The Nebraska Civic Engagement Table (NCET) 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.

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 50,000 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.”

Kimzie Mabon, Field Director  |  kinzie@nebraskatable.org
Kimzie 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 am 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.”

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.”
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

Black Men United*
OutNebraska (formerly Outlinc)*
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

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

OUR MEMBERS

YWCA Lincoln
New Life Family Alliance
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
Omaha Psi Phi
Omaha Community Broadcasting
Somali American Heritage Society of Nebraska
Rabble Mill
Tri-Faith Initiative
Empowerment Network

*Founding Members

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

OUTNEBRASKA (FORMERLY OUTLINC)*
INCLUSIVE COMMUNITIES*
CENTER FOR RURAL AFFAIRS*
HEARTLAND WORKERS CENTER*
MALCOLM X MEMORIAL FOUNDATION*
NEBRASKA APPLESÉED*
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
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

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.
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.

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

Organizer School
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 501(c)3 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 501(c)3 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 910 (Vargas) – 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 (Kris) – 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 (Farsing 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

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
- LB944 (Schier at the request of the Governor) – Provide, change, and eliminate provisions relating to appropriations and reduce appropriations (Title X Funding)
- LB1055 (Murante) – Digital Images in Electronic Poll Books
- LB1046 (Murante) – Require photographic identification for purposes of voting
- LB 14C (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.
Project: Strengthen community engagement in Omaha's Park Avenue neighborhood
Amount funded: $15,000
Portion of the RAE served: Between two-thirds and three-quarters of Park Avenue neighborhood residents identify as Hispanic and/or non-white
Outcome: 150 doors knocked, 89 door contacts, 250 volunteers engaged, 14 public events organized, and 2000 event attendees

Project: Medicaid Expansion discussions in York and Albion, advocacy webinars
Amount funded: $5,000
Portion of the RAE served: Individuals with brain injuries and their families
Outcome: Brain Injury Trust Fund legislation introduced, successful Medicaid Expansion advocacy, 34 participants in advocacy training webinar, and 45 legislative contacts made

Project: Grassroots mobilization to protect Title X funding
Amount funded: $5,500
Portion of the RAE served: Diverse Nebraskans (geographically, racially, age, income, etc.)
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)

Project: Community organizing for Health Project, including community focus groups, power-mapping, and issue forums
Amount funded: $5,000
Portion of the RAE served: Youth
Outcome: Project is ongoing through 2019

Project: Part time community organizer for one year to conduct canvassing, event planning, and coordination
Amount funded: $10,000
Portion of the RAE served: Residents in zip codes 68502 and 68508
Outcome: 7 events, 15 volunteers engaged, 267 doors knocked, 9688 social media impressions

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
Amount funded: $2,450
Portion of the RAE served: Low-income homeowners
Outcome: 174,828 impressions on digital advertisements in 12 legislative districts, 134 clicks generated, and LB 194, the legislation supported, passed

Grassroots Lobbying
Amount funded: $11,950
Portion of the RAE served: Low-income families
Outcome: Targeted digital advertisements in support of payday lending reform bill LB 194

Habitat for Humanity of Omaha
Amount funded: $4,000
Portion of the RAE served: Low-income homeowners
Outcome: Grassroots mobilization to support Title X funding

Planned Parenthood of the Heartland
Amount funded: $5,000
Portion of the RAE served: South Sudan youth
Outcome: Summer employment for South Sudan youth

Voices for Children in Nebraska
Amount funded: $4,500
Portion of the RAE served: Between two-thirds and three-quarters of Park Avenue neighborhood residents identify as Hispanic and/or non-white
Outcome: Live Well Omaha

inCOMMON Community Development
Amount funded: $10,000
Portion of the RAE served: South Sudan youth
Outcome: Summer employment for South Sudan youth

Brain Injury Alliance
Amount funded: $5,000
Portion of the RAE served: Individuals with brain injuries and their families
Outcome: Medicaid Expansion advocacy, 34 participants in advocacy training webinar, and 45 legislative contacts made
<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount Funded</th>
<th>Project</th>
<th>Portion of the RAE served</th>
<th>Project Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>League of Women Voters of Greater Omaha</td>
<td>$3,600</td>
<td>Voter education for new citizens, high school students, and young adult developmental education groups</td>
<td>New citizens, youth, and people with disabilities</td>
<td>Portion of the RAE served: New citizens, youth, and people with disabilities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>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</td>
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</tr>
<tr>
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<td>$10,000</td>
<td>Vote education for new citizens, high school students, and young adult developmental education groups</td>
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</tr>
<tr>
<td>Center for Rural Affairs</td>
<td>$3,323</td>
<td>Medicaid Expansion petition signature collection in Knox and Wayne Counties</td>
<td>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</td>
<td></td>
</tr>
<tr>
<td>Civic Nebraska</td>
<td>$4,200</td>
<td>GOTV canvassing, mailing, phonebanking with coalition members and volunteers</td>
<td>Project Outcome: 96 door contacts, 780 phone calls made, 130 phone contacts, and 5,500 Decoding the Ballot postcards mailed</td>
<td></td>
</tr>
<tr>
<td>Heartland Workers Center</td>
<td>$10,000</td>
<td>GOTV canvassing in South Omaha, North Omaha, and Bellevue; HWC worked to collect Medicaid Expansion petition signatures</td>
<td>Project Outcome: 560 door contacts, 840 phone calls made, 130 phone contacts, and 5,500 Decoding the Ballot postcards mailed</td>
<td></td>
</tr>
<tr>
<td>Heartland Workers Center</td>
<td>$15,000</td>
<td>GOTV campaign using community engagement, news media, email, social media, canvassing, phonebanking, and relational organizing</td>
<td>Project Outcome: 560 door contacts, 840 phone calls made, 130 phone contacts, and 5,500 Decoding the Ballot postcards mailed</td>
<td></td>
</tr>
<tr>
<td>Nebraska Appleseed</td>
<td>$10,000</td>
<td>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</td>
<td>Project Outcome: 560 door contacts, 840 phone calls made, 130 phone contacts, and 5,500 Decoding the Ballot postcards mailed</td>
<td></td>
</tr>
<tr>
<td>Black Men United</td>
<td>$2,000</td>
<td>Education campaign for returning citizens to increase voter registration and turnout</td>
<td>Portion of the RAE served: Returning citizens</td>
<td>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</td>
</tr>
<tr>
<td>Centro Hispano Comunitario de Nebraska GOTV</td>
<td>$5,000</td>
<td>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</td>
<td>Project Outcome: 560 door contacts, 840 phone calls made, 130 phone contacts, and 5,500 Decoding the Ballot postcards mailed</td>
<td></td>
</tr>
<tr>
<td>Unity in Action GOTV</td>
<td>$2,500</td>
<td>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</td>
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<td>Nebraska Appleseed</td>
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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

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
Centro Hispano
Nebraska Appleseed
League of Women Voters of Greater Omaha
Institute for Public Leadership
Omega Psi Phi
Civic Nebraska
Planned Parenthood of the Heartland
South of Downtown Community Development Organization
Unity in Action
Black Men United
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

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

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

Voter turnout increased over the 2014 midterm election in all seven of our target ZIP codes:
68110 (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.

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 organisations 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.

ELECTION DAY IS TUESDAY, NOVEMBER 6.
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**

<table>
<thead>
<tr>
<th>Department</th>
<th>2018 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data</td>
<td>901</td>
</tr>
<tr>
<td>Field</td>
<td>5,421</td>
</tr>
<tr>
<td>Communications</td>
<td>1,297</td>
</tr>
<tr>
<td>Administrative/Translation Services</td>
<td>607</td>
</tr>
</tbody>
</table>

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

8227.32 HOURS
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*

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

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.