

HOW THE 'WHY VOTE?' TOOL MOTIVATES LOWER-INCOME ADULTS TO VOTE

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Right Question Institute

A free, 60-minute webinar to show you how to use a surprisingly simple but powerful tool to help low-income adults realize, on their own, how voting benefits them personally

Traditional voter-engagement programs have failed to reach low-income adults, who are far less likely to vote in U.S. elections than wealthier adults. In fact, nearly half of all eligible voters who did not participate in the 2024 presidential election were from low-income households, the Pew Research Center estimates. Only 10% of nonvoters were from high-income households.

A big reason why many lower-income folks don't vote: there are many obstacles that make it hard to see the connections between the decisions made by elected officials and services such as health care, child care, food assistance, neighborhood safety, public housing, and transportation.

A free tool developed by the Right Question Institute, a nonprofit educational organization in Massachusetts, is helping change that. Instead of telling people why they should vote or giving them information about voting, the "Why Vote?" Tool guides individuals through a short exercise designed to help them see how voting affects the three government services they indicate are most important to them.

"The 'Why Vote?' Tool makes it easier for people in low-income communities to see the connection between the services they receive and decisions elected officials make, name for themselves the value of voting, and ask questions about voting and the voter registration process," explains Naomi Campbell, who is director of the Right Question Institute's **Empowerment Program**. "As a result, people become more motivated and determined to vote."

Register to join us:

May 5 at 8PM ET: shorturl.at/jl9vQ

May 19 at 1PM ET: shorturl.at/dugYe



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In this free, interactive webinar, participants will learn:

- How and why the “Why Vote?” Tool works to engage potential voters in lower-income communities.
- How to integrate the tool into their work.
- Best practices for using and sharing the “Why Vote?” Tool.
- About the Right Question Institute’s Empowerment Program, created to help legal organizations, direct service providers, community organizations and publicly funded agencies integrate empowerment strategies into their work. The goal is to help lower-income adults self-advocate, navigate systems more easily and participate in decisions that affect their lives.

Who should attend:

This webinar is for anyone interested in helping others build the skills they need to advocate for themselves and participate in democracy. This includes:

- Frontline workers at direct services organizations and agencies.
- Instructors who work in adult and workforce education programs.
- Educators who work with parents in lower-income communities.
- Voter-engagement advocates.
- Community leaders.
- All people interested in taking action to strengthen democracy, now and for the long term

Cost: There is no cost. The Right Question Institute is able to offer trainings and resources for free because of the generous support we receive from our donors. If you are able, please consider making a donation to help support our work. Donate here: www.rightquestion.org/donate/.

Speakers:



Naomi Campbell is director of the Empowerment Program. Before joining the Right Question Institute, Naomi was a legal fellow with Centro de los Derechos del Migrante in Mexico City, where she helped migrant workers defend their rights as they moved between their homes in Mexico and places of work in the U.S. She has a law degree from Harvard Law School and is a member of the New York Bar.



Luz Santana is co-founder of the Right Question Institute and an adjunct lecturer at the Harvard Graduate School of Education. She is also co-author of the two books “Partnering with Parents to Ask the Right Questions: A Powerful Strategy for Strengthening School-Family Partnerships” and “Make Just One Change: Teach Students to Ask Their Own Questions.” Luz’s personal experiences navigating the U.S. welfare system and other government programs while going to college and raising a family have shaped her approach to her work.

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Recording available if you are unable to attend live!

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