



Annual Report 2018

**Nebraska
Civic
Engagement
Table**



OUR MISSION

The Nebraska Civic Engagement Table

works with nonprofits to increase voting and build an engaged Nebraska.

NCET is comprised of more than sixty organizations working in 27 counties throughout Nebraska.

Dear Friends,

The Nebraska Civic Engagement Table started as the dream of a few nonprofit leaders in 2014. It is now a reality because of you. The work described in this report is possible because of our members' commitment to the communities they serve, our funders belief in a more just and representative Nebraska, and the hard work of hundreds of volunteers and community leaders across our state. We have learned and grown together these past three years, and I can't express enough just how much your trust, patience, and resolve means to the staff at the Nebraska Civic Engagement Table.

What we are building has grown beyond Nebraska. Last year, I traveled to Kentucky to talk about how our model could be used in their state to overcome barriers to 501c3 voter engagement. I spoke with community leaders in Alaska, Tennessee, and North Dakota about our success in Nebraska and why I believed it could be replicated in their state. We were also granted affiliation with the national State Voices network, opening the door to collaboration, funding, and training opportunities for our state.

You will find many of our highlights from 2018 in the following pages:

- A collaborative nonprofit effort to successfully pass Medicaid Expansion through a ballot initiative, which will soon provide more than 90,000 Nebraskans access to quality and affordable healthcare.
- Expanded reach into underrepresented communities across the state, from the Missouri River to the Nebraska panhandle, through our more than sixty nonprofit member organizations.
- Our Voter Registration Program experiment, which tested four methods and registered more than 1,000 Nebraskans to vote.
- Our members' collective effort to contact tens of thousands of voters at the doors, on the phones, by mail, and through SMS text messaging campaigns.
- Internal growth from a team of six in early 2018, to eight full-time and six part-time staff.

We are proud to share our work with you. We have a long road ahead. I am confident we are building an empowered rising electorate and a more just Nebraska, together.

Thank you,

Zack Burgin

OUR TEAM

Zack Burgin, Executive Director | zack@nebraskatable.org

Zack was the Table's first employee, hired in February 2016.

"It is my great fortune to witness what is possible when nonprofits collaborate. The progress they have achieved in the communities they serve inspires me."

Angie Remington, Deputy Director | angie@nebraskatable.org

Angie was previously the Communications Director (hired April 2016) and was recently promoted to Deputy Director.

"I work every day with people who dedicate themselves to improving the lives of others. I am humbled to be part of the effort to empower communities that have been silenced."

Kinzie Mabon, Field Director | kinzie@nebraskatable.org

Kinzie joined the team as the Deputy Field Director in August 2017 and was promoted to Field Director in February 2018.

"I believe everyone should be able to improve their lives and live their dreams. If we are capable of doing work to help our communities, it is our responsibility to do so because not everyone can."

Brett Andres, Data Director | brett@nebraskatable.org

Brett first ran our deep canvassing test pilot beginning in June 2016 and was hired as the Data Director in August 2016.

"The Table believes in sharing knowledge, skills, and power. With that access, underrepresented people and communities can advocate for themselves."

I love getting to be a part of that process, and to see the growth it inspires."

Aracely Rodriguez, Operations Director

aracely@nebraskatable.org

Aracely started as our Office Manager and Translator in September 2017. She was recently promoted to Operations Director.

"It inspires me to think about the voices that aren't represented."

Karina Hernandez, Voter Registration Program Manager

karina@nebraskatable.org

Karina was a canvasser during the July 2016 voter registration test. In August 2018, she joined the team to run our temporary voter registration program. We asked her to join us full time in December 2018.

"I am inspired by the stories of the people we meet. Giving the Rising American Electorate a voice and the power to be properly represented is why I do this work."

Sandy Griffin, Field Manager | sandy@nebraskatable.org

Sandy joined the team in August 2017 as an intern through the University of Nebraska - Omaha's Student Service and Leadership Collaborative. She has been our Field Manager since July 2018.

"I care deeply about empowering others to use their voices and speak up about the issues they care about. Everyone should have an opportunity to participate in democracy and improve their communities."

Emma Craig, Data Manager | emma@nebraskatable.org

Emma joined the Nebraska Table team as our Data Manager in December 2018.

"I love working for organizations that care about inclusive conversations, building community, and improving livelihoods."

Kimara Snipe, Communications Manager | kimara@nebraskatable.org

Kimara joined the team in January 2019 as our Communications Manager.

"Collaboration is the best resource we have to serve underrepresented communities. I'm grateful for the opportunity to use what I have learned through my 30+ years of service to encourage success in our communities."

Sydney Butler, Grassroots Advocacy Coordinator | sydney@nebraskatable.org

Sydney first interned with the Nebraska Table in the Fall of 2017. We hired her as our Grassroots Advocacy Coordinator in December 2018.

"I love working with nonprofits as they work to serve their communities in new and exciting ways. The work our members do inspires me and I feel so fortunate to be able to help them in their work."

J. Petersen, Executive Assistant | jonathan@nebraskatable.org

J. joined the team as our intern in May 2018, and was hired as our Executive Assistant in December 2018.

"Getting involved inspired me to make a difference in my own life and the world at a time when I felt hopeless about both. I love doing this work because we are providing that same sense of empowerment to others."

OUR BOARD

We would like to thank our Board of Directors for their inspiring leadership and dedication to empowering the rising electorate in Nebraska. We are grateful for your active leadership and guidance.

President, **Katie Weitz**,
Weitz Family Foundation

Treasurer, **Nic Swiercek**,
Nebraska Appleseed

Secretary, **Jasmine Harris**,
RISE

Kimberly Goins,
The Malone Center

Sarah Ann Kotchian,
Nebraska Early Childhood Collaborative

Meg Mikolajczyk,
Planned Parenthood of the Heartland

Lucia Pedroza,
Heartland Workers Center

Jordan Rasmussen,
Center for Rural Affairs

Kathy Steinauer Smith,
Woods Charitable Fund

Additional gratitude to **Bri McLarty**,
Dodge County Deputy Attorney,
and **Tyler Vacha**, **Northeast
Community College**, for their board
service in 2018.



OUR MEMBERS

Joined 2016

**Founding Members*

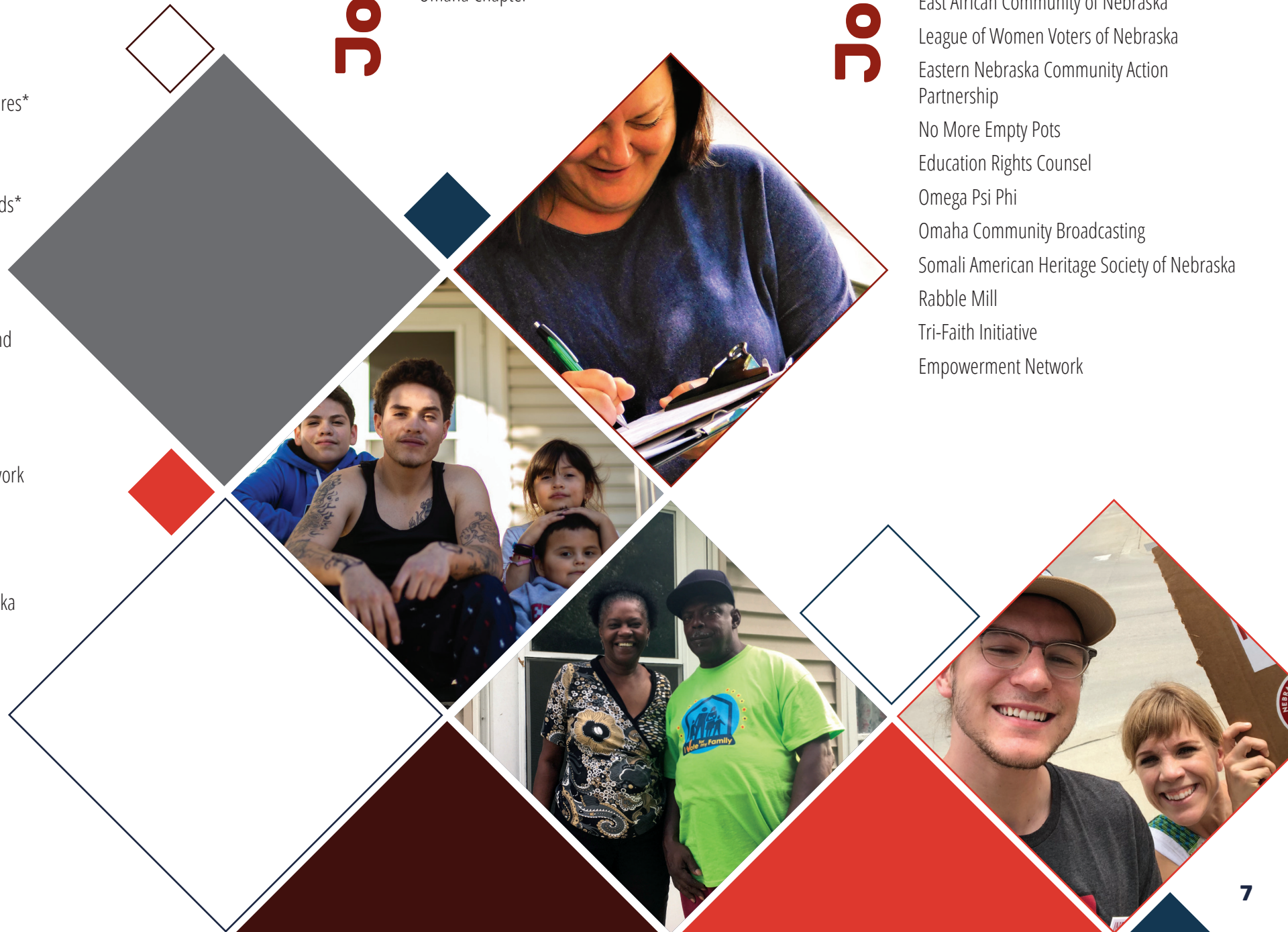
- Black Men United*
- OutNebraska (formerly OutInC)*
- Inclusive Communities*
- Center for Rural Affairs*
- Heartland Workers Center*
- Malcolm X Memorial Foundation*
- Nebraska Appleseed*
- Civic Nebraska*
- Common Cause*
- Holland Children's Institute*
- Nebraska AIDS Project*
- Nebraska Coalition for Lifesaving Cures*
- Voices for Children*
- Women's Fund of Omaha*
- Nonprofit Association of the Midlands*
- Bold Alliance*
- Community Action Network
- Institute for Public Leadership
- Planned Parenthood of the Heartland
- Centro Hispano
- Together Omaha
- Neighborworks Lincoln
- Young Nonprofit Professionals Network
- Greater Omaha
- Conservation Nebraska
- Omaha League of Women Voters
- Health Center Association of Nebraska
- inCOMMON
- Disability Rights Nebraska
- ACLU Nebraska
- Habitat for Humanity Omaha
- Immigrant Legal Center

Joined 2017

- Latino Center of the Midlands
- Compassion in Action Omaha
- GLSEN - Omaha Chapter
- Union for Contemporary Arts
- Unity in Action
- South of Downtown Community Development
- Live Well Omaha
- Arc of Nebraska
- National Coalition of 100 Black Women-
Omaha Chapter

Joined 2018

- YWCA Lincoln
- New Life Family Alliance
- Malone Center
- Nebraskans for the Arts
- Collective for Youth
- Brain Injury Alliance of Nebraska
- Nonprofit Hub
- Panhandle Partnership
- Community Justice Center
- East African Community of Nebraska
- League of Women Voters of Nebraska
- Eastern Nebraska Community Action
Partnership
- No More Empty Pots
- Education Rights Counsel
- Omega Psi Phi
- Omaha Community Broadcasting
- Somali American Heritage Society of Nebraska
- Rabble Mill
- Tri-Faith Initiative
- Empowerment Network



Where is the RAE in Nebraska?



In Nebraska, 44% of the Rising American Electorate (RAE) are unregistered voters, leaving their voices unheard, and decisions about their own well-being out of their control.

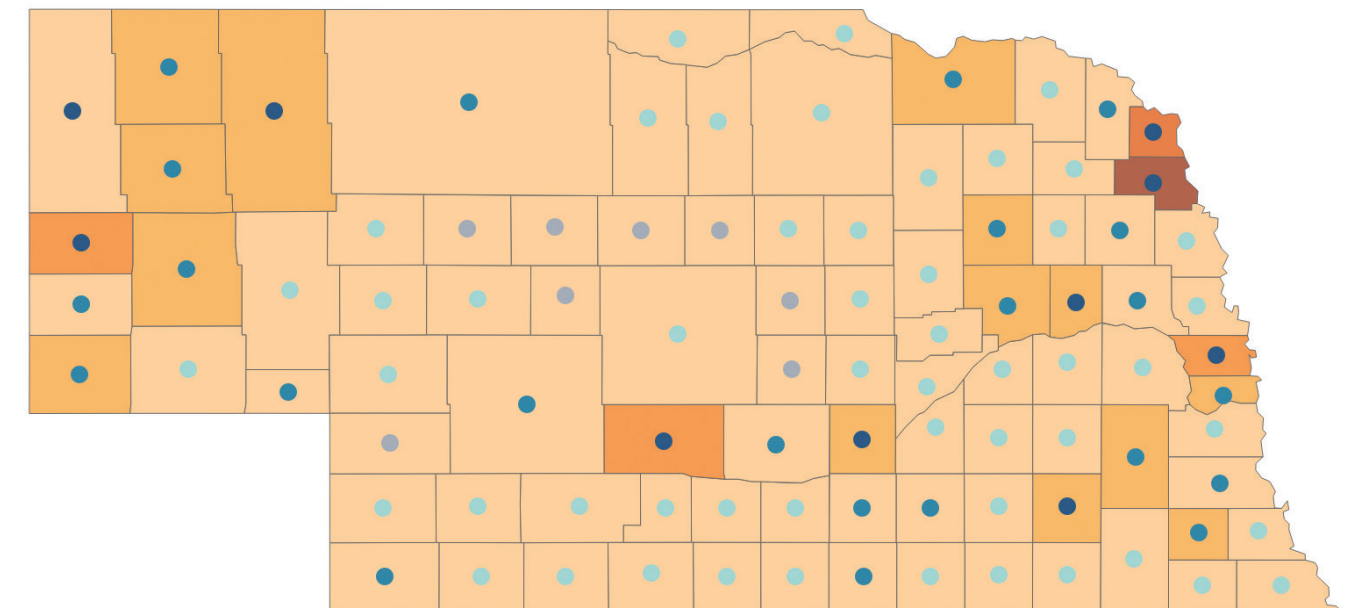
The RAE makes up about 56% of the Voter Eligible Population, yet 42% of the RAE weren't registered to vote in 2014.

Growing RAE population

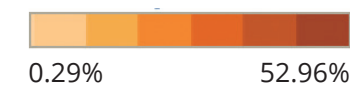
NCET has **more than sixty members** working in **27 counties** throughout the state.

In many of the counties where our members work, there is an emerging population of non-white RAE individuals and a growing number of underrepresented voters.

County Mapping



RAE Population Share



Changing Voting Demographics

- Contracting RAE Population
- Growing POC Population
- Emerging RAE Population
- Sizable Emerging RAE Population

Map based on Longitude (generated) and Latitude (generated) and Latitude (generated). Details are shown for Voting Demographics. For pane Latitude (generated): Color shows sum of RAE Population Share. For pane Latitude (generated) (2): Color shows details about Voting Demographics. Details are shown for Voting Demographics.

Building Community Leaders

As part of our mission to develop the next generation of nonprofit leaders in Nebraska, NCET offers a robust internship program. In 2018 we revised our previous 3-month internship cycle, hiring field interns for an extended (6 month) duration. This gave our interns time to build up a solid understanding of field organizing and familiarity with our member organizations, and allowed them to support our members' voter registration and GOTV programs through the Midterm election cycle. We're thrilled that two of our 2018 field interns have continued on in their work - one as an intern with a member organization, and the other right here at the Table.

Creighton Hoefler - Field Intern Winter/Spring 2018

"The Table provided me with a basic set of skills and knowledge for community organizing and political advocacy. I especially appreciated the opportunity to work with different departments, which helped me understand my strengths as a future organizer."

Ashlea Kerr - Field Intern Winter/Spring 2018

"My internship with the Nebraska Civic Engagement Table gave me a great look into the nonprofit world, which I have continued to work in after graduating last spring. Overall this was a great opportunity for me to learn more about the inner workings of nonprofits in Nebraska, and I had a lot of fun with it!"

Arlenne Rodriguez - Field Intern Summer/Fall 2018

"I gained a greater sense of confidence in myself and when talking to the community. The support and encouragement from the staff and the amount of work they put in to build a more inclusive community inspired me to continue working in civic engagement."

J. Petersen - Field Intern Summer/Fall 2018

"I feel so much more prepared to graduate and dive into this field of work full-time, and I know I would likely not have found myself so passionate about a field if I hadn't interned here. I fell so in love with the Table and the work that they do that I applied for every job opening they had so that I could stay on after my internship finished."

Vince Tafolla - Communications Intern Summer 2018

"I gained valuable experience helping our member organizations assess their communication needs and developing training plans to address them, helped facilitate effective partnerships between table members, put together social media calendars, etc. It was a pleasure to be a part of the Table's exciting work!"

Organizer School

In 2018 we launched our inaugural Organizer School, a program through which we hire, train, and place community organizers with our member organizations. Organizers spent five weeks training with Table staff and developing projects with their respective member organizations. After graduation they transitioned to their new full-time jobs.

"The Nebraska Civic Engagement Table organizer program is value added. Our community organizer helped expand our campaign for smart justice. She brought more voices and her lived experiences to our bail reform and voting rights efforts."

- Danielle Conrad | ACLU of Nebraska

"Because of the increased capacity of having an organizer on staff, we were able to include stronger community engagement plans in our proposals. This helped us realize the potential for expansion of our work in this area with a dedicated full-time staff member."

- Aubrey Mancuso | Voices for Children

"NCET gave us new tools to make me an even better organizer for Malcolm X Memorial Foundation. We worked with more than 200 unique volunteers, and through partnerships and collaborations, provided more than 400 volunteer opportunities. We worked with a number of organizations on grassroots efforts."

- Leo Louis II | Malcolm X Memorial Foundation

Leo Louis II



Malcolm X Memorial Foundation 2018 Organizing Highlights

Events:

- 18 Saturday Building and Work Days
- 9 Major Volunteer days
- 15 GOTV Meetings/Events
- 3 Community Forums
- 42 Total Events

Volunteers:

- 23 Daily Gardeners/Volunteers
- 23 GOTV Volunteers
- 50 Brick Day Event Volunteers
- 80 UNO Service Learning Volunteers
- 20 Junior High School Volunteers
- 10+ Mosaic Volunteers
- 206 Total Volunteers

Collaborations:

- Blackburn Alternative High School
- Programming Life 101
- King Science Center
- UNO Service Learning
- Habitat for Humanity
- Americorp Vista
(Habitat for Humanity Collaboration)
- Goodwill YouthBuild
(Habitat for Humanity Collaboration)
- Concordia High
(Habitat for Humanity Collaboration)

Building Nonprofit Collaboration

Medicaid Expansion

On November 6, 2018, Nebraskans voted to expand Medicaid. Because of the efforts of our member organizations, more than 90,000 individuals will soon have access to quality healthcare. Never before have 501c3 organizations participated in a coordinated campaign of this scale in Nebraska.

The initiative was led by Nebraska Appleseed, and supported by Table Members at the Center for Rural Affairs, Heartland Workers Center, Planned Parenthood of the Heartland, League of Women Voters of Nebraska and League of Women Voters of Greater Omaha, Nebraska AIDS Project, ACLU Nebraska, Institute for Public Leadership, Health Center Association of Nebraska, Community Action of Nebraska, and Brain Injury Alliance of Nebraska.

“The success of the campaign supports our change theory that nonpartisan nonprofits are the best messengers for change in their own communities where they have built trusted, long-standing relationships.”

We distributed \$66,998 in grants to register voters, collect Medicaid petitions, and increase voter turnout. Because of our collective action, thousands of Nebraskans will soon have access to affordable healthcare.

With our strong nonprofit network, NCET was primed to facilitate coordination of 501c3 efforts in Nebraska. In addition to serving an advisory role, we facilitated an all-day coordination meeting, reviewed polling data, shared messaging best practices, and reviewed geographic targets to reduce duplication of efforts.



2018 Legislative Session

In 2018 NCET and Coalition for a Strong Nebraska members worked together to prevent some harmful pieces of legislation from becoming law. We were glad to partner with the Coalition on weekly legislative update calls. Together, we facilitated grassroots advocacy, direct lobbying collaboration, sharing vital information and calls to action for our members.

✓ Supported

- LB 998 (Walz) – Collaborative School Behavioral and Mental Health Program
- LB1082 (Vargas) – Require jails, law enforcement agencies, and the Nebraska State Patrol to provide public notice before entering into agreements to enforce federal immigration law and to allow audits of non-complying entities
- LB670 (Krist) – Change provisions relating to the juvenile justice system
- LB194 (Vargas) – Change provisions of the Credit Services Organization Act, Delayed Deposit Services Licensing Act, and Nebraska Installment Loan Act
- LB1132 (Pansing Brooks) – Require certain reporting by health care providers of injury from sexual assault, provide a procedure to set aside convictions of victims of sex trafficking and to expunge records, and provide for development and distribution of a statewide model anonymous reporting protocol
- LB776 (McCollister) – Change provisions relating to powers and duties of the Jail Standards Board and provide requirements for inmate access to telephone or video conferencing systems in county and city jails
- LB841 (Pansing Brooks) – Change provisions relating to parole administration and correctional services
- LB771 (Walz) – Adopt the Child Hunger and Workforce Readiness Act

✗ Opposed

- LB947 (Smith at the request of the Governor) – Adopt the Nebraska Property Tax Cuts and Opportunities Act, change income tax rates, and eliminate certain exemptions and credits
- LB1115 (Murante) – Provide population requirements for establishing district boundary lines for legislative districts, Supreme Court districts, and certain political subdivisions
- LB1130 (Kuehn) – Provide a disclosure requirement for certain tax-exempt organizations under the Nebraska Political Accountability and Disclosure Act
- LB 944 (Scheer at the request of the Governor) - Provide, change, and eliminate provisions relating to appropriations and reduce appropriations (Title X Funding)
- LB 1065 (Murante) – Digital Images in Electronic Poll Books
- LB1066 (Murante) – Require photographic identification for purposes of voting
- LR 1CA (Murante) – Voter ID

Families Belong Together Rallies

As a testament to the power of nonprofit collaboration, in June 2018 Table Member organizations - as well as additional community members and organizations - swung into action to plan rallies across Nebraska.

As part of a **Families Belong Together National Day of Action** on June 30th, 2018, several events were held throughout the state to call for an end of the forcible separation of children from their families at the US/Mexico border. Members helped plan rallies in Omaha, Lincoln, McCook, Chadron, Scottsbluff, and Sioux City to demand their immediate reunification.

Thank you to our members at **Heartland Workers Center, Immigrant Legal Center, Latino Center of the Midlands, Voices for Children, Centro Hispano, Unity in Action, Nebraska Appleseed, Institute for Public Leadership, Planned Parenthood of the Heartland, and the Women's Fund of Omaha**, in addition to many other community members and organizations.



2018 NCET Mini-Grant Program

Community
Development
& Organizing
\$45,000

inCOMMON
Community
Development

Amount funded: \$15,000

Project: Strengthen community engagement in Omaha's Park Avenue neighborhood

Portion of the RAE served: Between two-thirds and three-quarters of Park Avenue neighborhood residents identify as Hispanic and/or non-white

Project Outcome: 150 doors knocked, 89 door contacts, 250 volunteers engaged, 14 public events organized, and 2000 event attendees

New Life
Family
Alliance

Amount funded: \$5,000

Project: Medicaid Expansion discussions in York and Albion, advocacy webinars

Portion of the RAE served:

Individuals with brain injuries and their families

Project Outcome: Brain Injury Trust Fund legislation introduced, successful Medicaid Expansion advocacy, 34 participants in advocacy training webinar, and 45 legislative contacts made

Brain Injury
Alliance



Amount funded: \$2,450

Project: Legislative Breakfast in Lincoln, Advocacy Day training for Habitat staff, Family Picnic Voter Registration, the Maha Music Festival Advocacy House, and efforts for National Voter Registration Day

Portion of the RAE served: Low-income homeowners

Project Outcome: 174,828 impressions on digital advertisements in 12 legislative districts, 134 clicks generated, and LB 194, the legislation supported, passed

Habitat for
Humanity of
Omaha

Amount funded: \$4,000

Project: Targeted digital advertisements in support of payday lending reform bill LB 194

Portion of the RAE served: Low-income families

Project Outcome: 174,828 impressions on digital advertisements in 12 legislative districts, 134 clicks generated, and LB 194, the legislation supported, passed a

Grassroots
Lobbying
\$11,950

Voices for
Children in
Nebraska

Amount funded: \$10,000

Project: Summer employment for South Sudan youth

Portion of the RAE served: South Sudan youth

Project Outcome: 288 total attendees at 5 meetings, recruited 6 volunteers, and knocked 50 doors

Amount funded: \$5,000

Project: Community organizing for Health Project, including community focus groups, power-mapping, and issue forums

Portion of the RAE served: Youth

Project Outcome: Project is ongoing through 2019

Live Well
Omaha



Amount funded: \$5,500

Project: Grassroots mobilization to protect Title X funding

Portion of the RAE served: Diverse Nebraskans (geographically, racially, age, income, etc.)

Project Outcome: 2 polls conducted showing support for Title X and Planned Parenthood, 390 patch-throughs generated through NCET program, and 500+ legislative contacts made (the budget amendment ultimately passed, excluding Planned Parenthood from receiving Title X funding, but securing continued funding for other providers)

Planned
Parenthood
of the
Heartland

South of
Downtown
Community
Development

Amount funded: \$10,000

Project: Part time community organizer for one year to conduct canvassing, event planning, and coordination

Portion of the RAE served: Residents in zip codes 68502 and 68508

Project Outcome: 7 events, 15 volunteers engaged, 267 doors knocked, 9668 social media impressions

NEXT PAGE: GET OUT THE VOTE/VOTER REGISTRATION

Get Out the Vote/Voter Registration \$66,998



League of Women Voters of Greater Omaha

Amount funded: \$3,600

Project: Voter education for new citizens, high school students, and young adult developmental education groups

Portion of the RAE served: New citizens, youth, and people with disabilities

Project Outcome: 195 volunteers, 105 public events, 895 event attendees, television advertisements for voter registration and SMS text reminders, 140 new citizens voter education packets, 68 new citizens registered, and 284 elderly voters registered

Amount funded: \$10,000

Project: Voters guide, print media, television, radio interviews, and social media GOTV campaigns

Portion of the RAE served: Low-propensity voters

Project Outcome: Televised and sponsored 28 candidate forums and 1 Medicaid Expansion forum, 2,400 primary and 5,000 general election voter guides, 1,000 Spanish language voter guides.

Center for Rural Affairs

Amount funded: \$4,323

Project: Medicaid Expansion petition signature collection in Knox and Wayne Counties

Project Outcome: 185 signatures collected in Knox County, 190 signatures collected in Wayne County, 654 doors knocked, 227 door contacts, and 382 support petition signatures gathered

Outline

Amount funded: \$375

Project: Voter registration and Vote by Mail promotion within LGBTQ community

Portion of the RAE served: LGBTQ individuals

Project Outcome: 4 public events with 300 attendees

Civic Nebraska

Amount funded: \$4,200

Project: GOTV canvassing, mailing, phonebanking with coalition members and volunteers

Portion of the RAE served: New voters and low-income individuals

Project Outcome: 96 door contacts, 780 phone calls made, 130 phone contacts, and 5,500 Decoding the Ballot postcards mailed

Heartland Workers Center

Amount funded: \$10,000

Project: Door-to-door GOTV canvassing in South Omaha, North Omaha, and Bellevue; HWC worked to collect Medicaid Expansion petition signatures

Portion of the RAE served: Latino and minority voters

Project Outcome: 1620 doors knocked and 576 door contacts

Heartland Workers Center

Amount funded: \$15,000

Project: GOTV campaign using community engagement, news media, email, social media, canvassing, phonebanking, and relational organizing

Portion of the RAE served: Latino and minority voters

Project Outcome: 768 doors knocked, 648 door contacts, 586 phone calls made, 65 phone contacts, 96,613 social media impressions, 19,646 social media impressions for advertisements, 373 clicks generated by advertisements, 92 candidate profiles delivered, 555 relational organizing contacts, and Radio, television, and English and Spanish print media coverage



Black Men United

Amount funded: \$2,000

Project: Education campaign for returning citizens to increase voter registration and turnout

Portion of the RAE served: Returning citizens

Project Outcome: Black Men United used social media and hosted events and candidate forums to educate returning citizens on the voting process and their rights

Centro Hispano Comunitario de Nebraska GOTV

Amount funded: \$5,000

Project: Targeting voters in the Columbus area with various forms of voter contact

Portion of the RAE served: Spanish-speaking voters in the Columbus area

Project Outcome: 10 volunteers recruited, 40 attendees for public events, 15,290 social media impressions, and 2,500 digital ad impressions

Unity in Action GOTV

Amount funded: \$2,500

Project: Non-partisan voter registration, engagement, and GOTV work using public events to educate the community about voting

Portion of the RAE served: Latinx and high school students, and the East African community

Project Outcome: 500+ people at 4 public events organized by Unity in Action

Nebraska Appleseed

Amount funded: \$10,000

Project: Door-to-door GOTV campaigns in 6 communities: South Sioux, Scottsbluff, Alliance, Lexington, Grand Island, and Crete. GOTV direct mail campaigns in Columbus, Hastings, and the Winnebago Tribe. GOTV events in South Sioux City, Scottsbluff, Winnebago Tribe, Crete, Alliance, and Omaha tribe

Portion of the RAE served: Immigrant voters and voters of color

Project Outcome: 49 volunteers engaged, 16 public events organized, 200 event attendees, 5,592 doors knocked, 1,166 door contacts, 4,765 calls made, 1,258 phone contacts, 4,820 social media impressions, and 307 ad clicks generated

Voter Registration Program Experiment

In 2018 we tested four traditional voter registration methods. The purpose of the program was to determine the direct cost per registration so we could provide a template for our member organizations, based on their staff capacity and available funds.

Voter Registration Program Manager, Karina Hernandez, spearheaded the program. She hired and trained ten canvassers, who over the course of the experiment knocked on **7,308** doors in Lincoln, and registered voters at **9** community events and/or high traffic hot spots. Additionally, Karina oversaw a direct mail campaign that sent Spanish/English voter registration information to **8,858** unregistered but eligible voters in Gage and Lancaster counties. She also ran a time-progressive digital ad campaign that targeted **34,809** unregistered or inactive voters. All efforts were further refined to communities largely comprised of underrepresented voters.

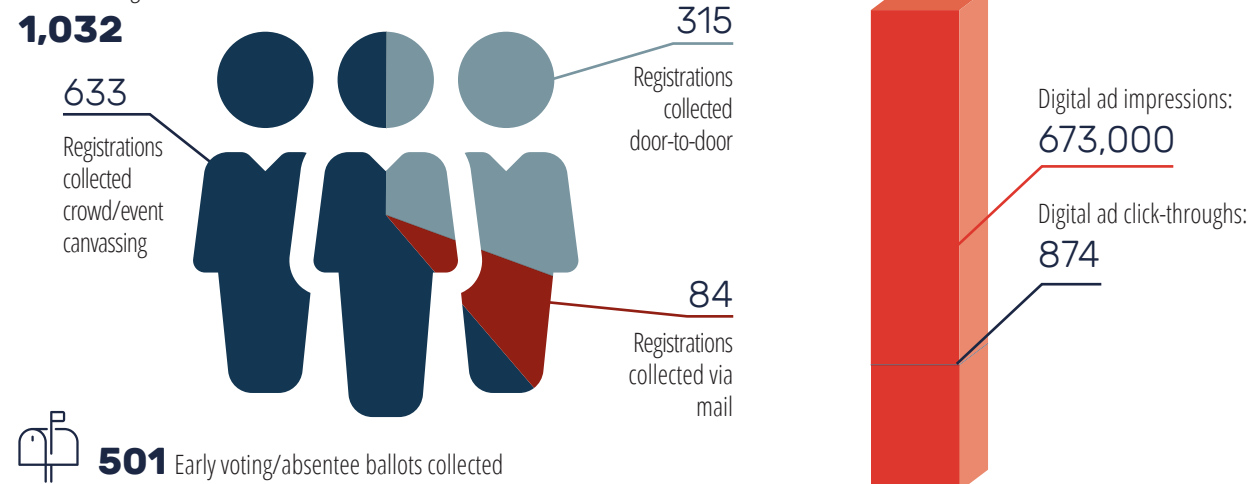
“One woman I spoke to really struggled with the question, ‘why is voting important to you?’ until her young daughter ran up to talk to her. As soon as she saw her kids I could see it click that they were the reason to vote. She said she hadn’t actively participated until she had kids and realized that her votes were shaping their futures.”

Lily Steffan, Voter Registration Canvasser

“A man outside of a store initially dismissed me when I said I was registering people to vote but when I mentioned he could vote by mail, he came over. He had a medical condition that made it very difficult to leave his house, so he had written off voting as a waste of time that would only cause him pain. As I prepared his mail in application, he teared up and said he was so glad that this year, he was able to make his voice heard from the comfort of his own home.”

Guadalupe Esquivel, Voter Registration Canvasser

Total voter registrations collected:



Member GOTV Engagement

2018 Primary Elections

In early 2018 we saw an increased number of nonprofits interested in civic engagement. Efforts included registering new voters, providing nonpartisan information about candidates, and organizing field efforts to increase voter turnout.

Organizers from Heartland Workers Center in Omaha knocked 8,914 doors, making 2,834 voter contacts, and another 1,447 contacts via telephone in Douglas, Colfax, and Otoe counties. Their efforts increased voter turnout among those contacted by 7.9%.

The League of Women Voters - Greater Omaha registered new voters throughout Douglas County. This included a partnership with Heartland Workers Center to reach soon to be eligible voters participating in high school government classes across the metro. LWVGO also partnered with Together Omaha to register eligible voters in their lobby. Altogether, LWVGO registered 352 new voters for the May 15th primaries.

2018 Midterm Election

Leading up to the Midterm Election, 24 Table Members engaged in Direct Voter Contact (phone banking, door knocking, texting, community outreach), with eight participating for the first time. NCET distributed \$66,995 in grant funds to eleven member organizations for their voter registration and GOTV programs.

In the final month of the election, our members collectively attempted more than 50,000 voters by phone or door across 11 counties.

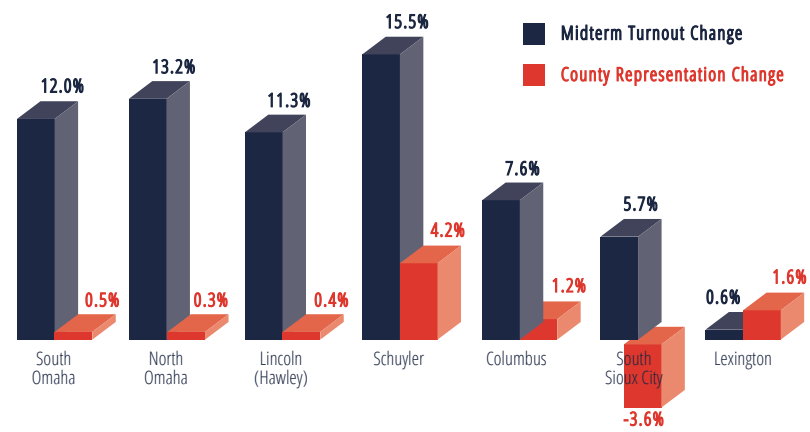
The Women’s Fund of Omaha participated in GOTV activities for the first time, running a digital and social media campaign, contacting 12,750 voters via SMS text messaging through the Table’s Hustle contract, and contacting another 4,535 via telephone.

Table Members Participating in GOTV Fall 2018

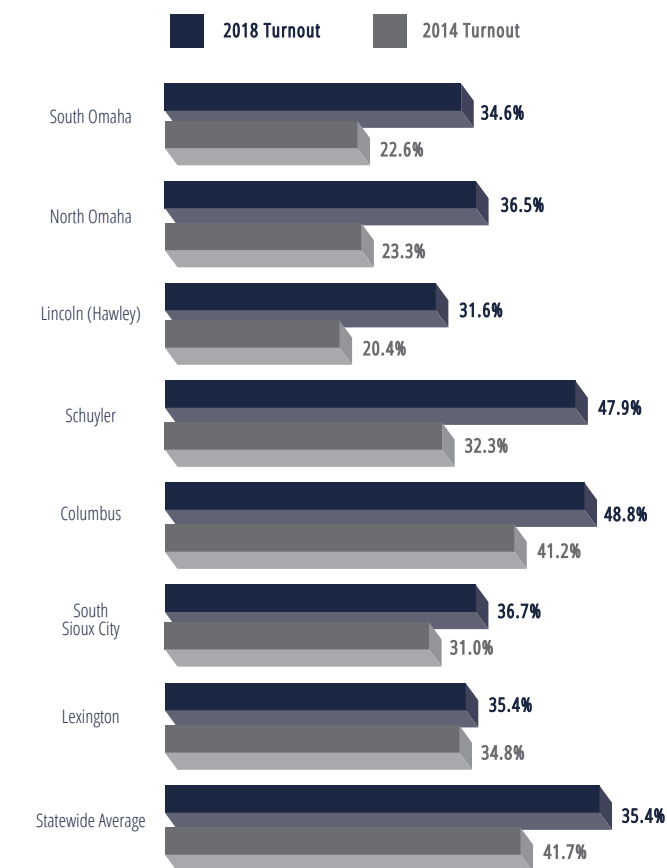
Heartland Workers Center
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 Conservation Nebraska
 East African Community of Nebraska
 League of Women Voters of Nebraska
 Arc of Nebraska
 Disability Rights Nebraska
 Womens Fund of Omaha*
 InCOMMON*
 OutNebraska (formerly Outlinc)*
 Malcolm X Memorial Foundation*
 Together Omaha*
 Voices for Children*
 Brain Injury Alliance*
 Center for Rural Affairs*

**Participated for the first time*

Turnout and County Representation Change '14 to '18



Vote Eligible Turnout



What is County Representation?

County Representation is one way we measure our progress toward bringing underrepresented communities to parity. A positive change in County Representation indicates a ZIP code provided a greater share of the overall voters within its county than it had in previous elections. In some cases, we might help increase turnout within a community, but a turnout surge in other communities could partially neutralize our efforts towards equal representation. This was the case in South Sioux City in 2018. In a low turnout election, we might increase County Representation by reducing the number of people who skip voting, even if the community's overall turnout slightly decreases. We encountered this situation in the Hawley neighborhood during the 2017 Lincoln Municipal Elections.



Voter turnout increased over the 2014 midterm election in all seven of our target ZIP codes:

68111(North East Omaha) 68107 (South East Omaha) 68503 (Hawley in LNK)
 68601(Columbus) 68661(Schuyler) 68776 (South Sioux)
 68850 (Lexington)



Six of seven ZIP codes also had higher county representation than they did four years ago.



Lancaster and Douglas counties both saw huge turnout increases compared to 2014.



Schuyler (15.5%), North Omaha (13.2%), South Omaha (12.0%), and Hawley in Lincoln (11.3%) all saw double digit turnout increases.



Schuyler saw the largest growth in both turnout (15.5%) and county representation (+4.2%).



Within Douglas County, Wards 2 and 4 (North and South Omaha) saw the biggest growth in representation.

Turnout increased by double digits in each of Nebraska's four counties that switched to all mail voting.

We had more member nonprofits engage in Direct Voter Contact for the first time than we had total members running similar programs in 2016.



While we've made good progress, the communities we care about are still underrepresented in the electorate. This underrepresentation is especially present in Midterms compared to General Elections.

Methodology

Our targeting and resource allocation is based on individual vote propensity - the likelihood that someone will vote in an election. While many organizations and campaigns seek to maximize their impact by targeting those more likely to vote, NCET members instead focus on increasing voters with low propensity scores. These are our most underrepresented Nebraskans.

Social Pressure Mail Experiment

As a follow up to our 2017 municipal election social pressure experiment, we again partnered with Analyst Institute to send a second “Voter Report Card” to nearly 36,000 households in Douglas (Omaha) and Lancaster (Lincoln) counties. This experiment was targeted at previous voters and used “social pressure” language to score their voting history against their neighborhood comparison.

In 2017, the mail piece increased turnout by 0.7 percent. Based on prior research that found voting to be “habit forming,” this time we wanted to know if the voters we contacted in 2017 would vote in the 2018 Midterm election, either with or without additional contact. This hypothesis that some voters contacted in 2017 would turnout unprompted in 2018 is called the “downstream effect.”

The 2018 experiment expanded on these results by sending follow-up GOTV contact to a randomized selection of voters from the 2017 program. Voters were sent social pressure mail in 2018 and those with available phone numbers additionally received information-focused SMS contact.

While the effects seen in 2017 were impressive in magnitude, mobilizing voters in 2018 was expected to be considerably more difficult given the noisier political environment.

This test was designed to answer the following research questions:

- What is the downstream effect of 2017 GOTV contact on 2018 general election turnout?
- How does the downstream effect compare to the contemporaneous effect of 2018 GOTV contact alone?
- Is layering 2018 GOTV contact on top of 2017 GOTV contact more effective in mobilizing 2018 turnout than either 2017 contact alone or 2018 contact alone?

The main takeaways from the results are as follows:

- The high turnout and noise of the 2018 election resulted in suggestive but not traditionally statistically significant findings. This problem may have been exacerbated by our decision to target voters who could be moved for both Municipal and Midterm Elections.
- 2017 contact may have slightly increased 2018 turnout (up .1% for 2018 contact only and up .3% for 2017 and 2018 contact)
- Our 2017 test found that our mail was equally effective for people with long voting records and people who cast their first ballot in 2016. In this test, it seemed that none of the conditions increased turnout among people who cast their first ballot in 2016.
- Conversely, all three conditions (2017 contact, 2018 contact, and contact both years) may have had a positive effect on turnout among people with longer voting records.
- Turnout was higher among people who we were able to text so SMS turnout messaging and/or SMS + Mail may have had a positive effect on turnout.



Tracking sustained increases in engagement takes years of relationship building. There are always many variables that contribute to short term increases in civic and political engagement, and we're proud to work with so many partners who are dedicated to building long term political power in their communities.

Building Capacity Through Core Support Services

The Nebraska Civic Engagement Table website is home to our Member Portal, which hosts a wealth of resources available to our members 24/7. Through our Help Desk members can submit requests for training, resources, information, or other needs.

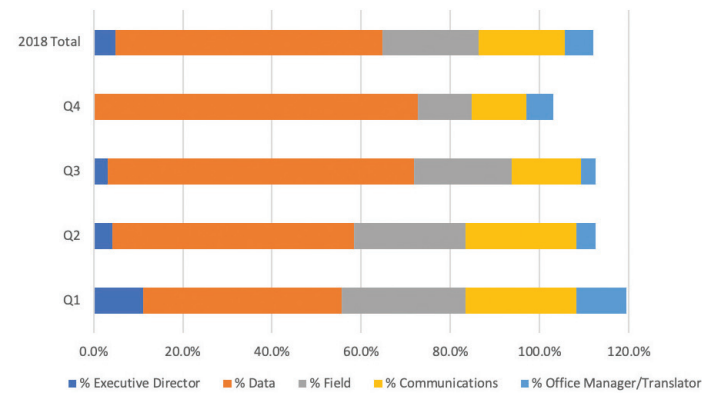
Portal Resources

- Member Directory
- Mini Grant Applications
- Voting Information and Election Guidance
- Communications Templates
- Press List
- Comprehensive Guide to Community Organizing Strategies
- Field Training Documents
- RAE Maps and Information
- VAN Training Videos
- Test/Experiment Results

Help Desk Report

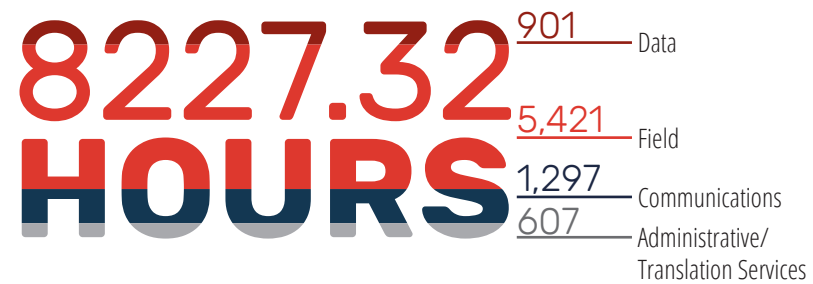
We had 125 requests for member support in 2018.

HDR Requests by Department



Core Support Hours

This is equivalent to 4 full-time staff providing support at no cost to our members.



Hastings College

Sign the petition to expand Me

COLLABORATION

Bringing Nonprofits Together

One of the benefits of Table membership is the opportunity to convene with other nonprofit advocacy organizations and direct service providers. In 2018 our members asked for more networking opportunities and we delivered!



4 quarterly member meetings



2 member dinners, hosted by Heartland Workers Center and Planned Parenthood the Heartland



2 member mixers, 1 in partnership with Coalition for a Strong Nebraska



8 departmental meetups for field, communications, and data staff



6 working group meetings for GOTV, Census 2020, and Training and Professional Development



100% of Nebraska members participated in a member meeting or networking event in 2018*

Looking Ahead in 2019

We've identified recurring themes for our work in 2019, based on Table Member feedback, trends in 2018 core support requests, gaps in broader community engagement, and anticipated members programs and initiatives in 2020.

- ★ Proactively Building Understanding and Use of Table Resources
- ★ Strengthening Our Internal Capacity to Support our Members
- ★ Preparing Our Members for U.S. Census, GOTV, and Ballot Initiative Work in 2020

Our 2019 Work Plan includes:

- ✓ Demonstrating our members' collective impact to the public through media and community outreach
- ✓ New Core Support positions
 - Voter Registration Program Manager
 - Grassroots Advocacy Coordinator
 - Manager-level positions: Communications, Field and Data
 - Deputy Director and Operations Director Positions
- ✓ Collaborative GOTV, Ballot Initiatives, and Census 2020 work through coalition building, training, and funding
- ✓ More member voter registration programs
- ✓ Increased access to civic engagement tools, including text messaging, Turbovote, and VAN
- ✓ Continued support of member initiatives through our mini-grant program
- ✓ Expanded grassroots legislative advocacy support
- ✓ Member training and networking opportunities

For more information
about our 2019 work plan,
contact Zack Burgin.



Nebraska Civic Engagement Table

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