



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. For timelines, templates and other tools, visit our [resource library](#).

CAPACITY

1. How will you get buy-in from organizational leadership for voter engagement?
2. Who on staff can involve and motivate other staff and volunteers?

<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>

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

<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>			



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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 open offices that are important to your community. Don't forget primary races, special elections, and runoffs!
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.