



CNBC VOTER TOOLKIT

CONFERENCE OF NATIONAL BLACK CHURCHES

CNBC Voter Toolkit

How To Mobilize Your Congregation & Community

As leaders, you have a unique opportunity to mobilize your congregations and drive voter turnout in the 2024 primary elections. Your pulpit and your community connections give you a powerful platform to inspire your members to exercise their civic duty. Utilize a multi-pronged approach, combining passionate sermons, educational workshops, and community outreach to ensure your people are registered, informed, and empowered to cast their ballots.

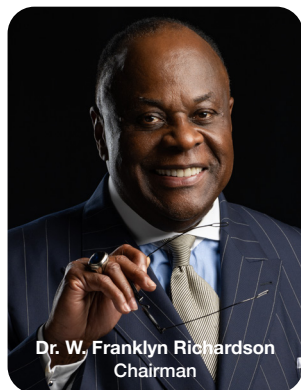


African Methodist Episcopal Church | African Methodist Episcopal Zion Church | Christian Methodist Episcopal Church | Church Of God In Christ | National Baptist Convention USA, Inc. | Progressive National Baptist Convention, Inc.

“United in Faith for a Brighter Tomorrow”



A MESSAGE FROM LEADERSHIP



Dr. W. Franklyn Richardson
Chairman

As we approach the 2024 presidential election cycle, the Conference of National Black Churches (CNBC) recognizes the crucial role that faith communities play in shaping the political landscape and advancing social justice and equity. To empower and mobilize our congregations for meaningful engagement in this electoral process, we have developed this toolkit with practical strategies and resources for involvement. Together, let us leverage our collective voice and influence to effect positive change in our nation.

In the landscape of modern democracies, the vitality of civic engagement, particularly through active voter participation, serves as the cornerstone of a robust and representative political system. As we approach the 2024 presidential election cycle, the significance of engaging voters transcends mere electoral outcomes; it underscores the essence of democratic governance and the collective voice of the population. In this era of rapid technological advancements, shifting socio-political dynamics, and heightened awareness of global issues, the imperative to foster an informed, empowered, and inclusive electorate has never been more paramount.



Dr. Jacqui L. Burton
President

Against the backdrop of recent electoral events and evolving societal paradigms, the 2024 presidential election emerges at a pivotal juncture, carrying profound implications for the future trajectory of our nation and its role on the global stage. The decisions made, the policies enacted, and the leaders chosen during this critical period will reverberate across generations, shaping the socio-economic landscape, influencing policy directions, and defining the values upheld by our society.

As we consider these reflections, it is incumbent upon us as stakeholders in the democratic process to recognize and embrace the imperative of engaging and encouraging our communities to become more civically engaged. Beyond the traditional realms of political rhetoric and partisan discourse, our collective focus must be directed towards

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cultivating an environment that encourages ongoing active participation, fosters informed decision-making, and champions the value of empowering faith leaders and congregations to take an active role in voter and civic engagement.

Faith and community leaders are at the heart of engaging and uplifting communities across the nation. In CNBC's efforts to educate and empower voters, there are no better partners than local faith and community leaders to engage key demographics and empower them with knowledge, tools, and resources not only to responsibly exercise their right to vote, but also to become active participants in the civic process. Faith leaders are trusted voices and thought leaders within our spheres of influence and have a storied history of effectively sharing information and resources with our congregations. We must educate our constituencies with information and resources regarding the importance of being fully committed to civic engagement, the critical role of voting, how to prepare to vote, policy priorities during this election cycle, and how to inspire family members and loved ones to vote. With strategic and intentional planning, thoughtfully forged relationships and effective action, we can make a significant, tangible difference in amplifying the voices of those we serve every day.

Together, let us embark on this transformative endeavor, guided by the firm conviction that the strength of our democracy lies not only in the exercise of individual rights but in the collective will of an engaged and enlightened citizenry. The objective of this guide is to educate, empower, and activate faith leaders to speak to our congregations and communities, fostering a culture of active civic participation and voter engagement.

Dr. W. Franklyn Richardson
Chairman

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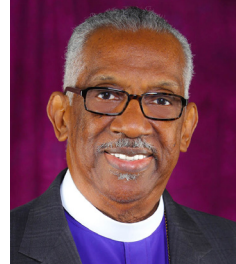
CNBC Leadership



DR. W. FRANKLYN RICHARDSON
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BISHOP LAWRENCE L. REDDICK, III
Senior Bishop
Christian Methodist Episcopal Church



BISHOP J. DREW SHEARD
Presiding Bishop & Chief Apostle
Church of God in Christ



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HOW TO MAKE AN IMPACT

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**“UNITED IN FAITH
FOR A BRIGHTER
TOMORROW”**

VOTE

01 Pray For Elected Officials & Candidates

The function of government is to protect the vulnerable and promote the common good. Although the government has enormous power, it does not have the solutions for all the problems and troubles in society. Those who govern are fallible people just like us, needing God's wisdom just as much as we do. That is why those who serve the people need our prayers.

Scripture tells us to pray for our leaders: "I urge, then, first of all, that petitions, prayers, intercession, and thanksgiving be made for all people – for kings and all those in authority, that we may live peaceful and quiet lives in all godliness and holiness." (1 Timothy 2:1-2)

Take a few minutes to pray today for those elected leaders, within your community, state, and nation, and those who are candidates for elected office. Our communities depend upon our prayers to cover, protect, and guide our leaders in making sure we do what is best for all people. This ["Mobilizing Your Congregation Guide"](#) is meant to support that effort.

Host A Voter Registration Drive (Checklist)

02

Setting up a voter registration drive at your church can be a great way to engage your community in the democratic process. Please ensure you consult your state's Secretary of State and/or any other relevant body regarding regulations for participating in voter registration. Some states may require training and/or certification for those who are registering voters or collecting registration information.

Here's a step-by-step guide to help you get started - [Host A Voter Registration Drive.](#)

By following these steps, you can successfully organize a voter registration drive at your church and help empower members of your community to exercise their right to vote.

03 Help Congregants Check Their Voter Registration Status

Churches can play a vital role in supporting their members and the community in checking their voter registration status ahead of upcoming elections. There are several ways to do this:

- Informational Sessions
- Online Resources
- Bulletin Announcements
- Partnerships with Community Organizations
- Phone and Text Campaigns
- Personal Outreach
- Training and Empowerment
- Follow-Up Support
- Continuous Engagement

By implementing these strategies, churches can effectively support their members and the broader community in checking their voter registration status and taking the necessary steps to participate in elections. Here's a step-by-step guide to help you get started - [Help Congregants Check The Voter Registration Status.](#)

ARE YOU REGISTERED TO

VOTE?



04 Host A Candidate & Voter Education Forum

Hosting a candidate and voter education forum at your church can be an excellent way to help your congregation and community make informed decisions during the upcoming presidential election cycle. To remain nonpartisan, churches should strongly consider inviting all candidates, from both political parties, to participate in the forum.

Review this step-by-step guide to help you organize such an event - [Host A Candidate & Voter Education Forum.](#) By following these steps, you can organize a candidate and voter education forum that engages your congregation and community in the democratic process.

05 Canvass Your Church's Neighborhood

Canvassing your church's neighborhood to share information about voting and voter registration is an effective way to engage your community and increase voter participation.

Here's a step-by-step guide to help you organize a successful canvassing campaign - [How To Canvass Your Church's Neighborhood.](#)

By following these steps, you can organize a successful canvassing campaign to share information about voting and voter registration with your church's neighborhood and empower residents to participate in the democratic process.

06 Host “Souls to the Polls”

Churches can also consider organizing “Souls to the Polls” events where all members go together to cast their ballots immediately following worship service, during early voting, ahead of Election Day. This can be a powerful way to encourage voter turnout and civic engagement within your church community. Please ensure your municipality offers a Sunday voting day during early voting before deciding to implement this activity.

Review the step-by-step guide to help you organize your “Souls to the Polls” event: [How To Host A “Souls To The Polls” Campaign.](#)

By following these steps, you can organize a successful “Souls to the Polls” that empowers church members to exercise their right to vote and strengthens the civic engagement of your church community.

07 Provide Transportation for Your Community

If your church has access to vans or other vehicles and wants to use its vehicles to provide transportation for voters during early voting and on Election Day, there are several steps they should take to ensure a smooth and legal process.

By following these steps, churches can provide valuable transportation services to help ensure that all individuals have access to the polls during early voting and on Election Day. Use this step-by-step planning guide to help - [How To Provide Transportation for Your Community.](#)

Frequently Asked Questions (FAQs)



(FAQs)

Here are some FAQs for churches interested in engaging in activities to promote voter turnout in the upcoming election cycle:

1. Why should churches get involved in promoting voter turnout?

Churches have a long history of advocating for social justice and civic engagement. Promoting voter turnout aligns with our commitment to creating positive change in our communities and ensuring that every voice is heard in the democratic process.

2. What types of activities can churches engage in to promote voter turnout?

Churches can engage in a variety of activities, including voter registration drives, informational sessions, candidate forums, canvassing efforts, and voter education campaigns. These activities aim to empower individuals to participate in elections and make informed decisions.

3. Is it legal for churches to engage in voter turnout activities?

Yes, churches can engage in nonpartisan voter turnout activities without jeopardizing their tax-exempt status. However, it is essential to ensure that all activities are nonpartisan and do not endorse or oppose specific candidates or political parties.

4. How can churches ensure their voter turnout activities remain nonpartisan?

Churches can ensure their voter turnout activities remain nonpartisan by focusing on issues rather than on candidates, providing information equally to all individuals regardless of political affiliation, and refraining from endorsing or opposing specific candidates or parties.



YOUR LIFE.
YOUR FUTURE.
YOUR CHOICE.
VOTE

Rev. Al Sharpton
President
National Action Network

(FAQs)

5. How can churches support voter registration efforts?

Churches can support voter registration efforts by hosting registration drives, providing voter registration forms and information, partnering with local organizations, and encouraging members and the community to register to vote.

6. What resources are available to help churches promote voter turnout?

There are many resources available to help churches promote voter turnout, including voter registration guides, educational materials, toolkits, and partnerships with local voter registration organizations and government agencies.

7. How can churches encourage members to vote?

Churches can encourage members to vote by providing information about the importance of voting, offering transportation to polling locations, hosting “Souls to the Polls” events, and incorporating voter turnout messages into sermons and church communications.

8. What should churches do if they encounter challenges or legal concerns related to voter turnout activities?

If churches encounter challenges or legal concerns related to voter turnout activities, they should consult legal counsel or contact organizations such as the ACLU, the NAACP, or the Election Protection Coalition for guidance and support.

(FAQs)

9. How can churches evaluate the effectiveness of their voter turnout efforts?**

Churches can evaluate the effectiveness of their voter turnout efforts by tracking metrics such as voter registration numbers, turnout rates among church members and the community, and feedback from participants. This information can help inform future outreach efforts.

10. How can churches continue to promote voter turnout beyond the upcoming election cycle?

Churches can continue to promote voter turnout beyond the upcoming election cycle by incorporating voter engagement into their ongoing ministries, establishing voter outreach committees, and partnering with other community organizations to advocate for voting rights and civic participation.



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