



Making a Voter Engagement Plan: Questions to Consider

The best way to prepare for an Election is to create a plan for your nonprofit! The following questions can help determine the important who, when, when, where, and why questions that come up when building any plan. or a timeline of engagement, visit our [Voter Registration and Engagement Timeline](#).

CAPACITY

1. How will you get buy-in from organizational leadership for voter engagement?

<i>During a...</i>	<i>1-1 Meeting</i>	<i>Staff Meeting</i>	<i>Board Meeting</i>
<i>The "Why"</i>	<i>Connected to mission</i>	<i>To Bolster advocacy</i>	<i>To empower clients</i>

- 2. Who on staff can involve and motivate other staff and volunteers?
- 3. Who among the people you serve can be involved in developing and implementing plans?
- 4. Which community partners can you engage in this work and what assistance can they provide?

KNOWLEDGE

- 5. What is the number for your local elections office? Call them and develop a contact there.
- 6. Where online can you and voters find information about local elections, including how to check registration status, request an absentee ballot, and find a polling place?
- 7. What are the major dates in your area for elections?

<i>Election</i>	<i>Date</i>	<i>Registration Deadline</i>	<i>Mail Ballot Requests Deadline</i>
<i>Primary</i>			
<i>Run Off / Special</i>			
<i>General</i>			

8. What's on the ballot in your locality and state for the upcoming election? Visit Vote411.org



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DEFINING GOALS

- 9. Who is your target audience – clients, constituents, staff, your local community?
- 10. When will activities take place?

Choose All That Apply		
<i>At intake/in the waiting room</i>	<i>During daily services</i>	<i>In classes or trainings</i>
<i>As a project for a youth group</i>	<i>During community outreach</i>	<i>Via digital communications</i>
<i>Via texting or phone banking</i>	<i>Drop offs/mailers</i>	<i>Other?</i>

- 11. What are your goals? How many people do you want to engage overall and how will you track engagement?

VOTER REGISTRATION

- 12. How will you offer voter registration aligned with your state's procedures?

Registration Applications	<i>Print in house</i>	<i>Pick up at election office</i>	<i>Online registration</i>
Training or Certification	<i>Required</i>	<i>Available, not required</i>	<i>Not available</i>
In Language Materials	<i>State application</i>	<i>Federal application</i>	<i>In person translation</i>
Deadline for Submitting Completed Applications			

- 13. On what days and times will registration be offered, or when will messages be included in communications or drop offs?
- 14. Who will be responsible for training staff and disseminating and collecting applications?

ENGAGING CANDIDATES & BALLOT MEASURES

- 15. Identify one or more race that's important to your community, it could be a primary race.
- 16. Decide your approach: Candidate Forums, Candidate Appearances, Sharing Research, Candidate Questionnaires, or Asking Questions at events
- 17. Find out if any ballot measures, amendments, or other questions are on the ballot
- 18. Decide your approach: Will you take a position for or against the issue? Or will you stay neutral and share nonpartisan information highlighting both sides of the issue?

GET OUT THE VOTE AND ELECTION DAY

- 19. Craft social media and other digital messages for promoting early voting (by mail or in-person), relevant links, and hotlines for voters. Schedule messages to run at least weekly during October (or month before a primary election date) and daily the week before the election.
- 20. How will you provide personal reminders? Consider if they will be in-person, by mail, or over the phone/text.