

---

# Chapter 9:

## **GET OUT THE VOTE AND JOIN #NONPROFITSVOTE**

There is no more direct and powerful influence in an election cycle than casting a vote, and encouraging others to do so. Imagine the full force of the more than 30,000 nonprofits in Alberta joining together in an exciting and fun campaign to get out the vote. CCVO developed the nonpartisan #nonprofitsvote hashtag and materials to encourage nonprofit workers to get out the vote, talk about the issues that matter to the sector, get informed on party positions on important issues, and have fun doing it!

---

## Why don't people vote?

32.5% of eligible voters in Alberta didn't vote in the last election. That's pretty astonishing when you think about the fact that nearly half of eligible voters quite possibly:

- **didn't think it was important to vote.**

Apathy is often cited as a reason people don't vote, but at CCVO we believe that politicians are not always talking about issues that people care about in a way that is deeply connected to their lives. So, it's up to all of us to ask the right questions and get politicians talking publicly about the issues nonprofits care about, and that are important to our communities.

- **didn't think their vote would count.**

People might think that their vote doesn't count. We know that this isn't the case – for example, in the 2015 provincial election, one riding in Calgary was decided by just six votes. Every vote counts.

- **didn't hear politicians address any issues important to them during the election campaign.**

There is an overwhelming amount of information that gets thrown at us during an election campaign, and sometimes it can be hard to know what is trustworthy and what is political spin. Nonprofits can help people find neutral and reliable information about the parties and candidates.

---

## Why #nonprofitsvote?

With more than 30,000 nonprofits in Alberta, it's not a stretch to say that nonprofits touch the life of every single Albertan, whether it be as staff, volunteers, board members, or people who access nonprofits. We reach them through social supports, through the arts, through education, through sports, and so many other ways. We contribute to the economic engine of the province, the social and cultural fabric of our communities, and we strengthen civic and democratic engagement by amplifying the voices of those who might not otherwise be heard.

Nonprofits have a responsibility to speak up about the issues that matter to us and that drive us to make positive contributions to our communities. If we stay silent on these issues during an election campaign, we let other sectors drive the agenda and can mean

that we won't see meaningful commitments from political parties on issues that matter to the nonprofit sector. One of these parties will form provincial government, which will have direct decision-making power over issues that impact all of us. If we use our collective voice to encourage #nonprofitsvote, we can make a difference.

---

## Why should #nonprofitsvote?

Encouraging people to vote is a nonpartisan activity. We know from past research that when nonprofits encourage people to vote, we can make a difference in the voter turnout, particularly among the people we serve. Nonprofits that engaged their clients about voting were successful in driving up turnout among groups that historically vote with less frequency.<sup>28</sup>

There is nothing more empowering than marking your X on a ballot and encouraging others to do so as well. It can be a fun organizational challenge to vote together and to talk openly about the importance of voting.

---

## How can #nonprofitsvote?

CCVO has the sector covered in the upcoming provincial election. We have more resources coming your way, in a Vote Kit specifically designed to provide tools to support #nonprofitsvote efforts.

[RETURN TO TABLE OF CONTENTS](#)

## CCVO's Vote Kit will help you:

1. Communicate about the importance of voting and the priorities of the nonprofit sector in a nonpartisan way with your networks.
2. Get easy access to information on how and where to vote. There are a lot of resources out there and we will make it easy to find so you can share.
3. Find information on issues important to the sector. The Nonprofit Vote has released [5 Platform Priorities](#) for the sector and will be analyzing party platforms for their inclusion of these priorities.
4. Ask your party leaders to support the 5 Platform Priorities - and let them know that #nonprofitsvote.

The nonprofit sector is powerful and important and together we can make sure that the provincial parties address issues that are crucial to all Albertans.

**Together, we can make it known that #nonprofitsvote!**