of importance across Minnesota this year? Help us spread the word!

1. Make sure you’re registered to #vote, it only takes 30 seconds: [https://mnyotes.sos.state.mn.us/VoterStatus.aspx](https://mnyotes.sos.state.mn.us/VoterStatus.aspx)
2. Check which offices and issues are on your ballot: [https://www.sos.state.mn.us/elections-voting/whats-on-my-ballot/](https://www.sos.state.mn.us/elections-voting/whats-on-my-ballot/)
3. Ask three friends or family members if they are registered to vote. If not, help them register!
4. Share this post so your friends can spread the word too.
SAMPLE SOCIAL MEDIA & EMAIL MESSAGES CONT.

How to vote early / vote from home

COVID has many people rightly worried about going to the polls to vote in the #2021Election. But we can’t let this situation silence our voices. Voting by mail is highly encouraged to keep everyone safe & healthy during the pandemic. Apply to #VoteByMail today: https://www.sos.state.mn.us/elections-voting/other-ways-to-vote/vote-early-by-mail/ #NonprofitsVote @SmartNonprofits

Voting is your voice

It’s easy to feel like your participation in civic engagement is just a small drop in the bucket. But your voice matters, and together we hold the potential to create the change we want to see in our state. See what issues and offices are on the ballot in Minnesota’s 2021 local elections: https://www.sos.state.mn.us/elections-voting/whats-on-my-ballot/ #NonprofitsVote @SmartNonprofits

9/28: National Voter Registration Day

Happy #NationalVoterRegistrationDay! September 28 is a nonpartisan holiday that involves thousands of organizations and volunteers working together to ensure their family, friends, and neighbors are registered to vote and ready to cast a ballot.

National Voter Registration Day is the perfect opportunity to get involved no matter what party you support or which issues matter most to you. Today, we invite you to register to vote and learn more about the issues on your ballot in the 2021 Minnesota elections: https://www.sos.state.mn.us/elections-voting/register-to-vote/ #NonprofitsVote @SmartNonprofits

10/11: Last day to pre-register tomorrow

Unlike many states, you can wait until Election Day to register to vote in Minnesota. However, registering early online or by mail saves you time at the polls. TOMORROW, October 12, is the deadline to pre-register online or by mail for 2021 local elections in Minnesota. Register now!
Register online: https://mnvotes.sos.state.mn.us/VoterRegistration/VoterRegistrationMain.aspx
Register by mail: https://www.sos.state.mn.us/elections-voting/register-to-vote/register-on-paper/ #NonprofitsVote @SmartNonprofits

11/2: Election Day

Today is #ElectionDay for many local elections across Minnesota! If you voted early, yay! If not, you can #vote today until 8pm and even register at the polls. Our community plays a vital role in every election by voting, so make your voice heard today! #NonprofitsVote

Find out what’s on your ballot: https://www.sos.state.mn.us/elections-voting/whats-on-my-ballot/
Registering on Election Day: https://www.sos.state.mn.us/elections-voting/register-to-vote/register-on-election-day/
Am I registered to vote? https://mnvotes.sos.state.mn.us/VoterStatus.aspx
General voter mobilization messages

- [Insert number] days until #ElectionDay! Have you made a plan to vote yet? #NonprofitsVote @SmartNonprofits [https://www.sos.state.mn.us/elections-voting/register-to-vote/registration-faqs/](https://www.sos.state.mn.us/elections-voting/register-to-vote/registration-faqs/)

- Friends don’t let friends not #vote! Have you checked your voter registration status this year? Do it now! [https://mnvotes.sos.state.mn.us/VoterStatus.aspx](https://mnvotes.sos.state.mn.us/VoterStatus.aspx) #NonprofitsVote @SmartNonprofits

- Each year, an estimated 30+ million Americans move. Whether you moved across the state or down the street, be sure to update your voter registration TODAY! [https://www.sos.state.mn.us/elections-voting/register-to-vote/](https://www.sos.state.mn.us/elections-voting/register-to-vote/) #NonprofitsVote @SmartNonprofits

- If you have recently turned 18, may we suggest the perfect belated birthday gift? Registering to #vote ahead of Minnesota’s 2021 local elections! Register here: [https://www.sos.state.mn.us/elections-voting/register-to-vote/](https://www.sos.state.mn.us/elections-voting/register-to-vote/) #NonprofitsVote @SmartNonprofits

- Are you a new American citizen? Congratulations! Don’t forget to confirm your voter registration status so you can celebrate your new citizenship by casting your first ever American election ballot: [https://www.sos.state.mn.us/elections-voting/register-to-vote/](https://www.sos.state.mn.us/elections-voting/register-to-vote/) #NonprofitsVote @SmartNonprofits

- People experiencing homelessness are eligible to #vote. You can register to vote using the location of where you currently sleep as your address. Learn more about how to register before and on Election Day: [https://www.sos.state.mn.us/elections-voting/register-to-vote/im-homeless/](https://www.sos.state.mn.us/elections-voting/register-to-vote/im-homeless/) #NonprofitsVote @SmartNonprofits

- We have [insert number] days left before Minnesota’s local 2021 elections. Have you registered to #vote? If you plan to vote by mail, have you submitted your application? Do you have the information you need to be an informed voter? Today’s a great day to start! [https://www.sos.state.mn.us/elections-voting/register-to-vote/](https://www.sos.state.mn.us/elections-voting/register-to-vote/) #NonprofitsVote @SmartNonprofits

Sample images for your use

*Find sample images sized for Twitter, Facebook, LinkedIn, and Instagram on Google Drive.*
## 2021 ELECTIONS

### Municipal Elections
- Aurora (FIPS 2872)
- Barnesville (FIPS 3574)
- Benson (FIPS 5212)
- Bloomington (FIPS 6616)
- Circle Pines (FIPS 11494)
- Duluth (FIPS 17000)*
- Falcon Heights (FIPS 20420)
- Golden Valley (FIPS 24308)
- Hopkins (FIPS 30140)
- Independence (FIPS 30842)
- Lino Lakes (FIPS 37322)
- Lonsdale (FIPS 38150)
- Mahtomedi (FIPS 39428)
- Minneapolis (FIPS 43000)
- Minnetonka (FIPS 43252)
- Rushford (FIPS 56284)
- Sacred Heart (FIPS 56572)
- St. Anthony (FIPS 56680)
- St. Louis Park (FIPS 57220)
- St. Paul (FIPS 58000)
- St. Paul Park (FIPS 58018)
- St. Peter (FIPS 58036)
- White Bear Lake (FIPS 69970)*

*primary possible

### School District Elections
- Anoka-Hennepin (ISD 11)
- Barnesville (ISD 146)
- Bloomington (ISD 271)
- Central (ISD 108)
- Duluth (ISD 709)*
- East Central (ISD 2580)
- Edina (ISD 273)
- Fridley (ISD 14)
- Hastings (ISD 200)
- Hinckley-Finlayson (ISD 2165)
- Holdingford (ISD 738)
- Hopkins (ISD 270)
- Inver Grove Heights (ISD 199)
- Minnetonka (ISD 276)
- Mounds View (ISD 621)
- Mountain Lake (ISD 173)
- Ogilvie (ISD 333)
- Richfield (ISD 280)
- Rosemount-Apple Valley-Eagan (ISD 196)
- Roseville (ISD 623)
- Rothsay (ISD 850)
- Rush City (ISD 139)
- South Washington County (ISD 833)
- Spring Lake Park (ISD 16)
- St. Anthony-New Brighton (ISD 282)
- St. Louis Park (ISD 283)
- St. Paul (ISD 625)
- St. Peter (ISD 508)
- Wayzata (ISD 284)
- West St. Paul-Mendota Heights-Eagan (ISD 197)
- Westonka (ISD 277)
- White Bear Lake (ISD 624)

*primary possible
2021 SPECIAL ELECTIONS

Special Elections

- Special Election City Of Cottage Grove (Question)
- Special Election City Of Lakeville (Question)
- School District Special Election ISD 1 - Aitkin (Question)
- School District Special Election ISD 2 - Hill City (Vacancy)
- School District Special Election ISD 31 - Bemidji (Question)
- School District Special Election ISD 75 - St. Clair (Question)
- School District Special Election ISD 85 - Springfield (Vacancy)
- School District Special Election ISD 88 - New Ulm (Question)
- School District Special Election ISD 108 - Central (Question)
- School District Special Election ISD 112 - Eastern Carver County (Question)
- School District Special Election ISD 138 - North Branch (Vacancy)
- School District Special Election ISD 150 - Hawley (Vacancy)
- School District Special Election ISD 177 - Windom (Question)
- School District Special Election ISD 191 - Burnsville (Vacancy)
- School District Special Election ISD 194 - Lakeville (Vacancy)
- School District Special Election ISD 203 - Hayfield (Question)
- School District Special Election ISD 206 - Alexandria (Vacancy)
- School District Special Election ISD 213 - Osakis (Vacancy)
- School District Special Election ISD 227 - Chatfield (Question & Vacancy)
- School District Special Election ISD 239 - Rushford-Peterson (Vacancy)
- School District Special Election ISD 241 - Albert Lea (Question)
- School District Special Election ISD 264 - Herman-Norcross (Question)
- School District Special Election ISD 272 - Eden Prairie (Vacancy)
- School District Special Election ISD 299 - Caledonia (Question & Vacancy)
- School District Special Election ISD 318 - Grand Rapids (Vacancy)
- School District Special Election ISD 345 - New London-Spicer (Question & Vacancy)
- School District Special Primary ISD 378 - Dawson-Boyd (Question & Vacancy)
- School District Special Election ISD 381 - Lake Superior (Question)
- School District Special Election ISD 403 - Ivanhoe (Question)
- School District Special Election ISD 414 - Minneota (Question)
- School District Special Election ISD 447 - Grygla (Question)
- School District Special Election ISD 458 - Truman (Question)
- School District Special Election ISD 477 - Princeton (Question)
- School District Special Election ISD 487 - Upsala (Question)
- School District Special Election ISD 495 - Grand Meadow (Question)
- School District Special Election ISD 497 - Lyle (Vacancy)
- School District Special Election ISD 507 - Nicollet (Question & Vacancy)
- School District Special Election ISD 531 - Byron (Question)
- School District Special Election ISD 547 - Parkers Prairie (Vacancy)
- School District Special Election ISD 561 - Goodridge (Vacancy)
- School District Special Election ISD 564 - Thief River Falls (Question)
2021 SPECIAL ELECTIONS CONT.

- School District Special Election ISD 577 - Willow River (Vacancy)
- School District Special Election ISD 592 - Climax-Shelly (Question & Vacancy)
- School District Special Election ISD 622 - North St Paul-Maplewood (Question)
- School District Special Election ISD 690 - Warroad (Question)
- School District Special Election ISD 698 - Floodwood (Question & Vacancy)
- School District Special Election ISD 719 - Prior Lake (Question)
- School District Special Election ISD 720 - Shakopee (Question)
- School District Special Election ISD 726 - Becker (Question)
- School District Special Election ISD 727 - Big Lake (Question & Vacancy)
- School District Special Election ISD 741 - Paynesville (Question & Vacancy)
- School District Special Election ISD 743 - Sauk Centre (Question)
- School District Special Election ISD 756 - Blooming Prairie (Question)
- School District Special Election ISD 803 - Wheaton Area (Question)
- School District Special Election ISD 821 - Menahga (Vacancy)
- School District Special Election ISD 832 - Mahtomedi (Question & Vacancy)
- School District Special Election ISD 834 - Stillwater (Question & Vacancy)
- School District Special Election ISD 836 - Butterfield (Question & Vacancy)
- School District Special Election ISD 846 - Breckenridge (Question)
- School District Special Election ISD 858 - St. Charles (Vacancy)
- School District Special Election ISD 876 - Annandale (Question)
- School District Special Election ISD 879 - Delano (Question)
- School District Special Election ISD 882 - Monticello (Question)
- School District Special Election ISD 885 - St Michael-Albertville (Question)
- School District Special Election ISD 911 - Cambridge-Isanti (Question)
- School District Special Election ISD 2137 - Kingsland (Vacancy)
- School District Special Election ISD 2159 - Buffalo Lake-Hector-Stewart (Question)
- School District Special Election ISD 2172 - Kenyon-Wanamingo (Question)
- School District Special Election ISD 2342 - West Central Area (Question)
- School District Special Election ISD 2448 - Martin County West (Vacancy)
- School District Special Election ISD 2534 - Bold (Vacancy)
- School District Special Election ISD 2683 - Greenbush-Middle River (Question)
- School District Special Election ISD 2753 - Long Prairie-Grey Eagle (Question)
- School District Special Election ISD 2853 - Lac Qui Parle Valley District 2 (Vacancy)
- School District Special Election ISD 2856 - Stephen-Argyle Central
- School District Special Election ISD 2884 - Red Rock Central (Question)
- School District Special Election ISD 2889 - Lake Park Audubon (Question)
- School District Special Election ISD 2890 - Renville County West (Question & Vacancy)
- School District Special Election ISD 2897 - Redwood Area (Question & Vacancy)
- School District Special Election ISD 2908 - Brandon-Evansville (Question)
- School District Special Election ISD 2909 - Rock Ridge (Vacancy)