

Voter Guides: What's on the ballot?



August 24, 2022

Agenda

- **What is a voter guide?**
- **How do you create a voter guide?**
- **How to tell if a guide is nonpartisan**
- **Guides and tools you can use, plus guest speakers!**
 - Paul Loeb, guides.vote
 - Sara Gifford, ActiVote



What is a voter guide?

Guides are a powerful tool for educating voters and helping them feel #VoteReady

What is a voter guide?

Voter guides provide background info on either candidates, ballot measures, or both

- **List who you can vote for and details on each candidate's experience and goals**
- **Explain ballot measures, which are specific questions or issues that voters approve or reject**

Styles and approaches vary:

- **Can be focused on federal, state, or local races**
- **Can cover many races/measures or just one**
- **Can be partisan or nonpartisan**
- **Can be candidate questionnaires or pulled from public info**

What's the difference between....

Sample Ballots

- Usually distributed by state election offices
- Show races, candidates, and any ballot measures that will be on a voter's real ballot
- May be identical to real ballot
- No additional info about races

Voter Guides

- Usually created by nonprofits, researchers, and others, not election offices
- May not include all candidates or measures
- Info comes from questionnaires, statements, website, or press of candidates or ballot measure

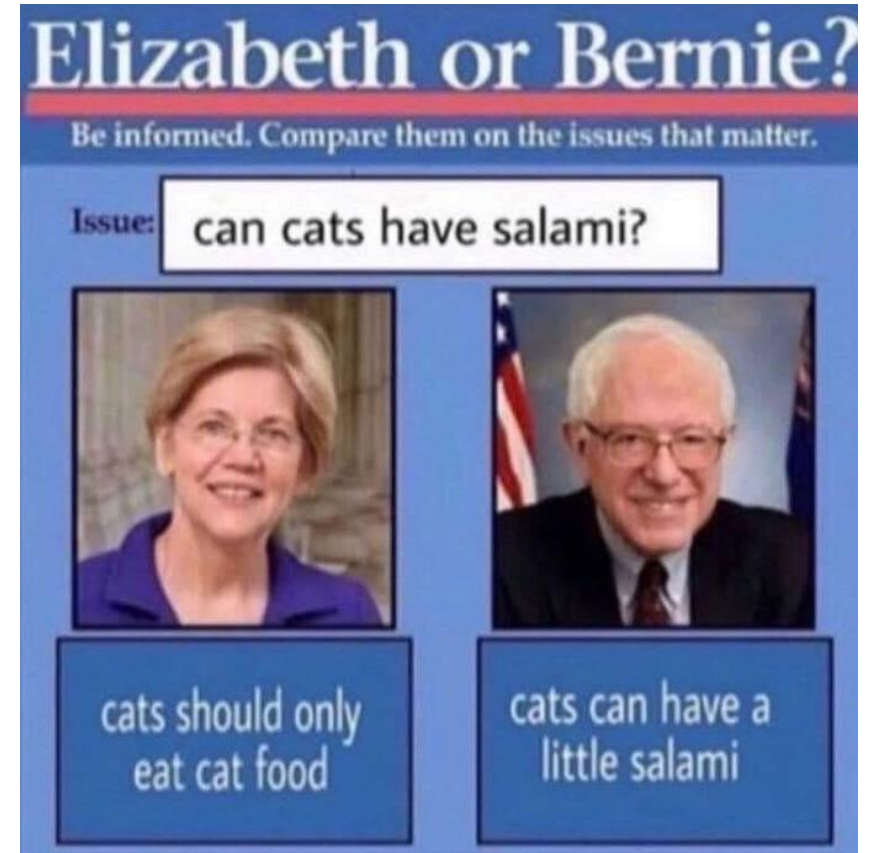
Creating a Voter Guide

For 501(c)(3) organizations

Want to create a Candidate Questionnaire?

One style of voter guide is the **candidate questionnaire**:

- Typically focus on just one office for election
- Directly engage with candidates and highlight your org's issues of concern
- Good option for local races



Keep it nonpartisan

- **Include questions on multiple of issues, or a range of diverse topics within issue**
- **Keep questions open ended. Yes/No questions have a more partisan appearance**
- **Distribute to all candidates running for the same office**
- **Put the same amount of effort into outreach/reminders for each candidate**
- **Don't edit or paraphrase**
- **Don't rate, rank, or criticize candidates**
- **Don't publish if only one candidate responds**
- **Don't share one candidate's answers with another candidate before the guide is published**

Candidate Questionnaire best practices

- **Candidates want a big audience to make participation worth it**
 - Consider teaming up with another organization
 - Think about a distribution plan ahead of launching the questionnaire
- **Give candidates ample time to respond, so plan ahead**
- **Keeping the questionnaire short will increase the likelihood of getting responses**
- **If a candidate doesn't respond despite repeated outreach, you can list "did not respond"**

Create a Candidate Guide from public info

Research

- Include all major candidates running for office (appearing on ballot)
- Start with info from their website
- Then go to reputable media outlets for interviews or coverage
- Avoid social media if possible

Format

- Candidate photos
- Party affiliation
- Experience and qualifications
- Major endorsements from organizations or individuals
- Stance on issues *in their own words*
- Consistency across candidates

How to tell if a guide is nonpartisan

Only distribute nonpartisan voter guides and questionnaires

Signs a guide is too partisan

PACs and c4 advocacy groups can be more partisan than a c3 nonprofit can. Don't distribute guides that:

- **Explicitly endorse one candidate or party**
- **Rank, rate, or criticize candidates or parties**
- **Have narrow or leading questions**
- **Uses visual elements that imply a preference (examples: green vs. red, check marks vs. Xs, thumbs up vs. thumbs down, or flattering vs. unflattering photos)**
- **Have the organization's stance on the same issues printed within the guide**

Taking a position on ballot measures is OK

Unlike races for office, nonprofits may weigh in on ballot measures and distribute guidance on whether to vote yes or no.

Ballot measure advocacy is a form of lobbying.

The Colorado Children's Campaign positions on 2021 ballot measures impacting children and families:



Proposition 119

Learning Enrichment and Academic Progress (LEAP) Program: **YES**



Proposition 120

Property Tax Assessment Rate Reduction and Voter-Approved Revenue Change: **NO**



Question 2F

Safe and Sound Denver: **NO**



COLORADO CHILDREN'S CAMPAIGN
Every Chance for Every Child

coloradokids.org

Where to find nonpartisan guides

The hard work has already been done!

Two trusted sources



Collections

- ☐ Digital Voter Engagement Tools
- ☐ Voter Empowerment Organizations

Categories

- ☐ Candidate Guides & Ballot Info
- ☐ Online Voter Registration
- ☐ Text & Phone Banking Tools
- ☐ Election Access & Protection
- ☐ Civic Holidays
- ☐ BIPOC-Oriented
- ☐ Disability Access & Advocacy

Get matched with the right Solutions Partner

Our team can help you find the best Solutions Partner to meet your needs.

[CONNECT ME](#)

ActiVote

ActiVote is changing the way citizens engage with their government. Our easy to use nonpartisan app educates voters on important issues, when and where they can cast...



Asian and Pacific Islander...

Asian and Pacific Islander American Vote (APIAVote) is the nation's leading nonpartisan nonprofit dedicated to engaging, educating, and empowering Asian American...



Introducing our new civic partner directory!

Guest Speakers

Please use the Q&A function to ask our speakers questions

Be an informed voter

Guides.vote produces nonpartisan candidate guides that show where candidates stand, with links to credible sources, so you can go to the polls with confidence. We'll roll out 2022 Guides as candidates are determined by the primaries.

[Candidate & Issue Guides](#)

Sign up for updates

Featured Guides

 NORTH CAROLINA

2022 US Senate

Cheri Beasley (D) vs Ted Budd (R)



[View Guide](#)

 IOWA

2022 Governor

Deidre DeJear (D) vs Kim Reynolds (R)



[View Guide](#)

 FLORIDA

2022 US Senate

Val Demings (D) vs Marco Rubio (R)



[View Guide](#)

[En Español](#)

“In today’s day and age, it’s hard to know what’s real and not. These nonpartisan guides gave students the ability to be educated voters and know they were getting accurate information.”

Katie Prebelich, Central Michigan University Student Body President

2022 North Carolina Senate Candidate Guide

Cheri Beasley (D) vs Ted Budd (R)



NORTH CAROLINA

US Senate | Election | Nov 8, 2022



Download PDF Version

The Candidates



Cheri Beasley
Democrat

Website
cheribeasley.com



Ted Budd
Republican

Website
tedbudd.com

The Issues

Abortion

Climate Change

Economy

Elections

Environment

Gun Laws

Health care

Immigration

Labor

LGBT Rights

Marijuana

Minimum Wage

Police/Community

Student Financial Aid

Taxes

Voting Rules

Taxes

Should corporations and wealthier individuals pay more or less taxes?

Cheri Beasley (D)

No position found on taxes for corporate and wealthy individuals. Criticizes "income inequality and the racial wealth gap."

Ted Budd (R)

Less. Voted in 2017 for the Tax Cut act, which cut the corporate tax rate from 35% to 21% and lowered the top individual tax rate. Opposes reversing those cuts.

Voting Rules

Support tightened restrictions on such voting rules as absentee and early voting, and voter ID?

Cheri Beasley (D)

No. "Every eligible voter should be able to register, cast a ballot, and have that vote counted." Supports "voting rights bills to provide essential safeguards to ensure our constitutional rights."

Ted Budd (R)

Yes. Voted against bill to limit state restrictions on voting; it would allow the federal government to "overrule all 50 states and take over our elections." Supports a voter ID requirement and "allowing state election officials to verify a voter's citizenship."

**BUILD
YOUR
POWER.
VOTE**

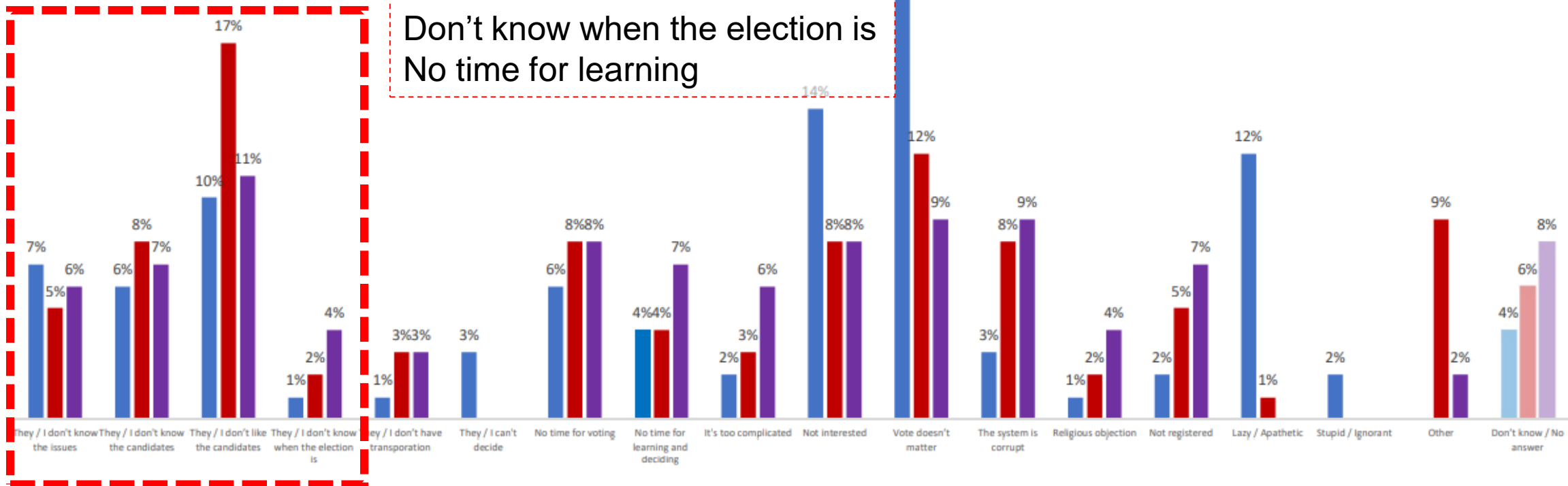


The vast majority of eligible citizens do not vote in every national election.

- **FOR VOTERS:** As someone who votes frequently, why do you think other people don't vote?
- **FOR NON-VOTERS:** When you don't vote, what would you say is your main reason for not voting?

Voters Non-voters 18-24

Don't know the issues
Don't know the candidates
Don't know when the election is
No time for learning





How do we solve this problem?



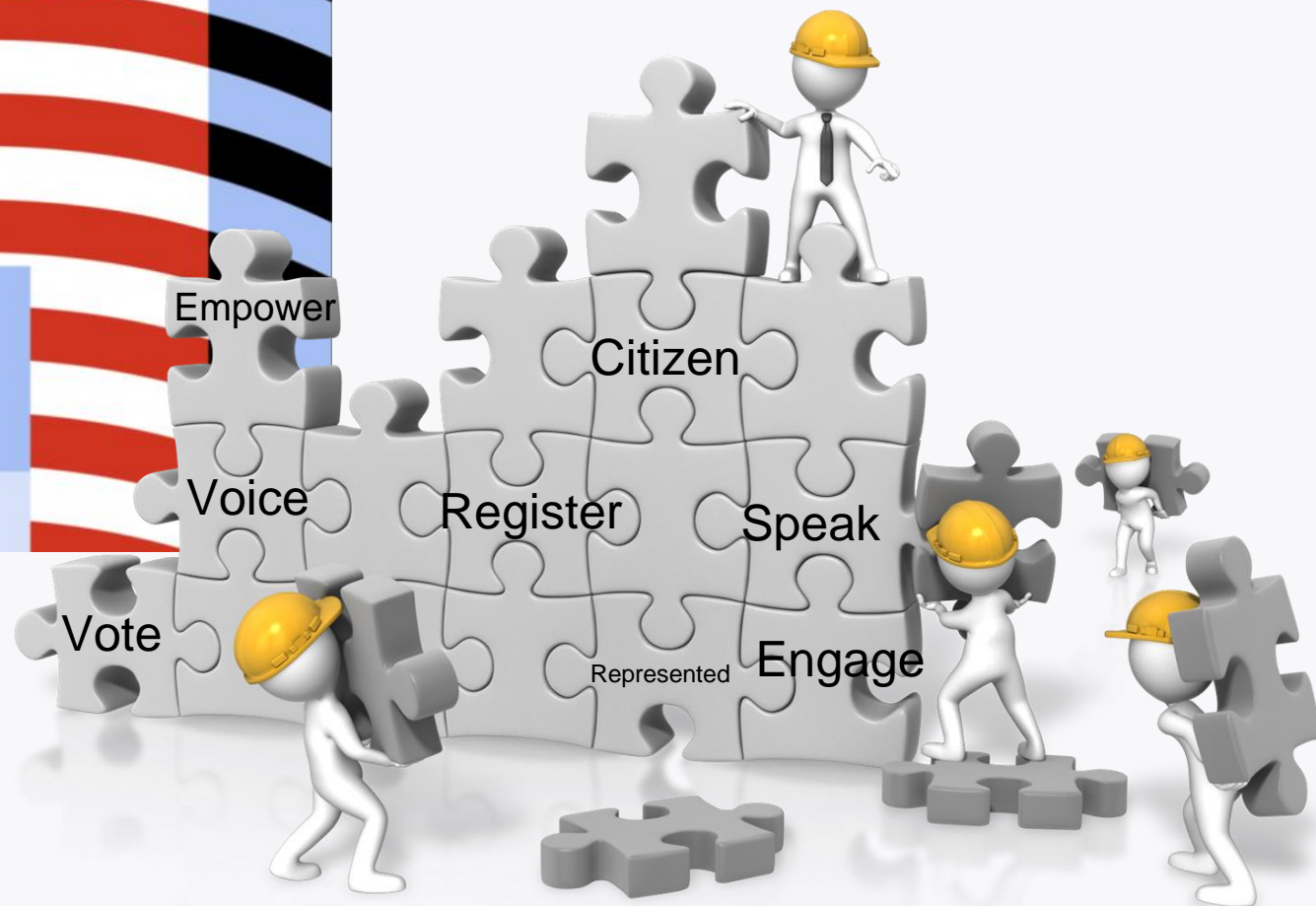
“So I’m registered now what?!”
“I don’t have time to be informed”
“It’s too hard to participate”



Flip the script!

Get
out the
vote

from single point interactions
to
daily interactions



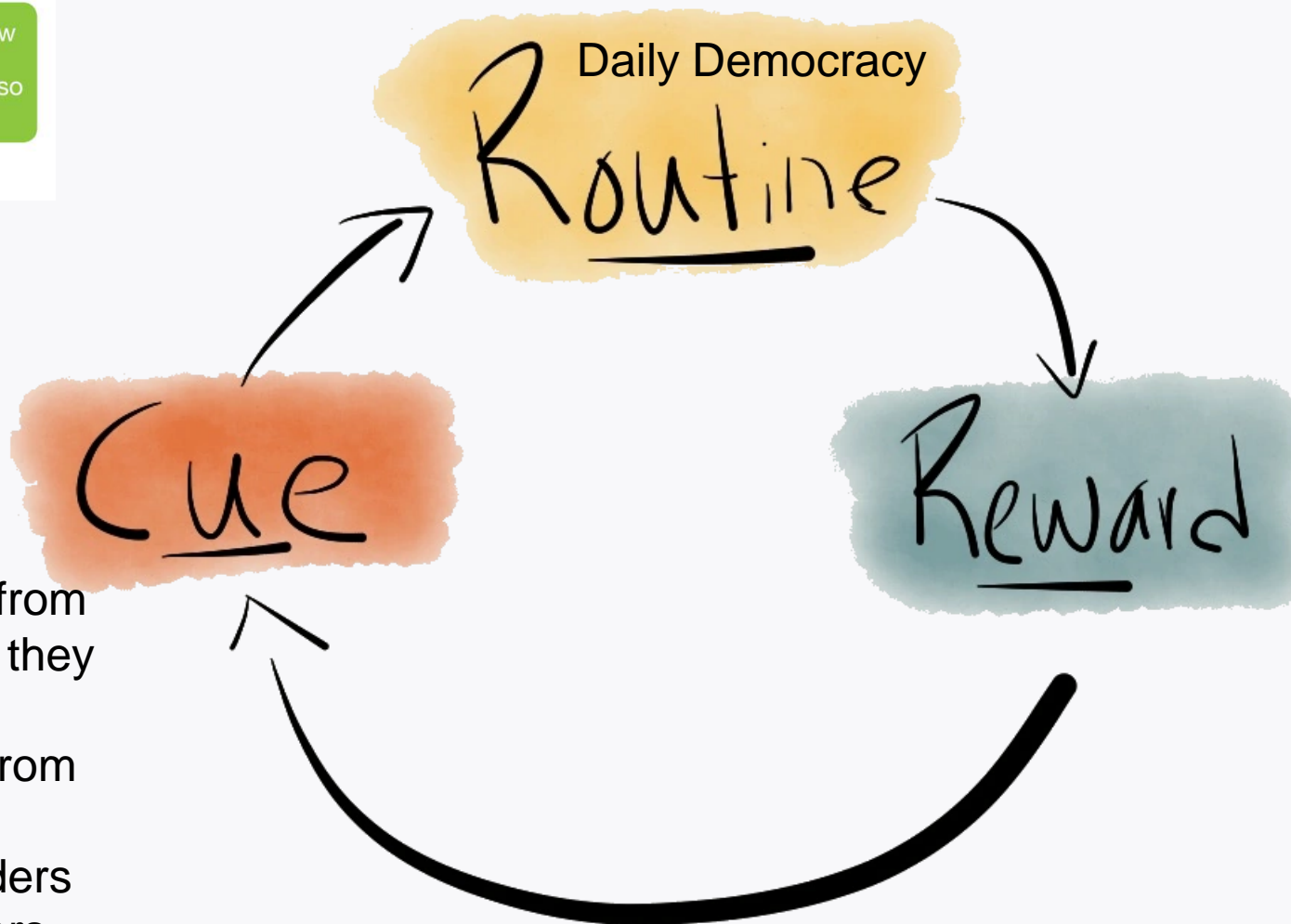


Build and support a Civic Habit

A friendly reminder that tomorrow is election day. Democracy depends on citizens like you — so please vote!

BF

11/7/16 11:15am



- Engagement from organizations they know & trust
- Notifications from ActiVote
- Email Reminders
- Text Reminders



- Voting
- iVoted stickers
- Earning ActiVote Badges



Make it easy! Answer all voter questions!

WHO

- Who is on my ballot?
- What do they stand for?
- Why do they deserve my vote?
- Do they share my values?

WHAT

- What offices are up for election?
- What do these offices do?

WHERE

- Where can I cast my ballot?
- Drop boxes?
- Polling place locator?

WHEN

- When is my next election?
- When are the deadlines for the various steps in the process?

WHY

- Why does my vote matter?

HOW


























- How do I cast my ballot?
- How do I apply for absentee?
- How do I make a voting plan?



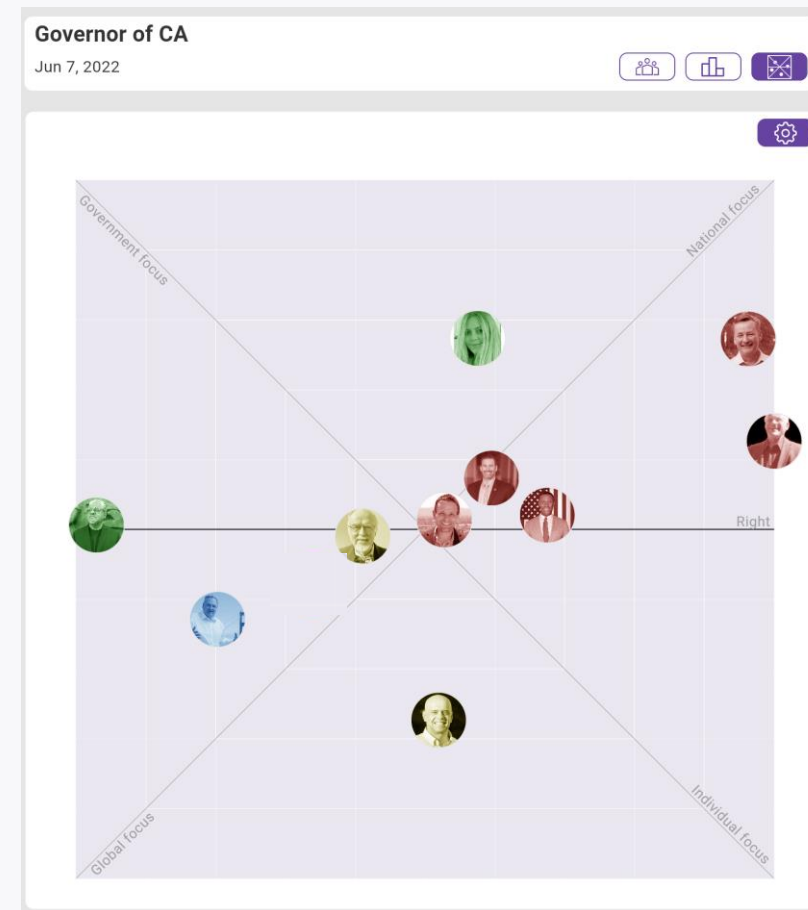
Who to vote for (or against) inspires participation



Who is on my ballot?

US Senate		
Jun 7, 2022		
  		
	Alex Padilla	
	Carlos Tapia	
	Chuck Smith	
	Cordie Williams	
	Dan O'Dowd	
	Daphne Bradford	
	Deon Jenkins	
	Don Grundmann	
	Douglas Pierce	
	Eleanor Garcia	
	Enrique Petris	

Do they believe what I believe?




















Knowing which offices are on the ballot & how they impact your life

WHAT


What offices are on my ballot?


	NY Comptroller	
	Saratoga County District Attorney	
	Saratoga County District Attorney	
	Saratoga County Treasurer	
	Saratoga County Treasurer	
	Greenfield Town Justice	
	Greenfield Town Justice	

What do these offices even do?


**Stephen Murphy**
Democrat
County Recorder/Register of Deeds/Register of Mesne Conveyance


The County Recorder, Register of Deeds, or Register of Mesne Conveyance is the officer responsible for keeping records of vital statistics, notarized deeds of trust, and other deeds affecting real property.


3.7 
★★★★☆

Tap to rate 

Learn more on

 <http://www.murphydeeds.com/>

 <https://facebook.com/StephenJMurphy02136>

 <https://twitter.com/StephenJMurphy8>

Work history

31st Suffolk Register of Deeds 2016-present

Education history

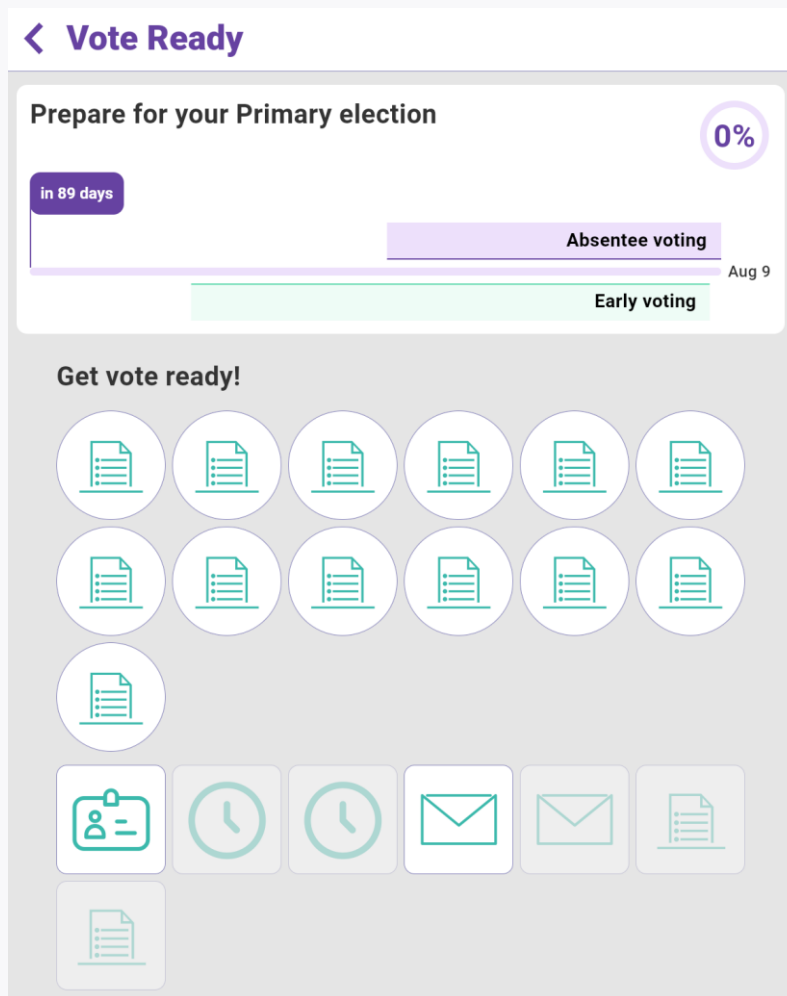
Stonehill College
Bachelor's




Where do I find information?

WHERE

Your simple & easy #VoteReady plan







Everything in one spot!

 **Joseph Soloski**
Independent i

Running for **Governor** on Tuesday May 17, 2022

Learn more on

-  <https://www.joesoloski.com/>
-  <https://facebook.com/joe.soloski>
-  <https://twitter.com/JoeSoloski>
-  <https://www.instagram.com/joesoloski/>

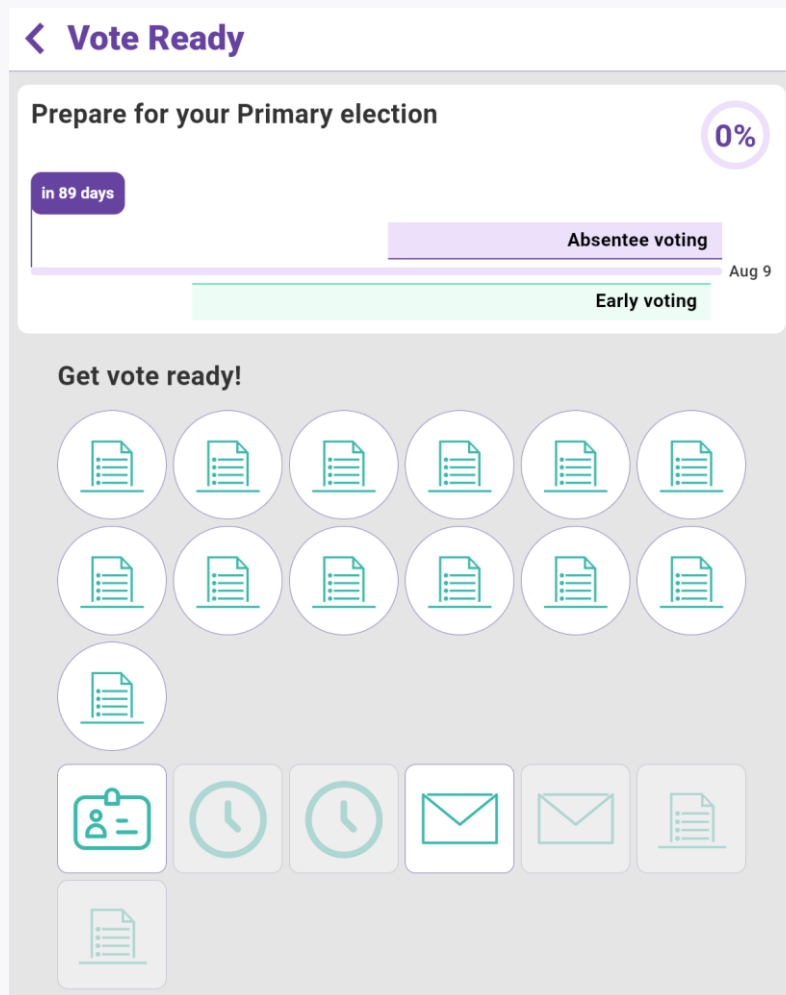




Not only when is the election but when are all of the important deadlines



All dates with countdowns!



When do I need to do things?

Request your ballot

Research shows that turnout is highest among those who plan their vote. Here is one easy question to check whether you are prepared.

How will you vote?

- ☐ In person
- ☐ Absentee/by mail
- ☐ Won't vote

Absentee rules

Any Minnesota resident can request an absentee ballot. If you are not yet registered, you will receive a voter registration form along with your absentee ballot.

ID requirements

Any Minnesota voter may apply for an absentee ballot. No excuse is required.

You may need to provide ID information when you request your ballot.

Note: Your absentee ballot cannot be counted unless it is notarized or has the signature of a witness who is a registered Minnesota voter.

- ✗ expired ID
- ✗ student ID
- ✗ out-of-state ID

Request ballot deadlines

By mail
Received 1 day before Election Day (**Mon, Aug 8**)

In person
1 day before Election Day (**Mon, Aug 8**)

Online
1 days before Election Day (**Mon, Aug 8**)

Submit ballot deadlines

By mail



Why should I vote?

WHY

Because it impacts your community



Because of issues you care about



INFRASTRUCTURE

Universal Broadband access



FOREIGN POLICY

Foreign Aid



DOMESTIC POLICY

Role of the Media



TRADE

North American Trade: NAFTA / USMCA



EDUCATION

Student debt crisis



DEMOCRACY

No Fault Absentee Voting



HOUSING

Legal representation in Eviction court



MILITARY

US Military spending



The mechanics of voting can be tough. All key questions answered in one place

HOW

How do I get voter ID?

Check your ID

Do you have a valid ID?

☐ Yes

☐ No

☐ Unsure

VOTERIDERS

Voter ID requirements

ACCEPTABLE ID You can use one of the following photo IDs when voting for the first time in your precinct: Pennsylvania driver's license (must be unexpired) PennDOT ID card (must be unexpired) ID issued by Pennsylvania Commonwealth ID issued by United States government US Passport Military ID Student ID Employee ID OR You can use a non-photo form of identification that shows your name and address: Voter Registration Card ID issued by Pennsylvania Commonwealth Firearm permit Current utility bill, bank statement or paycheck IMPORTANT NOTE Pennsylvania's voter ID requirement for first-time voters at a precinct is separate from the federal voter registration requirement for first-time voters. Check those rules here.

ACCEPTABLE ID

You can use one of the following photo IDs when voting for the first time in your precinct:

- Pennsylvania driver's license (must be unexpired)
- PennDOT ID card (must be unexpired)
- ID issued by Pennsylvania Commonwealth ID issued by United States government
- US Passport Military ID Student ID Employee ID

OR

You can use a non-photo form of identification that shows your name and address:

- Voter Registration Card ID issued by Pennsylvania Commonwealth
- ID issued by United States government Firearm permit Current utility bill, bank statement or paycheck

IMPORTANT NOTE

How do I plan my vote?

Prepare to Vote

Your May 17 election

Research shows that turnout is highest among those who plan their vote. Here are three easy questions to check whether you are prepared.

How will you vote?

☐ On election day

☐ Absentee/Mail-in vote

☐ Early

☐ Already voted early

☐ Won't vote

Do you know where to vote?

☐ Yes

☐ No

Find your polling place

<https://www.pavoterservices.pa.gov/Pages/PollingPlaceInfo.aspx>

How many people will you bring?

☐ Nobody

☐ 1

☐ 2

☐ 3+

Early voting info

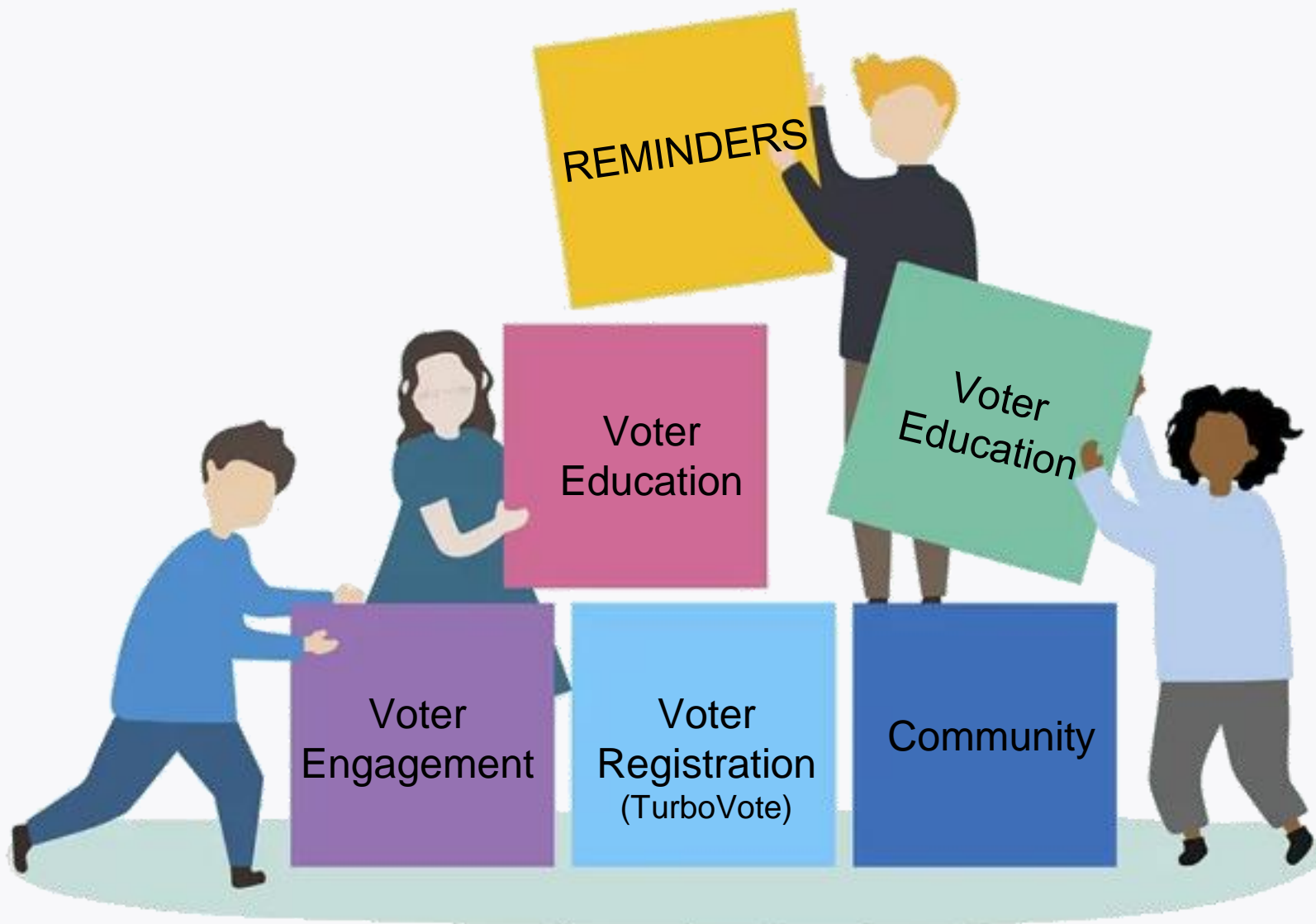
<https://www.vote.pa.gov/Voting-in-PA/Pages/Early-Voting.aspx>

Voter ID requirements

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Teamwork makes the dream work



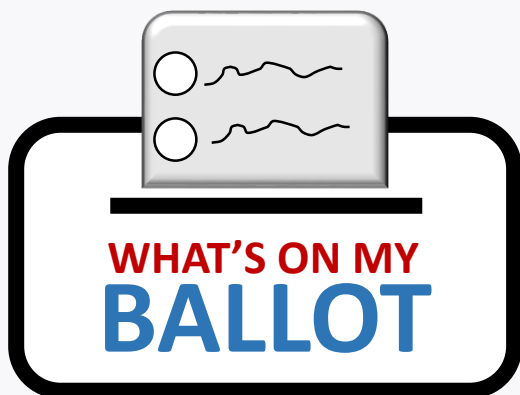
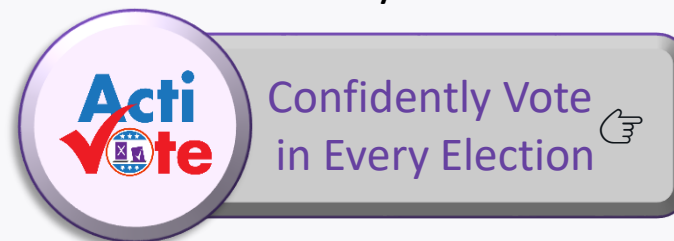


Quick ways to help your constituents

Send a
newsletter
blurb

Add a button
to your
website

What's on your ballot?

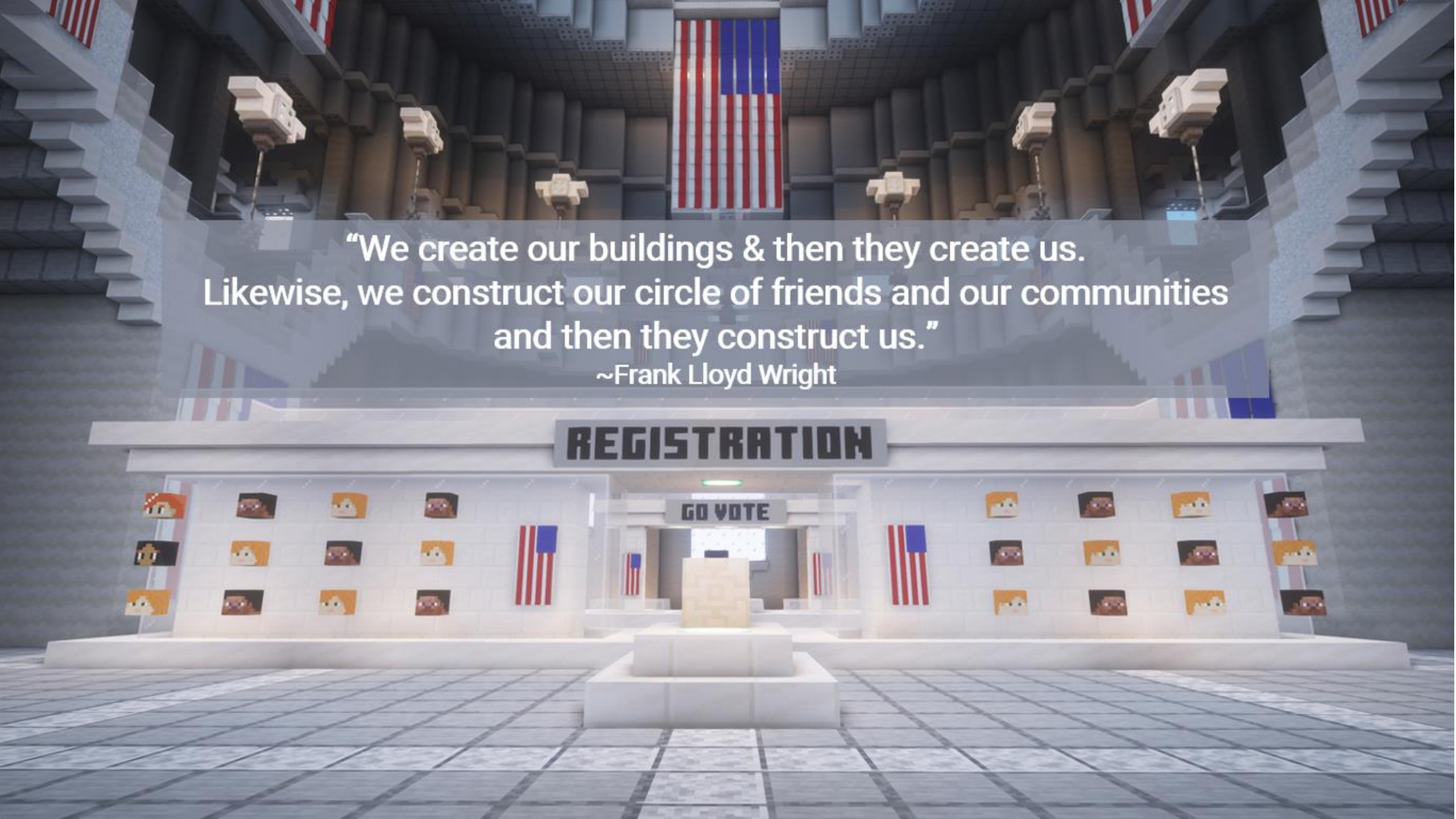


I'm registered.... Now what?

Thanks for being registered to vote! The next step is to explore what will be on your ballot and make the critical choice for who deserves your vote.

This tool will help you find out what is on your ballot and stay engaged with YOUR democracy.

If you use a custom link, we can give you statistics after the election about voter registration & more importantly IF your constituents actually showed up to vote!

A Minecraft-style construction of a voting station. The background features a large, dark, multi-tiered structure with a central American flag and several smaller flags on poles. In the foreground, a white, blocky building with a sign that reads "REGISTRATION" and "GO VOTE" is visible. The building has a central entrance and is flanked by two large, white, blocky pillars. The pillars are decorated with a grid of small, colorful, pixelated faces. The floor is made of grey and white checkered blocks.

**"We create our buildings & then they create us.
Likewise, we construct our circle of friends and our communities
and then they construct us."
~Frank Lloyd Wright**

REGISTRATION

GO VOTE