

# 83% OF INDIVIDUALS ENGAGED THROUGH OUR VOTER ENGAGEMENT INITIATIVE TURNED OUT TO VOTE IN 2024



The **Housing Alliance of Pennsylvania** partnered with 37 community organizations, housing authorities, and local service providers to bring nonpartisan voter engagement directly to people with lower incomes who may be experiencing housing instability or living in affordable housing communities.

We supported our partners by building their capacity through resources, materials, and stipends, and by helping them design low-lift, high-impact voter engagement strategies that fit seamlessly into their existing programs and outreach efforts.

## CLOSING THE PARTICIPATION GAP

In the 2024 presidential election, just 53.4% of lower-income\* voting-eligible adults reported voting—a stark gap in democratic participation.<sup>1</sup> But when these voters were engaged by trusted staff and community partners, the results told a different story: 83% of individuals engaged through our initiative turned out to vote.<sup>2</sup> This outcome highlights how low-lift, relationship-focused strategies can effectively help people overcome obstacles and turn out to vote.

**83%**  
vs. 53.4%  
**TURNOUT**

## WHY IT WORKS



**Trusted Messengers  
Matter**

People are far more likely to participate when contacted by someone they know. Trusted messengers help make voter engagement personal and credible.



**Making it  
Easy**

Residents and staff can do more when voter materials and events are simple, clear, and fit into routines. Removing barriers helps turn interest into action.



**Meeting People  
Where They Are**

Events and conversations took place in familiar spaces where people felt comfortable. Engagement was most successful when individuals felt safe, seen, and ready to participate.



*SELF! LV, Allentown Community*



*Westmoreland County Housing Authority*



*YWCA Lancaster: Lancaster Votes*



*Center for Independent Living South Central PA*

# Thank you to all of our partners

ACTION-Housing, Inc.  
 Better Tomorrows  
 Bradbury-Sullivan LGBT Community Center, Allentown  
 Center for Independent Living South Central PA  
 Center in the Park  
 Chestnut Housing  
 Common Roots  
 Community Action Partnership of Lancaster  
 East Mount Airy Neighbors  
 Family Service Association of Bucks County  
 Feeding Bridgeville  
 Firm Hope Baptist Church  
 Franklin County Coalition for Progress  
 Friend, Inc. Community Services  
 HACE CDC, Philadelphia  
 HDC MidAtlantic, Lancaster  
 Health Annex, Family Practice and Counseling Network  
 Housing Authority of the County of Beaver  
 Housing Authority of the City of Erie  
 Latino Community Center  
 Jeanine Harvey Dankoff Law LLC  
 Johnstown Housing Authority  
 Mitchell Jones Consulting  
 Mon Valley Initiative  
 New Directions Treatment Services  
 Pittsburgh Community Services Incorporated  
 Resident Advisory Board of Philadelphia  
 Safe Harbor of Chester County  
 Safe Haven Family Life Center  
 SELF! LV, Allentown  
 Sisters Place Inc.  
 Trek Development Group  
 United Methodist Church Union, Parkview Towers  
 Uptown Partners, Pittsburgh  
 Volunteers of America Pennsylvania – Northeast Regional  
 Westmoreland County Housing Authority  
 YWCA Lancaster: Lancaster Votes

# FRIENDS INC. AND LOCAL COMMUNITY VOLUNTEER PLEDGE 100 PEOPLE TO VOTE IN THE 2024 ELECTION

Friend, Inc. Community Services works to reduce food insecurity and economic pressures for families throughout rural northeast Berks County.

Learn how Sharon, a community member with lived expertise, volunteered with Friends, Inc. to lead voter engagement at their weekly food pantry.



## Building Trust Through Presence

Early in the election cycle, setting up a welcoming, no-pressure table at the weekly food pantry created a space where people could engage on their own terms.

The table offered a variety of resources about voting and the upcoming election, helping residents access information with a familiar and trusted person.

## The “Kids Voting” Campaign

A creative approach where children “voted” on Cats vs. Dogs using decorated boxes and coloring ballots they created.

August through October, this activity engaged kids and allowed parents to focus on services, while also creating natural openings for conversations about real voter participation.

## Impact and Lessons Learned

**100** SIGNED  
VOTER PLEDGES  
COLLECTED

**Time Builds Trust:** Seeing the same friendly face each week made people feel comfortable asking for help. Many learned they were not registered or that their information was out of date. With time, 100 people had pledged to vote—something a one-time visit could not achieve.

**Easy-to-Use Materials:** Voter information, in plain language and available bilingually, offered many ways to participate. Residents could take a flyer, scan a QR code, register in person, or sign up for election reminders. This made it easy for everyone to join in at their own pace.

**Kids Start the Conversation:** Activities for children were set up giving parents a reason to stop and chat. Sometimes, those small, casual conversations were what opened the door to voter participation.

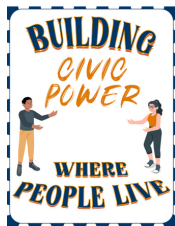


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# WESTMORELAND COUNTY HOUSING AUTHORITY ENGAGES 200 RESIDENTS IN VOTER ENGAGEMENT

The Westmoreland County Housing Authority (WCHA) has been a long-time partner of the Housing Alliance in nonpartisan voter engagement.

WCHA engaged voters across 11 residential buildings. By embedding voter engagement into existing events and communications, they created meaningful opportunities for hundreds of residents during the 2024 election cycle.



## Building On What is Already Happening

Staff made voter registration and pledge opportunities available at events residents were already attending, such as community meetings and social gatherings. This made voter engagement seamless and integrated into daily life for residents and staff.

## Communicating Early and Often

Staff provided clear, regular information about elections—key dates, how to make a voting plan, and ways to participate—through monthly calendars, bulletin boards, and other communications, well ahead of deadlines.

## Impact and Lessons Learned

**200** PARTICIPANTS  
ENGAGED

**Meeting Residents Where They Are:** 200 residents were engaged through events right in their buildings. Making use of familiar spaces and routines helped residents participate easily while strengthening connections among neighbors.

**Integrating Voting Into Daily Life:** Residents could see and act on election information while doing their usual activities—checking the building calendar, passing by the bulletin board, visiting a common space—so staying informed became easy.

**Supporting Staff Matters:** Making voter engagement a part of already planned activities reduced workload among staff. Further, when staff have paid time off to vote and feel supported, they can show residents that voting is important to them, too.

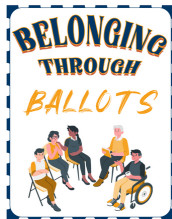


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# CIVIC PARTICIPATION AS PART OF EVERYDAY LIFE AT PARKVIEW TOWERS

Parkview Towers, part of the United Methodist Church Union in Pittsburgh, serves about 80 senior residents across two affordable housing developments.

Staff has made voting a part of everyday life by including voter registration, planning, and nonpartisan education in routine housing activities. This approach makes it easy and natural for residents to participate in elections.



## Integrating Voting Into Staff Routine

Staff asks about registration during already scheduled touchpoints like annual lease renewals and other meetings. Staff include voter registration and planning into these check-ins, making civic participation a natural part of the work day.

## Hands-On Support and Accessible Voting

Many senior residents relied on mail-in or absentee ballots. Staff helped residents request, complete, and return their ballots.

Staff also offered nonpartisan voter education, helping residents understand what was on their ballot, so they could make informed choices.

## Impact and Lessons Learned

**160** PARTICIPANTS  
**ENGAGED**

**Embed Voting Into the Workday:** Integrating voter registration and education into routine housing services—like assessments or onboarding—made participation easy and approachable.

**Accessibility Matters:** Clear communication and accommodations for cognitive, visual, or physical challenges are essential to ensure all residents can participate fully.

**Ballot Discussions Build Community:** Talking about what was on the ballot gave residents a reason to participate, reduced social isolation, and created excitement around voting.



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## METHODOLOGY

Residents who engaged with a partner—whether by attending an event, registering to vote, pledging to vote, updating their registration, or signing up for reminders—were included in the dataset.

Platforms such as TurboVote and State Voices were used to track engagement. Turnout was verified by cross-checking voting records, including both in-person and mail-in ballots.

The case studies were developed through debrief conversations with partner sites and the completion of post-event surveys.

## LOOKING AHEAD

These results highlight some of the best practices for nonpartisan voter engagement and education. If your organization wants to work with us in 2026 on nonpartisan voter engagement, registration, or education efforts, please get in touch.

Visit [www.housingalliancepa.org/pa-votes/](http://www.housingalliancepa.org/pa-votes/) for the latest election information and other resources.

We extend our gratitude to our national partners, the [National Low Income Housing Coalition](#), for their support through the [Our Homes, Our Votes](#) initiative and [Nonprofit Votes](#) for their support over the years.

The Housing Alliance is a statewide coalition working to provide leadership and a common voice for policies, practices, and resources to ensure that all Pennsylvanians, especially those with low incomes, have access to safe, decent and affordable homes. We promote common-sense solutions to balance Pennsylvania's housing market and increase the supply of safe, decent homes for low-income people.



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## ENDNOTES

<sup>1</sup> U.S. Census Bureau. (2025). Voting and Registration in the Election of November 2024. Retrieved from <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/p20-587.html>

<sup>2</sup> State Voices. (2024). Turnout among NLIHC-engaged residents.

<sup>3</sup> Lower income as earning less than \$49,000 per year.