

# **Examination of Online Voter Registration Within Non-Profit Organizations Post 1993**

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## Abstract

*Voting is a key element to the validity of our democracy. Nonprofit organizations are one of the fastest growing organization structures within our society, with growing opportunities to engage voters in pursuit of their goals along with enhanced pressure following the movements surrounding the 1993 voter registration act. In this Thesis I analyze what categories of nonprofit organizations promote voter registration using their websites, to order to establish which organizations are utilizing their resources to promote their goals. The data I use is taken from the Washington Representatives studies which consists of 43,012 nonprofit organizations within Washington DC. My research has determined that certain types of nonprofit organizations appear to be more successful in engaging their communities through online voter registration engagement.*

## Introduction

This paper will look at and examine the nations, national nonprofit sector, in its efforts of engaging the community in voter registration. The nations drive towards voter registration efforts can be traced back to the voting rights act of 1965. While small it was a very important piece of legislation that eventually lead community groups to lobby on behalf of numerous voters rights laws and legislation up to and including the national voters registration act of 1993 where we saw the next set of sweeping voter registration reform. Along with this act came a new understanding of the importance of voter registration and engagement as group continue to push for stronger emphasis on voter engagement throughout the country (Leroux, 2011).

Simultaneously we are seeing a skyrocketing expansion of the nonprofit sector providing a new vehicle for engaging voters. This growth will

become vital as the nonprofit sectors expands on average 1000% faster then the buisness sector (Burke, 2001). With the sector growing as fast and as large as it is there is a wide variety fo different nonprofits existing within the field with each type persuing different goals, different leaders, and different methods. Exapnding from organizations working around identity groups, occupational groups, unions, public intrests and racial and ethnic organizations. Every organzaiton group engages voters at a different level and it is important to understand which organizations accomplish this the best so we can begin to look into why that is the case and how we can help other organzations achieve similar successes.

**Figure 1: Nonprofit Organization Expansion**

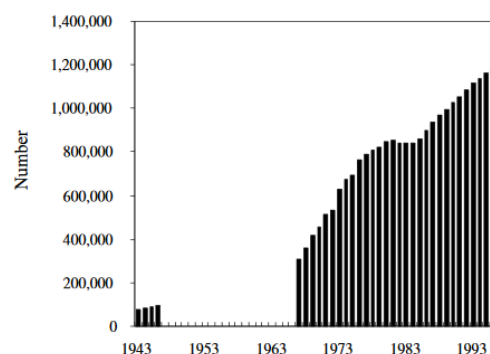


Figure 2. Number of Tax-Exempt Organizations, All Types IRS Master File, 1943-1996

## Literary Review

The desire to be engaged politically and provide your voice and opinion through voting has been a task that has happened throughout our country's history. Civil rights movements paved the United States' history as we have grown to understand that our elections are fairer, and our country is more successful when we all participate. Throughout the early 1980s congress was struggling with low voter turnout within federal elections and began writing different legislation to address the growing issues in the populations with voter registering disadvantages as Nonprofit organizations came to the forefront of voter registration and engagement.

There were numerous responses to this issue with Royce Crocker stating "Efforts to establish a national voter registration system followed closely on the heels of passage of the Voting Rights Act in 1965. In the early 1970s, a substantial effort was made to establish a national "postcard" or mail registration system." (Crocker, 2013) In the 92nd Congress the Senate and the House held hearings to establish a national voter registration system as well and eventually the 1993 National Voter Registration Act was passed in response to the need to register more voters within the national system (Leroux, 2011).

The 1993 National Voter Registration Act has a lot of moving parts as it was attempting to address the issues of underrepresentation while continue to build off the movements surrounding the voting rights act of 1965 that addressed historic discrimination against minorities. Working to try to help the disenfranchised, the National Voting Registration Act of 1993 attempts to partner with public and nonprofit organizations and departments to meet

citizens where they receive their services. While the majority of the bill is focused on government organizations there are unique aspects within the act that also lay out requirements for non-government entities that receive state funding and most importantly encouragement for those who don't (Money,2013).

In this time nonprofits were starting to be asked to increase their efforts in regard to Voter registration. Being spread across all aspects of life it made a lot of sense for these organizations to include voter registration as a priority as a lot of organizations goals are established by state and federal policies that are crafted and voted on by the representatives we elect and by providing voting information to nonprofit constituents there is a higher chance of adequate representation of there various causes.

LeRoux (2011) shares their insights and the insights of others when she shares "The primary goal of the NVRA was to increase the number of citizens who vote in national elections. To accomplish this objective, the law required that public agencies take steps to increase voter registration among low-income Americans (OMB Watch, 2007). The law prescribes specific protocols that if uniformly implemented, would systematically embed voter registration procedures in public organizations that provide social welfare services, as well as nongovernmental organizations that provide these services "by proxy"" (Leroux, 2011).

As the National Voter Registration Act of 1993 is now over a quarter of a century old and is still one of the most prominent acts that addresses voter registration, I believe that it is important to dive into the analysis of how the nonprofit atmosphere has evolved to embrace the idea of voter registration. Understanding how organizations promote voter registration

allows us to know how to address the continual issues that remain in our elections and capitalize and expand on any success that we made in the past.

### **Disenfranchised voters**

Numerous Scholars have focused heavily on what prevents voters from participating in the political process (Brady, Verba, & Schlozman, 1995; Money, 2013; Rongitsch, 2008).

Traditional SES models have described three reasons that immediately come to mind that prevent voters from fully engaging in the political process “They can’t”, “They don’t want to”, or “Nobody asked.” (Brady, Verba, & Schlozman, 1995). Nonprofit organizations are renowned for providing services to those most in need and are frequently in contact with all three variables of these issues.

The largest aspect that impacts voter’s ability to be able to vote is “They can’t” (Brady, Verba, & Schlozman, 1995). Potential voters lack the resources to be able to take time off work to vote or go out of their way to become more engaged in the election process. When a potential voter is so focused on getting through their day to day life, and time is valuable and almost exclusively used it’s hard to focus resources towards any other task (Rosenstone, Steven J., and John M. Hansen. 1993; Brady, Verba, & Schlozman, 1995).

The other big aspect that does not always get enough attention is the idea that for a lot of potential voters they are never engaged because they are never asked. Voters aren’t surrounded by a community that encourages them to be heavily engaged and this can boil all the way down to them not even putting work into simple registration (Nagel, 1987; Brady,

Verba, & Schlozman, 1995). When nonprofits embrace asking their members to engage, these issues start to disappear for many citizens.

### **Public aspects of the 1993 Voter Registration Act.**

The public aspect of the Voter Registration act has the largest overall impact. The public Voter registration act requires public administration offices that are involved with food stamps; Medicaid; Special Supplemental Food Program for Women, Infants, and Children (WIC); aid to Families with Dependent Children, armed forces recruiting, aid to the disabled, and most importantly, motor vehicle service agencies to also become voter registration agencies. They require these agencies to work towards registering voters alongside their normal work at the same level as the work they do (Highton & Wolfinger, 1998).

The public aspect of the national voter registration act is considered to be successful in its goals. Highton and Wolfinger (1998) provided studies that show the national voter registration act of 1993 lead to “estimates of turnout increases due to the motor voter provision of 4.7 and 8.7 percentage points” (Highton & Wolfinger, 1998).

In contest to the results found by Nagel et al. Martinez and Hill (1999) conducted their own research and found very different results “We address two questions regarding the effect of this new law: (a) Did the law increase overall turnout, and (b) did the law decrease the class and racial inequity in the U.S. electorate? Using turnout and exit poll data from the states, we find that the new law had no significant impact on overall state-level turnout, and it appeared to slightly increase the class and racial inequality in state electorates.” This is a very different result especially if the act increased disparity (Martinez & Hill, 1999).

Throughout my examination of the literature surrounding the act there is shown to be some controversy over how successful the act has been in the public sector but for the most part the research leans towards the act being a successful piece of legislation (Crooker, 2013; Highton & Wolfinger, 1998; Leroux, 2001).

### **Nonprofit aspects of the 1993 Voter registration act**

Leroux (2001) explains “how Section 7B of the 1993 National Voter Registration Act (NVRA), also known as the "Motor Voter law," on page 567 encourages all nongovernmental entities to register their clients to vote, and mandates that all agencies receiving state funding provide such opportunities to their clients, stipulating that these activities must be carried out in a nonpartisan fashion.” (Leroux, 2001).

Leroux also argues that “Despite the potential for U.S. nonprofit social service agencies to increase voter registration, there are no systematic studies to date that examine how widely the NVRA has been embraced by nonprofits, nor have scholars considered why nonprofits choose to carry out voter engagement activities.” (Leroux, 2001).

Recent examples have shown that nonprofits are paving the path for national voter registration. National voter registration day is an event that has been held every year during which nonprofit organizations partner together to focus on communal registration across all 50 states. In 2017 over 3000 organization came together to register and engage voters. Since 2012 over 1.4 million voters have been registered during the event. The event is now moving beyond just nonprofits committing to registration efforts and is now seeing other large for-profit organizations like Facebook become involved in the process. While private organizations are



now joining the effort, the major players are still dominated by large nonprofits. (National voter registration day, 2017).

This falls in with an idea laid out by Rongitsch (2008) who claims that not only are nonprofits vital in the voter registration effort within the United States they could well be the “Sleeping giants of democracy”. The fact that nonprofits work so closely within communities and that they work closely with underrepresented groups put them in a unique position to engage with voter registration in the electoral process (Rongitsch, 2008, Lu 2018).

While scholars have shown how nonprofits attempt to be involved in voter registration, and how the 1993 Voter registration act to require voter registration participation. There is still a large amount of controversy in determining at what level the engagement is. A study by LeRoux (2001) showed that only 29 percent of nonprofit social service organizations are engaged in Voter registration.

This is controversial because according to the Voter Registration act, they should be involved. It is also controversial because the study only included 314 participants, was not fully random, suffered from selection bias, only accounted for representation in 16 states, and is still one of the best studies to date in examining how nonprofit organizations interact with mobilization and voter registration. In the study Leroux (2001) also attempted to evaluate what causes organizations to succeed or fail in voter registration (Leroux, 2001).

Throughout Leroux’s (2001) and a few others work was laid to show that nonprofit association involvement and nonprofits leadership that include social workers, are positive influences on engaging nonprofits, and that state voter registration laws can be restricting and

even in contradiction to the goals of federal law and policy in being a deterrent to nonprofit engagement. While the foundation is laid from her work with only 268 participants in these experiments there is still a lot of questions as to the validity of the results and more research is definitely needed to either confirm or deny these insights (Lu, 2018, Leroux, 2001).

### **Nonprofits and civil engagement**

Jeffery Berry did a fantastic study regarding nonprofits and their ability to engage voters and increase civic engagement. As of 2005 there were approximately 800,000 501c3 nonprofits that are large enough to be registered with the federal government (Berry, 2005). Berry claims that “We live in an age of nonprofits” (Berry,2005 Pg.568). He was absolutely right, and nonprofits have grown exponentially with there being approximately 1,570,000 nonprofits organizations according to IRS data (Independent sector, 2020). As these organizations expand the ability for them to influence legislators grows as well.

### **Why we need to expand our studies**

As we continue to move into the upcoming election cycles and continue to debate how we want to register voters, if we are not going to switch over to an automatic voter registration system, or allow everyone same day registration at the polls, we will be reliant on the practices that we have establish to continue to register our population to vote.

At this point there are strong arguments for the utilization of nonprofit organizations that have shown to have potential to be very effective at engaging with and connecting with

the segments of the population that we hope to target. Our government system has also already put in place an act that encourages the actions of voter engagement and mobilization that we desire.

The issue is that regardless of all of this we see a discrepancy where due to the small and limited number of studies we have available we have a lack of understanding in how much of the nonprofit sector is participating. (Leroux, 2011).

Finally, we see that there are some groups of nonprofits who are involved in voter registration that are not required to and nonprofits that are heavily engaging in successful voter mobilization, that go beyond the requirements that are asked of them. We don't have anywhere near enough information or data to begin understanding why or what makes organizations engage in this manner and if we want to encourage and continue this behavior we are going to have to decide to look into it so we can bring those insights to others that we hope to encourage to do the same. (Leroux, 2011; Rongitsch, 2008; Crocker, 2013).

While there is a large amount of research to show that voter registration is important to engaging in a political system, that there are successful nonprofits working on the goals of the 1993 Voter registration act, and that there is numerous research on the public sector side of the voter registration act. Since we want to engage voters and have successful legislation there seems to be sufficient reasoning to seek to gain an understanding into how the nonprofit organizations have been working towards achieving the goals of the 1993 Voter Registration Act, learn how to make it easier for the organizations we require to participate to do their job, and then how to hold these organizations accountable for the laws we have been failing to

enforce. (Nagel,1987; Highton & Wolfinger, 1998; Leroux, 2011; Rongitsch,2008; Crocker, 2013).

## Methods and Analysis

The literature shows that a lot of nonprofits are promoters of voter registration; as well as the fact that lawmakers are influential on changing the policies and creating funding for the goals of most nonprofits. I am specifically attempting to discover at what level of activity certain nonprofits engage in these efforts, and most importantly what types of nonprofits engage in these efforts.

Originally, I was searching for datasets that reviewed and compiled large samples of varying nonprofit organization and recorded if the individual nonprofits are engaged in voter registration, National Get Out the Vote campaigns, voter mobilization and overall voter related efforts. I have found that this specific set of variables have not been collected or researched.

I was able to find data that looked into nonprofit organizations that are involved in national politics within the D.C area called *The Washington Representatives Study*. This study consists of 43,012 nonprofit organizations which have been classified into 96 categories, that have been listed within the Washington Representatives directories published by Columbia Books over the years of 1981, 1991, 2001, 2006, and 2011. There are a variety of different variables within this data set including organizational objectives, organizational classifications, political activity through in and out of house lobbyist, PAC donations, and most important to my research is web-based voter engagement activities.

The major limitation of this dataset's variables is that they are limited in their scope of voter mobilization to web based activities, while there are a lot of nonprofit organizations that are involved in voter registration that do not utilize their website for this sort of engagement, hence that form of activity is not captured in the data . Regardless we can still gain a lot of insights into which types of organizations are more inclined to be involved in voter mobilization through the examination of what types of nonprofit groups pursue these methods on their website.

In order to discover these insights, I used the variables of Category and subsections of this variable including CAT\_PUBINT, CAT\_IDENTITY, CAT\_RACE, and CAT\_OCCUP which are variables that nonprofits assign themselves to represent public interest groups, identity groups, racial or ethnic groups, and occupational groups and unions. Against the specialized variable WEB\_VOTERREG which tracks which organizations have information regarding voter registration.

## Hypotheses

Through the variables I described I will analysis the following hypothesis.

### Hypothesis 1

Among organization types, Organizations that categorize as unions will have the highest level of voter mobilization and voter registration information.

### Hypothesis 2

Of organizations that identify as identity groups organizations, those that represent the elderly will have the highest level of voter mobilization and voter registration information.

### Hypothesis 3

Of organizations that identify as racial or ethnic groups, organizations that represent Latinos will have the highest level of voter mobilization and voter registration information.

### Hypothesis 4

Of organizations that identify as occupational groups and unions, unions will have the highest level of voter mobilization and voter registration information.

### Hypothesis 5

Of organizations that identify as public interest groups, organizations that represent citizen empowerment groups will have the highest level of voter mobilization and voter registration information.

## Data Analysis

For my first hypothesis, I am testing to determine what types of nonprofit organizations have a higher likelihood to be engaged in voter registration. Isolating all nonprofit organizations into self-assigned categories I then performed a cross tabulation to compare the categories against themselves.

**Table 1: Voter Registration by Category**

			Corporations	Trade and other business associations	Occupational associations	Unions	Education	Health	Public interest	Identity groups	Social welfare or poor	Foreign	Other
Does website include voter registration information?	No	Count	3096	1023	672	80	490	394	439	463	95	534	772
		Percentage	99.7%	92.8%	87.6%	80.0%	98.0%	96.1%	93.8%	91.0%	90.5%	100.0%	94.8%
	Yes	Count	8	79	95	20	10	16	29	46	10	0	42
		Percentage	0.3%	7.2%	12.4%	20.0%	2.0%	3.9%	6.2%	9.0%	9.5%	0.0%	5.2%
Total	Count	3104	1102	767	100	500	410	468	509	105	534	814	
	Percentage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

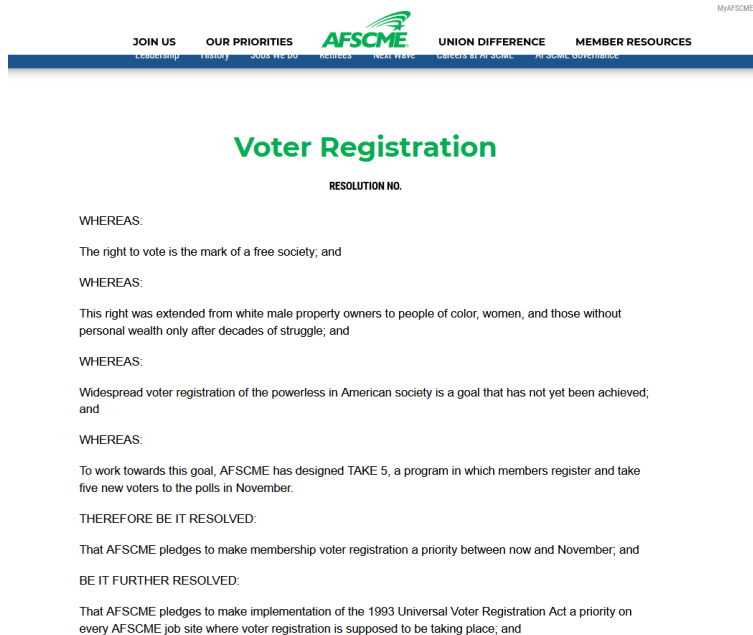
Chi = .000, Cramer's V = .219\* sig at .001

From observing the crosstab, we can discern that different types of organizations engage with providing voter registration information. Some of the largest results we can take away from this test is that Unions and Occupational associations are currently more likely to provide voter registration information at 20% and 12.4%, this is statistically greater than the other organizational types that are all within single digit percentiles.

In order to confirm statistical significance, I also performed a Chi square as well as Phi and Cramer's V test. The results of the Chi-square test was 405 with a significance of .001 showing that there is a statistically significant effect of the independent variable on the dependent variable at 05%. The results of the Phi test and the Cramer's V test scored at .219 and a significance of .000 showing there is a significance in the magnitude of my test.

The American Federation of State, County and Municipal Employees or (AFSCME) is a union that is an example that has adopted policies of engaging voters through voter registration efforts. While hard to find AFSCME has shown through the resolutions they passed that voter registration is a priority for them. (Sutton, J)

**Figure 2: AFSCME Union Voter Resolution**



These results confirm my hypothesis that Unions are the most engaged in voter registration information at 20% which is above all other category groups.

For my second hypothesis, I am looking within organizations that identify as “identify groups” too see which of these organizational types have a higher aptitude to be engaged in voter registration. After Isolating all nonprofit organizations that self-identify as representing “Identity groups”, I performed a cross tabulation to compare the categories against themselves.

**Table 2: Voter Registration by Identity Group**

			Racial or ethnic	Religious	Women	Elderly	LGBT	Total
Does website include voter registration information (y/n)?	No	Count	116	61	7	24	253	461
		Percentage	92.1%	91.0%	87.5%	75.0%	92.3%	90.9%
	Yes	Count	10	6	1	8	21	46
		Percentage	7.9%	9.0%	12.5%	25.0%	7.7%	9.1%
Total	Count	126	67	8	32	274	507	
	Percentage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi = .029, Cramer's V = .146\* sig at .05



From observing the crosstab, we can discern that different types of Identity group organizations engage with providing voter registration information. The largest results shown is that organizations that represent the elderly are more likely than any other identity group organization, to provide voter registration information at 25% this is statistically greater than the other organizational types by at least and outranks any other group by at minimum 100%.

In order to confirm statistical significance, I also performed a Chi square as well as Phi and Cramer's V test. The results of the Chi-square test was 10.8 with a significance of .029 showing that there is a statistically significant effect of the independent variable on the dependent variable at 05%. The results of the Phi test and the Cramer's V test scored at .146 and a significance of .029 showing there is a significance in the magnitude of my test.

**Figure 3: NCOA Voter Engagement Website**

The screenshot shows the NCOA website's 'Advocacy Toolkit: Election 2020' page. The header includes the NCOA logo and a navigation menu with categories like Economic Security, Healthy Living, Public Policy, Blog & News, Get Involved, Resources, and AgeAction. The main content area features a list of resources for engaging elected officials, including 'Get started with 2 easy steps', 'Questions to ask candidates about...', 'Presidential campaign statements', 'What others are saying', and 'Tips for engaging elected officials'. The page also includes a section for 'Tips for engaging elected officials' and 'Best Practices for Nonprofits Working with Political Candidates'.

The National Council of Aging is an example of an elder focused group that includes numerous advocacy tools on their website. Included within these tools are ways to get more involved and advocate and information and links providing information on voter registration and the importance of it. (Advocacy toolkit, 2020)

These results confirm my hypothesis that within identity groups, groups that represent the elderly are the most engaged in voter registration information at 25% above all other identity groups.

In my third hypothesis, I am testing to establish to see within racial and ethnic focused nonprofit organization groups if any specific groups have a higher aptitude to be engaged in voter registration. Isolating all nonprofit organizations that identify in these self-assigned categories, I performed a cross tabulation to compare the categories against themselves too see if Latino focused organizations are more likely to be engaged.

**Table 3: Voter Registration by Racial or Ethnic Organizations**

			Minorities	African-Americans	Latinos	Asians	Native Americans	European ethnic groups	Islamic nationality groups	Other nationality groups	Total
Does website include voter registration information?	No	Count	14	35	22	13	143	16	6	4	253
		Percentage	93.3%	87.5%	78.6%	92.9%	97.3%	94.1%	75.0%	80.0%	92.3%
	Yes	Count	1	5	6	1	4	1	2	1	21
		Percentage	6.7%	12.5%	21.4%	7.1%	2.7%	5.9%	25.0%	20.0%	7.7%
Total	Count	15	40	28	14	147	17	8	5	274	
	Percentage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi = .01, Cramer's V = .01\* sig at .05

From observing the crosstab, we can discern that different types of racial or ethnic group organizations engage with providing voter registration information. The largest results shown is that organizations that represent the Islamic and Latino groups are more likely than any other identity group organization, to provide voter registration information at 25% and 21.4%.

In order to confirm statistical significance, I also performed a Chi square as well as Phi and Cramer's V test. The results of the Chi-square test was 18.469 with a significance of .01

showing that there is a statistically significant effect of the independent variable on the dependent variable at 05%. The results of the Phi test and the Cramer's V test scored at .260 and a significance of .01 showing there is a significance in the magnitude of this test.

It should be noted that the number of Islamic nationality groups is only accounting for 8 total organizations compared to the other categories specifically Latino based organizations who also show to have significant level of website voter registration. This shows that Islamic nationality groups are a good example of a organization type that needs a closer future analysis.

The Council of

American-Islamic

Relations show one of the

most direct examples I

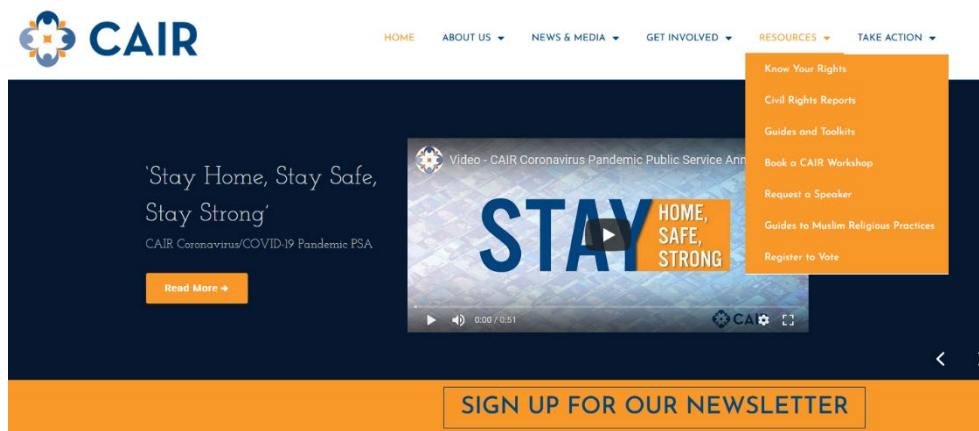
have been able to find of

working towards

registering voters with a

direct link to voter registration and information provided on their websites homepage it is easy to find and engage with. (Council of American-Islamic Affairs)

**Figure 2: CAIR Voter Mobilization Website**



These results reject my hypothesis that of organizations that identify as racial or ethnic groups organizations that represent Hispanics will have the highest level of voter mobilization and voter registration information. This test has shown that groups that represent Islamic

nationality groups are more likely than Latino groups to engage in voter registration information at 25% over the 21.4% for Latino groups.

In my fourth hypothesis, I am testing to establish to see how unions and occupational groups that are nonprofit organization groups engage on providing voter registration information. Testing to see if any specific groups have a higher aptitude to be engaged in voter registration. Isolating all nonprofit organizations that identify in these self-assigned categories, I performed a cross tabulation to compare the categories against themselves too see if unions are more likely to be engaged than other occupational groups.

**Table 4: Voter Registration by Occupational Groups and Unions**

			Assn of business profs	Assn of public employees	Professional assn	Other occupational assn	Assn of Nonprofit Admins	Assn of Public Employees - Military	Unions	Total
Does website include voter registration information?	No	Count	74	119	367	71	29	12	80	752
		Percentage	90.2%	91.5%	85.0%	93.4%	87.9%	85.7%	80.0%	86.7%
	Yes	Count	8	11	65	5	4	2	20	115
		Percentage	9.8%	8.5%	15.0%	6.6%	12.1%	14.3%	20.0%	13.3%
Total	Count	82	130	432	76	33	14	100	867	
	Percentage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi = .071, Cramer's V = .071\* sig at .10

From analyzing the crosstab, we can discern that different types of unions and occupational group organizations engage with providing voter registration information. The largest results shown is that unions are more likely than any other union or occupational group organization, to provide voter registration information at 20%.

In order to confirm statistical significance which this test failed to do at a 95% confidence interval. I performed a Chi square as well as Phi and Cramer's V test. The results of the Chi-square test was 11.622 but it scored a .071 on its 2-sided asymptotic test showing that there is not a statistically significant effect of the independent variable on the dependent

variable at 05%. This test only allows for statistical significance at a 90% confidence interval.

The results of the Phi test and the Cramer's V test scored at .116 and a significance of .071 also showing there is not a significance in the magnitude of this test at 5% but only at a 90% confidence interval.

These results confirm my hypothesis at a 90% confidence interval that within unions and occupational groups, groups that classify as unions are the most engaged in voter registration information at 20% above all other occupational groups and union groups.

In my fifth hypothesis, I am testing to establish to see how public interest groups that engage on providing voter registration information. Testing to see if any specific groups engage more in voter registration. After Isolating all nonprofit organizations that identify in these self-assigned categories, I performed a cross tabulation to compare the categories against themselves too see if citizen empowerment public interest groups are more likely to be engaged then other public interest groups.

**Table 5: Voter Registration by Public Interest Group type**

		Consumer	Environmental and wildlife	Government reform	Civil liberties	Citizen empowerment	Other liberal groups	Other conservative groups	School choice	Other	Total	
Does website include voter registration information?	No	Count	27	104	20	9	18	76	57	2	126	439
		Percentage	93.1%	97.2%	100.0%	100.0%	81.8%	91.6%	85.1%	100.0%	97.7%	93.8%
	Yes	Count	2	3	0	0	4	7	10	0	3	29
		Percentage	6.9%	2.8%	0.0%	0.0%	18.2%	8.4%	14.9%	0.0%	2.3%	6.2%
Total		Count	29	107	20	9	22	83	67	2	129	468
		Percentage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi = .004, Cramer's V = .004\* sig at .05

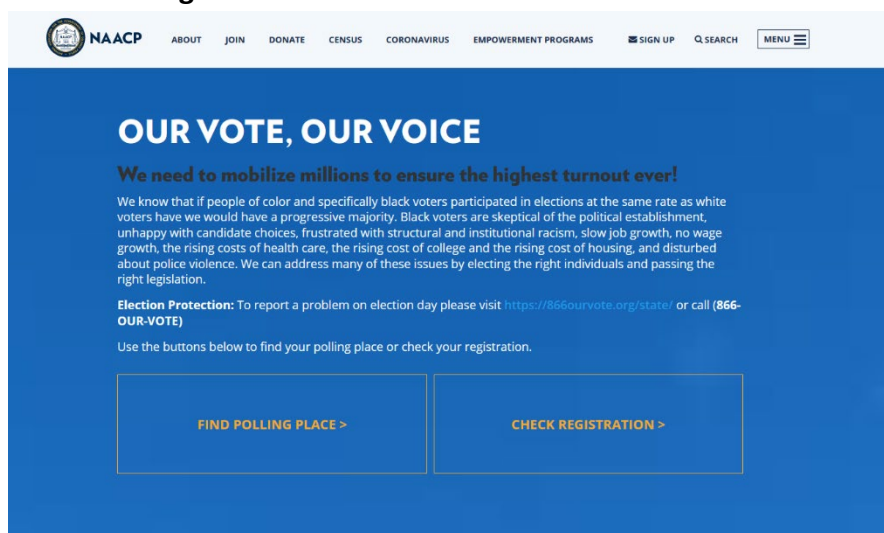
From analyzing the crosstab, we can discern that different types of public interest organizations engage with providing voter registration information. The largest results shown is

that citizen empowerment groups are more likely than any public interest group to provide voter registration information at 18.2%.

In order to confirm statistical significance, I also performed a Chi square as well as Phi and Cramer's V test. The results of the Chi-square test was 22.451 with a significance of .004 showing that there is a statistically significant effect of the independent variable on the dependent variable at 05%. The results of the Phi test and the Cramer's V test scored at .219 and a significance of .004 showing there is a significance in the magnitude of my test.

The well-established nonprofit of the National Association for the Advancement of Colored People not only serves as an ethnicity-based organization but more importantly as a citizen empowerment group that strongly promotes voter registration and information. (Vote)

**Figure 5: NAACP Voter Mobilization Website**



These results confirm my hypothesis that citizen empowerment groups are the most engaged in voter registration information at 18.2% above all other public interest groups.

## Discussion

As my research has concluded we have come to find that organizational groups like citizen empowerment, Unions, Islamic and Latino national groups, and elderly focused organizations all have increased levels of online voter registrations. It is important that researchers understand which organizations are successful in this endeavor in order to find ways to support other organizations in securing these goals. Further research is defiantly needed regarding nonprofits involvement within voter engagement.

My original plan for this thesis was to look at the overarching involvement of nonprofit organization in voter mobilization and involvement, due to the limited amount of available data I decided to focus on the available data regarding voter registration available through organizational websites. This is a very specific type of voter mobilization and does not account for a variety of other methods organizations may choose to focus there efforts upon voter engagement either through in person tabling or face to face work upon the jobsite, physical media such as mailers and pamphlets, or even other forms of virtual media like advertisements and commercials.

In future studies I would like to see more nationwide research into these forms of voter engagement efforts specifically by a nonprofit census directly asking what level of involvement organizations take. As funding becomes more competitive and available through grants and other funding sources, I find it important that we can determine in what way these organizations are working towards voter engagement. This needs to happen in order to provide donors and the government with the information they need to invest in groups that are working towards these goals.

I would also like to see in future studies a deeper dive into what causes specific organizations to choose to be more prone to engage in voter mobilization, registration, and engagement. There are a few current studies out here with promising leads that show how the executive directors background, race and educational background can be a key aspect in this variable, I believe future research would still be extremely beneficial to the field. Luckily thanks to the information we have found in the research examined in this thesis we can have an idea of what organizations to begin taking this next step of analysis into.



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## Appendix

Figure 1 citation: Burke, C. B. (2001). Nonprofit History's New Numbers (and the Need for More). *Nonprofit and Voluntary Sector Quarterly*, 30(2), 174–203. doi: 10.1177/0899764001302002

Figure 2 citation: American Federation of State, County and Municipal Employees Sutton, J. (n.d.). Voter Registration. Retrieved from <https://www.afscme.org/about/governance/conventions/resolutions-amendments/1996/resolutions/10-voter-registration>

Figure 3 citation: National Council on Aging, Advocacy Toolkit: Election 2020. (2020, March 12). Retrieved from <https://www.ncoa.org/news/ncoa-news/public-policy-news/election-2020-advocacy-toolkit/>

Figure 4 citation: Council of American-Islamic Relations. (n.d.). Retrieved April 17, 2020, from <https://www.cair.com/>

Figure 5 citation: The National Association for the Advancement of Colored People, Vote. (n.d.). Retrieved April 17, 2020, from <https://www.naacp.org/vote/>