

JOIN NYC VOTES



OUR VISION

We envision a city where every New Yorker has an equal ability to engage actively in their democracy, regardless of their background and any barriers they may face.

OUR VALUES

We believe we can build a stronger, more ethical, more representative, and more responsive government by encouraging all New Yorkers to engage in our local democracy.

We believe information empowers voters, especially individuals in communities that are often underrepresented at the polls.

OUR WORK

NYC Votes is a nonpartisan, data-driven, and digital-first initiative that gives New Yorkers a voice in shaping their city by connecting them to their elections. Together with our partners and volunteers, we:

- ◆ **inform** all New Yorkers with what they need to know to participate in our democracy.
- ◆ **engage** underrepresented communities through outreach initiatives.

OUR PARTICIPATION MODEL

Engage → Get Informed → Register →
Vote → Influence → Run For Office

2020–2021 STRATEGIC GOALS

Increase immigrant voter engagement: The 20K in 2020 initiative



In New York City, 1.7 million citizens—one out of four citizens citywide—are naturalized.

Neighborhoods with large immigrant populations have lower rates of voter participation.

Working with community partners in key neighborhoods with immigrant communities and persistently low turnout, we will identify unregistered voters, hold voter registration drives and canvassing events, and conduct get-out-the-vote efforts through door knocking, phone banking, and digital outreach. Our goal is to register and engage 20,000 new voters by the end of 2020.

Increase youth voter participation: Doubling turnout in 2021



In the last mayoral election, the turnout rate for young voters was only 13.5%.

New York City voters under 30 participate in presidential elections at nearly the same rate as voters overall. But their participation in local elections is far lower than other age groups. We will aim to double youth turnout in the next mayoral election through the launch of a citywide youth-centered campaign that will engage young voters through in-person activation points, influencer development, and digital strategies. Our goal is to have 250,000 young people turn out in the next citywide local election.

Partner with NYC Votes at <https://nycvotes.nyccfb.info/partners>.



NYC Votes is the nonpartisan voter engagement initiative of the New York City Campaign Finance Board (CFB), an independent city agency that administers the city's small-dollar matching funds program for city elections.