

Summary — 2021 Democracy Voucher Outreach Fund

The Democracy Voucher Program budgeted \$225,000 and established the second round of funding to 501(c)(3) community-based organizations (CBOs) to conduct outreach in Seattle’s difficult-to-reach communities.

CBOs completed outreach to fulfill the following outreach objectives:

1. Promote civic engagement in underserved communities by educating residents about the Program.
2. Provide education and enrollment to lawful permanent residents.
3. Remove barriers to the Program by providing in-language education and distributing translated materials.

Organizations Funded

- APACEvotes
- Asian Counseling and Referral Service (ACRS)
- Eritrean Association in Greater Seattle
- Refugee Women’s Alliance (ReWA)
- The Vera Project
- Urban League of Metropolitan Seattle
- Villa Comunitaria
- Washington Bus Education Fund

Community-Based Outreach Impact



Direct Outreach

- 256 outreach events
- Reached 39,858



Digital Outreach

- 123 digital outreach activities
- Reached 132,371

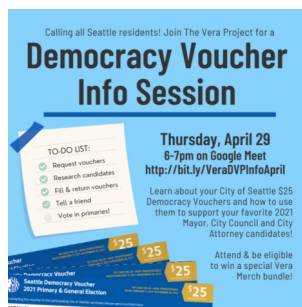


Materials Distribution

- 4,331 language materials
- 1,966 materials in English

Outreach Strategies

- Presentations
- Email listservs
- Brochures
- Phone banking
- Ethnic Media
- Tabling
- Social media
- Cultural events
- Videos from staff in languages
- Integrating educational activities to English-learning classes
- Candidate forums
- Live-streamed concerts
- Community engagement committee meetings
- FAQs on website
- Listening sessions
- One-on-one conversations
- Door-to-door outreach
- Radio
- Digital storytelling
- Training fellowship program



Tiền phiếu thưởng này đến từ đâu?

Chương trình Phiếu thưởng dân chủ được tài trợ công khai. Năm 2015, các cử tri Seattle đã chấp thuận mức thuế tài sản 3 triệu đô la mỗi năm để tài trợ cho chương trình trong 10 năm. Các tài sản bị ảnh hưởng bao gồm thương mại, doanh nghiệp và tài sản dân cư. Phiếu thưởng dân chủ

Chương trình chi phí cho chủ nhà trung bình khoảng \$ 8,00 mỗi năm.



Challenges

- Virtual meetings often made it difficult for organizations to provide in language technical assistance.
- COVID-19 lasted longer than expected, which limited opportunities for in-person outreach.
- Remote work/zoom fatigue.
- Reaching residents who do not have access to technology or were not in the database.
- Recruiting and retaining volunteers during the summer when many people were on vacation.
- Staffing changes within organizations.

In response to COVID-19, what type of outreach strategies did your organization pivot towards?

- “Trained case managers about the program to directly answer client questions about the program.”
- “Distributed brochures in food bags to low-income seniors and residents via Asian-Pacific Islander businesses.”
- “Changed phone banking scripts to ask if they have *heard* about the Democracy Voucher program instead of have they *used* their vouchers.”
- “Held virtual teleconferences vs. in person meetings and events.”
- “Shifted from in-person events to digital and relational organizing.”

Were the materials we provided useful for your outreach efforts?

- “The ‘Democracy Voucher Outreach Fund Toolkit’ was concise, complete, and easy to understand.”
- “The constant feedback helped organizations implement the strategies in a better way.”
- “The resident brochures were by far our most utilized material for our outreach. It was also helpful to have the translated posters to put up at our offices and when our staff did outreach to local businesses. We also used the sample voucher packets in our classes and in-person outreach to clarify what to look out for in the mail and demo how to fill in the vouchers. It was very helpful to have all of these resources already available in so many languages.”
- “Democracy Voucher Program staff were incredibly helpful to our outreach efforts, promptly providing us with needed information, pre-existing and newly created campaign materials, and even participating in our events. The DVP team appeared in multiple streams, worked with us to promote our concerts, and even screen printed with us in our shop.”

Recommendations

Marketing

- Provide more short FAQ videos for social media, stock photos with community members/leaders using their vouchers, translated fact cards, and elevator pitches.
- Design more merchandise and giveaways.

Education

- Create in-language instructional videos with voiceover instead of text.
- Provide the Candidate Toolkit in Spanish.
- Develop messaging and materials to address gap in knowledge of municipal governments, campaigns, and campaign finance needed to understand voucher program for recent immigrant and refugee communities.

Contract Coordination

- Facilitate networking and partnerships between grantees earlier in the contract.
- Obtain access to collectively produced materials among grantees to optimize efforts.

Data

- Provide disaggregated data by age, race, and location to pursue equity in areas which may be neglected in past voter turnout efforts and specific DVP-related education.