



# Voter Education Fund

## Julie Wise, King County Director of Elections



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# Voter Education Fund

## History

**2016**

Pilot program 22 partners focus on limited-English speaking communities  
\$224,000 in funding

**2017**

Approved as part of biennial budget, expanded access to all underserved communities, 30 partners

**2018**

33 community partners, \$460,000 in funding

**2019-2020**

Moved to two-year grant cycle, \$950,000 in funding and 39 community partners

**2020-2021**

Happening Now!



# Voter Education Fund

## Eligible Activities



- **Voter education or outreach** informing historically excluded communities voters about how voting works in King County, such as who is eligible to vote, what is vote-by-mail, and democracy 101.
- **Voter registration activities** where historically excluded communities work, play or connect that are compliant with COVID-19 guidelines.
- **Nonpartisan opportunities** for communities to come together and educate themselves about what's on the ballot.
- **Culturally appropriate technical assistance** in navigating the voting process, such as helping voters change their address or language preference.

# Voter Education Fund

## Eligible Activities

- Create **community participation** in elections and voting.
- Are **non-partisan** and open to all members of the public.
- Are conducted by organizations that are open and inclusive, who actively engage **diverse community members** that live in King County.
- Occur **within King County limits**.





501(c)(3) organization or fiscally sponsored organizations by a 501(c)(3) in King County

# Application

## Narrative Questions

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### **Target Population(s)**

Describe your target population(s)

### **Community Need and Benefit**

What significant role or gap within the community do you seek to fill? How would the community benefit from increased voter education, outreach and engagement?

### **Engagement Strategies**

What specific strategies will your organization use to engage this population/community in voter education activities in 2021 and 2022? Please share how you will tailor your approach given the COVID-19 pandemic and recovery.

### **Voter Engagement Experience**

Does your organization have experience doing voter engagement with the target communities?

### **Leadership and Community**

How does your organization's leadership reflect the race, ethnicity, and languages spoken with the community you are targeting?

### **Organization Positioning**

Please describe why you think your organization is well-positioned to receive a Voter Education Fund grant right now?

### **Tracking and Evaluation**

How will your organization track information and evaluate progress and/or success?

### C8. Field Workplan Upload\*

Complete the field plan and budget using the [Field Plan template](#). For project events, list as many anticipated events as your organization expects to deliver throughout 2021 and 2022.

Upload a file [5 MiB allowed]

- Date
- Event
- Activities
- Location/Site
- Neighborhood, City
- Historically Excluded Community and Language Focus
- Estimate Range of People Reached
- # of Events
- COVID-19 Precautions





# Application

## Review & Evaluation

- Review Committee – two members from KCE, two from Seattle Foundation, two or more community reviewers
- All applications scored based on application criteria (Total of 100 points)
  - Target Population/Community – 25 points
  - Capacity and Experience – 25 points
  - Tracking Progress – 10 points
  - Field Plan and Budget – 40 points
- Potential interviews and site visits after the first round
- Final decisions announced in May

# Program Partners

On-going Support

## Mandatory Orientation and Mid-Cycle Gatherings

### Monthly Check-ins

- Status of VEF Field Plan
  - total # of voter registration forms, # of participants, total # of events
- Training needs
- Feedback on materials, communication/PR, outreach and engagement, data/policy, materials needed

### Monthly Refresher/Trainings

- Rotating topics each month



# Program Partners

## Outcomes

Since 2018 . . .



**887,606**  
voters reached

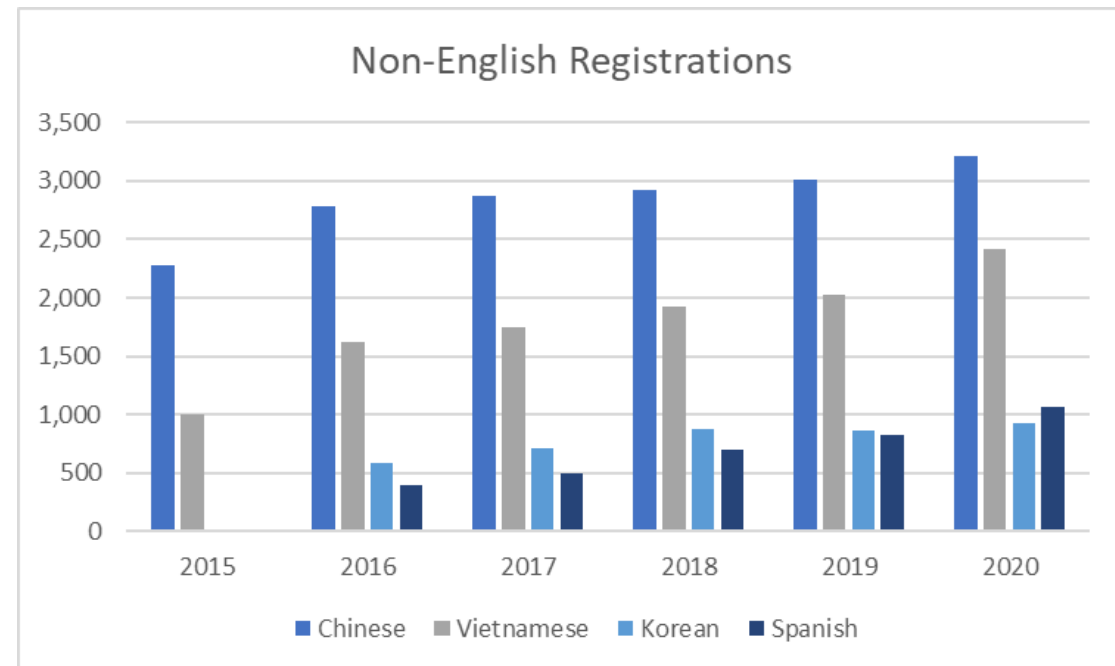


**17,550**  
voters registered



**5,423**  
community events

- 62% increase in requests for materials in another language after the first year of the program
- 132% increase in non-English registrations since 2015



# Program Partners

## Examples



Institute for Community Leadership



Being Empowered thru Supportive Transitions (BEST)



Korean American Coalition

# Voter Education Fund

## Examples



Na'ah Illahee Fund



India Association of Western Washington



West Hill Community Association

# Voter Education Fund

## Examples

**Mujer Al Volante**  
Invita al  
**Foro de Candidatos**

**Distrito 30:**  
Federal Way  
Auburn Algona  
Des Moines Milton  
Pacific

Boleta oficial  
**iVOTAI!**

**Zoom**  
votai!  
(206) 775-9904

**Evento**  
No partidista  
Octubre 29  
6 pm  
**iVOTAI!**

MUJER AL VOLANTE

Mujer Al Volante

Utopia



**VOTE!**  
By 8pm  
on 11/5

1. Find your ballot and voting guide
2. Fill out ballot
3. Put in security envelope
4. In red envelope, seal, sign, return to ballot drop box

**Need to register? Didn't get a ballot? YOU STILL CAN!**  
Visit a Vote Center before 8pm on 11/5: <https://bit.ly/kcvotecenters>

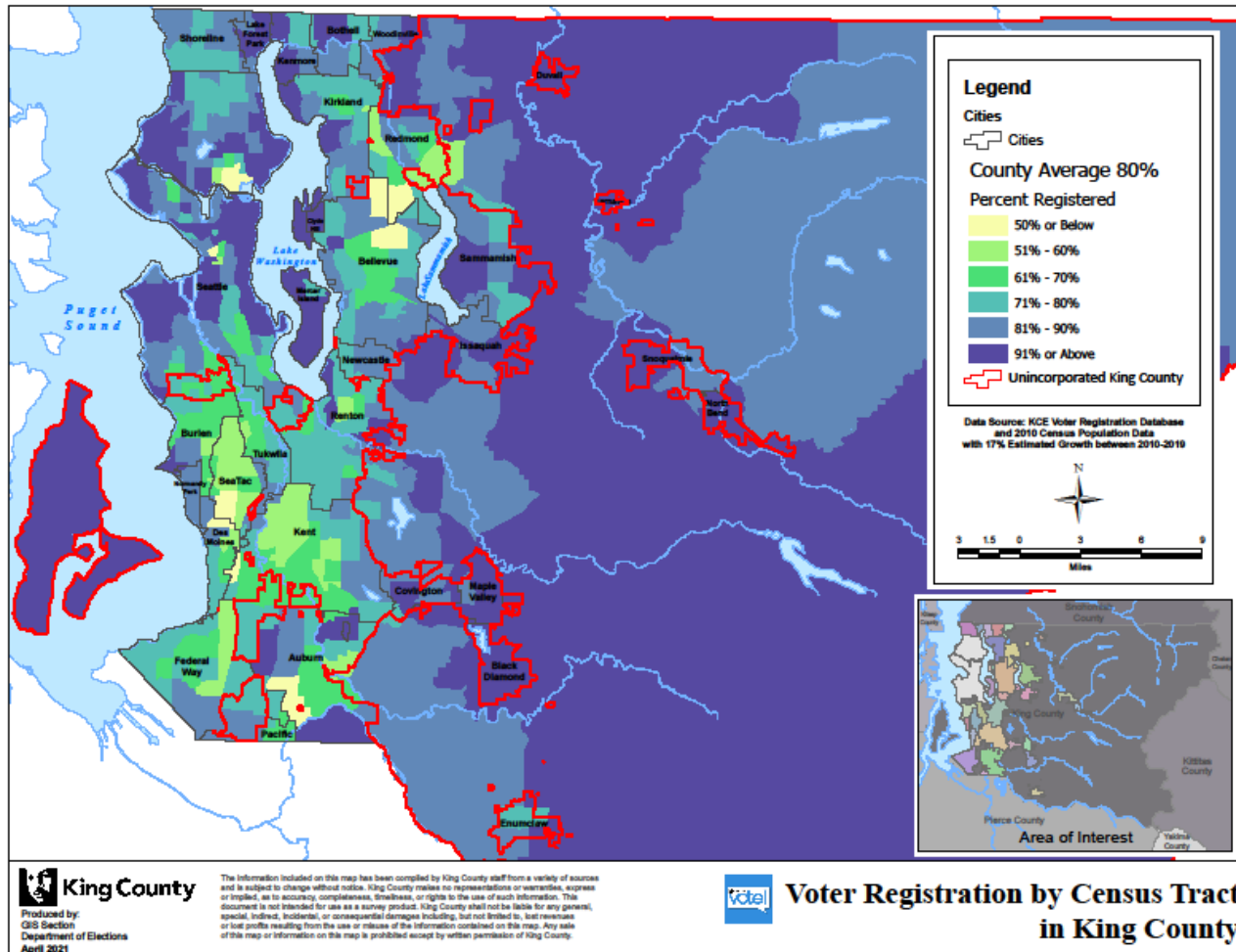
Seattle King County Coalition on Homelessness



Disability Rights Washington

# Unincorporated Area

## Outreach



- Drop Boxes
- Prepaid postage
- Partnership with Local Services
- Other ideas

# Questions

