Nonpartisan Civic Engagement Training

Presented by:

Erika Anthony, Co-Director Cleveland VOTES
Devonta Dickey, Advocacy & Engagement Coordinator
Jennifer Lumpkin, Civic Engagement Strategy Manager
AGENDA

• Welcome
• Cleveland Neighborhood Progress & Cleveland VOTES Overview
• Nonprofits MUST Be at the Table
• Nonpartisan & Civic Engagement Activities
• What You Need to Know: Advocating WITH your Audience
• Tips for Public Testimony
• Summation and Q&A
Overview:
Cleveland Neighborhood Progress
& Cleveland VOTES
Cleveland Neighborhood Progress

Vision & Mission

Our mission is to foster inclusive communities of choice and opportunity throughout Cleveland.

Cleveland’s neighborhoods are attractive, vibrant, and inclusive communities where together, people from diverse incomes, races, and generations thrive, prosper, and choose to live, learn, work, invest, and play.
Cleveland VOTES

Cleveland VOTES is a year-round, civic engagement and mobilization initiative.

- Galvanize nonprofits based in low income Ohio communities to increase civic participation
- Build on the relationships these nonprofits already have with the people they serve.
- Our network of housing providers, nonprofit health centers, community development corporations (CDCs), multi-service centers, food pantries, community action, and homeless programs are well placed and trusted; they can help the people they regularly serve exercise their right to vote and stay engaged in the civic debate.
Cleveland VOTES in ACTION!
December 2016: Cleveland Neighborhood Progress’ Board of Directors approved the 2017-2021 Strategic Plan.

Organizational Capacity Goal: In partnership with key stakeholders, support an engaged citizenry for the advancement of our urban policy agenda.

- Cleveland VOTES is one of the strategic objectives that will be used to implement the above-referenced goal.

- In Fall 2017, the George Gund Foundation granted Cleveland VOTES a three-year grant. This funding resulted in Cleveland VOTES increasing internal capacity, Jennifer Lumpkin, Civic Engagement Strategy Manager, and Devonta Dickey, Advocacy and Engagement Coordinator, and providing funding to 17 grantees.
Nonprofits MUST Be at the Table
Why Should Nonprofits Be Engaged?
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1. Nonprofits are trusted and respected in our communities.
2. Nonprofits have access to underrepresented populations.
3. Nonprofits have an interest in the positive role of government.
4. Nonprofits have the ability to advance their mission and issues.
5. Nonprofits are positioned to get policy priorities and ideas in front of candidates.
Why Policy & Advocacy Matters to Nonprofits

Our voices MUST being heard.

Engagement and advocacy work go TOGETHER.

Nonprofits have unique access and assets.

When we do this work, we are extremely effective!
What NOT to Do as a Nonprofit

- Endorse a candidate
- Make a campaign contribution or expenditure for or against a candidate
- Rate or rank candidates on who is most favorable to your issue
- Let candidates use your facilities or resources unless they are made equally available to all candidates at the fair market value -- such as a room used for public events
Pop Quiz!

True or False

501(C)(3) nonprofits must always be nonpartisan and focus only on the issues.
What Is At Stake?

• **Local elections** are being held across the country this year. Hundreds of cities and towns will choose mayors, city councilors, county commissioners, etc.

• Many states and municipalities will decide **ballot measures** on everything from whether to raise the minimum wage to whether to fund a new middle school with a municipal bond. Public Hearings are a part of this process.
Nonpartisan Civic Engagement Activities
Nonpartisan Activities

1. Conduct or promote voter registration
2. Educate voters on voting process
3. Host a candidate forum
4. Create a candidate questionnaire
5. Distribute sample ballots or nonpartisan voter guides
6. Continue issue advocacy during an election
7. Support, oppose, or host a community conversation on a ballot measure
8. Encourage people to vote
Testifying for a Public Hearing: How to Prepare

- Review and research legislation
- Understand the legislative body that has authority to affect change
- Develop a qualitative and quantitative data-informed testimony
- Connect the Challenge to a Solution

Always Remember!
You ARE the Subject Matter Expert
SENATE FINANCE COMMITTEE

Chair Dolan
Vice Chair Burke
Ranking Member Sykes

June 5, 2019

Erika Anthony, Vice President of Government Relations & Strategy

Chair Dolan, Vice Chair Burke, Ranking Member Sykes and members of the Senate Finance Committee, thank you for hearing my testimony today. My name is Erika Anthony and I am the Vice President of Government Relations and Strategy at Cleveland Neighborhood Progress. Neighborhood Progress is a nonprofit community development funding intermediary, which has been investing in community revitalization work in Greater Cleveland for the past 30 years. We are committed to fostering communities of choice and opportunity throughout Cleveland. Today, I am here to offer testimony for our budget amendment request to support - the Cleveland Chain Reaction project. This project is a testament to our continued efforts to build a place-based opportunity ecosystem, which aims to advance economic development in Cleveland’s neighborhoods.

Greater Cleveland is home to an extensive and supportive ecosystem for new and existing small businesses, funded by both public and private dollars. However, what we have heard and observed is that the robust network of agencies that support small business development is overwhelming for an aspiring business owner. As a funding intermediary whose geographic focus is on the City of Cleveland, we aim to leverage the community development corporation infrastructure as an asset. We are duty positioned to bridge, connect and increase impact between the regional efforts, as well as neighborhood level small business development. To grow the regional economy, we must stabilize from within and strengthen where our residents live and work – our neighborhoods.
Over the past three years, Neighborhood Progress’s economic development efforts have been defined by our work with Cleveland Chain Reaction, which is a neighborhood economic development project that matches small businesses with local investors to locate a few new or existing businesses in one city neighborhood each year. The goal of Cleveland Chain Reaction is to: advance job creation; support economic mobility for residents; and, revitalize urban commercial corridors in disadvantaged communities.

The Cleveland Chain Reaction partnership has been a collaboration between, Cleveland Neighborhood Progress, Council of Smaller Enterprises, Jumpstart, Greater Cleveland Partnership, and WJW Fox 8. Each year, existing and new businesses are invited to apply for participation in the pitch competition. After a rigorous review and evaluation of each business, 20 applicants are invited to pitch their business concept to the panel of partner agencies and investors in anticipation of securing private investment to grow their business within the host community. If you have ever seen Shark Tank, imagine that – Ohio style.

In 2017, the collaboration of partners identified Slavic Village as the first neighborhood to host the competition. Three businesses received $510,000 from investors and an additional $240,000 in real estate investment. Due to the immense success and demand of the inaugural year, we continued the efforts in the Old Brooklyn neighborhood in
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Parts of the Testimony

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In 2017, the collaboration of partners identified Slavic Village as the first neighborhood to host the competition. Three businesses received $510,000 from investors and an additional $240,000 in real estate investment. Due to the immense success and demand of the inaugural year, we continued the efforts in the Old Brooklyn neighborhood in 2018. A total of seven businesses have received over $750,000 of investment. Lastly, our latest competition kicked off a few weeks ago in Collinwood. While the application process does not officially close until next week, we do anticipate similar demand and commitment from investors as we have seen in the first two cohorts.
Members of the Senate Finance Committee, Neighborhood Progress is requesting a total commitment of $1 million over the biennium to support the growth and expansion of the Cleveland Chain Reaction project. We have secured $500,000 over the biennium from Members of the House and we are seeking an additional $500,000 over the biennium from the Senate. Neighborhood Progress is committed to matching the requested investment with a $1 million commitment ($500,000 annually) in private funding partnerships to advance this effort. This $1 million investment from the State will also leverage additional key investments to the targeted areas we plan on continue the project. These investments include, but are not limited to: Opportunity Zones, Mayor Jackson’s Neighborhood Transformation Initiative, recent investments from the KeyBank Foundation, Quicken Loans Community Investment Fund and the Business Growth Collaborative.
Save these dates!

County 2020 Census Dialogue
June 28, 2019
1 – 3pm
South Euclid – Lyndhurst Library
1876 South Green Road, South Euclid, OH 44121
RSVP to 2020census@cuyahogacounty.us

Nonpartisan Voter Engagement Training
July 24, 2019
9:30 – 2:30pm
YWCA of Greater Cleveland
4019 Prospect Avenue, Cleveland, OH 44103

National Voter Registration Day Convening
August 27, 2019
5:30 – 6:30pm
Cuyahoga County Board of Elections
2925 Euclid Ave, Cleveland, OH 44115

National Voter Registration Day
September 24, 2019
Events all over Cleveland!
Thank you for Attending!

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