



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:

- a. Hold a training for staff on voter registration
- b. Collect 100 voter registrations
- c. Participate in National Voter Registration Day, 4th Tuesday of September

1. Your long term goals

2. Your goals for this year



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 is a contact at your local election office? Note contact information. When are you meeting with them?

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

Sample activities include holding a candidate forum, creating a candidate questionnaire, organizing volunteers to do a voter registration drive, conduct voter education, mail/call/text community members about an upcoming election, 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" with voter registration efforts? Will you do volunteer recruitment? What materials will be translated?

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.



Nonprofit VOTE

www.nonprofitvote.org





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 collecting contact info from people engaged? What database are you using to record data? Who is responsible for data entry?

11. Do you have access to your state's voter file via the VAN or some other tool?
(Voter files maintained by your county or state can be helpful to print walk or contact lists and other purposes, but often inaccurate for phone numbers.)



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? Or provide a phone bank, a venue for a forum, etc.

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?



List out Key Dates and Races. Some sample dates are-

National Voter Registration Day 4th

Tuesday of September

Citizenship/Constitution Day Sept 17

C

Voter Registration Deadline (varies by state.

ELECTION DAY First Tuesday after first Monday in November

C. 2018 Planning Timeline

Consider your answers earlier and fill out the text box below with a rough timeline of your activities (March to December). List out known specific dates, and/or time ranges

Helpful Hints:

- Align efforts with contested races or ballot measures that draw voter interest. Make voting easier for people you engage. Help them make a plan to vote early or on Election Day.
- The rule of thumb is that voter engagement activities are 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. Get a head start in the summer. Prepare to intensify efforts after Labor Day.

January



February

March

April

May

June



July

--

August

--

September

--

October

--



November

--

December

--