



7 Tips on Getting Out the Vote

1 Make it Personal

Voter mobilization research shows that people are more likely to participate when contacted by someone they know. Voters respond best to other people, especially friends, neighbors, and community-based agencies that are familiar and trusted. Rather than focusing on impersonal handouts or mass emails, look for opportunities to initiate conversations about voting while delivering services, in meetings, on the phone, or at trainings and events.

2 Make it Easy

There are many things that can keep voters from the polls. Not having basic information about the election – like when the polls are open, how to find your poll location if you've recently moved, or what kind of identification is necessary – can create participation barriers. Fortunately, nonprofits are well equipped to help voters get the information they need to vote with confidence. This information can be found at canivote.org.

3 Highlight Competitive Races

Competition drives turnout. Voters respond when they perceive that an election is competitive or high profile. You can encourage this by highlighting closely contested candidate races or ballot measures.

4 Consider Timing

Get-out-the-vote efforts have the greatest impact in the final weeks and days leading up to the election when voters who are less likely to turn out pay more attention. Designate a day for a big early voting push. Then pump up the volume in the final week and on Election Day itself! Take advantage of [Vote Early Day](#).

5 Help Voters Plan

People are more likely to vote if they visualize their plan to do so. Will they request a mail ballot or vote early in person? What time will they head to the polls on Election Day? Ask people to think specifically about when and how they plan to vote.

6 Use Positive Messaging

Negative messaging – like "If you don't vote, don't complain" – or calls to civic duty without additional information about the election can be counterproductive. Use positive messages that encourage people to vote by connecting the election back to your community's future and your organization's issues.

7 Raise the Stakes

Voters respond to urgency. If the election seems important, people are more likely to turn out because they believe that their vote will make a difference to promote or protect an issue or community they care about. Use your mission and core issues to highlight what's at stake.

Get Out the Vote Efforts Pay Dividends

Research shows that if you persuade one person to vote, they will likely influence at least one additional friend or family member to vote too. Casting a ballot for the first or second time can instill a lifelong voting habit.

