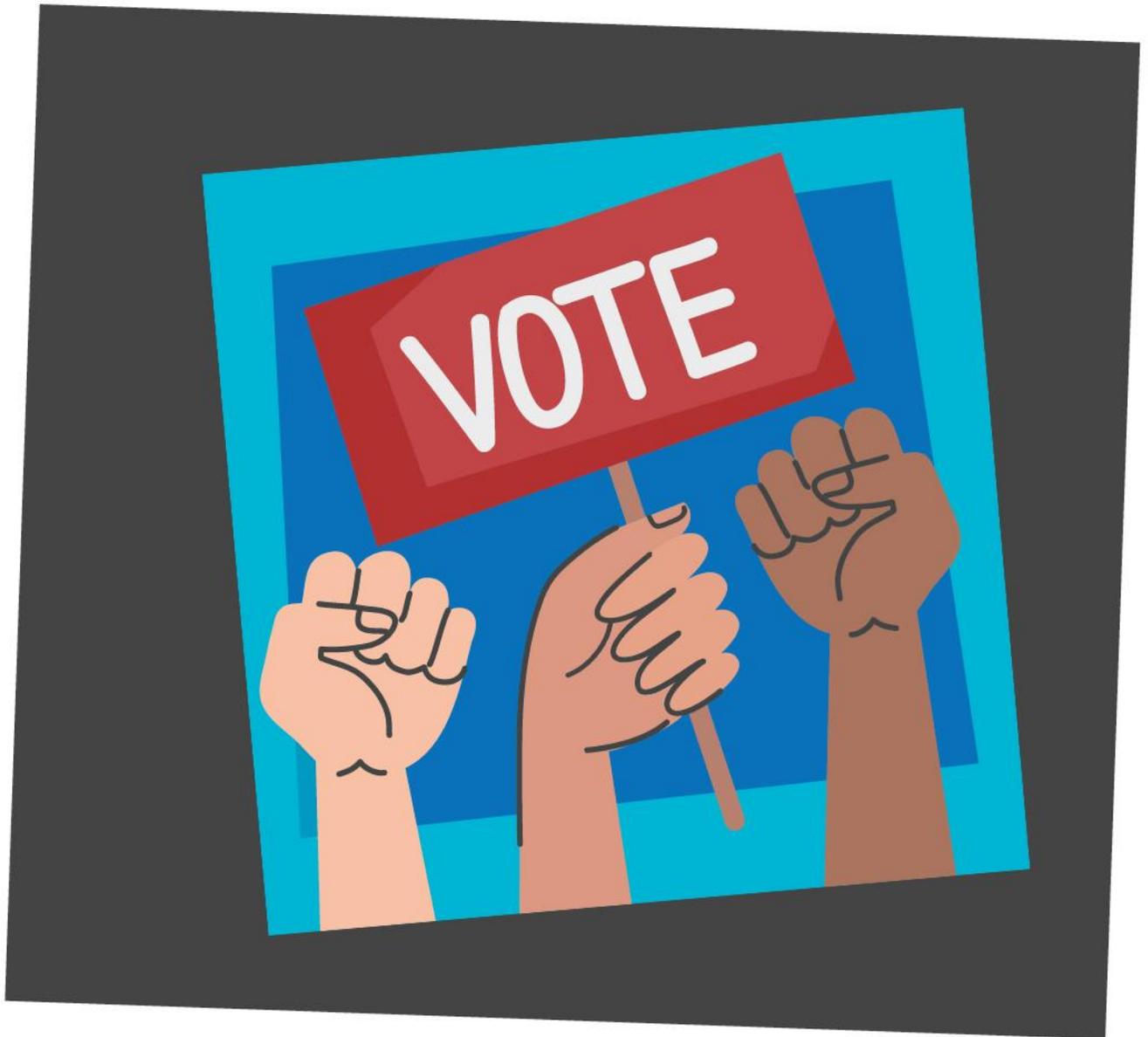


PRACTICAL GUIDANCE

Nonprofit Voter Assistance

NEW MEXICO



Democracy **Capacity**

 **BOLDERADVOCACY**
A program of Alliance for Justice

Q: How should we think about using this Practical Guidance resource?

This Practical Guidance – Nonprofit Voter Assistance resource is designed to help your organization determine how state or local regulations might apply (or not!) to your existing or proposed voter engagement and Get Out the Vote (GOTV) work in your state.

For each FAQ in this Practical Guidance, we have provided links where you can find additional information to familiarize yourself with the applicable rules.

We've also provided links to some helpful fact sheets and best practices toolkits that other organizations have created, to help you save time and avoid repeating work.

Practical Tip

- Where appropriate, we make practical suggestions about how you might make the operational task of complying with these state rules easier.

Watch Out

- Some voter engagement activities involve some measure of risk for nonprofit organizations doing the work. There are certain actions you will need to avoid, but as long as you read up on the rules before you begin, you should be able to successfully navigate these voter engagement and GOTV activities in your state.

Danger Zone

- Some activities are much more dangerous for nonprofits because the relevant rules are vague, in rapid flux, unpredictably enforced, or all of the above. It may be best to avoid including these activities in your programming, unless you have a good lawyer on speed dial to help you!
- There are also some activities that are prohibited under current law. We highlight where nonprofits are advised to steer clear.

In giving you concise and accessible information about relevant laws in your state we hope that this Practical Guidance will help you choose activities that make the most sense for your civic engagement and GOTV programming. Knowing about the details of the rules can also help you make your programs bolder, more effective, and operationally easier to carry out.

We wish you every success in your work!



Q: What federal rules do we need to remember to think about?

In addition to any state and local rules that might apply to your organization's civic engagement and GOTV work, you also always need to keep in mind the federal tax law that applies to nonprofit organizations, federal election laws that are applicable when federal candidates are on the ballot, and federal telecom rules relating to calling or texting.

IRS regulations for 501(c)(3) public charities: If you are a 501(c)(3) organization, you must always remain nonpartisan and never do or fund work that could be deemed to support or oppose candidates for public office (electioneering activities).

IRS regulations for 501(c)(4) social welfare organizations: You can support or oppose candidates for public office, but this work cannot be your primary purpose. This generally means that more than half of your work must be nonpartisan and be designed exclusively to promote social welfare.

Federal elections and voting laws: In elections where there is a federal contest on the ballot, it is a crime to knowingly or willfully pay, offer to pay, or accept payment for registering to vote or for voting. Any type of incentive can be considered a "payment" (e.g., something as seemingly innocent as giving out cupcakes) if they are tied to registering or voting. Federal law also prohibits making or offering to make an expenditure to any person, either to vote or withhold their vote, or to vote for or against any candidate. For more details see: <https://bolderadvocacy.org/resource/can-a-nonprofit-provide-incentives-to-encourage-citizens-to-register-to-vote-or-vote/>

Federal communications laws: There are many federal laws relating to how you may communicate via landline or mobile phones. We give some practical tips on how to deal with these laws in the FAQ on other GOTV activities in this Practical Guidance.



Practical Tip: Read up on how 501(c)(3)s stay nonpartisan

- **Comparison of 501(c)(3) and 501(c)(4) permissible activities:** <https://bolderadvocacy.org/resource/comparison-of-501c3-and-501c4-permissible-activities/>
- **Keeping nonpartisan during election season:** <https://bolderadvocacy.org/resource/keeping-nonpartisan-during-election-season/>
- **How to stay nonpartisan while conducting a voter registration drive:** <https://bolderadvocacy.org/resource/want-to-conduct-or-fund-a-voter-registration-drive/>
- **Social media:** It is sometimes particularly hard to recognize when social media postings might cross the line into supporting or opposing a candidate for public office. This is especially true if you are a 501(c)(3) organization affiliated with, or working in a coalition with, a 501(c)(4) organization. See: <https://bolderadvocacy.org/resource/influencing-public-policy-in-the-digital-age>



Watch Out

- **No exceptions for 501(c)(3)s:** There are no exceptions and no minimum amount of electioneering that you can do without jeopardizing your tax-exempt status if you are a 501(c)(3) public charity or private foundation!



Q: Can we put out information about how to register and vote?



Sure! Just be careful how you do it.

Practical Tip: Use official sources

- Generally, it's best to link to either the official voting authority sources in your state or city, or to a trusted aggregator of voting-related information with dedicated legal staff working to confirm the information is always current and accurate.
- It's just too easy to include a typo or an accidental miscommunication if you try to reproduce the information yourself.

Bureau of Elections: New Mexico's elections are overseen by the Secretary of State's Bureau of Elections. Their voter-facing information page is here:

<https://www.sos.state.nm.us/voting-and-elections/voter-information-portal/>

County Clerks: The local election official in each county is the county Clerk. You can find their contact information and links to their websites here:

<https://www.sos.state.nm.us/voting-and-elections/voter-information-portal/county-clerk-information/>

Some counties have great information on their sites and may include well-produced voter guides, posters, or other information that you can link to. For example, Santa Fe County has a comprehensive elections webpage, which includes a text ballot tracker, here:

<https://www.santafecountynm.gov/clerk/elections>

Election Protection: Election Protection's website <https://866ourvote.org/states/> is regularly updated and reviewed by lawyers, and lawyers staff the Election Protection Hotline available by both phone and text at 1-800-OUR VOTE (1-866-687-8683). There are also multiple assistance hotlines for non-English speakers. See the additional options available here: <https://866ourvote.org/about/>

Watch Out

- **TYPOS! TYPOS! TYPOS!** Do you really want your group to be the one that accidentally tells voters that the polls close an hour later than they do? Don't try to reproduce the information yourself. Use links to official information and established websites instead!
- **County Clerks sometimes apply laws differently:** In New Mexico each county Clerk's office may have its own way of doing things. It is worth taking the time to check the websites of the Clerks where you are going to be doing your work.

Q: What rules do we need to follow to run a voter registration drive?

A nonprofit organization that intends to conduct a voter registration drive in New Mexico must register with the state as a “voter registration organization” by having each person affiliated with your organization (both staff and volunteers) that will be registering voters apply to become a “third-party voter registration agent.” Each person must submit a notarized Voter Registration Agent Identification Form and receive a personal “VRA” number. Each registration agent must also complete a training course offered by either a county Clerk or the Secretary of State and display a copy of their VRA Identification Form at any time they are helping voters register. See the State VRA rules link below.

You must obtain original voter registration forms from the county Clerk or Secretary of State, which have a unique identifying number assigned to every form. VRAs initially receive 20 voter registration forms, and may request in person additional sets of 20. VRAs must track and log the use or disposition of each voter registration form they receive. A sample log form is here: <https://www.sos.state.nm.us/voting-and-elections/voter-information-portal/third-party-voter-registration-agents/>

Every VRA who collects forms from voters must give the applicant a receipt with their VRA number on it. Do not fill in missing information on a voter registration form without the applicant’s consent. If you copy the forms for any reason, first redact the voter’s date of birth and Social Security Number – **failure to do so is a crime.**

You must deliver completed forms to the Secretary of State or county clerk **within 48 hours** of when the voter completes them (or the next business day if the office is closed). All forms must be returned to an election office, even if they are incomplete or damaged.

New Mexico third-party voter registration agent rules and manual: Links to the New Mexico voter registration agent rules, and to the voter registration agent manual can be found here: <https://www.sos.state.nm.us/voting-and-elections/voter-information-portal/third-party-voter-registration-agents/>

Fair Elections fact sheet: The Fair Elections Center also has a good summary fact sheet here: <https://www.fairelectionscenter.org/voter-registration-drive-guides>



Practical Tip

- Make sure that anyone who will be registering voters in your drive has completed the process, including training, to become a third-party voter registration agent and has a registration agent number issued by the State.



Watch Out

- **Assistance with online registration is currently prohibited**
- **Don’t pay your drive workers by the piece:** It’s illegal in New Mexico to pay someone to solicit registrations based on the number of registrations obtained. Pay by the shift or by the hour instead.
- **Potential funder restrictions:** Some funders do not allow the use of their funds for voter registration drives. You will need to check your grant paperwork to make sure that you are using funds that are available for this work.



Q: How can our organization help people vote by mail?

New Mexico is a no-excuse absentee voting state. This means that all registered voters may vote by absentee ballot without a reason. (New Mexico sometimes also refers to these ballots as “mailed ballots.”)

Assistance with absentee ballot applications:

- You may distribute blank absentee ballot applications and collect and submit them to county Clerks once they are completed. You cannot, however, distribute or use pre-filled applications.
- Completed absentee ballot applications must be delivered to either a county Clerk or the Secretary of State **within 48 hours of completion**. If the office is closed, you may submit on the next day that the office is open.

Assistance with absentee ballots: In New Mexico you may not help voters complete their absentee ballot. Nonprofits also may not collect and return completed ballots on voters’ behalf – the only people who may assist voters in delivering the ballot are the voters’ caregivers and immediate family members.



Practical Tip: Focus on information instead of action

- If you don’t want to take on the challenges of making sure you are able to return applications within 48 hours, you can still focus on getting your constituents trustworthy official information about the absentee ballot process instead of running a full assistance program.
- The absentee voting page for voters at the New Mexico Bureau of Elections is here: <https://www.sos.state.nm.us/voting-and-elections/voter-information-portal/absentee-and-early-voting/>



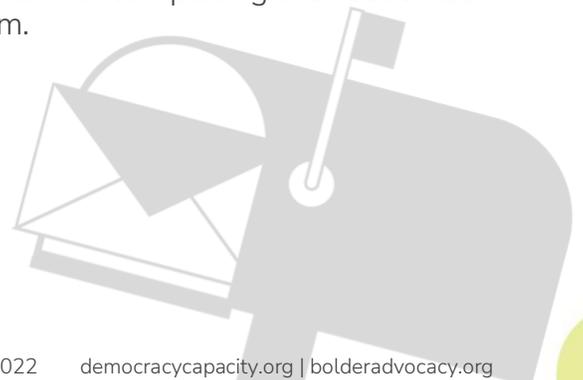
Watch Out

- **Short deadline to return absentee ballot applications:** Make sure that you have good processes and controls in place to ensure that your organization is able to return applications promptly!
- **No pre-fill ballot applications:** You may not distribute or use pre-filled applications in New Mexico.



Danger Zone

- Nonprofit organizations may not assist voters with completing their absentee ballots or with collecting and returning them.



Q: Can we help voters fix problems with their absentee ballots?

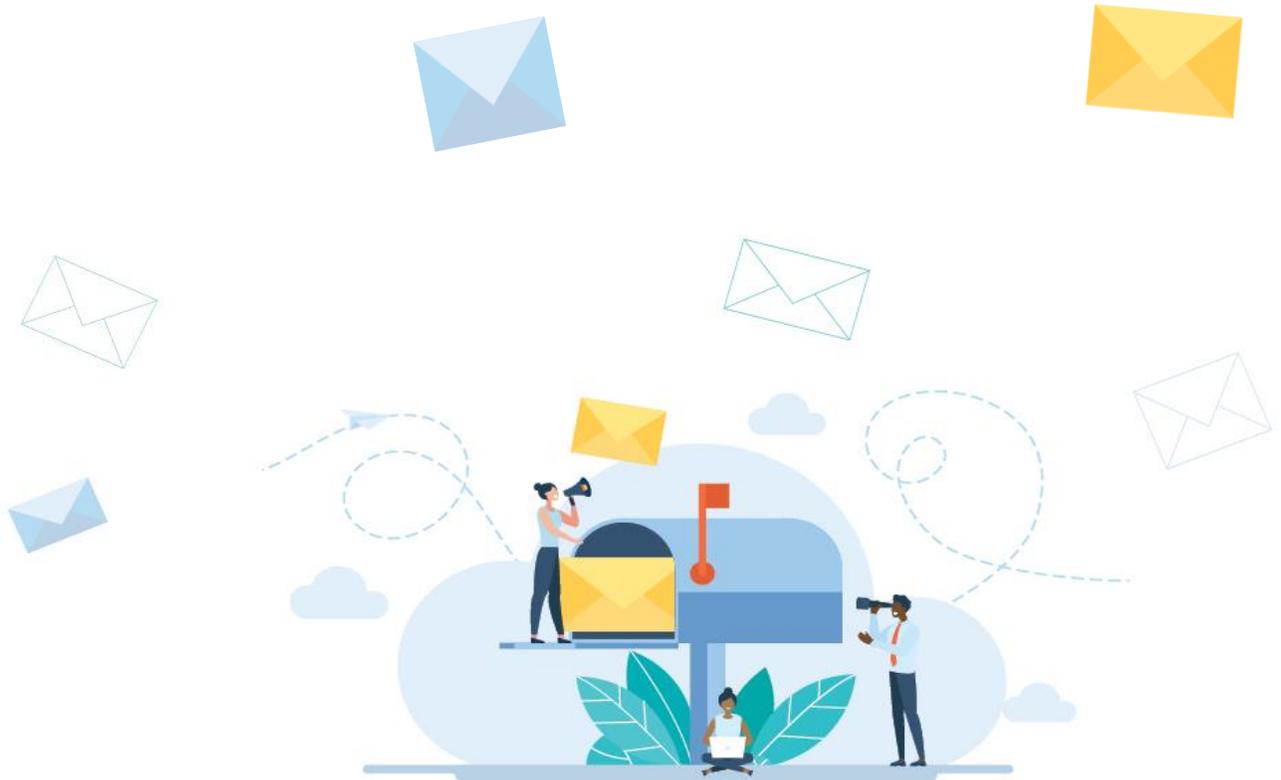
Running a full absentee ballot “cure program” (where organizations help track down voters whose ballots have been rejected and help them “cure” the ballots) can be complicated and is usually beyond the capacity of smaller organizations. That said, it can be enormously helpful for you to educate your constituents about how to track their own ballots, and how to contact their election official’s office if they need to cure their ballot.

There are no signature-matching requirements under New Mexico law, but an absentee ballot will be rejected if it is missing a signature or voter identification on the ballot envelope. A voter can fix the problem and have their ballot counted so long as it is fixed before the end of the vote count. The law does not provide for a specific process that Clerks must use to notify the voter, so voters should be urged to track their own ballot to be sure it is not rejected.



Practical Tip: Use official sources of information

- In New Mexico, voters can check the status of their absentee ballot here: <https://voterportal.servis.sos.state.nm.us/wheretovote.aspx>
- The contact information for the Clerk’s office for each county if additional information is required can be found here: <https://www.sos.state.nm.us/voting-and-elections/voter-information-portal/county-clerk-information/>



Q: Can we help with a rides to the polls program?

It is currently legal to give voters rides to the polls in New Mexico.



Practical Tip: Consider partnering with existing programs

- You don't necessarily need to organize a rides to the polls program on your own. You might consider partnering with another organization that is already doing this work. Many of the major rideshare companies offer free or discounted ride codes to help facilitate voting. Other organizations also help coordinate carpools to the polls.



Watch Out

- **Staying nonpartisan:** If your organization is a 501(c)(3) public charity, all of your work must remain strictly nonpartisan. In the context of a rides to the polls program, this means you must offer rides in a nonpartisan way. You should not turn away voters because you think they are likely to vote for a particular political party or candidate. You should also avoid targeting your services to local communities based on partisan criteria.
- **Auto insurance and driver's licenses:** If you do decide to put together your own rides to the polls program you should contact your organization's insurance broker to make sure that your insurance program covers the use of staff cars or volunteers' cars for this purpose! You should of course also ensure that all of your drivers (both employees and volunteers) are themselves licensed and insured in accordance with the rules of your state before they participate in your program.



Q: How can we help voters who are already at the polls?

Many nonprofit organizations put on programming designed to provide support and encouragement for voters who may face long lines or tough weather conditions, and to make voting a fun and festive occasion. These activities are often referred to as “**line warming.**” Nonprofits participating in line warming activities need to carefully think through which state and local laws may apply to them. In today’s environment, these rules are also constantly changing, so it’s worth checking on the current status of the law before you begin planning any line warming program.

Line warming activities such as providing food, water, and entertainment to voters waiting in line to vote are permitted in New Mexico.

The state prohibits electioneering within 100 feet of a building in which a polling place is located or within 100 feet of a mobile polling place. “Electioneering” is “the display or distribution of signs or campaign literature, campaign buttons, T-shirts, hats, pins or other such items and includes the verbal or electronic solicitation of votes for a candidate or question.”



✓ Practical Tips

- Stay well outside the 100-foot no electioneering perimeter with all of your line warming activities!
- Allow both voters and nonvoters to participate.
- You can call Election Protection if you need assistance with what is happening at your polling place: 1-866-OUR-VOTE (1-866-687-8683). Election Protection also tries to staff volunteer lawyers on the ground on election day who can assist in person if needed.

👁 Watch Out

- **Remember IRS rules still apply:** IRS rules for nonprofit organizations always apply - even to your state level work. 501(c)(3) organizations must remain strictly nonpartisan in all of their line warming activities.
- **Federal election and bribery rules may also apply:** In any election where federal candidates are also on the ballot, federal election rules also apply. See: <https://bolderadvocacy.org/resource/can-a-nonprofit-provide-incentives-to-encourage-citizens-to-register-to-vote-or-vote/>



Q: What other state rules might apply to our GOTV work?

Observers inside the polling area: An election-related organization may appoint watchers in a county if the organization provides a written notice to the Secretary of State at least ten days prior to the election date and specifies the names of the qualified appointees. In general, nonprofit organizations usually find that running an observer program is complicated, and it may be more effective to focus on other civic engagement and GOTV work in their communities.

State rules about lawn signs and road signs: New Mexico law prohibits placement of any road signs along state or county roads. Lawn signs are regulated at the local level. If you intend to put up any political signs, you should check the local ordinances for any jurisdiction where you will be working. See the FAQ on campaign finance rules below for more information.

Partisan or nonpartisan GOTV clothing and buttons: Partisan clothing and materials (e.g., hats, buttons, T-shirts, etc.) are not allowed within the 100-foot no solicitation perimeter. Nonpartisan GOTV materials should be acceptable, but they should be strictly neutral as to candidates or ballot questions.

Selfies in or near the polling place: The law is silent as to using photography in the polling place, but does say that a voter shouldn't show their ballot to anyone. For this reason, you shouldn't run a program asking your constituents to post their ballot selfies. Consider posting selfies with the "I Voted" sticker instead!

Phone and text banking: As we discussed earlier in this Practical Guidance, you will need to comply with federal telecom rules applicable to phone and text banking programs in all states. In general, these rules cover how you are allowed to reach out to landline or mobile phones depending on whether or not you have consent from the phone owner, and what rules apply if the communication is automated (e.g., robocalls, autotexting, etc.). In addition, partisan communications will likely have additional disclaimer requirements.



Practical Tips

- If a nonprofit organization is doing text or phone banking, it is often simplest from a practical perspective to have volunteers use a call list, or text banking interface, that is only partially (not fully) automated, so that federal robocall rules are not implicated.
- If your program is nonpartisan, so long as it is not fully automated, it is unlikely that you will implicate state-based telecom robocall rules.

Watch Out

- **Don't use the phone or text banking program to do something you can't do in person!**

Q: When might our work also trigger state campaign finance laws?

State-level campaign finance laws can apply not only to giving cash or in-kind contributions to candidates, but to other activities as well. For example, they also often apply to political-related advertising, political speech on signs and billboards, and to partisan phone or text banking programs.

Nonprofits that are allowed to do partisan electioneering work need to be particularly aware that their support or opposition of candidates will likely trigger campaign finance related reporting to the state.

In New Mexico, the Campaign Reporting Act outlines the state-level campaign finance regulations that might apply to your work:

<https://nmonesource.com/nmos/nmsa/en/item/4351/index.do#!b/1-19-25>



Practical Tip

- **Bolder Advocacy's Technical Assistance Hotline:** Bolder Advocacy's free Technical Assistance Hotline team can help lead you to some current state law resources on campaign finance for your state. You can e-mail advocacy@afj.org or call 866-NP-LOBBY (866-675-6229) during standard business hours.



Watch Out

- **Partisan GOTV work:** In New Mexico, these state campaign finance rules may cover, among other things, how disclaimers must be added to political ads, rules relating to when physical political advertisements must be taken down after an election, and text and phone banking rules. If you are doing partisan GOTV work, you will need to carefully examine the New Mexico campaign finance statute and consider seeking additional legal advice.
- **Working on ballot measure initiatives:** Ballot measure initiative work can also trigger state campaign finance rules, even for nonpartisan groups. 501(c)(3) organizations are allowed to work on ballot measure initiatives because the IRS considers such work legislative lobbying (as opposed to prohibited electioneering), but state law usually regulates this activity under campaign finance laws.



Q: How can we help recruit poll workers?

Poll worker recruitment is handled in New Mexico by each county's Clerk.

In order to be a poll worker in New Mexico you must be registered to vote in New Mexico, at least 18 years of age, a resident of the precinct where you will be working, and complete required training.

You can find your county Clerk website here: <https://www.sos.state.nm.us/voting-and-elections/voter-information-portal/county-clerk-information/>



Practical Tip

- While more poll workers are often urgently needed, it can sometimes be frustratingly slow to get through to the county offices to get started. You may need to start this process early and have some patience with your poll worker recruitment plan.
- If your organization is considering doing a poll worker recruitment drive and has trouble reaching the right person at your county's Clerk's office, it may be worth considering partnering with an organization that can help manage the initial intake and encourage your potential recruits to be persistent.
- We like the work of **Power the Polls**: <https://www.powerthepolls.org/faq> and you can e-mail them to discuss potential partnering opportunities here: partners@powerthepolls.org



Watch Out

- **Managing volunteer expectations:** This kind of programming doesn't have too many legal compliance issues to deal with – but you'll need to manage the expectations of your volunteers.
 - It may take a bit of persistence to get set up as a poll worker with the county.
 - In particularly contested election districts, there is a possibility of tension at the polls and potential confrontation with members of the public that could make your recruits uncomfortable.



Q: How can we advocate for a new polling place?

Asking for a new polling place is often a multi-step process, but some great materials exist that explain best practices for this kind of program!

✓ Practical Tip

- **+1 The Polls Toolkit:** We like the +1 The Polls Toolkit, created by a collaboration between MTV, the SLSV Coalition, Campus Vote Project, and the Alliance for Youth Organizing. It's geared towards student organizers, but its best practices are relevant even if your work is not on campus. <https://slsvcoalition.org/resource/1-the-polls-toolkit-bringing-a-voting-site-to-your-campus/>

👁 Watch Out

- **It's possible this work can trigger lobbyist registration requirements:** In some cases, your advocacy for a new polling place might count as lobbying under state or local lobbyist registration rules. New Mexico also has some separate local lobbyist registration ordinances in place, so you'll need to check your program plan against both state-level lobbying rules, and the rules of any local jurisdictions you'll be working in. Our Practical Guidance – What Nonprofits Need to Know About Lobbying in New Mexico is coming soon. Check back here: <https://www.democracypolicy.org/about-practical-guidance-lobbying-series>



Q: Where can we get additional help?

Bolder Advocacy's Technical Assistance Hotline: Bolder Advocacy's free Technical Assistance Hotline team can help nonprofits and attorneys with questions about the content covered by this Practical Guidance. You can contact Bolder Advocacy's team of experts by e-mailing Bolder Advocacy at advocacy@afj.org or calling 866-NP-LOBBY (866-675-6229) during standard business hours.

Your state or local nonprofit coordinating group: Most states have several nonprofit coordinating groups that you can seek advice from. Some of these groups coordinate programming with their members and offer free or reduced price access to canvassing tools, voter lists, and more. If you are having trouble locating such a group in your area, please reach out to the Democracy Capacity Project at info@democracycapacity.org for referrals.

Links to some key New Mexico laws:

- **Third-Party Voter Registration:** N.M. Stat. Ann. § 1-4-49:
<https://nmonesource.com/nmos/nmsa/en/item/4351/index.do#!b/1-4-49>
See also: Third-Party Voter Registration Agent Manual in the links here:
<https://www.sos.state.nm.us/voting-and-elections/voter-information-portal/third-party-voter-registration-agents/>
- **Assistance with Absentee Ballots:** N.M. Stat. Ann. § 1-6-14:
<https://nmonesource.com/nmos/nmsa/en/item/4351/index.do#!b/1-6-14>
- **Line Warming & Clothing in Polling Places:** N.M. Stat. Ann. § 1-20-16:
<https://nmonesource.com/nmos/nmsa/en/item/4351/index.do#!b/1-20-16>
- **Ballot Selfies:** N.M. Stat. Ann. § 1-12-57:
<https://nmonesource.com/nmos/nmsa/en/item/4351/index.do#!b/1-12-57>
- **State Rules About Lawn and Road Signs:** N.M. Stat. Ann. § 66-7-108:
<https://nmonesource.com/nmos/nmsa/en/item/4422/index.do#!b/66-7-108>
- **Campaign Finance:** N.M. Stat. Ann. §§ 1-19-25 et seq.:
<https://nmonesource.com/nmos/nmsa/en/item/4351/index.do#!b/1-19-25>

While this Practical Guidance is designed to give you information about certain laws and rules, it is not legal advice, and does not create an attorney-client relationship. If you need additional advice about your specific situation, you should seek your own legal counsel.

We do our best to keep these Practical Guidance resources up to date, but new laws are put forward every day in this space, as are new lawsuits challenging those laws! Please refer to the "Last Updated" date for this Practical Guidance and seek further assistance if you believe you may need updated guidance.

We reference and link other organizations and other resources in this Practical Guidance because we believe they may be helpful to your work. These resources are publicly accessible to all users, and to the best of our knowledge the original host of the resources has all rights required to make them publicly accessible and usable by you. Your use of such resources is subject to any terms and conditions noted on those resources or in the terms of use or other policies of the host website. The Democracy Capacity Project, a special project of NEO Philanthropy, Inc., makes no representation or warranty regarding the accuracy or applicability of the substantive content of any such linked resources, their fitness for use in your situation, or the intellectual property rights of the works presented.

This work is licensed by the Democracy Capacity Project, a special project of NEO Philanthropy, Inc., under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 International License.



This work was produced by the Democracy Capacity Project, with the support of the Bolder Advocacy program of the Alliance for Justice, Inc., and the assistance of the amazing volunteer lawyers of We The Action, a program of Civic Nation, Inc. Design by Heidi Flynn Barnett of Flynn Design www.flynn.design.us

The Democracy Capacity Project and Alliance for Justice are strictly nonpartisan, and nothing in this Practical Guidance or any of the resources linked herein is intended as a partisan or electioneering communication.

You can contact the Democracy Capacity Project at info@democracycapacity.org.

Democracy **Capacity**

 **BOLDERADVOCACY**
A program of Alliance for Justice