

SAMPLE NEWSLETTER ARTICLE

Feel free to use this article or parts of it in your next newsletter to promote GOTV!

GETTING OUT THE VOTE – IT’S NOT JUST FOR CANDIDATES ANYMORE

This fall the four most important letters for our organization may well be “GOTV,” which stands for Get-Out-The-Vote! Now you may be thinking that nonprofits can’t do GOTV work, because it is election-related, so let’s start by shattering that myth. **All 501(c)(3) nonprofit organizations can legally engage in nonpartisan voter registration, voter education and Get-Out-The-Vote work.**

Not only is GOTV legal, but it is also crucially important for all nonprofits, because it helps us fulfill our missions to [YOUR MISSION]. When people vote with [YOUR ISSUES] in mind, those issues are more likely to get the attention they deserve from elected officials.

THE UNIQUE ROLE OF NONPROFITS

Many people do not trust the major party candidates. Others think voting doesn’t make a difference. We can counteract this cynicism and apathy. We can have honest, nonpartisan conversations with each other, our clients, board, volunteers, donors and other supporters about why voting matters.

Because we are nonpartisan, we can cut through the clutter of partisan politics and talk about the issues, so that the people we talk with are better able to vote with those issues in mind on November 2.

GOTV MADE EASY – THREE TIPS FOR EFFECTIVE GOTV

- θ **Register and Vote:** If you aren’t sure if you are registered to vote at your current address, you have until [REGISTRATION DEADLINE] to register. [CONTACT PERSON] in our office has the Voter Registration forms and would be happy to help you register today! Most important, VOTE on November 2!
- θ **Personally Ask Others to Vote:** Don’t assume that your friends, family members, and colleagues are going to vote; MAKE SURE they do! Call or email them a quick reminder; personal contact before and on Election Day is critical to persuading people to vote.
- θ **Take Time Off on Election Day:** The final and most important way to ensure that people vote is to talk to them on Election Day. Volunteering can be fun and easy and it will make a difference. If you are interested in this opportunity, please contact [CONTACT PERSON] at [PHONE NUMBER].

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 **Nonprofit VOTE**
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