



# Get Out the Vote Email Script from Nonprofit Leadership

An email from leadership, such as an Executive Director, board member, or CEO sends an important message to staff about how much your nonprofit values voting and civic participation. It encourages staff to make their voice heard and provides helpful election information.

## Timing

Send an initial email 2-3 weeks in advance of the Election Day. You can follow that email up with a reminder the day before the election. The samples can be modified for primary or local elections by changing the date.

## Content

Typical content will include a short reason why voting is important and information that helps people vote such as a reminder of your “time off to vote” policy or information about casting your ballot on or in advance of Election Day.

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### Sample Email #1: Provide a Reminder to Vote and Helpful Voting Information

#### Subject line – for example

Make Your Voice Heard Tuesday, November [X] – helpful voting information

Dear Colleagues,

As you are likely aware, there is an important election Tuesday, November [X] for *[Governor, Congress, City Council, ballot measure]*.

#### Add reason – for example

- We depend on elected officials to support our issues, services, and funding. It makes a difference if we can say our staff and community are voting.
- There are important issues at stake such *[insert one or two]*. We encourage you to cast your ballot.

#### Provide voting information – for example

- Polls are open *[Insert time]*. If you need help finding your poll, use our state’s poll finder or call your local election office.
- Find information about where, when, and how you can vote at [canivote.org](http://canivote.org).

Thanks again for your service to *[our nonprofit/local community]* and for being a voter!

Should you have any questions, contact – *[insert name and email of someone on staff who can help folks navigate voting concerns]*.

Signed,

*[Insert Name of Sender]*



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## Sample Email #2: Reminder of Your Policy on Time Off to Vote

### Subject line – for example

Election Day is November [X] – Take Time to Vote on Election Day

Dear Colleagues,

There is an important election Tuesday, November [X] for [Governor, Congress, City Council, ballot measure]. We encourage all staff who are eligible to vote to cast their ballot.

### Add reason – for example

- Voting creates stronger communities for us, our members, our clients, and everyone that is a part of communities we live in.
- As civically engaged leaders in our community, we can set a good example by voting.

Here is a reminder of our time off to vote policy and helpful voting information.

You are allowed to take up to two hours off to vote on Election Day without loss of pay. We recommend taking time off at the beginning or end of your regular shift, whichever allows for more free time to vote. We also acknowledge that sometimes lines at the poll can be unpredictable. Should it take you longer to cast your ballot, please let your supervisor know.

If you experience issues at the polls, please call the election protection hotline at 866-OUR-VOTE.

Thanks again for your service to [our nonprofit/local community] and for being a voter.

Signed,

[Insert Name of Sender]

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## Helpful Links

- [Voting in Your State](#) – Provided by NASS - Provides official links to your state election website on topics such as voter registration, polling place locator, absentee and early voting, voter ID and contacts to local election offices.
- [“Time off to Vote” state laws](#) - Provided by NOLO

## Election Protection Hotline

The election protection hotline is a great resource for anyone who has voting questions or experiences issues at the polls. You can look at graphics and more information at [866ourvote.org](http://866ourvote.org). Assistance from the hotline is available in multiple languages.