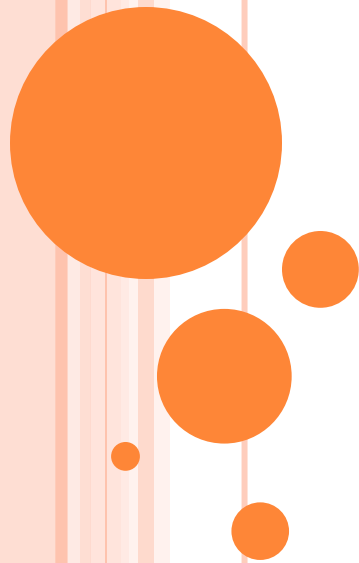


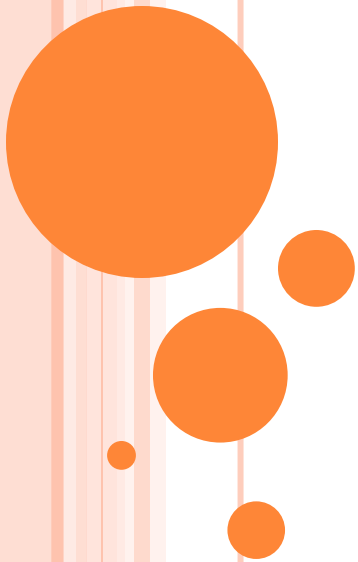
#VOTEDISABILITY

Election 2016:
Increasing the Disability
Vote for Impact

2016 NCIL Annual Conference



Find the GOTV Manual:
www.ncil.org/votingrights



TODAY'S PRESENTERS

- **Michelle Bishop**

National Disability Rights Network

- **Sarah Blahovec**

National Council on Independent Living

- **Caitlin Dearing**

The Whole Person

- **Don Dew**

Disabilities Resource Center of Siouxland

- **Delores Tejada**

Community Resources for Independent Living





THE 2016 ELECTION LANDSCAPE

ELECTION 2016 LANDSCAPE

Past and Present Voter Turnout & Registration

○ 2000

- Voters without a disability- 52%
- Voters with a disability- 41%
- Gap of 11%

○ 2012

- Voters without a disability- 62.5%
- Voters with a disability- 56.8%
- Gap of 5.7%

- *Registration has improved since 2000 when registration was estimated at 62% (with disability) versus 78% (without disability), a 16% gap versus a 2.3% gap in 2012 (69.2% vs. 71.5%).



ELECTION 2016 LANDSCAPE

- Individuals with disabilities have had made successful advances in both voter turnout (**from 41% to 56.8%**) and registration rates (**from 62% to 69.2%**) over the years (from 2000 to 2012), yet persistent gaps still exist.
- In the 2012 presidential election registered voters with disabilities voted nearly 6% less than registered voters without a disability.
- Accordingly, **There would be 3 million more voters with disabilities if they voted at the same rate as people without disabilities** who are otherwise similar in age and other demographic characteristics.



ELECTION 2016 LANDSCAPE

What would 3 million extra voters look like?

- 2012 demographic groups (# of participating voters)
 - White, non-Hispanic- 98 million
 - Blacks- 17.8 million
 - Individual w/ disabilities- 15.6 million
 - Hispanic-11.2million
 - Asians- 3.9million
- An extra **3 million voters with disabilities** would make individuals with disabilities one of, if not the largest minority group of voting eligible Americans (**15.6+3 = 18.6 million**).
- #VoteDisability



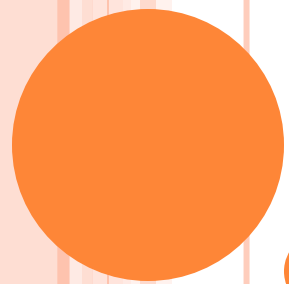
ELECTION 2016 LANDSCAPE

Why 2016?

- 25th Anniversary of the ADA – Renewed Energy
- Presidential Candidates
 - Who wants to continue programs?
 - Who is saying the ADA is unconstitutional?
 - Who's talking employment?
 - How are people with disabilities being characterized?
- What's at stake?
- The door has opened-this is our year!

Electoral Power





STEP 1: POWER ANALYSIS

POWER ANALYSIS

What is Power?

- **How do you define power?**
- **A simple definition: the ability to act**



HOW POWERFUL ARE WE?

1. No one even knows who we are or have heard of our organizations.
 2. We are considered a great charity.
 3. We meet with our legislators annually and take photos.
 4. We meet with our legislators routinely but have trouble getting meetings.
 5. We meet with our legislators routinely and sometimes get our “asks.”
 6. We are asked for our input, but after a closed planning/drafting process.
 7. Legislators fear upsetting our community in decision-making.
 8. We are always part of the planning process, and our input is used.
 9. Elected officials try to woo our community for votes.
 10. Our priorities become the governor’s/president’s “to do” list.
- 

HOW DO WE KNOW WHERE WE RATE?

- What are some important challenges that we have won?
 - How does this show power that we have?
- What are some important challenges that we have lost?
 - How does this show a need for more power?



SO WHAT IS POWER REALLY?

- Power is...the ability to act to create change, while undergoing a change in the process.
- The ability to act is the most basic understanding of power. It means we are alive and have free agency.
- The creation of change is how we measure our level of power, as well as what gives it meaning and purpose.
- Undergoing a change is how we know we are using our power collectively to build the movement and how we evaluate our work.



ALL THIS TALK ABOUT POWER...

- Power and empowerment are not the same thing.
- That voting is part of personal empowerment is great.
- In the end- voting is about POWER, not empowerment.
 - It requires action but only has meaning when it creates change.
 - In order to be effective, it requires shared power and collective action – which force us to undergo a change.

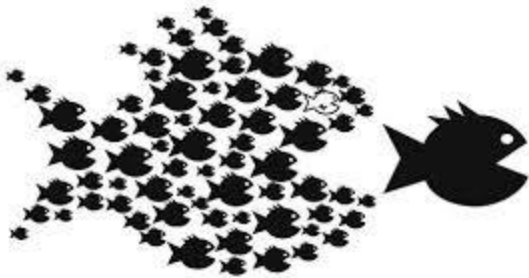


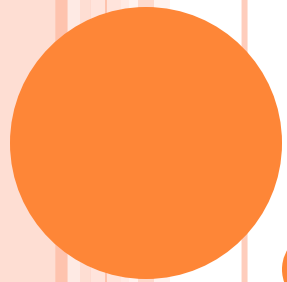
IN POLITICS, THERE ARE TWO TYPES
OF POWER:

Money power



People power





ELECTORAL POWER 101

ELECTORAL POWER - STRATEGY

What is Electoral Power – The New Math

Organized People
+ Organized Money
= Political Power

Delivering Votes



ELECTORAL POWER - STRATEGY

Lessons from the Field

Massachusetts: Protecting Marriage Equality

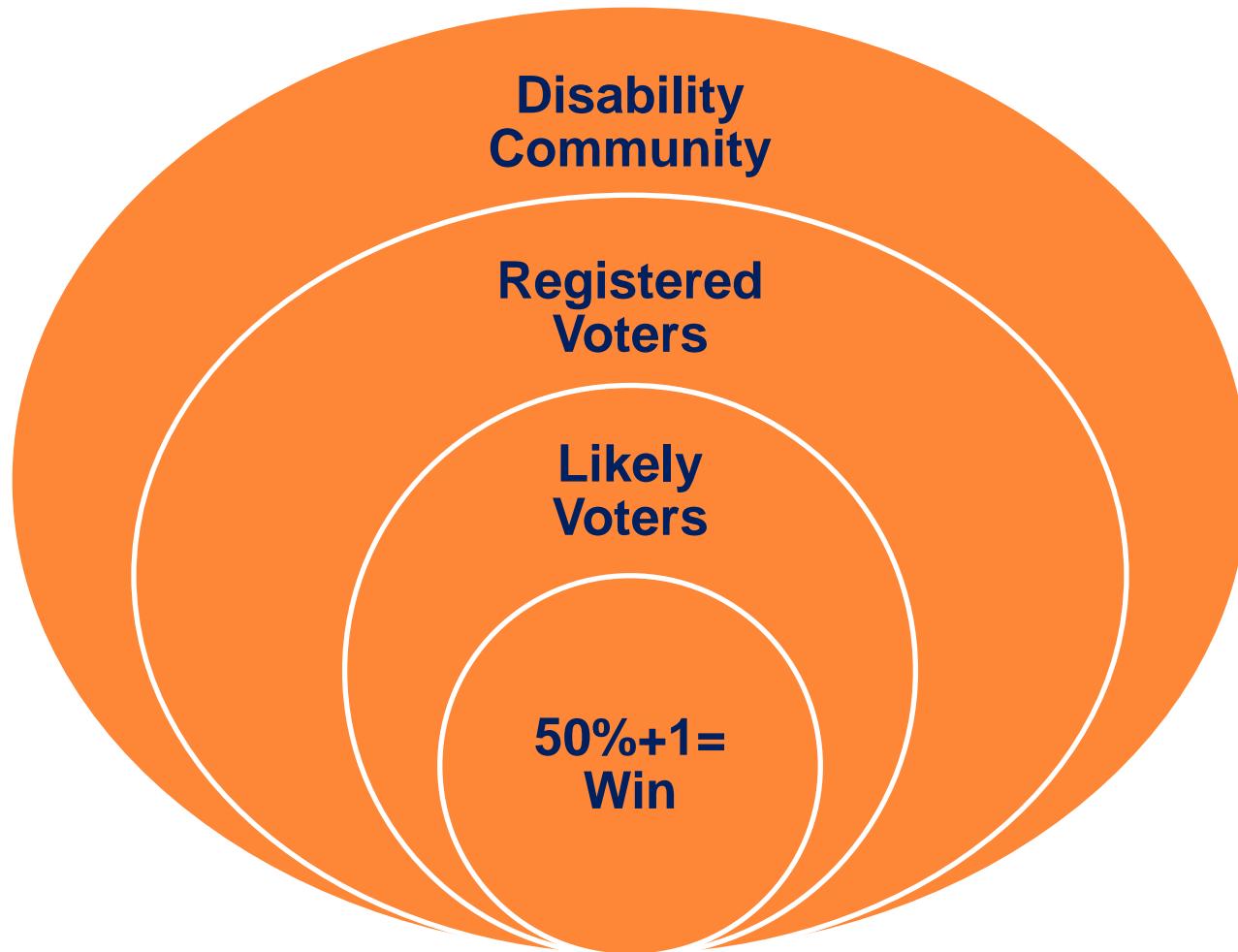
Cincinnati: Repealing Article XII



ELECTORAL POWER - STRATEGY

Who do we need to Get Out To Vote?

The Community Circle



ELECTORAL POWER - STRATEGY

Let me introduce you to Senator Peacock...

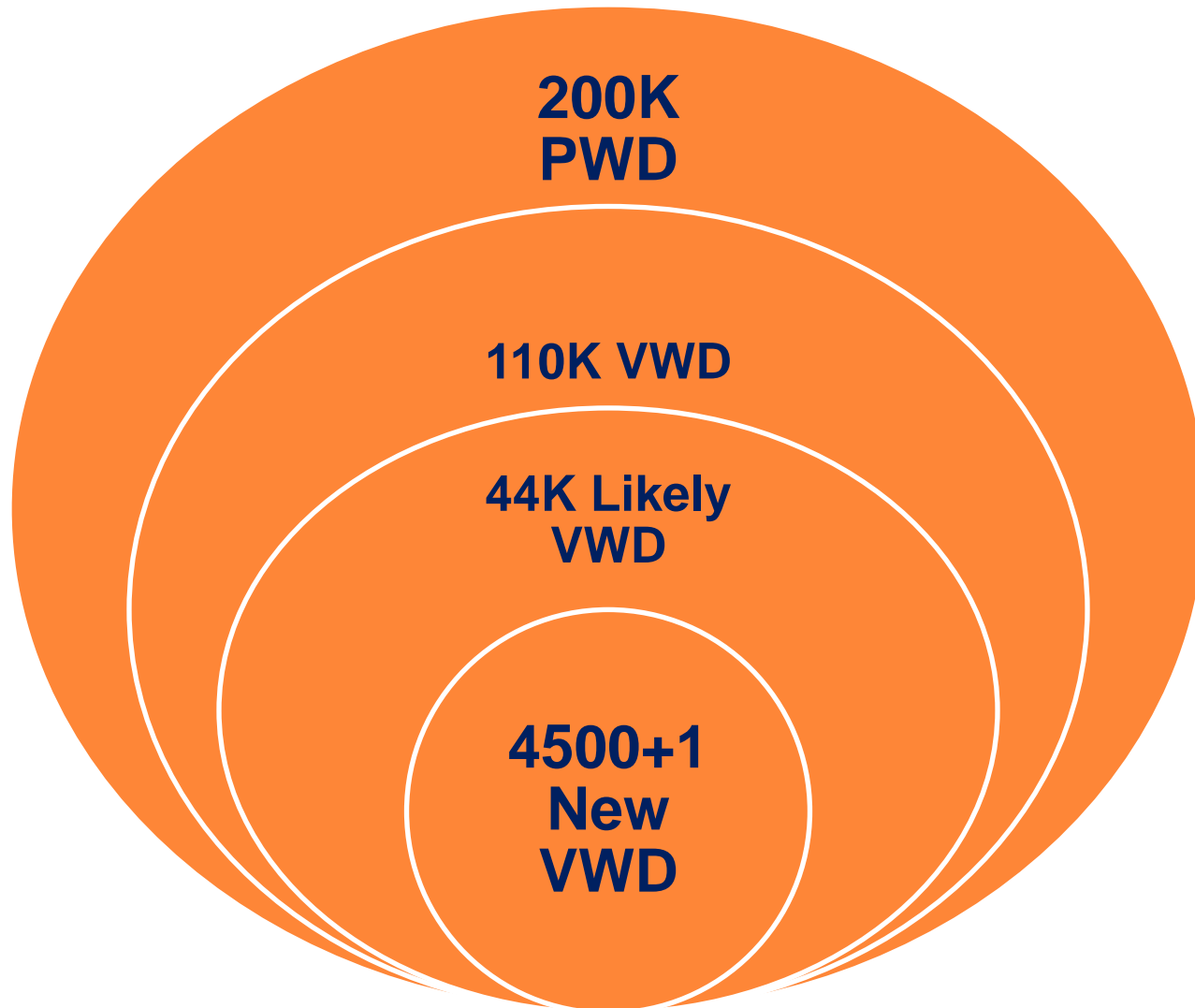
Senator Julius Peacock (Xanadu)

- Came to CIL Candidate Forum
- Met with Disability Advocates
- Voted against us on expanding IHSS
- Voted for an Access Notification Bill
- Was quoted saying *“The ADA was intended to be limited, it doesn’t cover everything. You can’t have everything in this life.”*
- Won his last election by 4500 votes.
- Xanadu has 1 Million Citizens with 55% Voter Registration



ELECTORAL POWER - STRATEGY

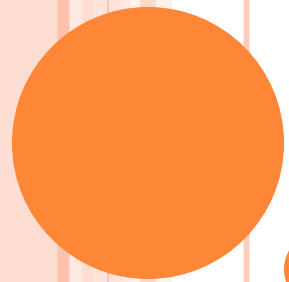
Lets look at the Senate race from the state of Xanadu!



ELECTORAL POWER - STRATEGY

- **Who are these NEW voters with disabilities?**
 - People who didn't vote last time
 - People who weren't voting age yet last time
 - Peacock voters from last time-switching sides
- **How do we find these NEW voters with disabilities?**
 - Call them
 - Visit them (Home or CIL)
 - Events Festivals and Fairs
- **4501 / Time Until Election (Nov 2015-Sept 2016)**
 - 409 per Month
 - 94 per week
 - 13-14 per day





THE INS & OUTS OF MESSAGING



THE BOTTOM LINE FOR MESSAGING

- Connect voting to issues that matter in our community.
- How do we know what issues matter most to our people?

ASK THEM!



MESSAGE STRATEGY

- 14-7-3: Boiling down the message...
 - 6-12 Months Out: 14 word statements
 - 3-4 Months Out: 7 words
 - 1-2 Months Out: 3 words or Hashtag
- Example:
 - 14 Words: Proposition X is an anti-disability law that unfairly segregates people with disabilities by blocking their access to equal healthcare coverage.
 - 7 Words: Prop X blocks people with disabilities from getting equal healthcare.
 - 3 Words: Vote “NO” on Prop X –or- #VoteNOX



SOCIAL MEDIA AND MESSAGING

- Social media allows messages to have a further reach than can typically be achieved by an organization or individual “in person.”
 - Breaks geographical boundaries
 - Reaches outside typical sphere of influence
 - Engages those with disabilities who may not be able to volunteer or mobilize in person
 - Reaches youth demographic, which has lower voter turnout
- Integral tool for political campaigns, news organizations, interest groups, and constituents.
- Social media’s reach:
 - Facebook: 1.23 billion active monthly users
 - Twitter: 310 million active monthly users



FACEBOOK

- Great way to connect with candidates' platforms and community members, share news and events, and start discussions.
- Start a profile for an individual or organization (Social Media Toolkit, Page 58)
- Tips:
 - Keep posts short, clear, and catchy
 - Share and comment on links
 - Spread your reach by asking others to like and share content
 - Engage with campaigns, candidates, and other organizations
 - Include images, and tag others
 - Use positive messaging
 - Use hashtags



TWITTER

- Particularly useful for spreading short, catchy messages to people inside and outside of your network.
- Start a Twitter handle (i.e. @NCILAdvocacy) for an individual or organization (Social Media Toolkit, Page 58)



- Tips:
 - Tweets are 140 characters, so strategize your message and save room!
 - Use bit.ly to shorten links and save room
 - Follow campaigns and news organizations and tweet, retweet, or comment on their Tweets
 - Important note on starting Tweets with handles:
 - .@handle will show up on EVERYBODY's Twitter
 - @handle will only show up to mutual followers

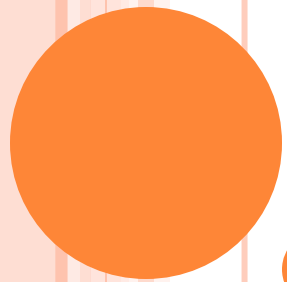


BEYOND THE BASICS

- Once you've mastered the basics, there are many ways to build your reach and mobilize supporters through social media.
- **Post with consistency:**
 - Facebook: a few times a week
 - Twitter: a few times a day
- **Engage through Hashtags (Facebook & Twitter)**
 - #RevUP (AAPD)
 - #RAMPUPtheDisabilityVote!
 - #CripTheVote
 - Nonpartisan disability movement started by members of the disability community @DisVisibility, @AndrewPulrang, @GreggBeratan
 - Runs periodic Twitter chats in the disability community on disability interests in the 2016 election



#CripTheVote



BUILDING YOUR TEAM

BUILDING YOUR TEAM: ORGANIZATIONAL LEVEL

- First thing's first: you must have the “buy-in” of your management/senior staff.
 - Example: Voting on what's for lunch
 - Special Thanks to Kansas League of Women Voters
- A GOTV campaign requires time and resources
 - Include your GOTV efforts in the budgeting process
 - Designate time for staff to focus on GOTV
 - Utilize capable volunteers to fill in the gaps



BUILDING YOUR TEAM: COMMUNITY LEVEL

- Build upon already existing relationships with other organizations who share your goals.
 - No single organization has the time or resources to GOTV alone
 - By combining time, resources and contact lists, a voting bloc can be built
 - Create a coalition, and give it a name
 - By giving your effort a title, you create solidarity at the organizational level, name recognition in your community, accountability from members, and you'll open up more opportunities for funding.



BUILDING YOUR TEAM: ACCOUNTABILITY

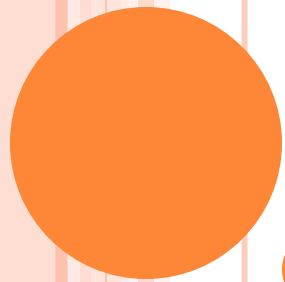
- Once you've created a coalition, it is imperative to hold one another accountable.
- By setting concrete/measurable goals and assigning specific tasks, you will make it easier to hold others accountable
 - No one wants to drop the ball and be the weak link
- Create ground rules for your coalition, and assign someone to make sure all parties are following through.



BUILDING YOUR TEAM: EVERYONE COUNTS!

- Be open about who you ask to help: sometimes the last person you would expect is a great leader.
- Be numbers driven
 - Decide how you will track your progress, and report outcomes often.
- Numbers tell the truth.





DEVELOPING YOUR GOTV PLAN



DEVELOPING YOUR GOTV PLAN: TYPICAL TIMELINE

- 6-9 Months Before Election Day: Structure
 - Develop a budget
 - Assign staff
 - List enhancement consultants
- 6 Months Before Election Day: Building Your Team
 - Building a Coalition
 - Develop your GOTV plan
 - Voter registration drives—**always be conscious of deadlines!**
- 4-5 Months Before Election Day: Growing Your Team
 - Recruit volunteers
 - Begin voter match/list enhancement process



DEVELOPING YOUR GOTV PLAN: TYPICAL TIMELINE

- 3-4 Months Before Election Day: Education
 - Progress report to Director/Board
 - Begin phone banking—**voter education!**
- 2-3 Months Before Election Day: Campaign Begins
 - Direct mail and phone bank prep/planning
 - Final push for voter registration
- Final Month = Final Push!
 - Volunteer confirmation, phone banking, direct mail, robocalls



DEVELOPING YOUR GOTV PLAN: TYPICAL TIMELINE

- After Election Day: Review Your GOTV Effort
 - Review and evaluate your effort—what worked, and what didn't?
 - Learn from mistakes, and keep the momentum going
 - **The election may be over, but our work is never finished!**



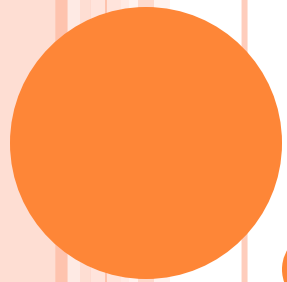
DEVELOPING YOUR GOTV PLAN: RESOURCES

- Three Resources:

- Money
 - Fundraise!
- Time
 - Start early!
- People
 - Volunteers and voters!

- Keep in mind that manpower can make up for lack of money and time!



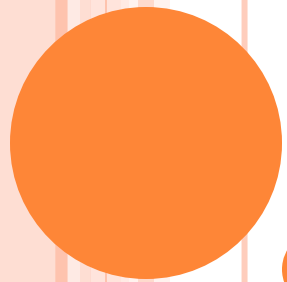


BREAKOUT SESSION!

BREAKOUT GROUPS

- Executive Directors
 - Program Managers
 - Advocates/Organizers
-
- Everyone has a role—let's talk about what we can do to increase the disability vote in 2016!





LET'S DEBRIEF

QUESTIONS?

Find the GOTV Manual:
www.ncil.org/votingrights

2016 NCIL Annual Conference

