

2017 Voter Engagement Planning Template

A. Priorities: *Use this section as a place to help focus your priorities and goals for the year. Below are sample goals to help you get started.*

Long term goals:

- a. Increase voting among our constituents and underrepresented communities
- b. Increase our capacity for grassroots advocacy
- c. Encourage new leadership from within the community
- d. Build a lasting culture of voter engagement within our nonprofit

Goals for 2017:

- a. Hold a training for staff on voter registration
- b. Collect 100 voter registrations in 2017
- c. Participate in National Voter Registration Day on Tuesday, September 26th

1. Your long term goals

2. Your goals for 2017

B. Planning Questions: *Below are some brainstorming questions that will help you fill your timeline in section C.*

1. How will you staff your voter engagement efforts? Who is your lead? Who are your key allies on staff?

2. What elections (State, Local, Special, etc.) and ballot measures are on the calendar? What are the key dates for each, e.g. voter registration deadline, early voting period, and Election Day?

3. Who are your local election officials (write down contact information)? When are you meeting with them?

4. What voter engagement activities do you plan to pursue in 2017?

Sample activities include holding a candidate forum, creating a candidate questionnaire, creating a nonpartisan voter guide, organizing volunteers to canvass a neighborhood, holding a voter registration drive, mailing/calling/texting community members about an upcoming election, offering rides to the polls, offering translation services at the polls, advocating for a ballot measure, etc. There are many possibilities. These are just a few.

5. Given your planned activities, how will you develop a training curriculum? What knowledge and skills will attendees need to walk away with? Are there partners you can leverage to help you conduct training? What materials will you need?

6. When/where will you have your initial training?

7. What is your plan for using an “I pledge to vote” card or a volunteer recruitment or advocacy card? What messages will resonate with your audience? In what languages should the card be available?

8. What are your concrete goals for the year? What are your quarter-of-the-way done, half-way done, or other intermediate goals?

Sample goals include the number of activities you would like run; the number of trainings to hold; the number of volunteers you would like to recruit; the number of voter registrations or pledge to vote cards that you would like to collect; the number of voters you would like to call before Election Day, etc.

9. How do you plan on registering and/or pledging voters? (E.g. At community events, in highly trafficked areas in the community, at intake, during services, tabling in your lobby, etc.)

10. What is your plan for data collection? What application are you using (E.g. Excel, Salsa, VAN, etc.) to record data, and who is responsible for data entry?

11. Do you have access to your state's voter file via the VAN or some other tool? If not, do you have a plan to get access by connecting with your state's 501(C)(3) State Table, with State Voices' Tools for All Program, or with another partner?

12. What other organizations will you collaborate with this year? What organizations might co-sponsor an event, lend volunteers, help with training, provide materials and swag like posters, buttons, stickers? Who could provide a phone bank, a venue for a forum, etc.

Key partners include your local elections office, your state's nonprofit association, other statewide conveners of nonprofits (Primary Care Association, etc.), your local and state League of Women Voters, your state's 501(c)(3) table.

13. What are your plans for National Voter Registration Day? Have you signed up on the website yet? Are other local organizations participating? Are there partnership opportunities?

C. Planning Template

Key Dates List out key dates (e.g. Trainings, deadline to register to vote, primary dates, state ballot measures, state house and senate Races, governor’s races, and other statewide office races and special elections)

Example from 2016:

May – June: Initial training of partners July 4th: VR and VP program, up and running August (TBD): National Health Center Week September 16: Citizenship Day	September 27: National Voter Registration Day October 8-10 (varies state by state): Deadline to register to vote November 8: ELECTION DAY
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2017 Planning Timeline

Consider your answers in the **B. Planning Exercise**, and fill out the text box below with a rough timeline of your activities (March to December). List out known specific dates, and feel free to list time ranges (e.g. June-July: Draft rough outline of GOTV efforts).

Helpful Hints:

- Be specific as possible. Name all partners, staff, and resources that you will need for each activity.
- Not every state has an election this year. For those without an election, identify ties to motivate constituents. (E.g. Voter education event, National Voter Registration Day, Day of Action tied to a key issue of yours, etc.)
- For those with municipal/local/state elections, the rule of thumb is that planning voter engagement activities is most effective in the four months leading up to the election. (E.g. If there is an election in November – July, August, September, and October are the months you want to engage with constituents, with the last two months being the best time to engage folks).

January

February

March

April

May

June

July

August

September

October

November

December

