



**Nebraska  
Civic  
Engagement  
Table**

**2017**

ANNUAL REPORT



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Civic  
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Table

# 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.

# OUR VISION

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.

# OUR TEAM

We are really proud of the incredible team we have built! Building a pipeline of nonprofit leadership that is representative of the Rising American Electorate is an important part of our mission, and this year we are pleased to have watched as former Table interns used the skills and experience they gained here to step into their careers as grassroots advocates.

Last March we hired our lead intern, Billie Grant, to fill our newly created Deputy Field Director role. Billie first joined our team as an intern in September 2016. Unfortunately, after just three months with us, Billie moved out of state with her partner. We are glad a new community will now benefit from her passion for social justice, and the timing of her open position allowed us to hire another talented community organizer, Kinzie Mabon.

In May, we promoted Table intern Isabel Salas to a new Office Manager and Translator position. Isabel ultimately moved on to an organizing position and is now a Lead Community Builder working on the Collective Impact Lincoln project, partnering with Table members South of Downtown Community Development, Nebraska Appleseed, and Civic Nebraska.

We would also like to acknowledge the time and talents of our previous Field Director, Emily Balf, who left the Table in early 2018. Upon her departure, Kinzie Mabon was promoted to Field Director. We are excited to watch Kinzie thrive and build organizing capacity among our members in 2018 and beyond.

These are just two examples of the leadership pipeline we are building in Nebraska. Many of our interns have gone on to study and/or pursue career opportunities in civic engagement, social justice, and grassroots advocacy. We have a large pool of talented and diverse individuals here in Nebraska, and we are dedicated to connecting our nonprofit member organizations to their future leaders.



## ZACK BURGIN, EXECUTIVE DIRECTOR

[zack@nebraskatable.org](mailto:zack@nebraskatable.org)

Zack Burgin has 12+ years of experience organizing and managing statewide and local political campaigns, as well as coordinating issue advocacy efforts with 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.



## BRETT ANDRES, DATA DIRECTOR

[brett@nebraskatable.org](mailto:brett@nebraskatable.org)

Brett has spent the last 6 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 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.



## KINZIE MABON, FIELD DIRECTOR

[kinzie@nebraskatable.org](mailto:kinzie@nebraskatable.org)

Kinzie is a Nebraska native who has always been passionate about civic engagement and activism. In her time as an organizer, she found great joy in engaging young people as volunteers and interns. When she's not at work, you can find Kinzie enjoying live music and contemplating how long she would survive in the event of a zombie apocalypse.



## ANGIE REMINGTON, COMMUNICATIONS DIRECTOR

[angie@nebraskatable.org](mailto:angie@nebraskatable.org)

Angie is a big picture thinker with more than a decade of nonprofit development and communications experience. She is passionate about breaking the cycle of poverty through education, mentoring, advocacy, civic engagement, and through investments in economically disadvantaged communities. You can usually find her in the woods with her two children and her dog, Sandwich.



## ARACELY RODRIGUEZ, OFFICE MANAGER/TRANSLATOR

[aracely@nebraskatable.org](mailto:aracely@nebraskatable.org)

Aracely has 5+ years of experience in Human Resources and administrative management. She was born in California, but has lived in Nebraska since age 12 and has made it her home. She loves playing volleyball and jet-skiing, and is a proud mom to 4 dogs that keep her very busy! Aracely is a fluent Spanish speaker.

# OUR BOARD

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.

## 2018 Board of Directors

*President*, Katie Weitz, Weitz Family Foundation  
*Treasurer*, Nic Swiercek, Nebraska Appleseed  
*Secretary*, Tyler Vacha, Center for Rural Affairs  
Kimberly Goins, The Malone Center  
Jasmine Harris, Defy Ventures

Sarah Ann Kotchian, Holland Children's Institute  
Bri McLarty, Dodge County Deputy Attorney  
Lucia Pedroza, Heartland Workers Center  
Kathy Steinauer Smith, Woods Charitable Fund

Additional gratitude to Othello Meadows of SeventyFive North, and Kevin Lytle of FUTURE Foundation for their board service in 2017.

# MEMBERS



## ACLU Nebraska

The ACLU is our nation's guardian of liberty, working daily in courts, legislatures and communities to defend and preserve the individual rights and liberties that the United States Constitution and laws of Nebraska guarantee everyone in the Cornhusker state.



## Arc of Nebraska

The Arc of Nebraska exists to see all people with intellectual and developmental disabilities live meaningful lives within the communities of their choice. They are dedicated to raising awareness of their cause and advocating with and for those in need.



## Black Men United

FOUNDED MEMBER

Black Men United is a grassroots organization working with black men of various ages to make sustainable change in the Metropolitan Omaha area. They do this through trainings, programming and events held consistently within their target community.



## Bold Alliance

FOUNDED MEMBER

Bold Alliance works protect to land and water, working alongside farmers, ranchers, Tribal Nations and citizens to make necessary change in Nebraska.



## Center for Rural Affairs

FOUNDED MEMBER

The Center for Rural Affairs stands up for the small family farmer and rancher, new business owner, and rural communities by offering loan opportunities, training, and bilingual educational and social services resources. Additionally, CFRA works with community members to empower new rural leaders.

## Centro Hispano

Centro Hispano provides a number of immigration services in order to engage the community in civil activities and bridge the gap between different cultures, encourage community involvement and higher education among youth, and provide guidance along the path to citizenship by providing affordable immigration services at low cost and referrals to community member in the greater Columbus, Nebraska area.



El Centro Hispano provee una cantidad de servicios de inmigración para atraer a la comunidad en actividades cívicas y crear puentes entre diferentes culturas, promover involucramiento comunitario y educación superior entre los jóvenes, y guiar el camino hacia la ciudadanía, proporcionando servicios de inmigración a bajo costo y referencias a los miembros de la comunidad de Columbus, Nebraska, y sus alrededores.

## Civic Nebraska

FOUNDED MEMBER

Civic Nebraska is a group of dedicated and politically diverse young Nebraskan professionals who are committed to making our civic institutions more inclusive among youth and historically disadvantaged and disengaged populations. Civic Nebraska achieves this by engaging our youth in our community and building leadership skills.



## Coalition for Lifesaving Cures

FOUNDED MEMBER

Coalition for Lifesaving Cures works to educate and support stem cell research in Nebraska. They support Nebraska communities through financial donations for statewide elementary school science meets, scholarship awards for collegiate scientists and through a scientific achievement award to scientists or clinicians who demonstrate promise in research.



## Common Cause

FOUNDED MEMBER

Common Cause Nebraska is a nonpartisan grassroots organization dedicated to upholding the core values of American democracy. They work to create open, honest, and accountable government that serves the public interest; promote equal rights, opportunity, and representation for all; and empower all people to make their voices heard in the political process.



## Community Action of Nebraska

Community Action of Nebraska's mission is to alleviate poverty by enhancing program development, providing technical assistance, and advocating public policy to support all Community Action Agencies in Nebraska. The Community Action promise is: Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live.



## Compassion in Action, Inc.

Compassion In Action connects the dots of society to assist in the recovery of all concerned and supports all efforts to bring families together. This is to break social cycles that foster negative mindsets and violent behavior leading to criminal acts and incarceration.



## Disability Rights of Nebraska

Disability Rights Nebraska was created to assist individuals with disabilities and their families in protecting and advocating for their rights. Disability Rights Nebraska promotes the principles of equality, self-determination, and dignity of persons with disabilities.



## Fly Over Media

Fly Over Media is a cultural education non-profit which produces, supports and publishes interactive, multimedia journalism pieces about rural and underrepresented communities.



## GLSEN - Omaha Chapter

The mission of GLSEN (pronounced "glisten") Omaha is to assure that each member of every school community is valued and respected regardless of sexual orientation, gender identity, and/or gender expression. GLSEN strives to protect students from bullying and harassment, to advance comprehensive safe schools laws and policies, to empower principals to make their schools safer, and build the skills of educators to teach respect for all people.



## Habitat for Humanity Omaha

Habitat for Humanity brings people together to build homes, communities and hope.



## Health Center Association of Nebraska

The Health Center Association of Nebraska has 7 members in Omaha, Gering, Columbus, Grand Island, Norfolk and Lincoln as well as an associate member in Council Bluffs, Iowa. These Federally Qualified Health Centers are "local, non-profit community owned health care providers serving low income Nebraskans and medically underserved communities." HCAN works to enhance and expand access to quality, community-responsive health care.



## Heartland Workers Center

FOUNDED MEMBER

Heartland Workers Center's goal is to improve the quality of life of Latino/a immigrant workers by promoting leadership development, workers' rights, and civic engagement through legal information sharing, training, and organizing.

El objetivo de Heartland Workers Center, ó el Centro de Trabajadores del Heartland, es mejorar la calidad de vida para trabajadores inmigrantes Latino/as por promover el desarrollo de liderazgo, derechos del trabajador, y participación cívica en forma de compartir información legal, entrenamiento, y organización.



## Holland Children's Institute

FOUNDED MEMBER

The Holland Children's Institute is dedicated to reducing the number of Nebraska families living in poverty and to making Nebraska the best place in the country to raise children by identifying the most effective practices in education, health care and economic development.



## Hunger Free Heartland

Hunger Free Heartland empowers communities to end childhood hunger across Nebraska.



## Immigrant Legal Center

Immigrant Legal Center (ILC), a metro Omaha-based nonprofit, is a chapter of National Justice For Our Neighbors, a network of 14 state chapters offering more than 35 legal clinics for immigration services. All JFON projects across the country are staffed by local full-time, paid attorneys.

Centro Legal de Inmigrantes (CLI-NE), una organización sin fines de lucro basado en Omaha, es una división de National Justice for Our Neighbors, una red de 14 divisiones estatales quienes ofrecen más de 35 clínicas legales para servicios de inmigración. Todas las divisiones de JFON a través del país emplean abogados locales que trabajan a tiempo completo pagado.



### Inclusive Communities

FOUNDING MEMBER

Inclusive Communities is a human relations organization confronting prejudice, bigotry and discrimination through educational programs that raise awareness, foster leadership and encourage advocacy for a just and inclusive society.



### inCOMMON

inCOMMON Community Development aims to unite and strengthen vulnerable neighborhoods. They have worked to achieve this mission by creating a variety of programs aimed at strengthening relationships between people in the community, as well as helping individuals escape poverty and be heard.



### Institute for Public Leadership

Institute for Public Leadership (IPL) provides leadership development, skills training, research and organizing support to people from diverse faith traditions, racial and ethnic origins, and socio-economic backgrounds from across the Omaha metropolitan area so they can be effective agents of positive change in their communities.



### Latino Center of the Midlands

Throughout its 45-year history, Latino Center of the Midlands evolved to become one of the most respected Hispanic organizations in Metro Omaha. It will continue to play a key role as Hispanics become the country's largest and fastest-growing ethnic minority. The organization works to change lives at the local level by promoting employability, ensuring student access, cultural transition, and family well-being assistance.



### Live Well Omaha

Live Well Omaha leads a coalition of organizations that are committed to prioritizing and improving conditions that impact the health of our community, working together to positively impact health outcomes for all individuals and families. Live Well Omaha: Douglas County Putting Prevention to Work has a singular vision to make Omaha a healthier city to live, work, play, and raise children.



### Malcolm X Memorial Foundation

FOUNDING MEMBER

The Malcolm X Memorial Foundation, in concert with local, national, and international supporters of El Hajj Malik El-Shabazz (Malcolm X), endeavors to perpetuate his uncompromising leadership and contributions towards social justice.



### National Coalition of 100 Black Women - Greater Omaha

NCBW consists of thousands of progressive women of African descent who represent 60 chapters in 25 states and the District of Columbia and whose commitment to gender equity and socioeconomic advancement drives meaningful change to benefit women of color.



### Nebraska Conservation Education Fund

NCEF is a nonprofit, nonpartisan organization that works to increase public education and engagement in conservation issues.



### Nebraska AIDS Project

NAP leads the community to overcome HIV/AIDS and its stigma through education, supportive services and advocacy. NAP is a statewide AIDS support organization that provides HIV prevention education and case management services to all of Nebraska, 11 counties in southwest Iowa and 2 counties in eastern Wyoming.



### Nebraska Appleseed

FOUNDING MEMBER

Nebraska Appleseed is a nonprofit organization that fights for justice and opportunity for all Nebraskans. We take a systemic approach to complex issues – such as child welfare, immigration policy, affordable healthcare and poverty – and we take our work wherever we believe we can do the most good, whether that's at the courthouse, in the statehouse or in the community.



### Neighborworks Lincoln

NeighborWorks Lincoln is a non-profit organization dedicated to community revitalization through an active partnership of resident leaders, private businesses and public officials. They open doors for people to achieve their dreams of homeownership and for others who desire a safe and attractive neighborhood.



### Nonprofit Association of the Midlands

FOUNDING MEMBER

The Nonprofit Association of the Midlands (NAM) works to enhance public recognition of the importance and role of the nonprofit sector to the people of Nebraska. They also provide access to high quality assistance and information on effective nonprofit management and practices, as well as advocating on issues that affect the capacity of all nonprofits to address their communities' needs.



### Omaha League of Women Voters

The League of Women Voters of Omaha, a non-partisan organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy. They aim to increase voter participation, educate citizens on the voting process, and see those around us actively taking part in government.



### Outlinc

FOUNDING MEMBER

Moving the community forward: Outlinc is a nonprofit organization that engages in and fosters the well-being and advancement of the LGBTQ community through excellence in service, recreation, education, and celebration.



### Planned Parenthood of the Heartland

Supported by volunteers, partially funded by generous donations and staffed by dedicated and professional employees, Planned Parenthood of the Heartland continues its tradition of providing accessible, affordable reproductive healthcare and education and advocacy for reproductive rights.



### Together Omaha

Together works to prevent and end homelessness through collaboration. They provide emergency resources and case management services to individuals, families, and veterans living in or near homelessness to rebuild housing stability. Together envisions a community of prosperity where everyone experiences safe, affordable housing, food security, health and wellness.



### Union for Contemporary Art

The Union for Contemporary Art is committed to strengthening the creative culture of the greater Omaha area by providing direct support to local artists and increasing the visibility of contemporary art forms in our community.



### Unity in Action

Unity in Action seeks to empower Latinos in Northeast Nebraska by promoting workers' rights, civic engagement and justice through education, training, and advocacy. Their vision is to use education and information to ensure that every person and family achieves their maximum potential



### Voices for Children

FOUNDING MEMBER

Voices for Children in Nebraska is the independent voice building pathways to opportunity for all children and families through research, policy and community engagement. It is a statewide child advocacy organization that gathers information about how Nebraska children are faring, and distribute that information to places where it can make a difference on the state, national, city, and county level.



### Women's Fund of Omaha

FOUNDING MEMBER

The Women's Fund of Omaha examines issues and conducts research to provide informed support for initiatives that improve the lives of metropolitan area women and girls. They work to improve the lives of Omaha-area women by identifying critical issues including economic conditions, domestic violence, and women in leadership positions. The goal is for women to receive full partnership in Omaha communities.



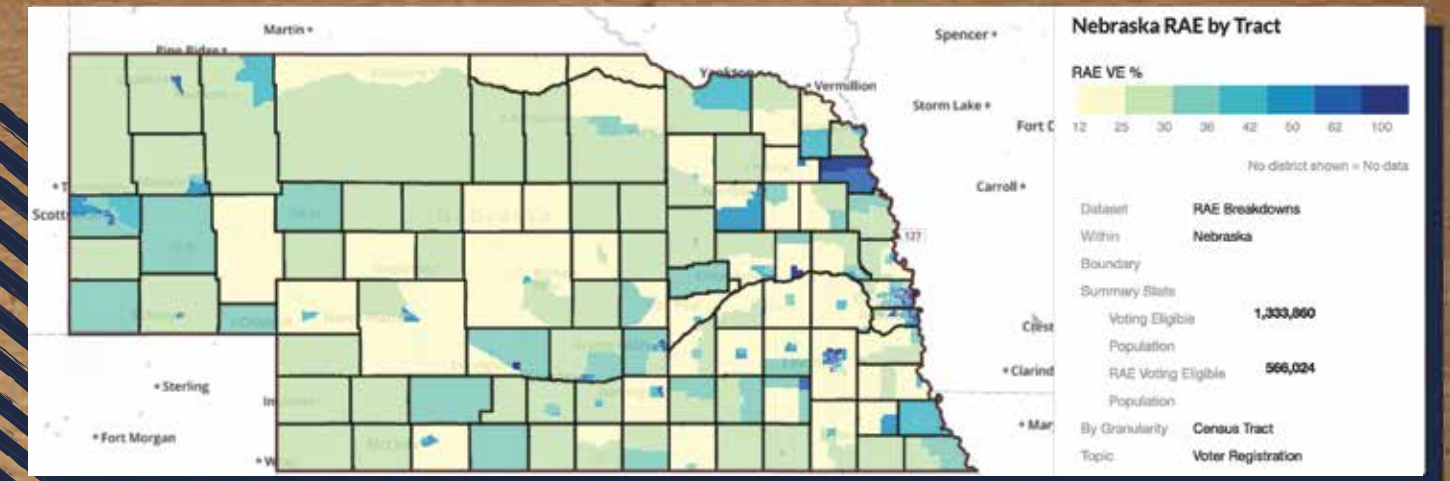
### Young Nonprofit Professionals Network Greater Omaha

The Young Nonprofit Professionals Network of Greater Omaha promotes interests, and builds opportunities for social and professional development for emerging leaders in Greater Omaha.

**JOIN THE TABLE!**

Visit [www.nebraskatable.org/collaboration](http://www.nebraskatable.org/collaboration)

# WHERE THE RAE LIVES IN NEBRASKA



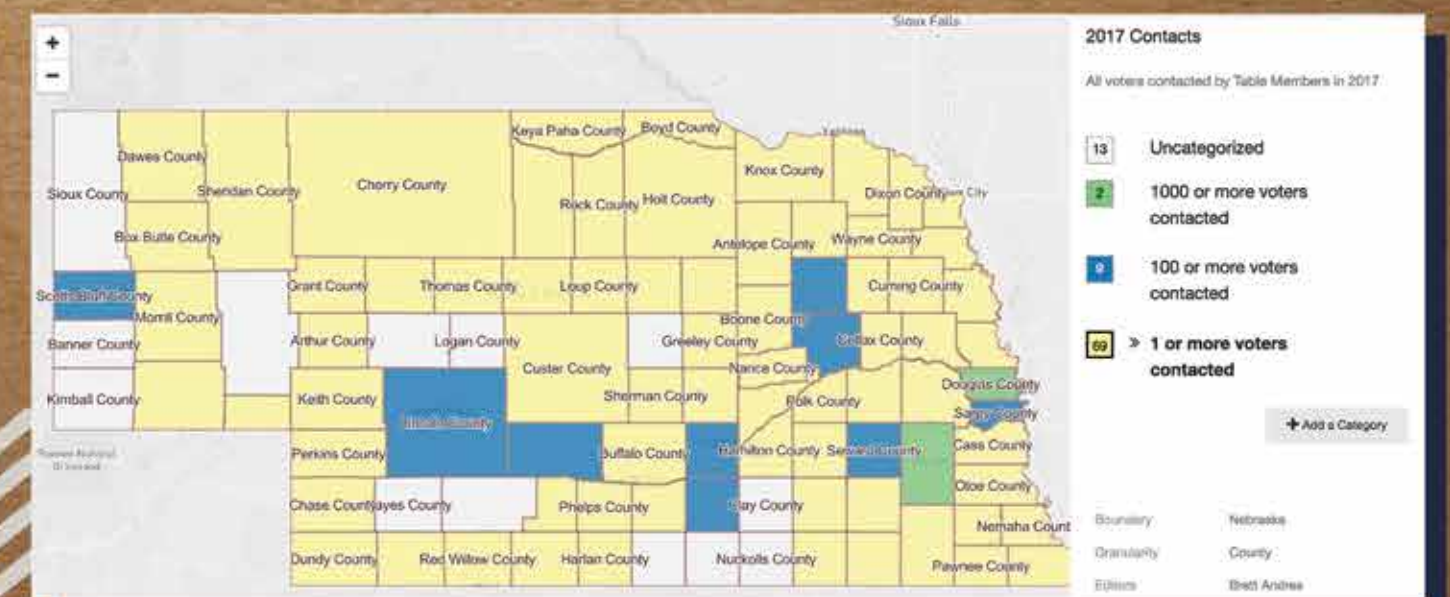
The Rising American Electorate (RAE) consists of a few different groups: unmarried women, African Americans, Native Americans, Latinos, low-income voters, disabled Nebraskans, and millennials. The RAE makes up about 56% of the Voter Eligible Population, yet 42% of the RAE weren't registered to vote in 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 reasons for the low number of registered RAE voters is lack of education; both about the issues, and about the voting process itself. As the means by which we vote advances at a rapid pace, it is important that the largest group of eligible voters is able to keep up, and education about voting is the key for engaging and retaining voters.

In Nebraska, 44% of the RAE are unregistered voters, leaving their voices unheard, and decisions about their own well-being 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. 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.

# 2017 TABLE MEMBER VOTER OUTREACH



# SOCIAL PRESSURE MAIL EXPERIMENT

In 2017 the Nebraska Civic Engagement Table worked with the Analyst Institute to conduct a two-part social pressure experiment to measure impact on voter turnout. This was the first test of its kind to be conducted in Nebraska.

The purpose of the test was to compare the results of “social pressure” mailing across a spectrum of conditions including voting propensity, from new voters to high turnout voters. The test also measured differences in likelihood to vote for **new voters** who received one of several possible combinations of mailings:

- 1 one piece of “report card” social pressure mail;
- 2 one piece of “report card” social pressure mail with a “thank you for voting for the first time in 2016” message; and
- 3 both mail pieces received a few days apart.

For the **Previous Voter Test**, one piece of social pressure mail was sent to a randomized selection of voters in Lincoln and in Omaha who had voted in one or more elections prior to 2016.

## THE MAIN FINDINGS IN THE TWO TESTS WERE AS FOLLOWS:

In the Previous Voter Test, the report card mail increased turnout among previous voters by a statistically significant 1.1 percentage points.

In the New Voter test:

- ▲ The thank you mail, report card mail, and the combination of the two increased turnout by an estimated 0.4, 0.7, and 1.2 percentage points, respectively.
- ▲ The “both mailings” condition was probably the most effective, increasing turnout by about 1.2 percentage points. The “both mailings” condition was also the only condition that increased turnout to a degree that was statistically significant at conventional levels
- ▲ However, the effects of the three treatments were not statistically significantly different from each other.

Therefore, our finding that the both mailings treatment was most effective is suggestive rather than conclusive.

## THESE RESULTS SUGGEST THE FOLLOWING TAKEAWAYS:

**Sending more than one piece of mail is probably a good strategy.** This is consistent with a 2014 test, which found that despite diminishing returns with each additional piece of mail, two pieces of social pressure mail increased turnout more than one did, and three more than two.

**Voter report cards work on new voters as well as previous voters.** It was not obvious from the outset that voter report cards would work even on new voters who largely lack a vote history, but it appears that they do.



# SMS POLL EXPERIMENT

In October 2017, the Nebraska Civic Engagement Table again partnered with the Analyst Institute to conduct an experiment testing the viability of phone text message (SMS) recruited public opinion polling as a cost effective tool for measuring Nebraskans’ support for proposed policies. We sent messages to 50,037 Nebraskans asking them to participate in a short survey that they could complete from their phone or from another device. After five days of recruitment, we received completed surveys from 577 Nebraskans. This method allowed us to find Nebraskans’ policy positions within a few weeks at a cost of under ten thousand dollars.

In addition to being cost effective, the sample of Nebraskans was as demographically representative as a live dial or robodial poll (though most of those polls get too many older respondents and we got “too many” younger respondents). We are confident that our poll represents the real views of Nebraskans within the same margin as a more traditional poll.

Our findings were in line with other, more traditional polls on issue support and on the President’s favorability. As a nonpartisan 501(c)3 organization, the Nebraska Civic Engagement Table used the question of the President’s favorability in accordance with polling best practices and strictly as a tool to improve the integrity of our results. As such, we did not include the responses to that question in our published results.

We asked questions on limiting payday lending interest rates, including LGBT+ Nebraskans in our nondiscrimination laws, creating a fund for paid family leave, and creating an independent redistricting commission.

For a full report of the results of the SMS poll experiment, please contact Brett at [brett@nebraskatable.org](mailto:brett@nebraskatable.org).



## 2017 STAFF HIGHLIGHTS

GETTING THIS JOB WAS HONESTLY THE BEST MOMENT OF 2017 FOR ME. EVERYTHING ABOUT THIS JOB I’VE ENJOYED SO FAR. MOST IMPORTANTLY, I REALLY ENJOY THE GROUP OF PEOPLE I WORK WITH, ESPECIALLY KINZIE.

-Aracely

# NEBRASKA TABLE MINI GRANT PROGRAM

In 2017 the Nebraska Table expanded our reach from not only supporting member civic engagement and grassroots advocacy campaigns, but also providing funding through our mini grant program. Throughout last year our members were able to hire organizing staff, pass legislation to expand voting rights, increase voter turnout, and stop damaging tax proposals - to name a few examples - with our funding and guidance.

## 2017 ORGANIZING MINIGRANTS

### INCOMMON COMMUNITY DEVELOPMENT

Amount Funded: \$10,000

#### PROJECT:

A new, part-time Civic Engagement Specialist was hired to deepen neighborhood collaboration and civic engagement in the Park Avenue neighborhood in Omaha. This includes project direction for The Listening Project - a program that engages Park Avenue residents in a deep-listening interview, which helps identify resident and neighborhood assets, and local leadership.

#### PORTION OF THE RAE SERVED:

47% of InCOMMON's current program participants identify as Hispanic/Latino.

#### PROJECT OUTCOME:

InCOMMON hired 1 local organizer and in 2017 held nearly 200 one-on-one interviews, conducted by 22 volunteers.

*"We've had a group of about 12 high school boys emerge as strong leaders from our youth population, and another 6-8 from among our Hispanic program participants, which are our two target populations. Throughout the year, we've had about 7 volunteers regularly engage with the project, and another 12-15 one-time volunteers throughout the year."*

## 2017 GOTV & VOTER REGISTRATION MINIGRANTS

### HEARTLAND WORKERS CENTER | Amount Funded: \$10,000

#### PROJECT:

This funding was provided to help increase voting participation in the Municipal Elections in the South Omaha Community through door-to-door canvassing, phone banking, social media advertising, a printed voter guide, and Spanish language radio spots.

#### PORTION OF THE RAE SERVED:

Latino residents in South Omaha and young voters between the ages of 18-25.

#### PROJECT OUTCOME:

10 paid canvassers were hired for the 6 weeks leading up to the Spring 2016 Municipal Elections. Those canvassers trained 90 volunteers, many of whom were young people between the ages of 14-25, in GOTV phone banking, canvassing, voting processes and the importance of local elections. In addition, HWC partnered with Radio Lobo to create a four-week advertising campaign with weekly installments about the process of voting, the importance of local elections on daily city services, the influence an individual vote can have as well as times and dates for Election Day, how to get more information about polling places, and a final GOTV push on Election Day. The Hispanic newspaper, Mundo Latino, shared a voter guide, issues platform, candidate profiles, and GOTV messaging - all in Spanish - before election day. Finally, HWC used paid boosts on Facebook to expand the reach of their messaging and posted live videos.

#### FINAL NUMBERS:

 1514 Door attempts; 945 door contacts	 90 Volunteers	 4 weeks of radio spots on Radio Lobo
 1418 calls attempted; 391 conversations	 4 weeks of radio spots on Radio Lobo	 17,323 social media impressions

*"We found that it was important to always have bilingual volunteers and what information was needed for them to explain to voters during a phone call or a visit... We learned that volunteers liked canvassing because they like building relationships with people in the community. We learned about small details about VAN that we needed further training on to understand the impact of our daily work. Sharing numbers with the canvassers really impacted morale, as it can be discouraging to not find everyone you are looking for, we focused on the ones we did find and informed them about voting."*

### LEAGUE OF WOMEN VOTERS-GREATER OMAHA | Amount Funded: \$3,000

#### PROJECT:

The League of Women Voters created a Voter Registration Project, focusing on high school seniors, students in Young Adult Special Education programs, community college students, and newly naturalized citizens. This project is ongoing.

Total Naturalization Ceremonies: 11

Total School Drives: 10

#### PORTION OF THE RAE SERVED:

Young voters

### NEBRASKA APPLESEED | Amount Funded: \$8,000

#### PROJECT:

Subgrant to four rural community organizations/leaders \$2,000 each to fund their own voter registration drives focusing on registering people of color. These rural communities were: Alliance, Lexington, South Sioux City, and Winnebago. Nebraska Appleseed worked with existing GOTV "teams" of leaders or groups: Native Futures in Alliance, the Winnebago Tribe in Winnebago, Unity in Action in South Sioux City, and The Trinidad Center in Lexington to increase voter registrations.

#### PORTION OF THE RAE SERVED:

Native American and Latinx communities in Rural Nebraska. Project is ongoing with report due in 2018.



# DEEP CANVASSING MINI GRANT PROGRAM

Research shows that person-to-person conversation is the most effective persuasion technique. In 2017, the Nebraska Table was excited to support our member's deep canvassing programs that sent staff, volunteer, or paid canvassers to the doors for meaningful conversations and relationship building around a variety of issues. This was accomplished through independent and joint member projects - a total of 11 member organizations participating in 9 deep canvassing campaigns.

Please note, many of these projects are ongoing. Final results will be included in the 2018 Annual Report.

## ACLU/OUTLINC

Amount Funded: \$19,960

### PROJECT:

A canvassing director and 10-15 canvassers were hired to knock on up to 5,000 registered voter doors, establishing 1,000 contacts, to discuss equal rights and protection for transgender individuals. Through these conversations, canvassers hoped to identify 25 LGBTQ persons to be trained and elevated for leadership positions within their communities.

### PORTION OF THE RAE SERVED:

LGBTQ+ Nebraskans

## NCEF

Amount Funded: \$27,615

### PROJECT:

Starting in September 2017, NCEF hired nine organizers responsible for expanding their Common Ground Program. The goal of Common Ground is to build a statewide infrastructure of Nebraskans who are knowledgeable about the most important conservation issues facing our state and take action to improve local and statewide sustainability practices. Common Ground builds teams of community volunteers who then organize their fellow community members to implement local conservation projects and engage with statewide conservation issues. The goal of this grant was to establish neighborhood teams in 27 central, western, and rural communities, and knock on a total of 27K doors throughout those targeted communities.

### PORTION OF THE RAE SERVED:

Low-income rural Nebraskans

## CIVIC NEBRASKA, HOLLAND CHILDREN'S INSTITUTE, LEAGUE OF WOMEN VOTERS OF GREATER OMAHA

Amount Funded: \$15,000

### PROJECT:

This campaign was developed to collect data to support civic engagement programs in two North Omaha neighborhoods, and to build trust, community relationships, and awareness of voter resources with Civic Nebraska and League of Women Voters. The focus of this campaign was on parents, community members, and community organizations in neighborhoods served by Sherman Elementary and Lothrop Elementary.

### PORTION OF THE RAE SERVED:

Voters of color in North Omaha

## NEBRASKA APPLESEED

Amount Funded: \$10,000

### PROJECT:

Funding for this project was provided to build GOTV capacity for five rural organizing teams (Crete, Lexington, Grand Island, Alliance/Chadron, and Scottsbluff) through five \$2,000 mini-grants. Teams would use the mini-grants to canvass both door-to-door and at community events to build relationships with community members, and begin recruiting volunteers for 2018 GOTV efforts.

### PORTION OF THE RAE SERVED:

Latinx voters, Low-income voters

## SOUTH OF DOWNTOWN COMMUNITY DEVELOPMENT ORGANIZATION

Amount Funded: \$4,800

### PROJECT:

The goal of this program was to hire a part-time community organizer who will help facilitate 300-400 Canvass contacts and establish 3 community action committees.

### PORTION OF THE RAE SERVED:

Low-income Lincoln residents

## UNITY IN ACTION

Amount Funded: \$3,000

### PROJECT:

Funding was provided to engage registered voters in the electoral process and prepare them for the 2018 midterm elections, provide educational information to community members, and to participate in local events in order to provide voter information and register Nebraska residents to vote.

### PORTION OF THE RAE SERVED:

Latinx, Somali and Native American voters in South Sioux City

# INCREASING VOTER TURNOUT FOR LOCAL ELECTIONS

Both Lincoln and Omaha held municipal elections in May 2017, and many members participated in Get Out the Vote (GOTV) activities, contacting 3000 Nebraskans and creating a powerful impact. This was accomplished despite the fact that nearly all members were doing this work in addition to providing community services, anticipating changes from a new administration, and advocating for policies on the state and national level.

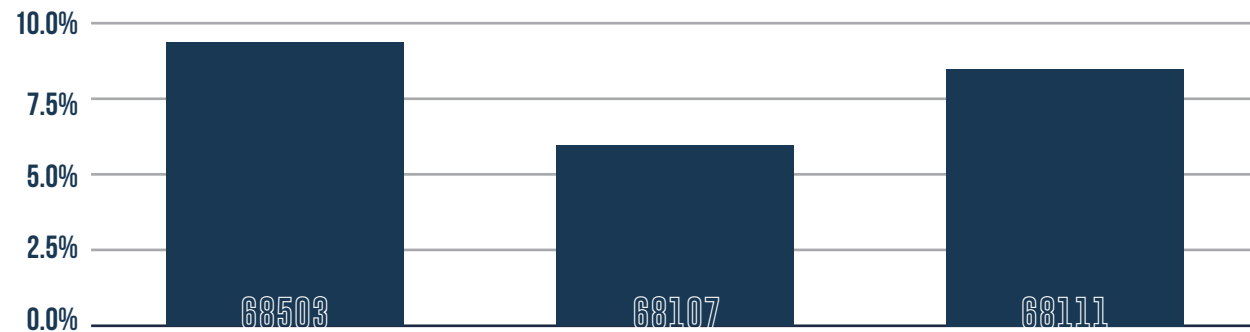
## ZIP CODE ANALYSIS

Our target ZIP codes were chosen due to their high Rising American Electorate populations and their histories of lower turnout. The ZIP codes we targeted were 68111 in Northeast Omaha, 68107 in Southeast Omaha, and 68503 which is just east of Downtown Lincoln.

Though municipal election turnout overall was down 2.3% from the previous average in Lincoln, it was down only .2% in our target zip code of 68503. The Lincoln GOTV Coalition canvassed and phone banked steadily right up to the election. In Omaha, overall turnout was up 1.3%, and it was even higher in our target zip codes of 68111 in North Omaha (up 2.5%) and 68107 in South Omaha (up 2.3%)! Some are attributing this to the mayoral election coverage. However, these are areas where we saw extensive, and intentional work from our members.

## CANVASSING IMPACT BY ZIP CODE

In order to determine the impact that our canvassers had on individual voters, we analyzed all registered voters in the target zip codes and took their history of voting in federal and municipal elections into account. The graphic below illustrates the degree to which a contact increased an individual's vote propensity in each ZIP code.



## NOTES ON ZIP CODE ANALYSIS

A contact increased a voter's likelihood of going to the polls by 9.38% in 68503, 6.01% in 68107, and 8.49% in 68111. Overall, a conversation with a Table Member's canvasser about the importance of voting made an individual 7.67% more likely to vote.

This finding further reinforces the value of person to person communications as the single most effective tool for getting individuals to vote.

We suspect that this analysis underestimates the impact of contacts in 68107 because it cannot accurately capture the impact of ethnicity on voter propensity. Turnout efforts in 68107 were primarily targeted for hispanic and latino voters who may have a lower baseline propensity to vote in municipal elections than their white neighbors.

## GOTV MINIGRANTS

Through our Mini Grant program, the Table directly funded GOTV efforts of several organizations, including:

\$3,000 to The League of Women Voters of Greater Omaha's Voter Registration Project focusing on high school seniors, students in Young Adult Special Education programs, community college students and newly naturalized citizens.

**TOTAL NATURALIZATION CEREMONIES: 11**

**TOTAL SCHOOL DRIVES: 10**

\$10,000 to Heartland Workers Center efforts to increase voting participation in the Municipal Elections in the South Omaha Community through door-to-door canvassing, phone banking, social media advertising, a printed voter guide, and Spanish language radio spots.

1514 Door attempts; 945 door contacts	90 Volunteers	4 weeks of radio spots on Radio Lobo
1418 calls attempted; 391 conversations	4 weeks of radio spots on Radio Lobo	17,323 social media impressions

\$8,000 to Nebraska Appleseed, which was dispersed in subgrants to four rural community organizations/leaders to fund their own voter registration drives focusing on people of color. Each community has a goal of registering 50 new voters, for a total of at least 200 new rural voters. This project is ongoing with a report due in 2018. Organizations funded include:

- Native Futures in Alliance
- Winnebago Tribe in Winnebago
- Unity in Action in South Sioux City
- The Trinidad Center in Lexington

## LINCOLN GOTV COALITION

- Nebraska Civic Engagement Table
- Civic Nebraska
- Nebraska Appleseed
- Neighborworks
- ACLU Nebraska
- Outlinc
- NAACP (non-member)
- League of Women Voters Lincoln (non-member)
- Alpha Kappa Alpha (non-member)
- Asian Culture Center (non-member)

## TABLE MEMBERS THAT DID DIRECT VOTER & CONSTITUENT OUTREACH IN 2017

- Planned Parenthood of the Heartland
- Black Men United
- Bold Alliance
- Women's Fund of Omaha
- Institute for Public Leadership
- Center for Rural Affairs
- Health Center Association of Nebraska
- Civic Nebraska
- Neighborworks Lincoln
- ACLU Nebraska
- Outlinc
- Nebraska Appleseed
- Nebraska League of Conversation Voters Education Fund
- League of Women Voters of Greater Omaha
- Heartland Workers Center
- Voices for Children
- Centro Hispano
- Unity in Action
- South of Downtown Community Development
- InCOMMON Community Development

*This is a 250% increase over the number of Table Members who engaged in direct voter and constituent outreach in 2016.*

# BUILDING CAPACITY

The Nebraska Civic Engagement Table provides member-wide training as part of nonprofit capacity building, as well as one-on-one support by request. In 2017, we collaborated with our partners at Coalition for a Strong Nebraska, and we also tapped Table members' expertise to train other members.

## RACIAL EQUITY & COMMUNICATIONS

In September 2017, the Nebraska Table brought in nationally recognized specialist in race relations and civic engagement, David Campt. David led two training sessions intended to help our members communicate about racial and social equity with broad audiences. These trainings gave participants the chance to practice creating messages about equity, about the importance of being vocal advocates for social and public policy change on behalf of the communities they serve.

## RAPID RESPONSE EMAIL ADVOCACY

In October, we partnered with Coalition for a Strong Nebraska to deliver a two-part series on lobbying: direct and grassroots. The Table led a half day session covering external mobilization strategy for engaging grassroots advocates in rapid response efforts. Attendees learned how to build a rapid response list, establish a strong relationship with their network, identify rapid response situations and legislative targets, create email action alerts, optimize their campaign on social media, and record data on their results.

## GATHERINGS STORIES & TESTIMONIALS

In December Communications Director, Angie Remington, hosted a panel discussion with Lauren Williams from Planned Parenthood of the Heartland, and Andrew Dickinson of Fly Over Media. We discussed challenges and best practices around asking someone to tell their story, whether it is in front of a legislative committee, or for fundraising or promotional use by an organization. We also covered ethical considerations when approaching difficult topics, building trust, legal concerns and privacy issues, anonymity, and how to use visual imagery to reinforce impact.



## 2017 STAFF HIGHLIGHTS

THE OUTER GAME TRAINING IN OCTOBER WAS ONE OF MY FAVORITE MOMENTS OF THE YEAR. WE SPENT MONTHS PLANNING THE TRAINING IN CONJUNCTION WITH OUR PARTNERS AT COALITION FOR A STRONG NEBRASKA, AND IN THE END WE DELIVERED A REALLY DYNAMIC TRAINING WITH HIGH LEVELS OF PARTICIPATION FROM TABLE AND CSN MEMBERS IN ATTENDANCE. I WAS REALLY PROUD TO WATCH MY COLLEAGUES STAND UP AND SHARE THEIR EXPERTISE WITH THE ROOM. IT REALLY SOLIDIFIED FOR ME THAT THERE IS A REAL DESIRE IN NEBRASKA'S NONPROFIT COMMUNITY TO COLLABORATE AND TO ENGAGE CONSTITUENTS IN GRASSROOTS ADVOCACY.

-Angie

## BALLOT INITIATIVES

In December our Data Director, Brett Andres, provided Table members with a webinar training on creating successful ballot initiative campaigns. The webinar covered timelines, campaign structure, building long term power, and data tools available through the Table.

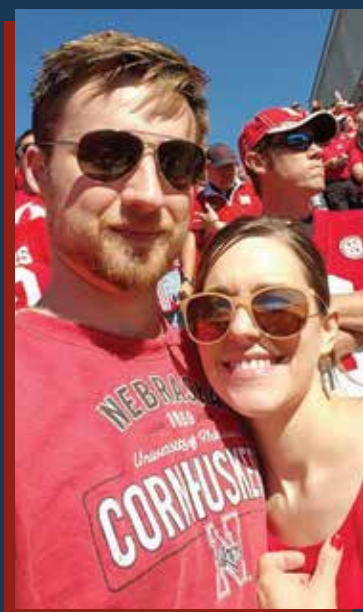
## VAN TRAININGS

In 2017, the Table provided 12 individualized VAN trainings to member organizations, covering topics like canvass administration and data, quality control, and general user-interface and usage training. In addition, our Data Director created a MyCampaign 101 webinar, which is available on the Table Member Portal.

## FIELD TRAININGS

Our Field team provides individualized field organizing training and strategic consultation to our members throughout the year. GOTV trainings cover the purpose and effectiveness of voter contact activities, including canvassing and phone banking, developing scripts, voter registration, and using VAN to pull targeted walk lists and record accurate data.

Deep Canvassing training requires a more in-depth look at traditional voter contact methods, including ensuring that all organizers understand the project, running through multiple scripts, practicing personal storytelling, and conversations on establishing an emotional connection with the people you meet at the doors and on the phones. In 2017 our Field team provided deep canvassing training to member organizations working on anti-discrimination issues (in Lincoln) and community building in neighborhoods in North Omaha and South Downtown Lincoln.



## 2017 STAFF HIGHLIGHTS

ON CITY ELECTION DAY IN LINCOLN LAST YEAR, A PERSON WHO SPEAKS ENGLISH AS A SECOND LANGUAGE CAME INTO THE OFFICE HOLDING THE SOCIAL PRESSURE MAILPIECE. HE CAME IN TO IMPROVE HIS VOTER SCORE AND VOTE FOR THE FIRST TIME. HE WASN'T SURE WHERE HE WAS SUPPOSED TO VOTE, SO I HELPED LOOK UP HIS POLLING LOCATION AND PRINTED OFF A MAP FOR HIM. HE WAS INCREDIBLY EXCITED ABOUT VOTING FOR THE FIRST TIME, ESPECIALLY FOR A CITY ELECTION; HE WASN'T EVEN AWARE THAT YOU COULD VOTE FOR MAYOR OR CITY COUNCIL. THIS EXPERIENCE REMINDED ME WHY WE ARE DOING THE WORK WE ARE DOING.

-Zack

# WWW.NEBRASKATABLE.ORG



The Nebraska Civic Engagement Table website launched in January 2017, offering resources to the public such as a comprehensive list of our members and descriptions of their mission and programs, as well as a community calendar with information about local municipal meetings and how to get an issue onto the agenda. The website also posts member job and volunteer opportunities and information about joining the Table.

The website is home to our Member Portal, which hosts a wealth of resources available to our members 24/7. This is in addition, of course, to our Member Help Desk through which members can submit requests for training, resources, information, or other needs.

## MEMBER PORTAL RESOURCES

**Communications Hub:**  
 Member Legislative Forum  
 Legislative Messaging  
 Voting Information and Election Guidance  
 Communications Templates  
 Press List

**Field Hub:**  
 Comprehensive Guide to Community Organizing Strategies  
 Field Training Documents  
 Links to Online Community Toolbox

**Data Hub:**  
 RAE Maps and Information  
 VAN Training Videos  
 Test/Experiment Results

## 2017 STAFF HIGHLIGHTS



ON DECEMBER 1ST, BRETT AND I WENT TO GRAND ISLAND TO PRESENT AN ADVOCACY TRAINING AT THE PLANNED PARENTHOOD POLICY SUMMIT – THE FIRST OF THREE IN 2017. I’D NEVER HAD THE OPPORTUNITY TO DO A PRESENTATION WITH BRETT, AND I FOUND THE WHOLE EXPERIENCE VERY ENJOYABLE. WE INTERACTED WITH SOME ENTHUSIASTIC COMMUNITY ACTIVISTS AT THE SUMMIT, AND I ALSO GOT TO RE-CONNECT WITH PEOPLE I HAD BUILT RELATIONSHIPS WITH DURING MY TIME AT CIVIC NEBRASKA, WHICH WAS AN ADDED BONUS!

-Kinzie

## 2017 STAFF HIGHLIGHTS



MY FAVORITE TABLE MOMENT OF 2017 WAS CONDUCTING THE SOCIAL PRESSURE MAIL EXPERIMENT. IT WAS A RIGOROUS EXPERIMENT AND IT DEMONSTRATED THAT SOCIAL PRESSURE MAIL DOES WORK IN NEBRASKA, EVEN IN CITY RACES. NOT ONLY DID I ENJOY CONSTRUCTING AND CONDUCTING THE EXPERIMENT ITSELF, THE RESULTS CAN POTENTIALLY INFORM STRATEGIC DECISION MAKING IN THE FUTURE.

-Brett

## MEMBER HELP DESK REPORT

The Nebraska Table provides core capacity support to its members. Through our Table Help Desk, we had 93 requests for member support in 2017.

Time Period	Total Requests	Average Response Time (Days)	Members Requesting	% Executive Director	% Data	% Field	% Communications	% Office Manager/Translator
Q1	30	1.07	11	13.30%	46.67%	36.67%	20.00%	0.00%
Q2	14	0.21	4	0.00%	92.86%	0.00%	7.14%	7.14%
Q3	25	2.44	8	8.00%	60.00%	44.00%	4.00%	4.00%
Q4	24	0.25	11	0.00%	45.83%	25.00%	29.17%	8.33%
<b>Year Total</b>	<b>93</b>	<b>1.1</b>	<b>20</b>	<b>6.50%</b>	<b>56.99%</b>	<b>30.11%</b>	<b>16.13%</b>	<b>4.30%</b>



**Nebraska  
Civic  
Engagement  
Table**

**NEBRASKA CIVIC ENGAGEMENT TABLE  
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