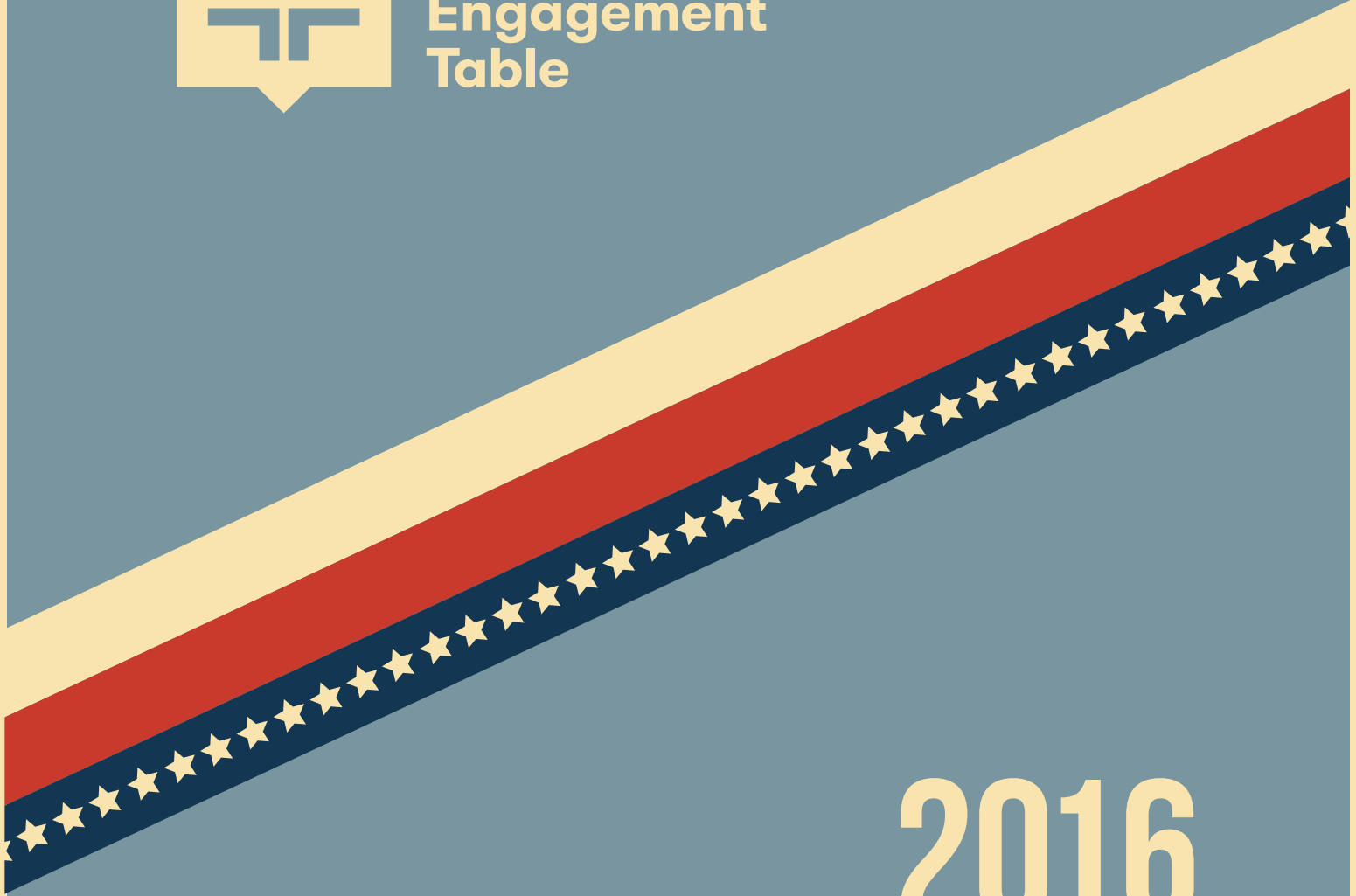




Nebraska
Civic
Engagement
Table



2016 END OF YEAR REPORT



MISSION

The Nebraska Civic Engagement Table is a nonpartisan organization whose mission is to strengthen the collective impact of, and collaboration between, nonprofit 501c3 community and advocacy organizations that empower the rising electorate in our state.

GOAL

Our goal is to build an electorate representative of all Nebraskans, where everyone is able to participate in the democratic process and members of the rising electorate have their voices heard in the policymaking decisions that affect their lives, their families, and their communities. We will accomplish this goal by creating a culture of civic engagement in Nebraska, and by strengthening the nonprofit community through collaboration, training, and leadership development.

Empowering the rising electorate of Nebraska, together.



LETTER FROM THE EXECUTIVE DIRECTOR

To all of you who have been a part of the Nebraska Civic Engagement Table's successful launch in 2016:
Thank You.

If you were a steering committee member working to bring together the people, the ideas, and the funding needed to strengthen the collective impact of, and collaboration between, grassroots 501c3 organizations in our state: **Thank you for believing in the talent and the power of Nebraska's nonprofit community.**

If you were a funder providing the resources needed to empower the Rising American Electorate in our state: **Thank you for believing all Nebraskans should have a voice.**

If you served on our Board of Directors: **Thank you for the generous gift of your time and expertise to guide us through our first year and establish a strong foundation for the years to come.**

If you were a nonprofit member organization who recognized the need for increased collaboration in order to strengthen the collective impact of our grassroots advocacy community: **Thank you for leading the way.**

If you were a staff member or an intern for the Table: **There are not enough ways to thank you.**

If you were a friend, family member, community partner, volunteer, nonprofit employee, casual observer, innocent bystander, or dedicated cheerleader: **Thank you for sharing this dream with us.**

It is with great pride that we look back on the progress the Nebraska Civic Engagement Table made toward making the voices of all Nebraskans heard in 2016. This annual report provides information about our accomplishments as a Table -- the collective impact of **29 member organizations** knocking on **13,540 doors**, calling **26,407 phones**, and engaging **2,020 new eligible voters** in their democratic process.

And we're just getting started, thanks to all of you. We're incredibly grateful for the opportunity to contribute our talents to this organization, to work with so many incredible nonprofit partners, and to be a part of the development of the next generation of leaders in Nebraska, paving the way to a bright and inclusive future.

With gratitude,

A handwritten signature in black ink, appearing to read 'Zack Burgin'.

Zack Burgin
Executive Director

STAFF BIOS

ZACK BURGIN

Executive Director
zack@nebraskatable.org

Hire date:February 15, 2016
Strengths:Community organizing, leadership development, relationship building, hand gestures
Weaknesses:Lactose and heights
How he takes his coffee:Black, and as often as possible
Hometown:Norfolk, NE

Zack Burgin is an organizer by trade. He has spent the last decade organizing and managing statewide and local political campaigns as well as coordinating issue advocacy efforts with multiple Nebraska nonprofits and national organizations. Zack is driven by the belief that successful advocacy is relationship-based and data driven. In a past life, Zack could be found teaching Tae-Kwon-Do lessons in his hometown. If you're on the phone with Zack, chances are he is pacing and gesturing wildly, as his brain and body are constantly in motion. When he's not helping members empower the rising electorate, he can be found chasing around his three sons Jude, Rowan, and Sebastian.

ANGIE REMINGTON

Communications Director
angie@nebraskatable.org

Hire date:April 11, 2016
Strengths:Connecting the dots between people, needs, skills, and resources; reaching high cupboards
Weaknesses:Peanut Butter M&Ms
How she takes her coffee:decaffeinated, with steamed almond milk and a dash of cinnamon
Hometown:Des Moines, Iowa

Angie is a big picture thinker and field organizing newbie who brings an essential outsider perspective to the team as we think about working with organizations and communities that are making their first steps into civic engagement. Angie has more than a decade of nonprofit development and communications experience and is passionate about breaking the cycle of poverty through education, mentorship, advocacy, civic engagement, and through investments in economically disadvantaged communities. When she's not helping members empower the rising electorate, she can be found on a bicycle or snuggling with her two future Field Directors, Natalie and Jude.

EMILY BALF

Field Director
emily@nebraskatable.org

Hire date:April 11, 2016
Strengths:Strategic coordination, team building, volunteer recruitment/retention/management, lifting heavy things
Weaknesses:Early mornings
How she takes her coffee:Strong and often
Hometown:Fairfield, IA

Emily has filled nearly every campaign role possible in her decade in politics, but organizing and data-based field are her passions. Traveling the country for a variety of campaigns ranging from educational funding to environmental protection, from the school board to the Presidency, she has had the pleasure of working with hundreds of fabulous organizers and thousands of amazing volunteers. Upon arriving in Nebraska, she sensed that this could be a place where she could put down some roots. When not helping members empower the rising electorate, Emily can be found walking her dog, teaching yoga, or playing with heavy things in the gym.

BRETT ANDRES

Data Director
brett@nebraskatable.org

Hire date:August 2nd, 2016
Strengths:Data analysis, sweet VAN skills, spreadsheet wrestling, community organizing
Weaknesses:Red bull and cool maps
How he takes his coffee:Black
Hometown:Blair, NE

Brett has spent the last 5 years working to increase voter participation in Nebraska through political campaigns and advocacy organizations. He is motivated by the passion of Nebraskans he has met across the state working to amplify the voices of people who have been underrepresented and written off by the political system. Brett loves data and its ability to make our advocacy even more efficient and effective. When not helping members empower the rising electorate, Brett can be found playing video games, watching sports, or thinking about sports.





We would like to thank our Board and Steering Committee Members for allowing us the opportunity to make such an inspiring impact on the community. Without our Board and Steering Committee Members, who are all role models for philanthropy and engagement in our state, we would not have had success in empowering the rising electorate in collaboration within our member organizations. Our members and the Table highly appreciate the support of the members of the Board in understanding the significance of civic engagement through their active leadership and guidance.

BOARD MEMBERS

Katie Weitz.....	<i>President</i>
Nic Swiercek	<i>Treasurer</i>
Tyler Vacha	<i>Secretary</i>
Annette Smith (outgoing)	<i>Board Member</i>
Sarah Ann Kotchian.....	<i>Board Member</i>
Kevin Lytle	<i>Board Member</i>
Othello Meadows.....	<i>Board Member</i>
Lucia Pedroza (incoming).....	<i>Board Member</i>
Kathy Steinauer Smith (incoming)	<i>Board Member</i>
Sergio Sosa (outgoing).....	<i>Board Member</i>
Bri McLarty.....	<i>Board Member</i>

STEERING COMMITTEE MEMBERS

Katie Weitz	
Tyler Vacha	<i>Center for Rural Affairs</i>
Sergio Sosa	<i>Heartland Workers Center</i>
Sharif Liwaru	<i>Malcolm X Memorial Foundation</i>
Becky Gould	<i>Nebraska Appleseed</i>
Adam Morfeld.....	<i>Nebraskans for Civic Reform</i>
Jane Kleeb.....	<i>Bold Alliance</i>

2016 MEMBER DIRECTORY

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|---|---|---|--|
|  | ACLU Nebraska
www.aclunebraska.org |  | Justice for Our Neighbors
www.jfon-ne.org |
|  | Black Men United
www.blackmenunited.org |  | Malcolm X Memorial Foundation
www.malcolmxfoundation.org |
|  | Bold Alliance
www.boldnebraska.org/tag/bold-alliance |  | Nebraska AIDs Project
www.nap.org |
|  | Center for Rural Affairs
www.cfra.org |  | Nebraska Appleseed
www.neappleseed.org |
|  | Centro Hispano
www.centrohispanos.com |  | National Conservation Education Fund
www.nlc.org/NCEF |
|  | Coalition for Lifesaving Cures
www.nebraskacures.com |  | Nebraskans for Civic Reform
www.nereform.org |
|  | Common Cause
www.commoncause.org/states/nebraska |  | NeighborWorks Lincoln
www.nwlincoln.org |
|  | Community Action Network
www.communityactionnetwork.org |  | Non-Profit Association of the Midlands
www.nam.org |
|  | Disability Rights Nebraska
www.disabilityrightsnebraska.org |  | Omaha League of Women Voters
www.omahalww.org |
|  | Fly Over Media
www.flyovermedia.org |  | OpenSky Policy Institute (nonpublic)
www.openskypolicy.org |
|  | Habitat for Humanity of Omaha
www.habitatomaha.org |  | Outlinc
www.outlinc.org |
|  | Health Center Association of Nebraska
www.hcanebraska.org |  | Planned Parenthood of the Heartland
www.ppheartland.org |
|  | Heartland Workers Center
www.heartlandworkerscenter.org |  | Together Omaha
www.togetheromaha.org |
|  | Holland Children's Institute
www.hollandchildrensinstitute.com |  | Voices for Children
www.voicesforchildren.com |
|  | Inclusive Communities
www.inclusive-communities.org |  | Women's Fund of Omaha
www.omahawomensfund.org |
|  | inCommon
www.incommoncd.org |  | Young Non-Profit Professionals Institute
www.ynpngo.org |
|  | Institute of Public Leadership
www.iplomaha.org | | |

EMPOWERING THE RISING ELECTORATE

The Rising American Electorate (RAE) consists of the following groups: unmarried women, African Americans, Native Americans, Latinos, low-income voters, millennials, disabled Americans, returning citizens, and members of the LGBTQ community. The RAE makes up about 56% of the eligible voter population in Nebraska, yet 42% of the RAE weren't registered to vote in 2014. For this reason, empowering the RAE is more important than ever, as they have a real chance to make tangible change in the American political system.

One of the main barriers to voting for potential RAE voters is a lack of civic education about public policy issues, and about the voting process itself. As voting technology advances at a rapid pace, it is especially important that the largest group of eligible voters is informed about developments in the process. Education about voting is the key for engaging and retaining voters.

In Nebraska, 44% of members of the RAE are unregistered voters, leaving their voices unheard and decisions about their lives out of their control. In addition to the traditionally recognized members of the RAE, Nebraska also features a section identified as rural voters, whose primary concern is conservation issues. The RAE can be found all throughout Nebraska, so it is crucial that there are organizations everywhere working to empower the RAE and ensure that its members are actively participating in the civic process.



Black Men United is a grassroots organization centered around Black male achievement by enhancing economic, social, educational and political inclusion in the United States through education, work and family.

Black Men United recognizes the need for increased voter turnout from the RAE, and is dedicated to programs aimed at fulfilling this need. One of these programs, The Hungry Club, hosts speakers and events of interest to the community in a monthly lunch meeting. These events have included congressional debates, and speakers have included Federal and State level senators and house representatives, as well as local community leaders and educators. By hosting an event open to the public that offers a chance to educate and inform, Black Men United is doing a great service to their community.

In addition to The Hungry Club, Black Men United's founder, Willie Hamilton, hosts a show called Real Talk. By bringing special guests on and engaging in discussion about current topics and issues in the community, Real Talk provides information for its audience about public policy and advocacy that is invaluable when helping people be effective voters.



The Center for Rural Affairs aims to establish strong rural communities, social and economic justice, environmental stewardship, and genuine opportunity for all while engaging people in decisions that affect the quality of their lives and the future of their communities.

The Center for Rural Affairs has the crucial job of connecting Nebraskans in the most remote parts of the state with a sense of community. To do so, they host events aimed at engaging the community in discussion about things that are of importance to them. This summer, they held Farm Bill Listening Sessions, community conversations about the future of Nebraska's energy, as well as multiple Women's Workshops, each with different topics. By hosting these events, CFRA is giving members of the community a chance to voice their opinions and also learn from others, informing them about issues for which they may have only seen one side.

The work of the CFRA not only helps to build a sense of community for rural Nebraskans, but it also provides opportunities for supplementing the education of millennials in the area. As a member of the RAE, it is important that millennials are educated on their civic duties, as well as on issues that are pertinent to them. The events the CFRA hosts give a chance for millennials living in rural Nebraska to see the impact that having their voices heard can make, encouraging them to be more civically engaged in the future.

MEMBER SPOTLIGHT

CIVIC ENGAGEMENT IN ACTION

Two volunteers, Jason and Jack, surprised me when we first met. While they both seemed enthusiastic, it's not every day that I find 18-year olds who love skateboarding, tattoos, video games, and who want to volunteer for Planned Parenthood. Jason, a high school senior, was hoping to complete required school volunteer hours, and Jack, a college freshman, had received Planned Parenthood's services and felt motivated to give back. When Jack was in high school, he confessed to his parents that he was transgender and wanted to receive hormone treatments. While they remained accepting of him as a person, they told him he shouldn't receive the treatments because he might change his mind later. Due to the strain in his relationship with his parents, Jack left home and moved in with Jason's family. Jack has started hormone therapy at Planned Parenthood's Lincoln Health Center, and he was inspired to volunteer. Jason was glad he could tag along and complete volunteer hours at the same time. This fall, they canvassed for Planned Parenthood and became more engaged in local politics and community issues in the process.

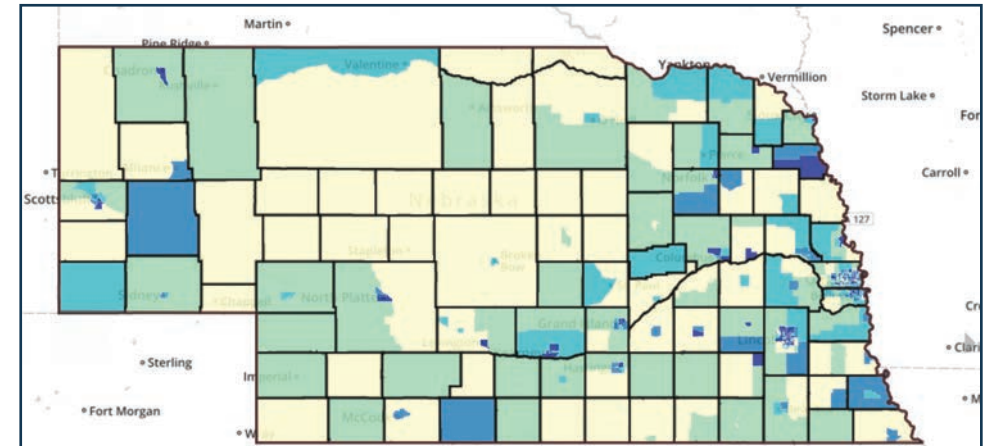
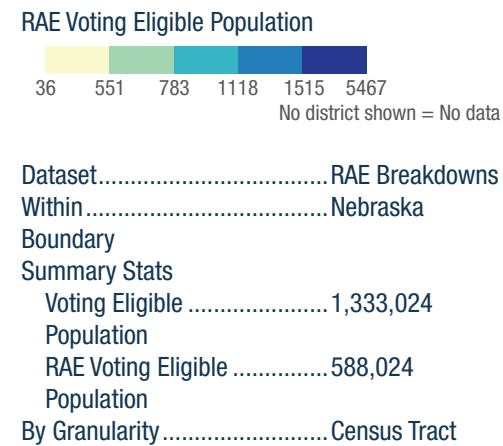
Lauren Williams
Advocacy Strategist
Planned Parenthood of the Heartland

WHERE IS THE RAE IN NEBRASKA?

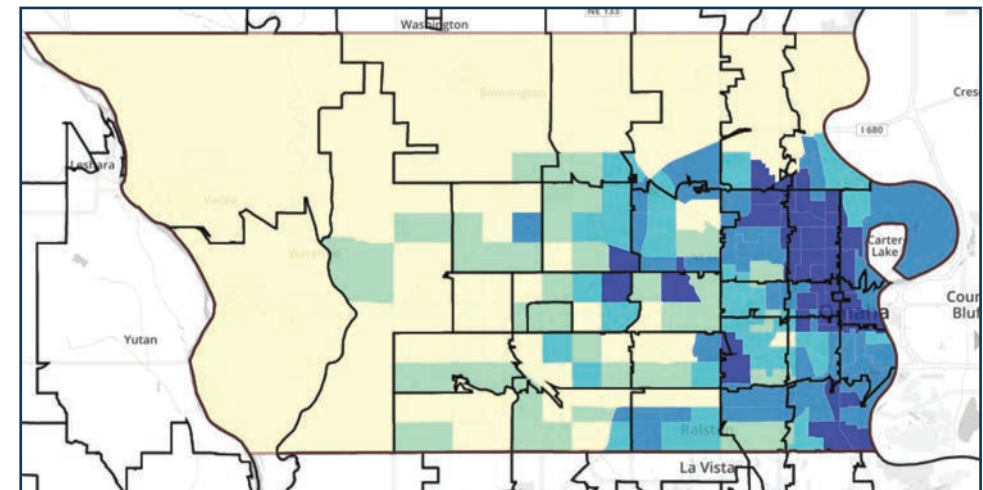
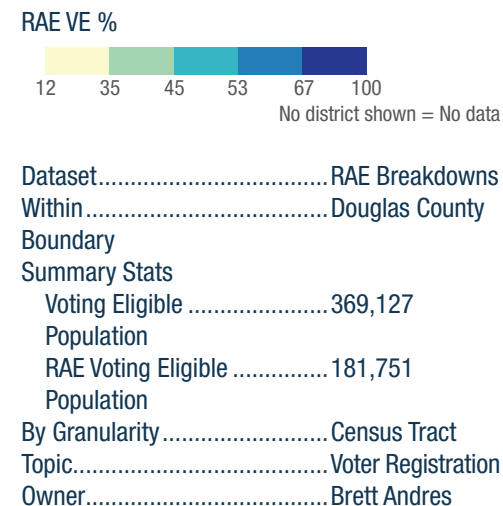
While the bulk of Nebraska's voting eligible 566,024 members of the RAE are located in urban areas such as Omaha, Lincoln, and the greater Sioux City region, there are significant populations of underrepresented people throughout the state. There are especially notable numbers in the southern part of the state and in the Panhandle region.

In Douglas and in Lancaster counties where the state's largest concentration of RAE eligible voters live, there are pockets of particularly high potential voters such as North and South Omaha, and Central and North Lincoln. These are areas where the majority of Table Members focus their civic engagement efforts. We also have members working in Northwest Nebraska, in communities like Schuyler and Grand Island.

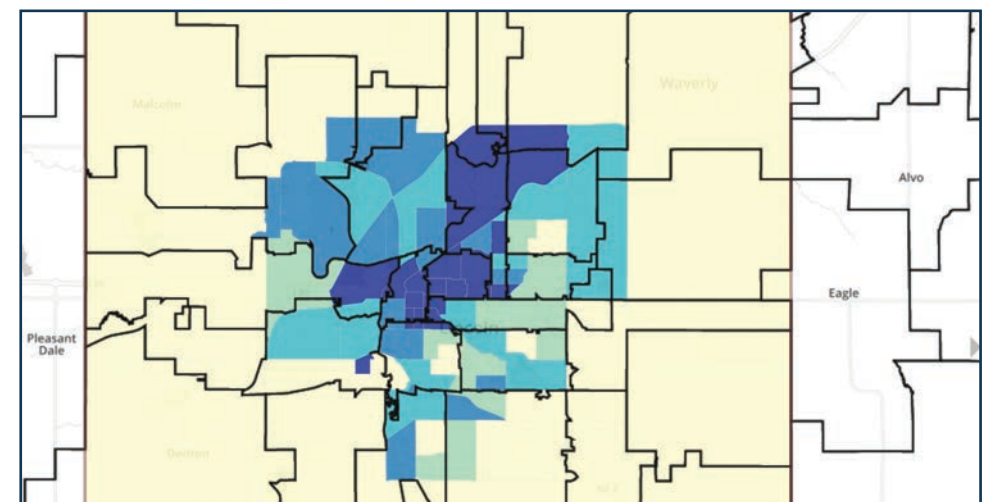
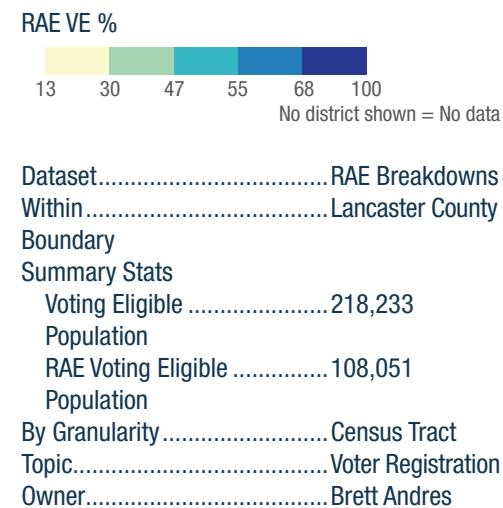
VOTING ELIGIBLE RAE NEBRASKANS STATEWIDE



DOUGLAS COUNTY RAE PERCENTAGE BY ZIP CODE



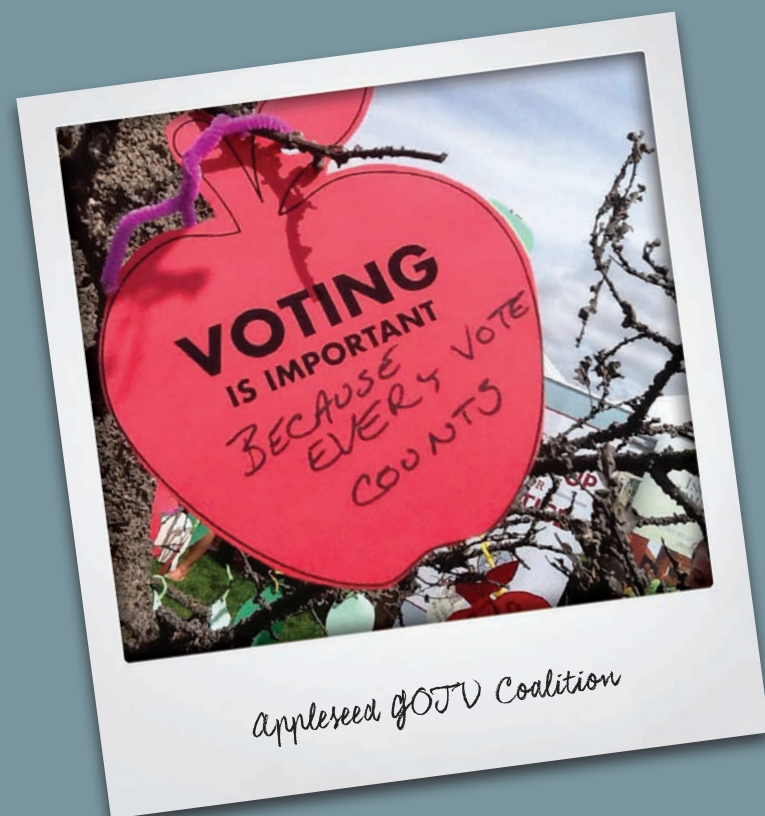
LANCASTER COUNTY RAE SHARE BY ZIP CODE



COLLABORATION

Nebraska's nonprofit community is stronger when we work together. The Table depends on active participation and collaboration between its members to successfully fulfill our mission of strengthening Nebraska's 501(c)3 nonprofit community. Our members are the experts in their own communities, and have built meaningful relationships with the people and other nonprofit organizations there. By providing opportunities for increased collaboration, training, and conversation around civic engagement, the Table maximizes Nebraska's grassroots advocacy network that empowers the rising American electorate in our state.

In 2016 the Table worked to build collaboration between our members by hosting bi-monthly member meetings, member dinners, coordinating member-wide outreach campaigns, as well as creating a Table member newsletter to share information about programs, trainings, and event between members. The Table created work plan goals on the departmental level to guide our staff.



COLLABORATION FIELD GOAL:

To complete an assessment of GOTV, field, and volunteer operational capacity for Table member organizations.

This goal was achieved by holding assessment meetings with Table members, identifying areas of strength and gaps in capacity, and a creating comprehensive document that mapped organizations capacity by strength of existing programs and desire to participate in civic engagement outreach.

COLLABORATION COMMUNICATIONS GOAL:

To establish a schedule of regular communications for member organizations to have easy access to collaborative opportunities via news, information, and coordinated messaging campaigns.

This goal was achieved by holding assessment meetings with Table members, identifying areas of strength and gaps in capacity, and a creating comprehensive document that mapped organizations capacity by strength of existing programs and desire to participate in civic engagement outreach.

COLLABORATION DATA GOAL:

To establish a culture of data-driven civic engagement in member organizations.

This goal was achieved by creating a standardized system of metric reporting for members to capture and report data from outreach efforts, sharing data access across VAN for all members, and completing a member audit in VAN to identify supporter overlap and areas where organizations intersect.



MEMBER SPOTLIGHT

This fall, Nebraska Applesseed spearheaded the Lincoln GOTV coalition, a group that included The League of Women Voters--Lincoln, The Malone Center, The Alpha Kappa Alpha Sorority, The Asian Cultural Center, The Indian Center, NeighborWorks Lincoln, Nebraskans for Civic Reform and The Nebraska Civic Engagement Table. Biweekly meetings were held to coordinate voter registration, phone bank, literature drop, and canvass efforts around targeted Lincoln neighborhoods. Target neighborhoods were chosen according to highest percentage of Rising American Electorate (RAE) and walkability. As a team the Lincoln Coalition and their volunteers registered 233 new voters, phone banked through a universe of 3500 phones, and either canvassed or dropped our packet of NCR's ballot decoded voter guide and our polling place specific door hanger to 2500 doors.

LEADERSHIP DEVELOPMENT

One of the work plan goals of the Table in 2016 was to create a pipeline of future non-profit leaders in the areas of management and fundraising, all through providing immediate training to new interns so that they may become self-sufficient members of the team. To achieve this goal, the Table created an internship program that provides valuable experience to a diverse pool of students and individuals seeking a career in nonprofit leadership. Below are testimonials from Table interns, who provided some of the highlights of their internship experience, as well as the useful skills that they learned:



Akua:

I think one of the biggest things I have learned is how to take very loose directions and create a substantial product from it. The highlight of the summer was the communication training we were involved with; we helped create and conduct the training for Nebraska Legal Aid. That training really set the tone for what was expected from us.



Berkeley:

I loved my experience with the Table. It taught me valuable skills that will be needed the rest of my professional life. I have acquired skills in communication, whether it be by phone, face to face, or by email that will help me clearly and effectively converse with others and make me feel more comfortable doing so.



Haley:

The most important skill that I've learned this summer is networking. This hasn't been my strongest skill, but I'm slowly learning how to make new connections and maintain connections I've already made.



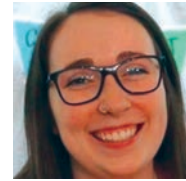
Henry:

I was involved in The Table's voter registration pilot project, as well as other voter registration booths, which in aggregate, resulted in over 250 new and updated voter registrations via TurboVote and traditional paper forms. Through Get-Out-The-Vote efforts, I have been able to serve the immigrant community, limited English-proficiency individuals, LGBT Nebraskans, low SES Nebraskans, and young millennials, among others. One of the highlights of this internship has been creating new, meaningful connections with individuals in the Nonprofit world and making new friends! Little did I know that this internship would lead to countless invaluable connections, as well as the opportunity to serve humanity as a tool of the democratic process. I have learned how to be a successful and productive canvasser for GOTV efforts through training from Emily and Brett and also through my own experience, I have become a more effective canvasser. To summarize my internship experience, The Table has allowed me to give a voice to the voiceless, which I intend to do as a future attorney.



Faith:

So far, my highlight of the summer was beginning my work for Holland Children's Institute. I loved learning more about the data-driven work that they and other groups are doing for the best interest of children in our state. Part of what makes this project so special to me, is the ability to use everything else I have learned this summer and apply it to "real-life" scenarios of actual community work.



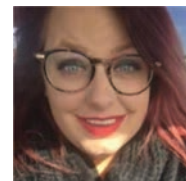
Ellie:

The highlight of the internship so far has been preparing and giving the presentation on civic literacy and LGBTQ issues in the election to Oulinc and their members. I learned a lot while doing research for the presentation, and it was also so helpful for me to get to give the presentation (thankfully with Billie's help) as it helped me gain experience in public speaking. I've also really enjoyed working on the End of Year Report. It has definitely made me think a lot more about writing with a purpose, and it's also been good experience in delegating tasks to get as much done as efficiently as possible.



Billie:

Thus far I have really enjoyed my internship and that is really because I actually have something to do every day. I am in the office several times a week and am also given some flexibility to work remotely as I live in Omaha (about 55 minutes from the office). I have felt like a valuable part of a team and am sad to see it coming to an end so soon. I have most enjoyed writing descriptions for all our partners. It has given me an opportunity to really see the work they're doing to best represent them. It is this work and knowing the people doing this work that gives me hope moving forward. The Table has trusted and empowered me to do good work, and for this I am so grateful.



Carly:

My internship with the Table has been an amazing experience. Everyone is so kind and encouraging; the environment is super collaborative. My favorite experience has been canvassing with one of the table's members, the Institute of Public Leadership. Knocking on doors and encouraging people to vote made for some conversations that I will never forget. I'm thankful that the Nebraska Civic Engagement Table has given me so many opportunities to gain experience and pursue my passions!



Chelsea:

I have had a wonderful experience working the table. It is an atmosphere of mixing hard work with so much enthusiasm and learning. At first, I had barely any knowledge of voting in elections and getting people motivated to vote. I was proud to be part of the team in which we researched polling locations. I think it is very important to vote and have our voices heard and that's why I applied for this position. I made sure to ask plenty of questions on voting registration because I felt like that was an important part of why I am here.

It is also important that the member organizations of the Table are working to develop future leaders who will promote democracy and civic engagement. One organization working to do this is Nebraskans for Civic Reform.

TRAINING

Acting as a resource for its members, the Table provides training in a variety of areas - from GOTV activities, to how to effectively use data in the VAN. In addition, the Table provided management training for nonprofit executive directors and managers by bringing in The Management Center for their 2-day Managing to Change the World boot camp this fall. Marjorie Fine, a fundraising consultant from New York, also provided a comprehensive seminar for members on the most essential - and often dreaded - part of grassroots nonprofit advocacy: asking for money.

These trainings are provided at no cost to Table members. By providing these and other trainings, the Table is working to strengthen our nonprofit members' capacity and their ability to effectively lead large-scale organizing and advocacy programs.



Together

MEMBER SPOTLIGHT

Together Omaha is one of the member organizations that has benefitted from training provided by the Table.

“Together has appreciated the opportunity to work with the Nebraska Civic Engagement Table.

The Table’s support through training and education has been quite helpful for our team.

We have engaged in training regarding voter rights, management and leadership, and fundraising.

All of these trainings and educational opportunities provide additional capacity and expertise in these areas which in turn leads to better performance and outcomes for our team.”

Mike Hornacek, Executive Director, Together Omaha



MEMBER SPOTLIGHT

Through effective training provided by the Table, the Institute of Public Leadership (IPL) was able to launch their first canvassing program this fall. One of our interns, Carly Allen, participated in the IPL canvassing effort, where she gained a lot of experience, and had a great time getting to talk to people in her community:

“Canvassing with the Institute for Public Leadership was such an enriching experience. I was so thankful to be able to work with so many amazing people. Knocking on doors was a lot less intimidating and more fun than I originally expected. The people that I did talk to were friendly and often willing to have a passionate discussion about voting or politics in general.

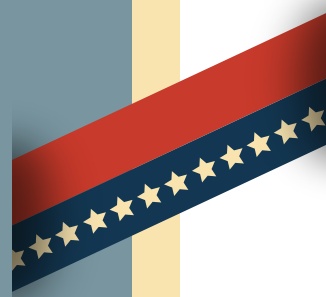
My favorite conversation I had was when I knocked on an older woman’s door and was invited to sit on the front porch with her and her daughter. We had a long discussion about how devastating a prejudiced president could be for marginalized communities. She also told me that she was taking her daughter and her granddaughter to vote because of the historical significance.

Overall, I had a great time knocking on doors in my community and encouraging my neighbors to vote. I was fortunate enough to have some great, intellectual conversations, as well as having a lot of fun with the new people I met. I can’t wait to do it again!”

INCREASED VOTER TURNOUT

This election season, Table staff, as well as member organizations, worked to increase voter turnout across Nebraska. To do this, the Table focused on increasing voter registration by working on hosting phone banks with members, as well as door-to-door canvasses. Between all Table members 26,407 phone calls were made; 119,289 mail pieces were dropped; and 13,540 doors were knocked. Thanks to these efforts, a total of 2,020 new voters were registered for the 2016 election.

The success of our members' outreach efforts was first noted by the *Omaha World-Herald* in the days before the election, when an article reported record high numbers of voter registration. "Voter registration has reached 1,211,449, a record," Gale said Monday afternoon. "That figure is 46,000 higher than for the 2016 primary." The record setting number of new voter registrations is a direct reflection of the hard work put in both by the Table staff, and especially by our member organizations.



Our members did an incredible amount of GOTV outreach in 2016 -- and their reach went far. Their conversations at the doors and on the phones were meaningful. In all, twenty member organizations all actively participated in the Table's GOTV efforts. Aside from hosting phone banks, sending out mail pieces, and doing door-to-door canvassing, these members also held other events to educate the public about what was on the ballot, how to vote, and to generally get them involved in the election process.

Table members made some huge gains in building a strong foundation for future work here in Nebraska. We saw more nonprofit organizations than ever participating in voter registration and GOTV. We were successful in using deep canvassing methods for voter registration at the doors -- a method not used anywhere else in the country previously. In a number of races, the outcome was potentially affected by first time voters. Other notable accomplishments include areas like the increased South Sudanese turnout in Grand Island, thanks to efforts led by **Nebraska Applesed** and **Bold Alliance**, and in South Omaha and Bellevue, where Heartland Workers Center started hitting the doors and the phones in July.

In October, **Nebraskans for Civic Reform** put on an incredibly successful event: Democracy on Tap. Held at HopCat in downtown Lincoln, more than 100 people joined NCR to watch the presidential debate while engaging in political discussion. At Democracy on Tap, NCR also educated attendees about how to register to vote online so that not only they would know how to do it, but so they could encourage their friends and family to do so as well. By actively publicizing the event and directing it towards members of the rising American electorate, NCR engaged a section of voters who may not have had the opportunity to engage otherwise.

The **League of Women Voters Greater Omaha** is entirely volunteer run, and though they were operating on a relatively small budget, Carolyn Thiele and Joanna Lindberg organized and led a comprehensive GOTV campaign that engaged Omahans across multiple channels throughout the city and across the age span.

As the local chapter of The League, LWVGO distributed essential voter education materials starting last summer, providing information about voter registration and early voting, amongst other topics. They also collaborated with Partnership 4 Kids to create a civic education curriculum, which they presented in OPS government classes through the city. Five Omaha high schools held a voter registration drive: Central, South, Benson, Northwest, and North. Bryan High School and Burke High School also participated in the collaboration between P4K and LWVGO by providing civic education presentations for their students.

While embracing the digital medium by creating text message alerts that directed recipients to the 411.org voter guide and reminded them of voting deadlines, LWVGO also used traditional formats such as three post card mailings to new and low-propensity voters, bus ads, and a fun chalking campaign throughout Omaha.

In addition to their own robust GOTV operations in South Omaha and several other communities around the state, Heartland Workers Center collaborated with LWVGO on Spanish language bus ads and chalking stencils in South Omaha. Additional GOTV chalk messages covered North and Central Omaha bus stops, libraries, schools, small businesses, partner agencies, and DMV locations.

TEST PILOT DEEP CANVASSING

In June, the Table ran a door-to-door voter registration test pilot in South Omaha and Bellevue, using a deep canvassing method that had not previously been used for voter registration. Paid canvassers used census data combined with updated voter information from VAN to identify member of the RAE in those communities.

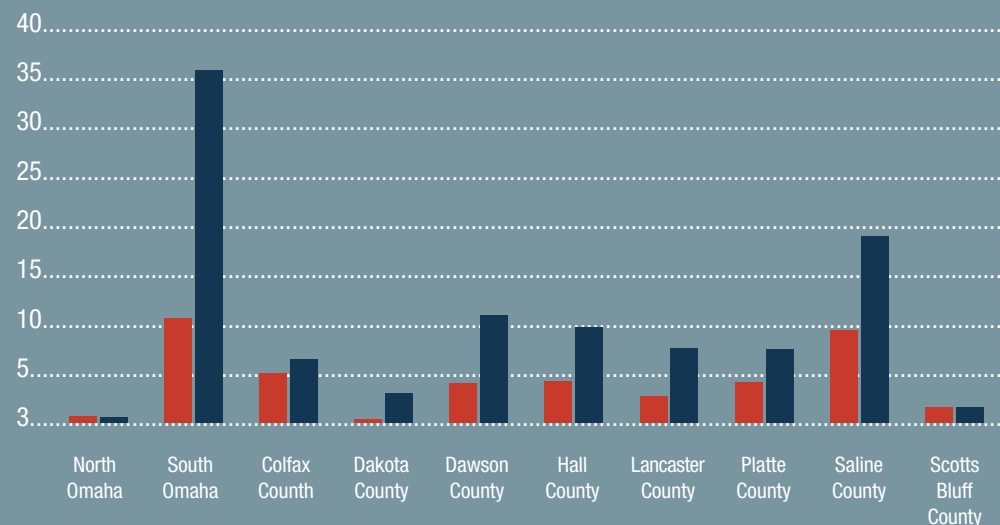
The deep canvassing method encourages canvassers to focus on the quality of conversations at the door, taking the time to converse with potential voters and address their questions or concerns about engaging in the democratic process. Unlike traditional canvassing methods, the goal is to spend 5-10 minutes at each door having a meaningful dialogue, even if that means fewer doors are knocked at the end of the day.

By focusing on high-quality interactions, voter turnout is actually increased because the lower attrition rate produces a group of first-time voters who are enthusiastic, informed, and who often bring other first-time voters to the polls with them.

The success of the Table's voter registration pilot project in South Omaha was instrumental in securing funding for a new civic engagement enhancement program in which we will hire and train a high number of field specialists in deep canvassing for a year-round program.

2016 TURNOUT CHANGE FROM 2012

■ % Turnout Change Among All Eligible Voters (Registered and Unregistered)
 ■ % Raw Vote Change



RESULTS

1 Turnout Change Among Eligible Voters

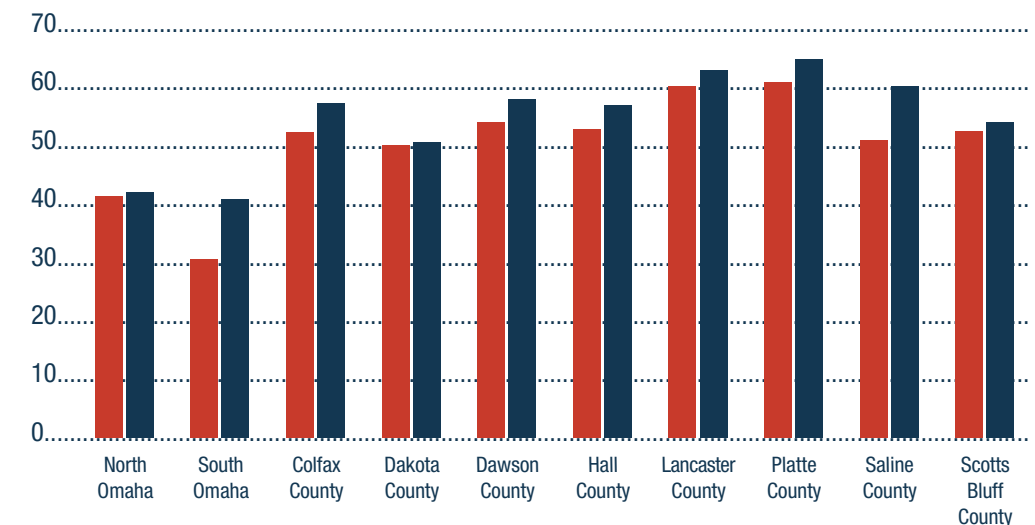
This is a statistic that is new to the Table. It compares the number of people who voted to the number of people who were eligible to vote, whether or not they are registered. Turnout Among Eligible Voters is similar to a traditional turnout number but it includes the unregistered voters to better capture the effect of voter registration drives and illustrate where there are opportunities for voter registration in addition to GOTV efforts.

2 Raw Vote Change

This statistic describes how many more people voted in 2016 than in 2012 to give a sense of how RAE participation is growing. If, in a hypothetical community, only 5 of 100 people voted in 2012 and 15 vote in 2016, that would be a 300% change in raw vote because three times as many RAE voters made their voices heard at the polls.

TURNOUT IN 2012 & 2016 AS A PORTION OF ALL ELLIGIBLE VOTERS

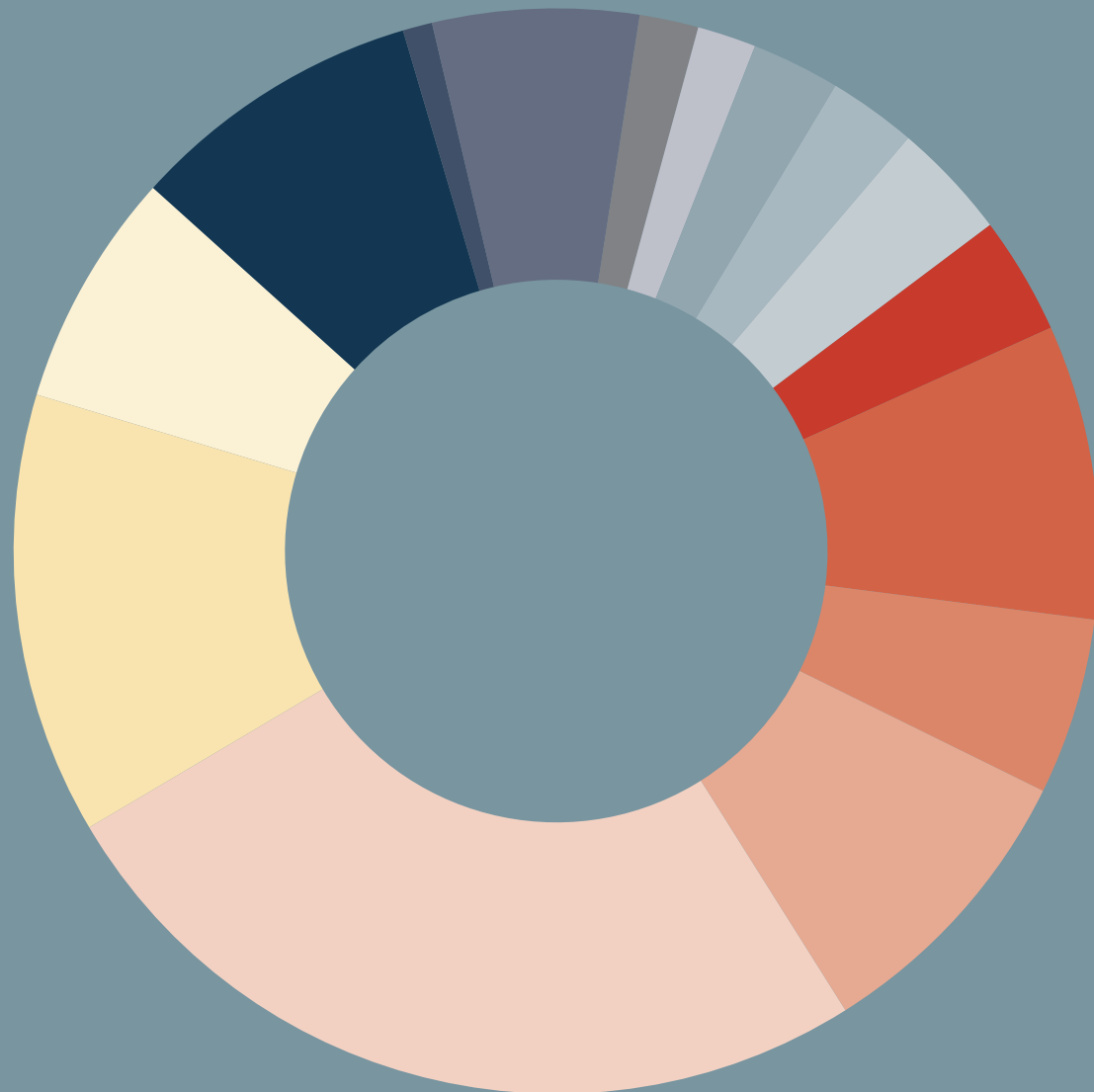
■ 2012
 ■ 2016



CORE SUPPORT SERVICES

By type of request

- | | |
|----------------------------|-------------------------------|
| ■ Communications Plan | ■ Social Media Training |
| ■ Field Plan | ■ GOTV Training |
| ■ Media Response Help | ■ VAN Training |
| ■ Talking Points/Messaging | ■ Voter Registration Training |
| ■ LTEs/Op Eds | ■ Volunteer/Organizing Help |
| ■ News Release | ■ VAN/Data Lists |
| ■ Press Contact Info | ■ Other |
| ■ Media Training | |



THE TABLE PROVIDES THESE CORE SUPPORT SERVICES TO MEMBERS:

CIVIC ENGAGEMENT

- Coordinated, statewide nonpartisan voter registration and Get-Out-the-Vote (GOTV) campaigns.
- Access to civic engagement tools (e.g., predictive dialer, patch-through phone calls, phone and door-to-door canvassing lists, scripts, email blasts, etc.).
- Convening nonprofits and leaders to form workgroups on common issue campaigns (e.g., voter registration, health care, environment, immigration, budget & taxes, etc.).

COMMUNICATIONS

- Media relations, messaging, and strategic communications support through a dedicated communications hub coordinated by the Nebraska Table Communications Director.
- Access to shared polling and research.

DATA & TECHNOLOGY

- Access to statewide voter files (VAN), data management, and technical support from the Nebraska Table Data Director.
- Access to modeling resources to identify issue supporters.
- Access to reduced-cost technology through bulk technology purchases.

LEADERSHIP DEVELOPMENT & TRAININGS

- Priority access to trainings and consultation for nonprofit staff (e.g., lobbying rules, message development, fundraising, finance and management best practices, etc.).
- Priority access to grassroots leadership and activist trainings for nonprofit members' supporters (e.g., Camp Wellstone).

FIELD SUPPORT SUMMARY

Emily Balf, Field Director

Table field endeavors in 2016 were wide ranging. We launched our voter registration deep canvass pilot, which resulted in great outcomes leading to both a significantly expanded program and increased Table funding. The Table assisted member organizations with eleven voter registration trainings and nine voter registration drives between June and October. Additional trainings on canvassing and phone banking best practices were tailored to the specific missions of our members. Our first annual organizer boot camp included organizers from two members bringing on new civic engagement staff; we look forward to needing to run many more in 2017 for all of our members bringing on more new organizing capacity.



To wrap up the height of engagement for 2016, many table members joined together for Get-Out-The-Vote actions. Nineteen Table members participated in several coordinated GOTV efforts, including phone banking, canvassing, lit dropping, and voter guide mailing. For fourteen of them, it was their first venture into GOTV. It is efforts like these that we will continue to foster among all members statewide.

DATA SUPPORT SUMMARY

Brett Andres, Data Director

Our 2016 data support centered around expanding VAN access to members, increasing effective VAN usage, and creating a central reporting platform. The Table was able to facilitate creation of new VAN committees for two members and provided VAN access or capabilities through the Table committee to another six members. We also provided members with a custom made, Nebraska-specific turnout score which informed our 2016 GOTV efforts as well as seven Nebraska-specific issue scores to improve targeting of grassroots advocacy efforts. The Data Director held several one-on-one meetings with members to help improve targeting and data tracking through the VAN and Table reporting document. In 2016, these data improvements made our increased GOTV field efforts more targeted, accountable, and effective.

CIVIC ENGAGEMENT MINI GRANT PROGRAM

Zack Burgin, Executive Director

In 2016, the Nebraska Table awarded mini-grants ranging from \$2,500 to \$10,000. The purpose of these grants was to increase the reach of our members' communications and expand their civic engagement field programs through the hiring of field specialists. In total, 13 organizations received funds to empower communities from the pan-handle to the Missouri river.

As an example, Heartland Workers Center was able to grow their field operations in South Omaha in the final weeks leading up the election. This expanded voter contact operation helped lead to an increase of over 35% more votes being cast in their targeted precincts in South Omaha. Additionally, a coalition of Nonprofits including Bold Alliance and Nebraska Appleseed hit the ground in Grand Island and the surrounding area working to boost Latino and South Sudanese turnout. Their work also helped produce an increase of nearly 10% more votes cast over the previous general election.

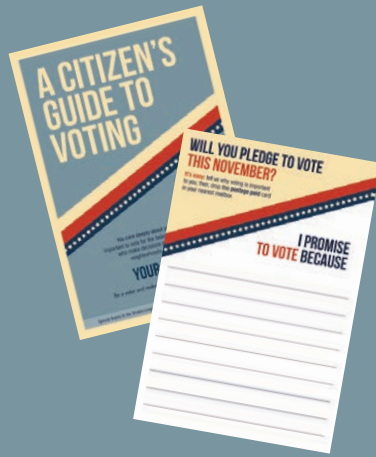
Organizations that received funding from the Table and their focus with the grant project:

Black Men United-Felony Disenfranchisement Education
League of Women Voters of Greater Omaha-Youth Turnout/Voter Education
Inclusive Communities-Community Organizing
InCommon-Community Organizing
Appleseed-Expanded Field Efforts
Nebraskans for Civic Reform-New Voter Outreach
Native Futures-Community Organizing
Bold Alliance-Voter Mobilization
Centro Hispano-Community Organizing/GOTV
Institute for Public Leadership-Door-to-Door canvassing
Unity in Action-Community Organizing/GOTV
Heartland Workers Center-Community Organizing/GOTV
Neighborworks Lincoln-Community Organizing

COMMUNICATIONS SUPPORT SUMMARY

Angie Remington, Communications Director

A significant amount of communications planning is required to launch a brand new organization as we did this year, including establishing communications guidelines, processes, protocols, and documentation internally; and establishing brand identity, brand standards, voice, social media presence, website, and regular communications vehicles externally. Much of our early communications goals focused on building a sound infrastructure, meanwhile externally we were often providing members with the very same pieces of the framework. One example includes an early request for a comprehensive communications training, covering everything from brand storytelling to crisis communications planning to establishing media relationships. This training served as the impetus to finalize these communications templates early and then make them available to members.



Our 2016 work plan goals focused on strengthening our members' communications core and laying the foundation for regular communication between members, which was accomplished through one-on-one communications consulting/training, the timely provision of relevant messaging, and through the creation of a regular member newsletter. One very exciting communications project the Table completed this fall was the member co-branded voter guide that hit 94,000 homes in late October. Via trackable links in that mailpiece, we know that more than 1,000 recipients visited the Secretary of State's voter registration and early ballot request pages. Nearly 330 recipients returned the Pledge to Vote cards attached to the mailing.

We ran a digital ad campaign to coincide with the mailpiece by branding roughly half of them with the "Get Real Nebraska" logo. Of those, 27,356 households saw targeted digital ads with the "Get Real" branding in the week before the mailpiece dropped and in the week after. As a result nearly 1,000 additional people (0.12%) clicked through, a rate significantly higher than the industry average of 0.09%.



Our final ad campaign ran the weekend before the general election, and it used social pressure messaging to encourage people to find their polling place and make a plan to vote. Again, the click through rate was well above the industry average at 0.12% (588 users) who followed the link to find their polling place.

WHAT TO EXPECT IN 2017

The next year will be an important year for the Table and its members as we build upon the foundation laid in the 2016, continue our progress toward our goals, and make democracy in Nebraska a more inclusive experience.

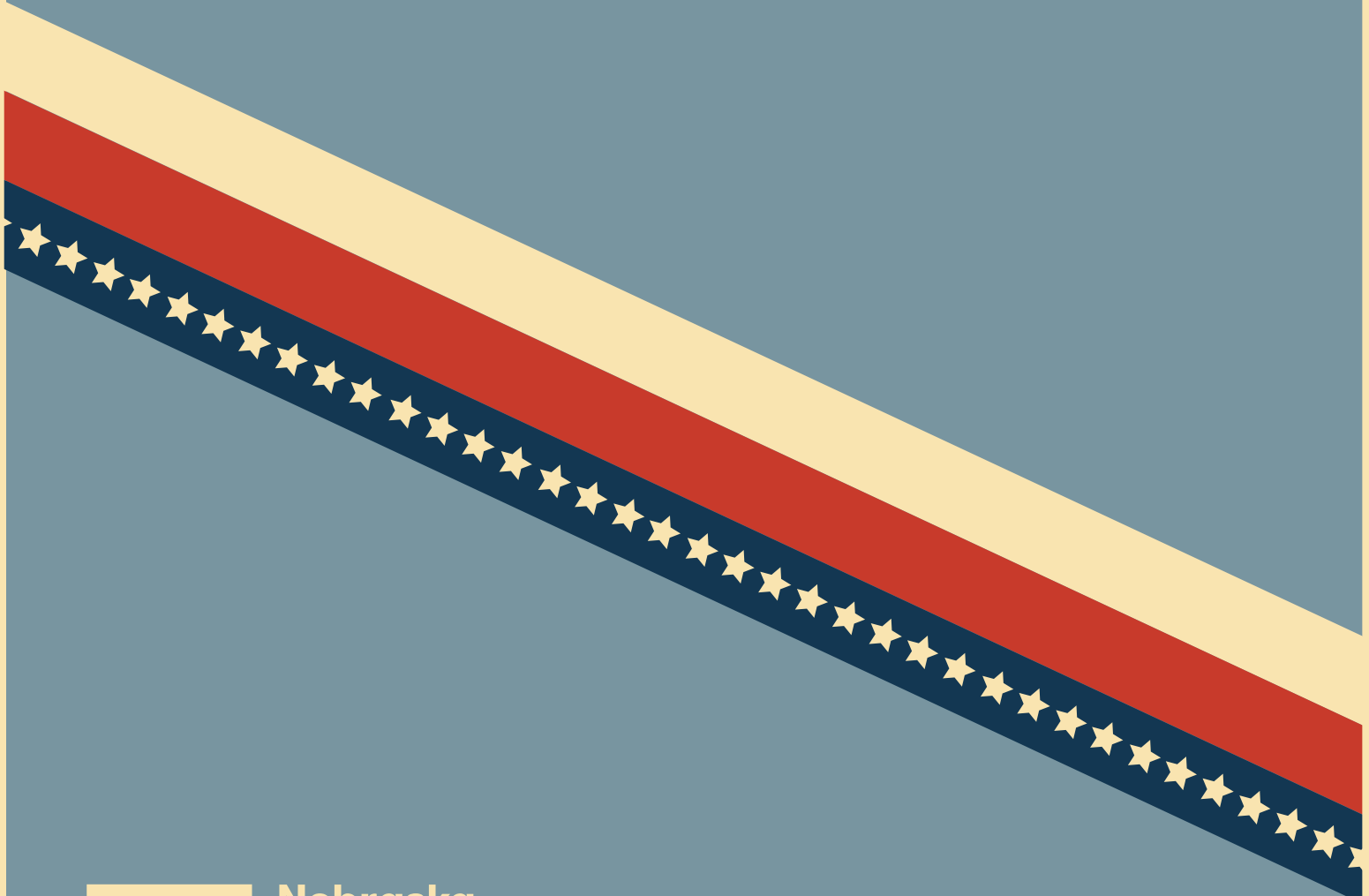
At our final member meeting of 2016, we added five new members: ACLU of Nebraska, Justice for Our Neighbors, Flyover Media, Habitat for Humanity - Omaha, and OpenSky Policy Institute, which is coming on as a nonpublic Table member. This brings our total number of members to 33 nonprofit organizations as we begin 2017.

This Spring, Lincoln and Omaha will be holding city elections -- electing three at-large city council members and one member of the LPS Board of Education in Lincoln; as well as electing a mayor in Omaha. The Table work plan for 2017 includes goals for providing field, data, and communications support to our members who are running GOTV operations before both the primaries and the city elections.

The Table will also focus its efforts around facilitating communication and collaboration during the 105th Nebraska Legislature, which begins the first week of January. Many issues that impact the communities our members serve will be up for debate in the legislature, and the Table will work to ensure that all members are building advocacy power, maximizing efficiency, and speaking with a unified voice.

In 2017, the Table will expand our goal of creating a year-round culture of civic engagement by initiating a deep-canvassing mini grant and training program based on the results of the July 2016 deep canvassing pilot. Through our members, we will hire 25 field specialists who will begin building strong relationships in target communities, focusing on the issues that impact these communities and imparting basic civic engagement techniques such as contacting legislators, participating in community forums, and voting.

Our 2017 work plan covers all of the above areas of focus, plus more, and is available by contacting Zack Burgin at zack@nebraskatable.org.



**Nebraska
Civic
Engagement
Table**

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