



NOVEMBER CAUSE OF THE MONTH Civics

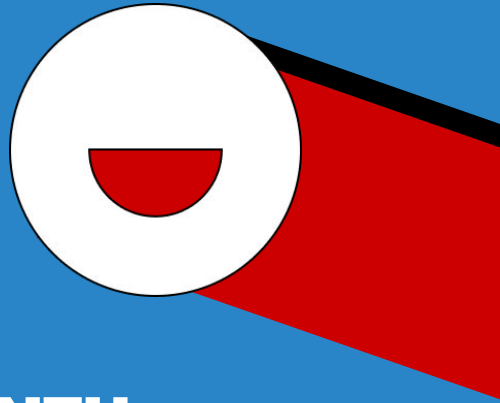
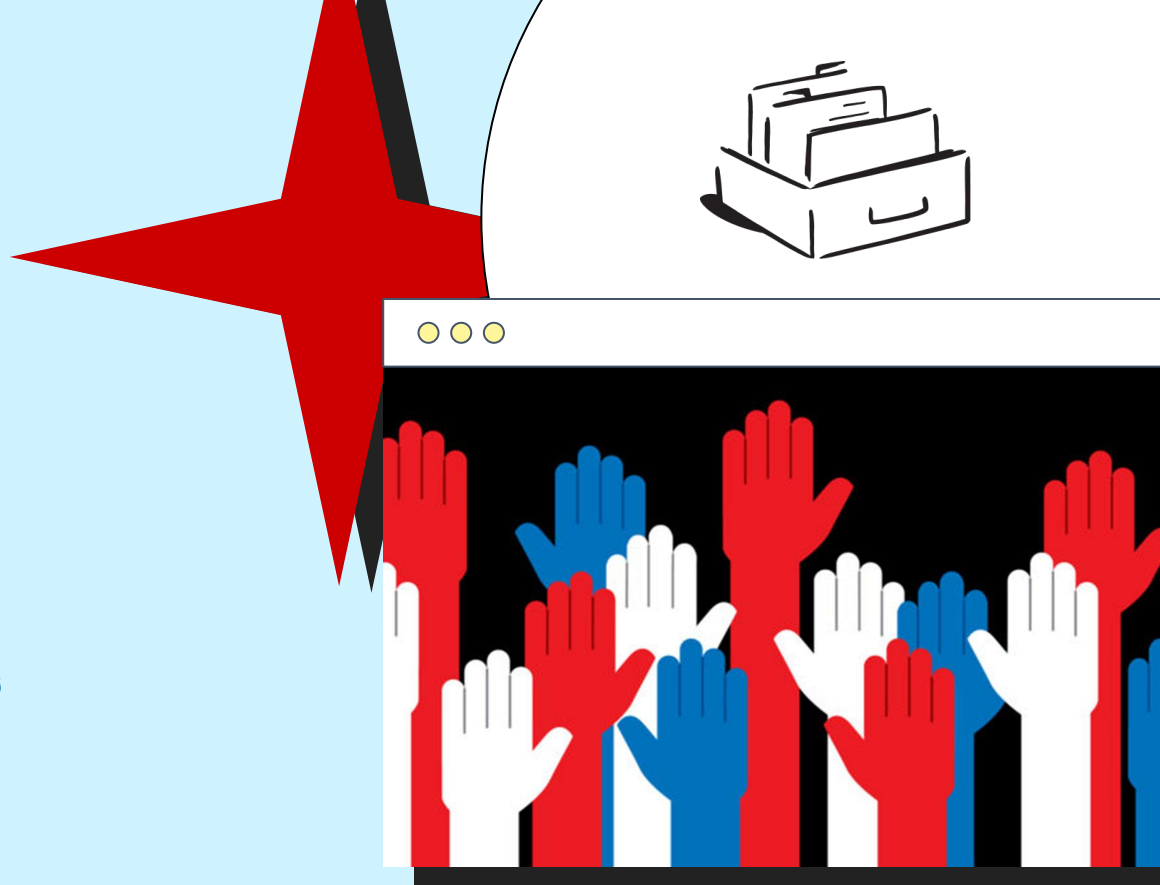


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ABOUT OUR CAUSE OF THE MONTH

This November, we are highlighting civics-oriented nonprofits advocating for democracy and human rights.

“I have a lot of my own criticisms about our elections, but I think it’s so important that we continue to show up and remind ourselves and each other that we have to engage with the system that exists; otherwise we are at risk of losing our democracy.”

—America Ferrera, American actress and activist

As we approach election season in the United States and around the [globe](#), this toolkit can help you raise awareness of civics, human rights, and democracy. Our toolkit places particular emphasis on inclusivity, with recommendations for nonprofits working to empower the global majority, youth, women, and LGBTQIA+ communities in the U.S., Europe, Asia-Pacific, and Latin America.

Although most U.S. citizens enjoy the right to vote, around the world, one’s freedom to express one’s views and stand up for one’s rights is [not guaranteed](#). We encourage you to rally your employees to get engaged, learn about civics, and support nonprofit organizations dedicated to upholding democratic ideals all over the world.

Think of this toolkit as your compass for making a difference with your ballot, your dollar—and your deed.



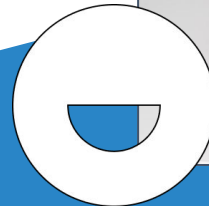
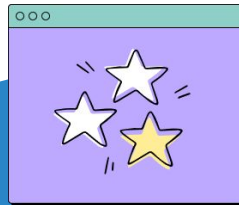
WHAT IS CAUSE OF THE MONTH?

Deed launched our “Cause of the Month” initiative in response to the important moments we see happening in the world around us.

We’re here to provide inspiration for our partners and to drive action through volunteering, donating, and more.

Our goal is to educate ourselves and our partners about the intersectional, systemic impact these issues have on our communities.

With “Cause of the Month,” we endeavor to understand a greater narrative and convey it in a way that resonates beyond just one month of observance.





HOW TO USE THIS TOOLKIT



1

Solicit feedback from your employees and ERGs to identify the cause area(s) you'd like to emphasize this month and beyond.

Remember. Keep your organization's environmental, social, and corporate governance (ESG) goals in mind.

2

Identify partner nonprofit organizations, and reach out with engagement ideas. The more you can front-end the ideation and planning, the easier it will be to form partnerships.

Remember. Think about what your organization can do to help now, as well as beyond this moment and month of awareness.

3

Create a campaign on Deed to manage volunteer events, fundraisers, interactions with partner nonprofits, and more in one place. Think of Deed as your central hub for all programming around this "Cause of the Month."

Remember. Add the campaign to your Deed homepage, then pin the link to your email signatures, Slack channels, and meeting agendas.

IMPORTANT DATES THIS MONTH

NOV 7	Election Day (U.S.)
NOV 11	Veterans' Day
NOV 28	GivingTuesday

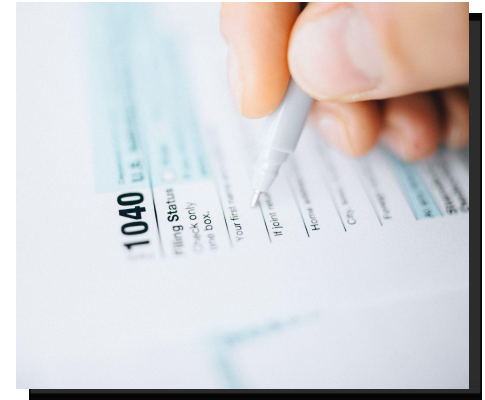


November is also:

- Indigenous Heritage Month
- Military Family Appreciation Month
- Transgender Awareness Month

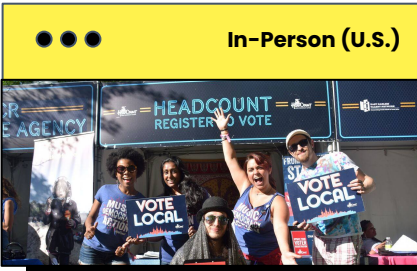
Other dates to keep in mind

- NOV 13** World Kindness Day
- NOV 19** Family Volunteer Day
- NOV 20** World Children's Day



BESPOKE VOLUNTEERING

Click on the nonprofit name to check out their profile on Deed!



Work a HeadCount booth at a Sponsored Concert

[HeadCount](#) hosts voter registration booths at concerts around the country. Headcount works with hundreds of artists to register voters and raise social consciousness. They are looking for volunteers to run the booths and make sure that attendees are registering to vote.

Opportunities: Volunteer with Headcount.
Availability: Various

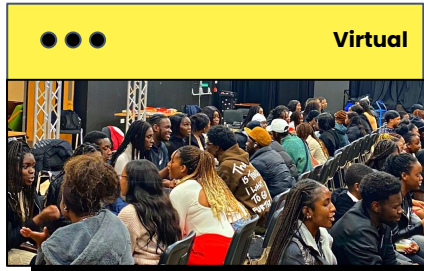


Join a Text Bank with the Human Rights Campaign Foundation

The [Human Rights Campaign Foundation](#) is partnering with Mobilize* to host text banks that advocate for the right of the LGBTQIA+ community. These opportunities are available in many cities across the United States.

Opportunity: Join a phone bank.
Availability: Various

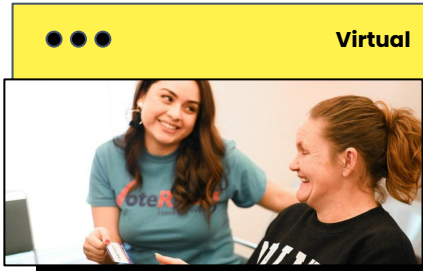
**Mobilize works with organizations such as Human Rights Campaign Foundation to organize volunteer events.*



Become a Mentor for Black Excellence Network

The [Black Excellence Network](#) works to increase the participation of Black students in top universities and apprenticeships in the U.K. and outside. Become a virtual mentor for teenage students as they prepare for university.

Opportunity: Become a mentor for young, Black students..
Availability: Flexible



Volunteer as a Virtual Voter Assistant

[VoteRiders](#) is seeking virtual volunteers from across the country to provide free assistance to eligible voters in key voter ID states. This is an ongoing opportunity to make an immediate impact and directly help folks secure the ID they need.

Opportunity: Help with voter registration.
Availability: Flexible



Team-based

Time: 1 hour

Create a pamphlet to educate young people about voting rights.

Volunteer with [The Congregational Health & Education Network](#) to create a voter's pamphlet. This will include information about voters' rights, voting dates, deadlines, an overview of what to expect at the polls, etc. This activity will familiarize employees with their civic responsibilities and encourage them to find creative ways to spread awareness on these responsibilities.

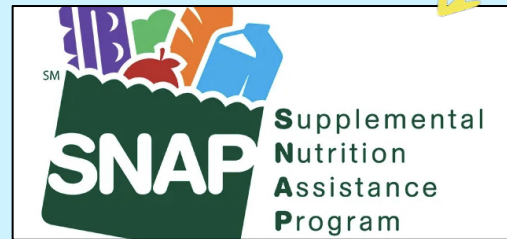


Team-based

Time: 1 hour

Create a civic engagement guidebook to help parents guide kids.

Volunteer with [VoteRiders](#) to create a civic engagement guidebook. Volunteers will create a guidebook to help parents educate their children on civic engagement and community participation.



Team-based

Time: 1 hour

Create a guidebook for underserved individuals on assessing SNAP benefits.

Volunteer with [Economic Opportunity Program \(EOP\)](#) to create guidebooks on SNAP (Supplemental Nutrition Assistance Program) to assist communities with household necessities. These guidebooks will help underserved individuals understand guidelines and eligibility for availing of SNAP benefits.



[Equality Now](#)

Equality Now campaigns for legal and systemic change to address violence and discrimination against women and girls around the world. Equality Now works to create, reform, challenge, and apply the law to establish enduring equality for women and girls everywhere.



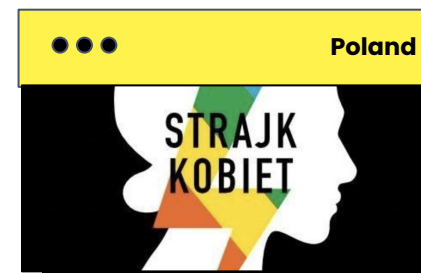
[Pro Mujer](#)

Pro Mujer is a U.S.-based organization that works to advance gender equality in Latin America. Their objective is for women to reach their full potential, improve their living conditions, and become agents of change for their communities. They focus on the areas health and wellbeing, financial inclusion, and skilling opportunity.



[Association for Women's Awareness and Rural Development \(AWARD\)](#)

AWARD is dedicated to community development work without any discrimination of sex, caste, color and religion. They work to create inclusive, just and democratic society capable of engaging women leaders in responsible and accountable governance.



[Fundacja Ogólnopolski Strajk Kobiet](#)

Ogólnopolski Strajk Kobiet not only organizes protests for women's rights and democracy in Poland, but they protect protestors from different forms of harassment not least including state harassment. In addition to protesting for reproductive rights, Ogólnopolski Strajk Kobiet provides educational programs about reproductive rights and women's rights at large.



Click on the nonprofit name to check out their profile on Deed!



[Mina's List](#)

Mina's List seeks to build just and peaceful societies by advancing women's political leadership and participation globally. Mina's List provides the educational tools and resources to achieve women's equal and substantive representation in political leadership around the world.

[League of Women Voters](#)

The League of Women Voters is a nonpartisan organization providing accurate and critical information to voters through voter registrations, public educational forums and environmental studies and actions.

[Womankind Worldwide](#)

Womankind Worldwide a global women's rights organization who works with women's rights organizations and movements to change the world for women and girls. They support the women who are powering other women around the world because when women come together, they have the power to change their own lives.

[Association for Dalit Women's Advancement of Nepal](#)

Dalit women in rural areas face a "triple burden" of gender bias, caste discrimination, and economic deprivation. The Association for Dalit Women's Advancement of Nepal works to bring Dalit women into the mainstream state governing mechanism by empowering them to advocate for their rights.

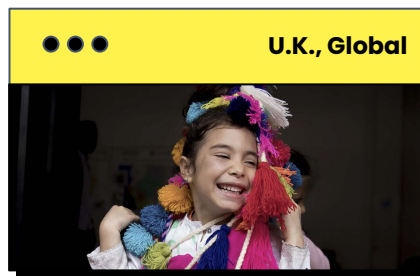


Click on the nonprofit name to check out their profile on Deed!



[Andrew Goodman Foundation](#)

The Andrew Goodman Foundation supports youth leadership development, voting accessibility, and social justice initiatives on campuses across the country with mini-grants to select institutions of higher learning and other financial assistance to students.



[Save the Children](#)

Save the Children works to give children a healthy start in life, the opportunity to learn and protection from harm. Save the Children works to advocate for the rights of children in 120 countries and lead advocacy efforts during times of crisis that ensure children's needs are a top priority.



[Global Infancia](#)

Global Infancia works towards creating a culture which respects the rights of children and adolescents in Paraguay. Global Infancia works to strengthen human rights legislation and civic engagement in Paraguay, with a focus on children and adolescents, in order to effect long-term change. Their work ranges from helping the government to enact laws to protect children, to working with journalists to improve civic engagement on issues which threaten children's rights, to working directly with children and their families in semi-urban areas of Paraguay to improve their lives.

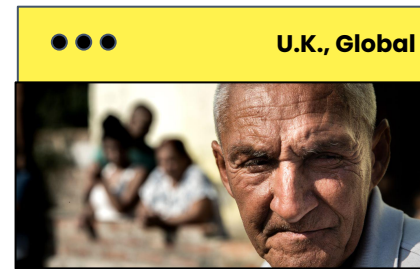
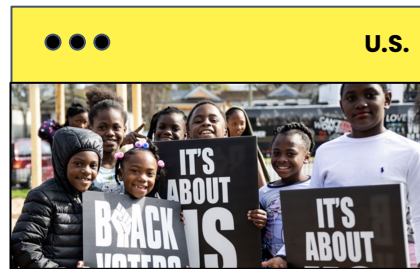


[Fundacion A Mano Manaba](#)

Fundacion A Mano Manaba works to advance gender equality in order to improve the lives of the most vulnerable populations—children and women—in northern Manabi through formal and informal education programs. The organization empowers girls and women so that they may explore their full potential, and educates boys and young men so they may be able to challenge the traditional masculinity of a patriarchal society.



Click on the nonprofit name to check out their profile on Deed!



[Voto Latino](#)

Voto Latino is a grassroots political organization focused on educating and empowering a new generation of Latinx voters, as well as creating a more robust and inclusive democracy. Through innovative digital campaigns, culturally relevant programs, and authentic voices, the organization shepherds the Latino community towards full realization of its political power.

[Black Votes Matter Capacity Building Institute \(BVM\)](#)

BVM helps strengthen community-based organizations seeking to expand civic engagement and power-building in marginalized Black communities.

[Minority Rights Group International \(MRG\)](#)

MRG is an international human rights organization that promotes the rights of minorities and cooperation between communities. MRG works in over 60 countries with around 130 partners and campaigns over the world for marginalized ethnic, religious and linguistic minorities and indigenous people.

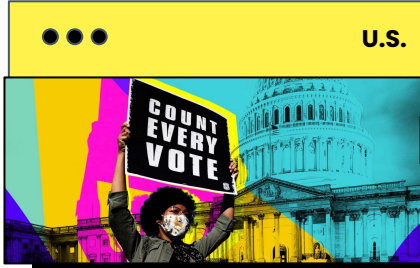
[Survival International](#)

Survival International is a global movement for Indigenous peoples' rights. They work to protect Indigenous land by lobbying and advocating for policies that support Indigenous peoples.

DONATE: PEOPLE OF THE GLOBAL MAJORITY (CONT.)

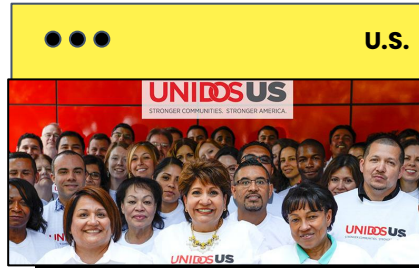


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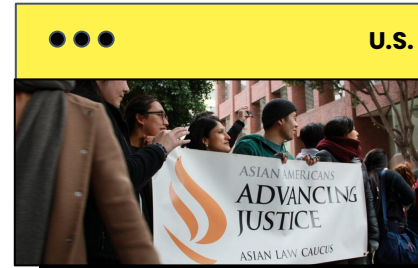
[National Association for the Advancement of Colored People \(NAACP\)](#)

The NAACP mobilizes activists across the U.S. to defend the rights of minorities, with an active presence in all 50 states. The NAACP promotes voting rights and equality for all citizens through advocacy campaigns and grassroots movements.



[UnidosUS](#)

UnidosUS elevates the voices of Latinos and defending and advancing our community's concerns. Today, they remain steadfast in their mission to realize a day where all Latinos thrive and their contributions are fully recognized.



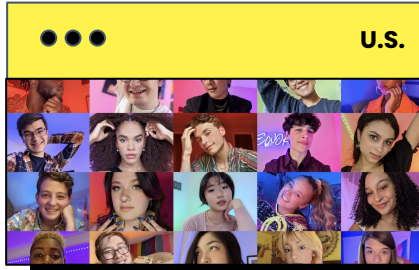
[Asian Americans Advancing Justice \(AAJC\)](#)

Asian Americans Advancing Justice works to advocate for Asian Americans by promoting justice for all Americans, empowering our communities, bringing local and national constituencies together, and ensuring Asian Americans are able to fully participate in our democracy.



[Centre for Law and Democracy](#)

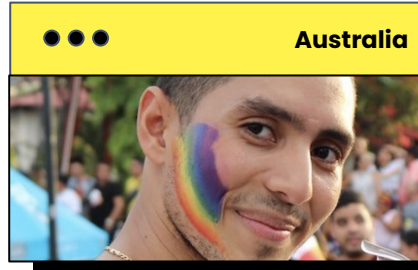
The Centre for Law and Democracy works to promote, protect and develop those human rights which serve as the foundation for or underpin democracy, including the rights to freedom of expression, to vote and participate in governance, to access information and to freedom of assembly and association. Their recent work includes projects in Myanmar, Maldives, and an open source information project via partnership with UNESCO.



U.S.

[Gay & Lesbian Alliance Against Defamation \(GLAAD\)](#)

GLAAD's Global Voices initiative aims to build LGBTQIA+ acceptance across the globe by sharing stories of LGBTQIA+ people and their families around the world. GLAAD supports LGBTQIA+ advocates build capacity for change in their own cities and countries. GLAAD advocates for fair, accurate and equal representation when LGBTQIA+ policies are made at the local and national level.



Australia

[Pride Foundation Australia](#)

Pride Foundation Australia provides funding for projects that address the systemic disadvantage of LGBTQIA+ communities and individuals in Australia. Pride Foundation Australia has a dedicated focus on advancing equity for the most disadvantaged LGBTQIA+ Australians, including advocating for systemic change and LGBTQIA creative arts



Canada

[Egale Canada Human Rights Trust](#)

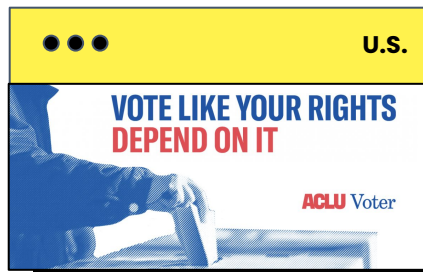
Egale Canada Human Rights Trust works to advance human rights based on sexual orientation and gender identity and expression and to bring out a cultural change through public diplomacy, research, education and community engagement. Their legal advocacy work helps to make explicit that LGBTQIA+ experiences are reflected in policy at all levels of government and beyond.



Switzerland

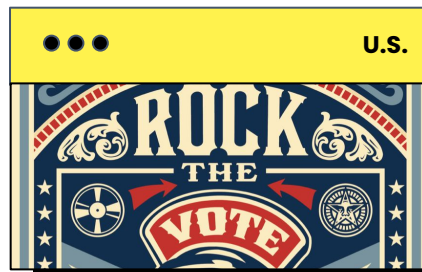
[The International Lesbian, Gay, Bisexual, Trans and Intersex Association \(ILGA\)](#)

The ILGA acts as a global voice for the rights of those who face discrimination on the grounds of sexual orientation, gender identity, gender expression and/or sex characteristics. They work towards achieving equality, freedom and justice for lesbian, gay, bisexual, trans and intersex people through advocacy, collaborative actions, and by educating and informing relevant international and regional institutions as well as governments, media and civil society.



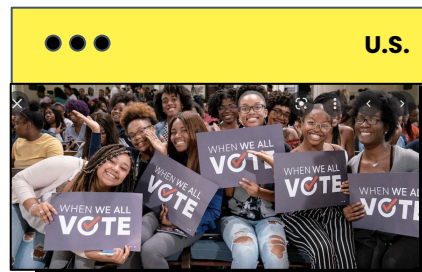
[American Civil Liberties Union \(ACLU\)](#)

The ACLU works in the courts, legislatures, and communities to defend and preserve individual rights and liberties. The ACLU works to protect and expand Americans' freedom to vote through strategic litigation and public awareness campaigns. The organization advocates for equality by highlighting injustices that lead to voter suppression, and by challenging discriminatory legislation that hinders people from participating freely in elections.



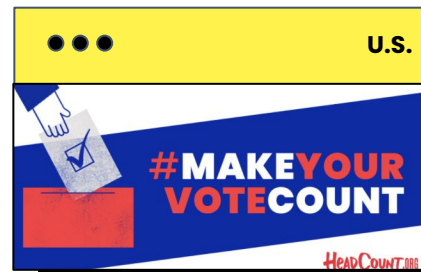
[Rock the Vote](#)

Rock the Vote is a nonpartisan nonprofit dedicated to building the political power of young people. Young voters face unique obstacles that result in turnout historically 20 to 30 points below older voters. This discrepancy is even greater in midterms, state and local elections. Rock the Vote focuses on research-driven programs and innovative solutions to right the system and ensure each youth generation is represented in our democracy.



[When We All Vote](#)

When We All Vote is a nonpartisan initiative to change the culture around voting and close the race and age gap in electoral participation. When We All Vote brings together individuals, institutions, brands, and organizations to register new voters across the country and advance civic education to build an informed and engaged electorate.



[HeadCount](#)

HeadCount is a nonpartisan organization that uses the power of music to register voters and promote participation in democracy. They reach young people and music fans where they already are—at concerts and online—to inform and empower. HeadCount organizes voter registration drives at more than 1,000 live events each year and collaborates with cultural leaders to promote civic engagement at a national scale.

DONATE: U.S. (CONTINUED)



Click on the nonprofit name to check out their profile on Deed!



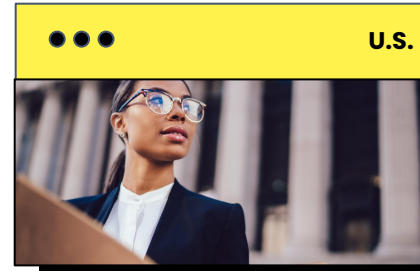
[Brennan Center for Justice](#)

The Brennan Center is an independent law and policy organization that conducts rigorous research to identify problems and provide in-depth analyses of pressing legal and policy issues. Affiliated with New York University, the organization also pioneers and champions policy solutions, such as automatic voter registration and small donor public financing.



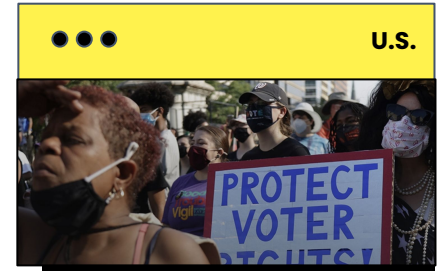
[United We Dream](#)

United We Dream is led by young American immigrants who are working to improve the lives of their communities. Their vision is a society which celebrates their diversity and they believe in leading a multi-ethnic, intersectional path to get there.



[Higher Heights Leadership Fund](#)

Higher Heights Leadership Fund is building a national civic engagement infrastructure and network to strengthen Black women's leadership capacity. Higher Heights Leadership Fund is investing in a long-term strategy to expand and support Black women's leadership pipeline at all levels and strengthen their civic participation beyond just Election Day.



[Center for American Progress \(CAP\)](#)

CAP is a nonpartisan policy institute that is dedicated to improving the lives of all Americans through bold, progressive ideas, as well as strong leadership and concerted action. With policy teams from a number of disciplines and major issue areas, CAP applies creative approaches to develop ideas for policymakers that lead to real change.

EMPLOYEE ACTIONS

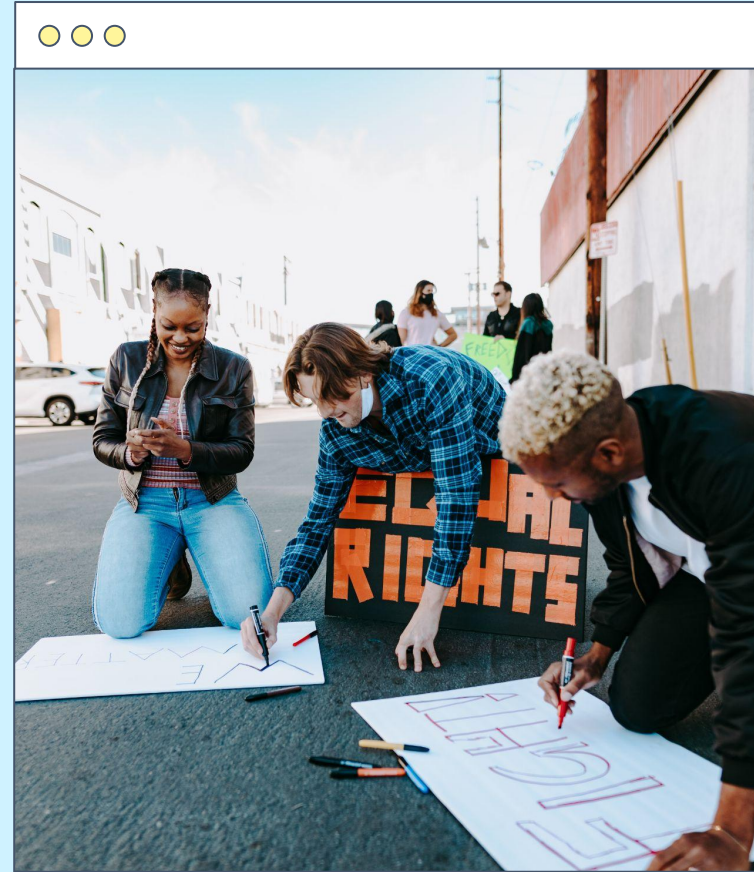


- **Check if you're registered to vote.** Remember to request an absentee ballot if you'll be away from your polling station. Rock the Vote has plenty of [resources](#) to help check your status, get registered, and [request an absentee ballot with one step](#).
- **Learn about civic engagement.**
 - ◆ Read [Civic Influencers'](#) guide to "[Why Local Elections Matter](#)," which highlights how voters can make a difference in their local elections.
 - ◆ Check out the Everyday Activism Network's guide on "[How To Be an Everyday Activist](#)."
- **Turn voting into a social event.** Organize a carpool with your coworkers to vote in your local election. You can also host an election night watch party.
- **Keep up with the news.** Stay up to date with current affairs, both in your own country and around the world, to make sure you're making educated decisions when voting.
 - ◆ Sign up for daily newsletters and podcasts that make it easy to stay in the know. For newsletters, we like [Morning Brew](#) and [Axios](#). For podcasts, listen to [Up First](#) by NPR or [The Daily](#) by *The New York Times*.



EMPLOYEE RESOURCE GROUP (ERG) ACTIONS

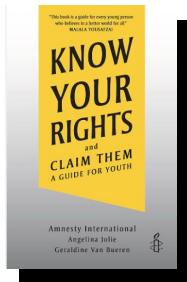
- **Organize an ERG voter registration drive.** Your ERG can help all your colleagues check their status, register to vote, and request an absentee ballot. [Rock the Vote](#) has resources on how to organize a registration drive [here](#).
- **Text-banking for an important cause.** Mobilize—a platform that helps volunteers sign up to join canvassing groups and text banks—can help your ERG find or organize an activity around a cause you care about. See a list of opportunities [here](#).
- **Host a book club.** Check out [this list](#) of the five best books on human rights from the writer Steve Crawshaw, who has worked on policy for nonprofits including [Amnesty International](#) and [Freedom from Torture](#). Your ERG can choose one from the list and host a community discussion.
- **Partner with a local civic activism group.** Organizations like [Amnesty International](#) provides tools, resources, and staff to help you bring together you and your community to champion human rights. A list of their activist groups and resources can be found [here](#).



EDUCATE

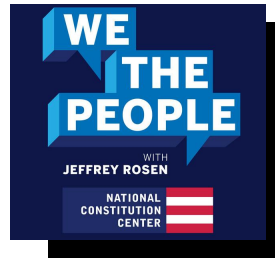


READ



[Amnesty International](#) teamed up with Angelina Jolie to write a powerful book for teenagers and young adults to learn about their rights. [Know Your Rights and Claim Them](#) explains child rights, shows the reality of what happens when they are denied, highlights the powerful work of child activists around the world, and provides tools for young readers to navigate the law, take action, and claim their rights.

LISTEN



[We the People](#) is a weekly podcast that offers constitutional debates, hosted by [National Constitution Center](#) President and CEO Jeffrey Rosen. Hear the best arguments on all sides of the constitutional issues at the center of American life.

WATCH



Vox and Netflix team up in this mini-series [Whose Vote Counts, Explained](#) from 2020. Offering insights from research, data analysis, and interviews, the show includes episodes like “The Right to Vote,” “Can You Buy an Election?,” and “Whose Vote Counts.” This compelling series makes the issues—and their stakes—clearer than ever.

CRAFTING YOUR CAMPAIGN

Establish a kick-off.

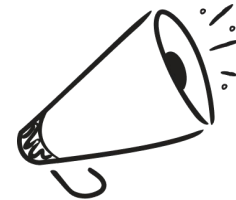
A meeting, presentation, or even an engaging email can jump-start your campaign.

Communicate with employees.

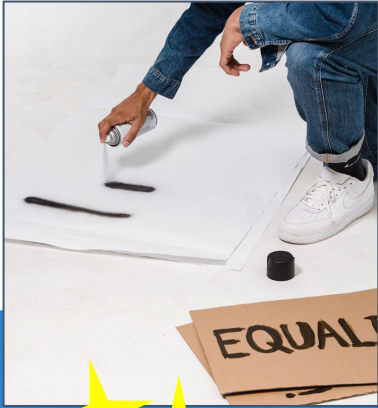
Make sure that employees know how to get involved and where to find more information. Include calendar invitations, build a custom campaign on Deed, and use Slack/Teams to promote each opportunity.

Keep up the momentum.

Stagger your programming and celebrate any and all impact along the way to keep employees engaged.



CRAFTING YOUR CAMPAIGN

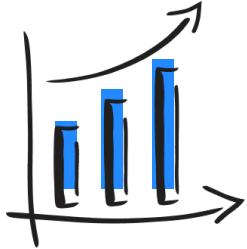


With each **"Cause of the Month"** toolkit, we empower you to support organizations that can immediately benefit from volunteers and donations. Some organizations address a niche within the cause area; others address broader issues. However you engage, every hour volunteered and dollar donated makes a real difference.



Every **"Cause of the Month"** toolkit includes actionable resources, ERG initiatives, and other employee engagement opportunities. Choose what works for you and launch a campaign with timely programming that your employees want to engage in.

TRACK YOUR PROGRESS



As the month progresses, you'll want to see how your employees are making an impact.

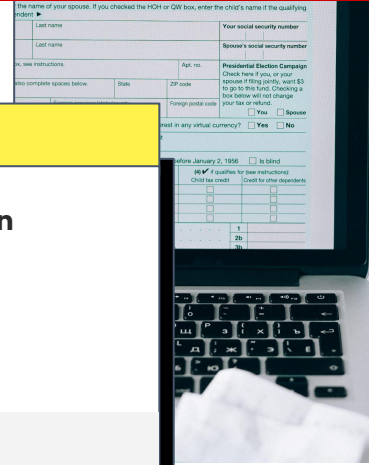
You can track their progress on an individual level and see a snapshot of total impact throughout the month on Deed.

Key Metrics:

- Number of participating employees
- Number of employee donors and total donations
- Total hours volunteered
- Number of ERG events held

Easily track all of these metrics with Deed and our next-gen reporting features!

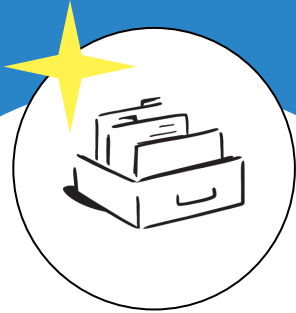
Our new survey tool means you never have to choose between quantitative and qualitative data.



Deed is not just a platform—we're your partner.

Deed's all-in-one, out-of-the-box platform provides all the features you need to run a successful social impact program. Our Partner Success team is here to support you along the way.

Deed offers:



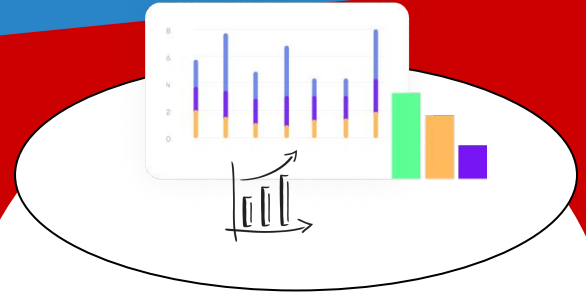
A Rich Content Library:

Exclusive partnerships and integrations provide unique opportunities.



Powerful Giving & Matching:

Streamlined processing and expedited disbursement enhance every donation.



Easy Admin and Reporting:

Cutting-edge tools make program management as exciting as it is effortless.

Your dedicated Partner Success team will optimize your program and share the broader industry insights you need to make a meaningful social impact.



NOVEMBER CAUSE OF THE MONTH: CIVICS

Questions? Get in touch!
nonprofits@joindeed.com

