

It's Time to Get #VoteReady for the 2026 Midterms

Part 1: Voter Education

October 6, 2pm

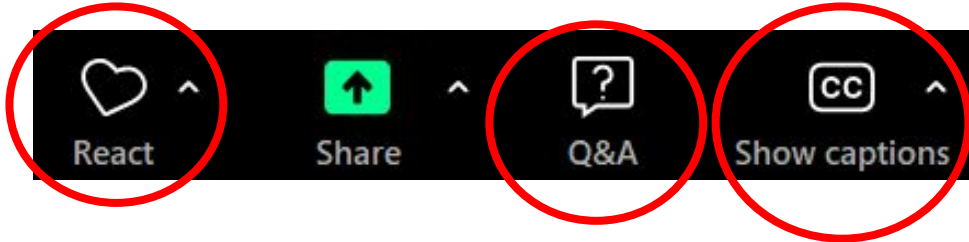


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Housekeeping

- **This webinar is being recorded** and the link will be shared.
- There will be a Question & Answer session
 - Please add your questions in the **Q&A box in zoom**, not in the chat.
- **Closed Captioning** is available



Who we are and what we do

- **Mission:** Nonprofit VOTE is the managing partner of National Voter Registration Day, the largest civic holiday in the nation, and we equip our nation's nonprofits with nonpartisan tools and resources to help the communities they serve participate in voting and democracy.
- **Vision:** We envision a diverse network of nonprofits across the United States with the skills, resources, and commitment needed to foster a more inclusive democracy where all voices are heard, particularly those currently underrepresented in the voting process.



Visit www.nonprofitvote.org for more information!

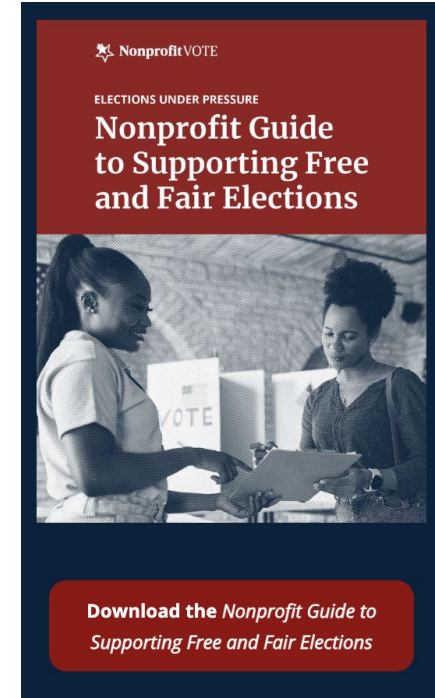


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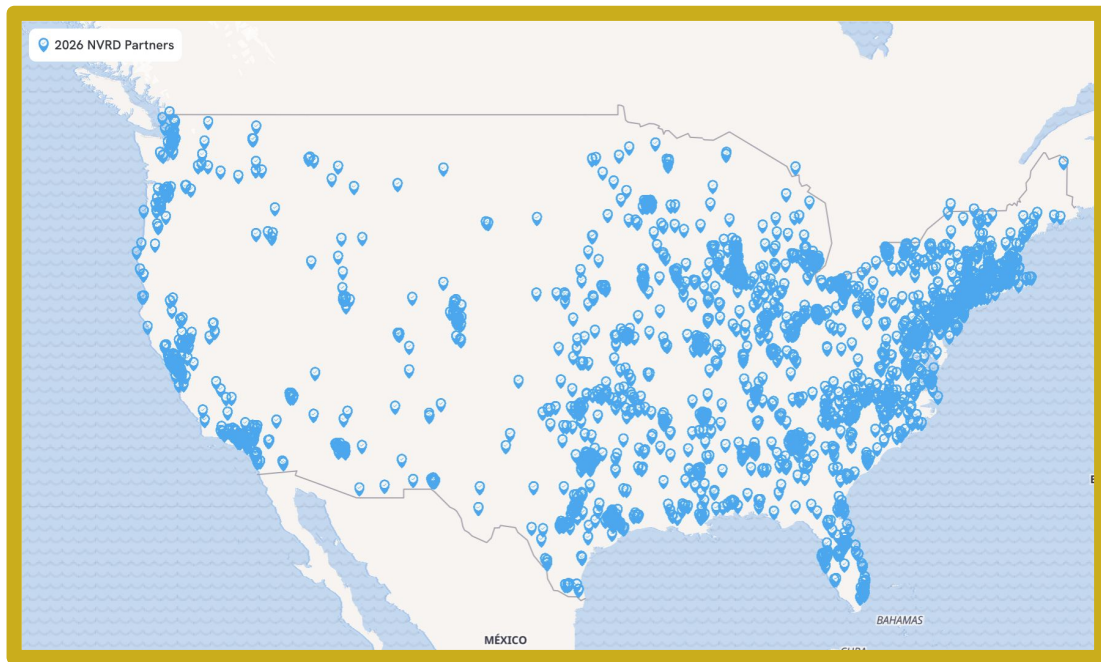


Free and Fair Elections

- We've been getting some different questions this year, particularly about election safety and voter protection
- Nonprofit VOTE and M+R partnered to answer them
- This guide gives you the tools to equip your community in this year in particular



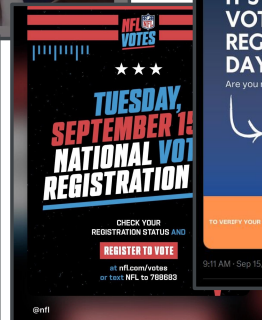
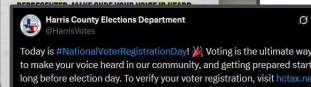
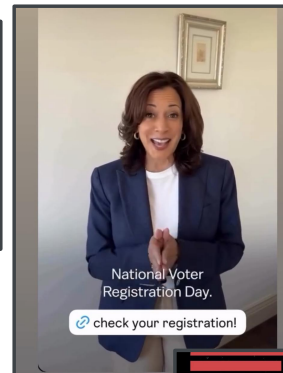
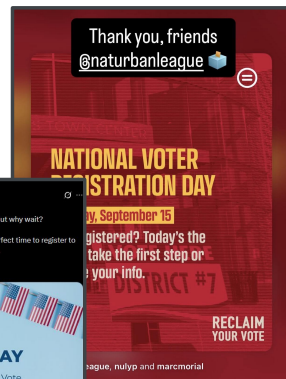
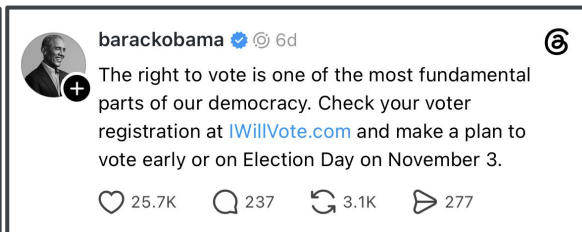
Community Partners: 3500+ local organizations



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Celebrity Engagement + Elected Officials



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And what this all **resulted in ...**



What this **two-part webinar** series will cover

Today's webinar

Get informed.

Can voters answer:

- Am I registered?
- What's on my ballot?
- What are my voting options?
- What are my deadlines?
 - Where do I get trustworthy information?

Part 2: Oct 20

Get moving.

Can voters answer:

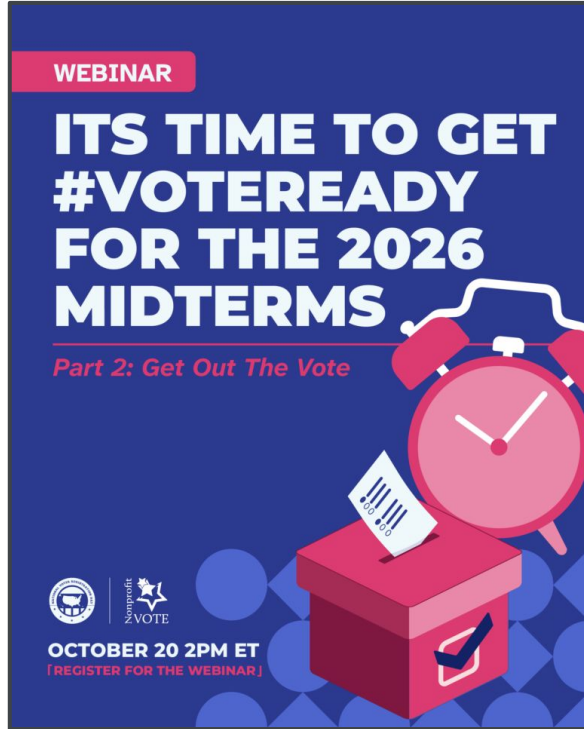
- When am I voting?
- Where am I voting?
- How am I getting there?
 - What do I need?
- What's my backup plan?



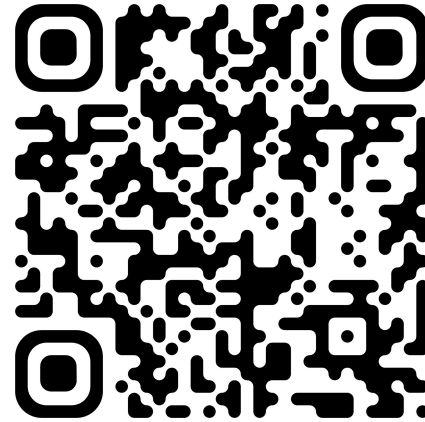
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Join us for Part 2 of this webinar series!



Oct 20, 2pm ET



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Now let's get our communities **#VoteReady**

Part I : Voter Education



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**Registration gets voters on
the rolls.**

**Voter education gets them ready
for what comes next.**

**So what is the right formula for an
informed and empowered nation of
voters?**



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Trusted Voice

Someone people already know

Voter Education

Voters feel #VoteReady with information they can use.

Active Voting Habits

Voters turn information into a plan

An informed and empowered nation of voters.

Creating communities of voters who understand the impact and turn out no matter the election.



The impact of the **2026 Midterms**

The 2026 elections will give voters the opportunity to shape decisions at every level of government.

Ballots across the country will include **all 435 seats** in the U.S. House of Representatives, **33** U.S. Senate seats, **36** governorships, over **6,100 state** legislative seats, and tens of thousands of local offices that influence policies affecting daily life.

Remember: National Voter Registration Day is about democracy. It's about doing something, big or small, to help your community participate in the electoral process. We're helping people use their voice—not telling them what to say.



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Let's plan ahead:
What's on the docket for the upcoming election years?



$$\mathcal{L} = \oint E \cdot dt$$

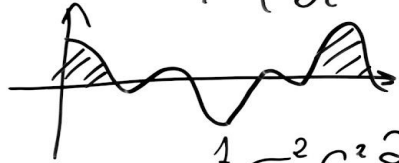
$$f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \quad \frac{dt}{d\theta}$$

$$\begin{aligned} \nabla \cdot E &= 0 & \nabla \times E &= -\frac{1}{c} \frac{\partial H}{\partial t} \\ \nabla \cdot H &= 0 & \nabla \times H &= \frac{1}{c} \frac{\partial E}{\partial t} \end{aligned}$$

$$(-i\hbar \frac{\partial}{\partial t} \Psi = H \Psi)$$

$$\rho \left(\frac{\partial v}{\partial t} + v \cdot \nabla v \right) = -\nabla p + \nabla \cdot T + f$$

$$+ \sum_{i=1}^n \frac{q_i}{2} H_i^M + c_s \frac{D}{Q} + c_o D +$$



$$\frac{1}{2} G^2 S^2 \frac{\partial^2 V}{\partial S^2} + \dots$$

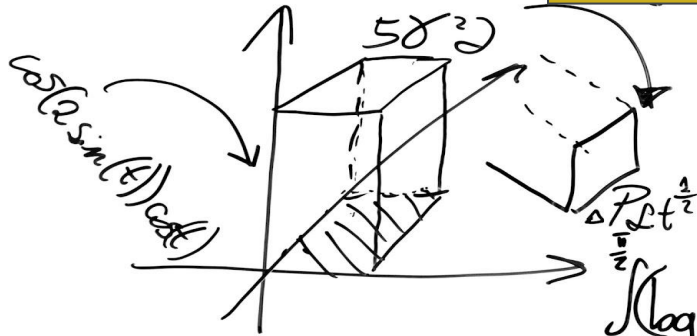
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Trusted Voice
Someone people already know

$$\frac{(p-D)}{2p} H^M + F_0 N + F_0 N + \sum_{i=1}^n D_i w_i d_i \frac{(1+\omega)}{F_y} \frac{F_y}{F_y}$$

$$TC(Q, q_i, m_i)$$

$$m_i \left(1 - \frac{D_i}{P_i} \right) - 1 + 2 \frac{D_i}{P_i} \Big] +$$



$$\begin{bmatrix} \frac{d \Delta p(s, \phi)}{d \phi} \\ \frac{d \Delta M(s, \phi)}{d \phi} \end{bmatrix} = \begin{bmatrix} \gamma & -\mathcal{L} \\ -\beta & 0 \end{bmatrix} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix}$$

$$\int_0^{\frac{\pi}{2}} (\log \sin x)^2 dx = \int_0^{\frac{\pi}{2}} (\log \cos x)^2 dx = \frac{\pi}{2} \left\{ \frac{\pi^2}{12} + (\log 2)^2 \right\}$$



Trusted Voice: Do's and Don'ts

DO...

- ✓ **Listen first.** Ask what the person actually needs.
- ✓ **Be patient.** Confusion, frustration, and skepticism may be behind the question.
- ✓ **Stay nonpartisan.** Focus on the process and reliable information.
- ✓ **Know your lane.** Be clear about what you know and what you don't.
- ✓ **Use plain language.** Make complicated processes understandable.
- ✓ **Redirect partisan conversations.** Bring the conversation back to voter information.
- ✓ **Connect people to the right resource.** Know your election office, voter resources, and assistance hotlines.
- ✓ **Correct misinformation carefully.** Lead with accurate information and the source.
- ✓ **Protect the trust you've earned.** Be consistent, accurate, and helpful.

DON'T...

- ✗ **Don't lecture.** More information isn't always better information.
- ✗ **Don't tell** people who or what to support.
- ✗ **Don't guess.** Election rules are not the place for improvisation.
- ✗ **Don't repost something just because it looks official.**
- ✗ **Don't drown people in election jargon.**
- ✗ **Don't take the bait.** You don't have to win a political argument.
- ✗ **Don't feel like you have to personally solve every problem.**
- ✗ **Don't shame** someone for what they don't know.
- ✗ **Don't repeat** misinformation unnecessarily.
- ✗ **Don't sacrifice credibility** to have an answer immediately.

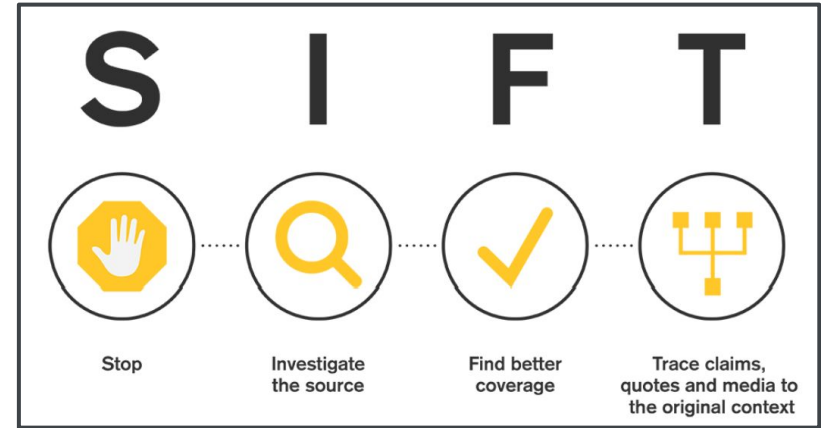


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How you can maintain trust

- Repost messages directly from state or local elections offices to avoid partisanship or misinformation
- Use FactCheck.org, PolitiFact, Snopes, or the Brennan Center's election rumor tracker to debunk election rumors
- Use the SIFT framework to verify any claim about voting procedures or election results



Don't guess. Don't debate.

**You're there to help with the
right information.**



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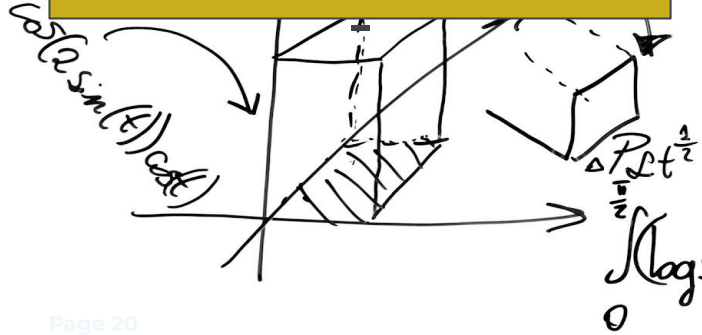
$$+ \sum_{i=1}^n \frac{q_i}{2} H_i^M + c_s \frac{D}{Q} + c_o D +$$

Trusted Voice

Someone people already know

Voter Education

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$$\left[\frac{(1+2)}{F_x} \frac{F_x}{F_x} \right] +$$



Let's start with the basics

- Help your community **check their registration and make a plan to vote**
- Help voters **navigate voter ID and proof of citizenship rules**
- Encourage **early voting** (in person or by mail)
- Update voters on **changes to the voting system** (where, when, how)
- If they've already voted or checked their registration, they can help others



Don't forget education on **voting rights**

- **Educate the public** about how elections work and what to expect at the polls
- **Distribute know your rights information** and know the trusted nonpartisan organizations

Key Protections

- ★ If polls close while you're in line, you have the legal right to stay and vote
- ★ If your name isn't on the voter list, ask for a provisional ballot—don't leave
- ★ If voting machines malfunction, request a paper ballot
- ★ If you make a mistake on your ballot, ask for a new one
- ★ Your vote is private. No one has the right to see how you vote or pressure you inside the polling place



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Don't forget education on **voting rights**

- Publicize the **election protection hotlines**
 - English: 866-OUR-VOTE (866-687-8683)
 - Spanish 888-VE-Y-VOTA (888-839-8682)
 - Asian Languages 888-API-VOTE (888-274-8683)
 - Arabic 844-YALLA-US (844-925-5287)
- **Respond** to interference

Live Chat

866-OUR-VOTE Hotline

Thanks for contacting the Election Protection hotline! Please click "Message Us" below to be connected to a trained volunteer.

Please select your preferred language from the dropdown menu to continue.

English ▼

Message Us!



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Voter Education: Do's and Don'ts

DO...

- ✓ **Start with what people care about.** Ask, "What issues affect your everyday life?"
- ✓ **Explain what an office actually does.** Help people understand the responsibilities of federal, state and local offices.
- ✓ **Connect policy to everyday life.** Housing, transportation, education, public safety, health, jobs and community services can make government feel less abstract.
- ✓ **Help people understand their ballot.** Explain that ballots can include different offices and ballot questions.
- ✓ **Use real-life examples.** "Who makes decisions about our libraries?" is more accessible than starting with government structure.
- ✓ **Encourage questions and research.** Help voters identify what they want to learn before voting.
- ✓ **Include local government.** Help people understand the roles of offices closest to home.
- ✓ **Leave the decision with the voter.** Give people information they can use to reach their own conclusions.

DON'T...

- ✗ Don't start with a **civics lecture**.
- ✗ **Don't assume** people know what every elected position does.
- ✗ **Don't tell** voters what conclusion they should draw from an issue.
- ✗ **Don't focus only** on the race at the top of the ticket.
- ✗ **Don't substitute** your opinion for their research.
- ✗ **Don't guess** about election rules.
- ✗ Don't send someone **14 links** and call it voter education.
- ✗ Don't treat every election like it's **only about Washington**.
- ✗ Don't tell people **who, what, or how to vote**.



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How to know when someone is **#VoteReady?**

A **#VoteReady** voter can answer:

- ☐ Am I registered at my current address?
- ☐ What is on my ballot?
- ☐ What are my voting options?
- ☐ What are the important dates and deadlines?
- ☐ Do I need identification?
- ☐ Where do I vote?
- ☐ Where can I find reliable election information?

Practice:

Take this checklist back to your organization. Put it in an email. Put it on social. Put it next to the front desk. Turn each question into its own post. Ask your staff. Ask your volunteers. Ask the people you serve.

**Use the responses as a test for how
#VoteReady your community is.**

**A voter guide sitting unopened in
someone's inbox is information.**

**A person who knows what to do
with it is **#VoteReady.****



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Helping voters **connect the dots** to everyday life

Everyday life

What matters to you?

Housing Affordability
Public Transportation
Schools & Education
Public Safety
Jobs & Economy
Community Services
Gas Prices
Cost of Food

Government

Which level of government and which offices are connected to the issues that matter most to you?

E.g., Housing Affordability

Elected officials at every level of government: federal, state, and local oversee housing policy, though their specific responsibilities vary significantly depending on their jurisdiction.

Policy

How does government and elected officials determine policy?

E.g., Housing Affordability

Elected officials shape housing affordability by controlling zoning laws, directing government spending, and setting housing finance regulations at local, state, and federal levels. Many require public input.

Ballots

How frequently does this government position come up for re-election?

E.g., Housing Affordability

Elected officials who oversee these issues can come up on the ballot frequently - sometimes as early as every two years!



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**Voter education is more than just
a list of resources and talking
points.**

**Its helping voters connect the
dots between their everyday lives
and policy.**



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What to do next?



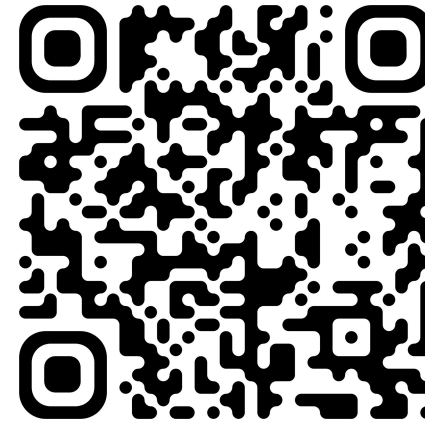
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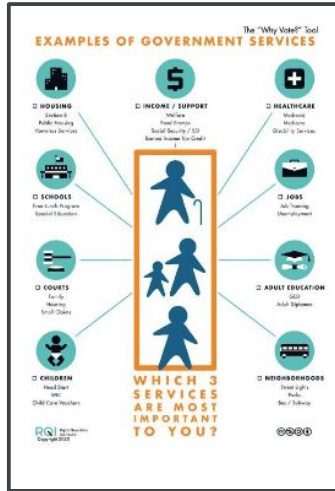
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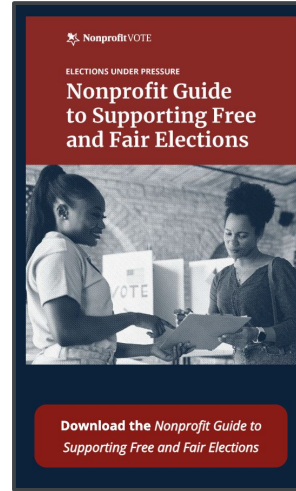
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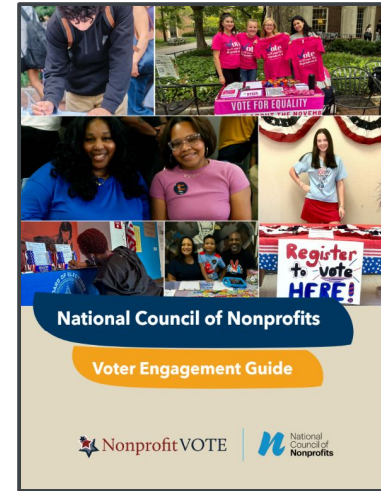
Check out our free tools



Why Vote
[nonprofitvote.org/re
source/why-vote-too](https://nonprofitvote.org/resource/why-vote-too/)
↓



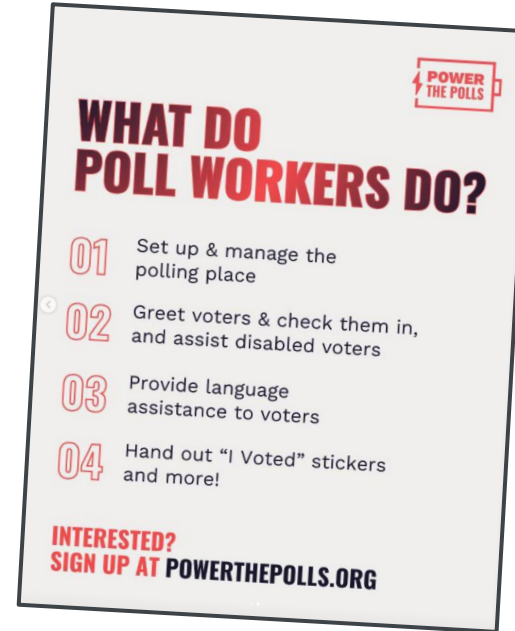
Nonprofit Guide to Free and Fair Elections:
[nonprofitvote.org/nonpro
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ee-and-fair-elections/](https://nonprofitvote.org/nonprofit-guide-to-supporting-free-and-fair-elections/)



Voter Engagement Guide
[https://www.councilofno
nprofits.org/nonprofit-no
npartisan-voter-engage
ment-guide](https://www.councilofnonprofits.org/nonprofit-nonpartisan-voter-engagement-guide)

Celebrate election workers

- **Thank election officials** because they are caring community members who work hard to keep elections fair
- **Recruit and give staff time off** to be poll workers so that communities see neighbors and friends instead of strangers
- **Recruit volunteers** for other activities like poll monitoring, curing ballots...etc.



Q&A

Thank you



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