

10 Tactics Nonprofits Can Employ to Get Out the Vote (GOTV)



With Special Guests:

Katie Curnow, The Disability Network

Benjamin Peters, BakerRipley

Caroline Mak, Nonprofit VOTE

Announcements

- Webinar housekeeping
- Vote Early Day
- Open role: Education & Partnerships Coordinator

Setting the stage...

Agenda

- Top 10 GOTV tactics for nonprofits
- Panel discussion
- Q&A



Katie Curnow
Advocacy & Associate Director
The Disability Network



Benjamin Peters
Voter Engagement Manager
BakerRipley



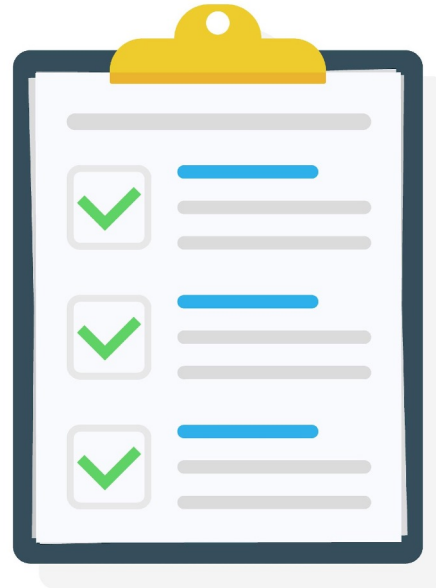
Caroline Mak
Evaluation & Learning Manager
Nonprofit VOTE

Some quick info on getting out the vote

Generic messages have **minimal effect** on voter turnout.



GOTV messages that exert a degree of **positive social pressure**, help voters **make a plan**, and provide **voting information** have significant impact on voter turnout, especially in local races.



There is a strong association between a voter's level of **political activism** and the amount of **campaign outreach** they received in the **month before the election**.



Now let's dive into the
Top 10...

#1 Create your outreach plan

Let's hit the ground running by building a PLAN!
Start with the basics.

A solid GOTV plan should:

- start with a purpose
- have a designated date
- be easy and personal
- be inclusive
- be relevant
- hit the big points



#2 Assess your strengths and define target areas

- Help ensure resources are appropriately allocated to support outreach efforts.
- Leverage strengths and data resources to identify the best areas to canvass. Considerations could include communities that:
 - have low voter turnout
 - have experienced redistricting / rezoning since the last election
 - have a high population of disenfranchised voters



#3 Ready your outreach team with CIRCLE

Go, Team, Go!

A successful GOTV strategy starts with a **prepared** team! Ready your outreach team with enthusiasm, education, and solid talking points.

Your team should:

- Feel confident in speaking to voters 1:1 in GOTV outreach
- Be able to handle challenging conversations and stay non-partisan
- Have easy access to important tools and resources

Communication
Inspiration
Resources
Collaboration
Leadership
Engagement

#4 Prep your tools and scripts

Tools and scripts will empower your team to feel **confident** while out in the field.

Examples of tools and scripts include:

- One-pagers on the election and ballot
- Voter guides
- Information on statewide voter laws
- Talking points on how to navigate difficult conversations
- FAQs including how to register disenfranchised voters



#5 Provide a Voter's Guide

In local and “off” election years, voters need extra confidence to understand who and what will be on their ballots.

Voter guides help to:

- Avoid surprise at the voting booth
- Allow voters time to familiarize themselves with the candidates / positions and do further research

Remember this work is nonpartisan so be sure to include **ALL** candidates and positions, regardless of political affiliation.



#6 Provide information about HOW to vote

Voting on Election Day can be confusing, especially for voters who vote inconsistently and for newly registered voters.

You can help voters feel ready to cast their ballots by providing:

- a sample ballot
- a one-pager and/or instructional video that includes a step-by-step summary of how to cast electronic/paper ballots

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**EARLY / ABSENTEE
OFFICIAL BALLOT
ANNUAL TOWN ELECTION
DEDHAM, MASSACHUSETTS
APRIL 8, 2023
PRECINCT ONE**

Paul M. Marchant
TOWN CLERK

INSTRUCTIONS TO VOTERS
A. TO VOTE, completely fill in the OVAL to the RIGHT of your choice(s) like this: ●
B. Follow directions as to the number of candidates to be marked for each office.
C. To vote for a person whose name is not printed on the ballot, write the candidate's name and address on the line provided and completely fill in the OVAL.

SELECT BOARD For Three Years Vote for NOT more than TWO DENNIS J. TEEHAN 91 Pacella Dr. Candidate For Re-Election JOSHUA DONATI 69 Westcott St. LISA JEAN DESMOND 5 Manning Rd. (Write-in) (Write-in)	SCHOOL COMMITTEE For Three Years Vote for NOT more than TWO STEPHEN R. ACOSTA 457 High St. LEAH FLYNN GALLANT 150 Oakman St. SUSAN BUTLER WALKO 60 Clark St. (Write-in) (Write-in)	TRUSTEES OF THE PUBLIC LIBRARY For Three Years Vote for NOT more than TWO RITA FRANCES CHAPDELAINE 88 Stony Lea Rd. JASON P. BROGAN 5 West St. ROBERT TOM TURNER 48 Richards St. Candidate For Re-Election (Write-in) (Write-in)
ASSESSOR For Three Years Vote for ONE MICHAEL T. POLITO 48 Southgate. Candidate For Re-Election (Write-in)	BOARD OF HEALTH For Three Years Vote for ONE LEANNE M. JASSET 115 Milton St. Candidate For Re-Election (Write-in)	COMMISSIONER OF TRUST FUNDS For Three Years Vote for ONE ROBERT W. DESMOND 5 Manning Rd. (Write-in)
ASSESSOR For One Year Vote for ONE GEORGE PANAGOPOULOS 34 Weymouth Ave. ELIZABETH A. DORIS-GUSTIN 8 Walker Ln. (Write-in)	PLANNING BOARD For Five Years Vote for ONE JESSICA PORTER 4 Weymouth St. Candidate For Re-Election CARMEN E. DELLO IACONO JR 145 West Jersey St. (Write-in)	PARK AND RECREATION COMMISSION For Three Years Vote for NOT more than TWO ALAN M. CENTOFANTI 133 Sweeney St. JONATHAN J. BRIGGS 237 Riverside Dr. Candidate For Re-Election RYAN M. OTOOLE 48 Lincoln St. MATTHEW SULINSKI 87 Quincey Ave. (Write-in) (Write-in)
TOWN MODERATOR For Three Years Vote for ONE DANIEL J. DRISCOLL 41 Lily Ln. Candidate For Re-Election (Write-in)		

SAMPLE BALLOT
VOTE BOTH SIDES OF BALLOT

#7 Provide resources to help voters overcome barriers at the polls

Help voters feel prepared by providing them with helpful resources they can tap into if they encounter any issues at their polling site.

Examples include:

- Election Protection 866-OUR-VOTE
- Voter ID requirements by State [Vote Riders](#)
- [ballotready](#) and [ballotpedia](#)
- State-specific website for Secretary of State



#8 Door-to-door and phone/text canvassing

Door-to-door canvassing has been proven to be the most effective GOTV tactic, increasing voter turnout by as much as **9%**!

For both door-to-door and phone/text canvassing, volunteers should be provided with:

- A **nonpartisan script** of the talking points that includes navigating difficult conversations
- **Assigned areas/team assignments** to target for canvassing
- An **understanding of canvassing rules** including where to place campaign literature, and the **canvassing process**, including reporting back



Source: [Yale University](#)

#9 Post to social media

Social media is a great way to post quick messages, links, and resources. You can also use social to repost other GOTV-related content.

Your social media posts should:

- Include shortened links to resources (e.g., bit.ly)
- Incorporate easy-to-view graphics or memes.
 - Take into consideration the platform and what types of content your followers are used to seeing.
 - Make sure your posts are accessible by providing image descriptions, etc.
- Resonate with voters. Avoid just the generic “Go Vote” messaging.



#10 Plan to send out last-minute emails

Emails are a low-lift way to engagement voters. You can send out a series of emails with important reminders or just a single email on Election Day.

Your email should:

- Include a **prominent subject line** to entice voters to open the email.
 - e.g., *Today is Election Day! Here's what you need to know to go vote...*
- **Be succinct and impactful.** Remind voters why their vote matters especially if it's a local election.
- **Highlight the most pertinent info** that voters should know such as poll site locator, resources for overcoming barriers, how to vote, etc.

