



Integrated Voter Engagement

Going Beyond Voter Registration

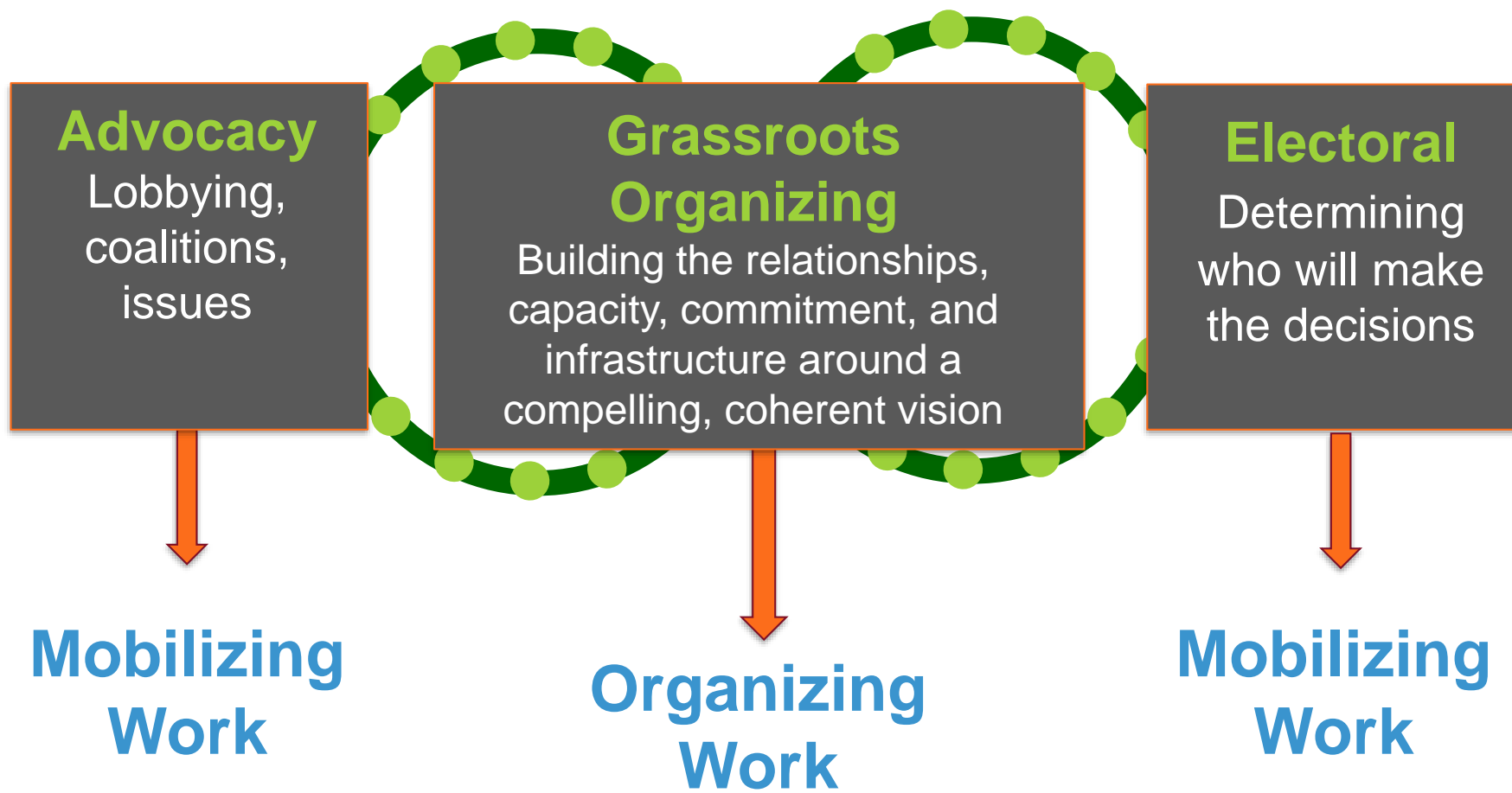


Community Agreements

- **RESPECT** each other
- **WELCOME** all experiences into the space
- **ENGAGE** in a way that works for you
- **EMBRACE** principles of diplomacy
- **SHARE**(but you can always pass)

Building grassroots power to effect change:

Or, how we begin building a **movement**

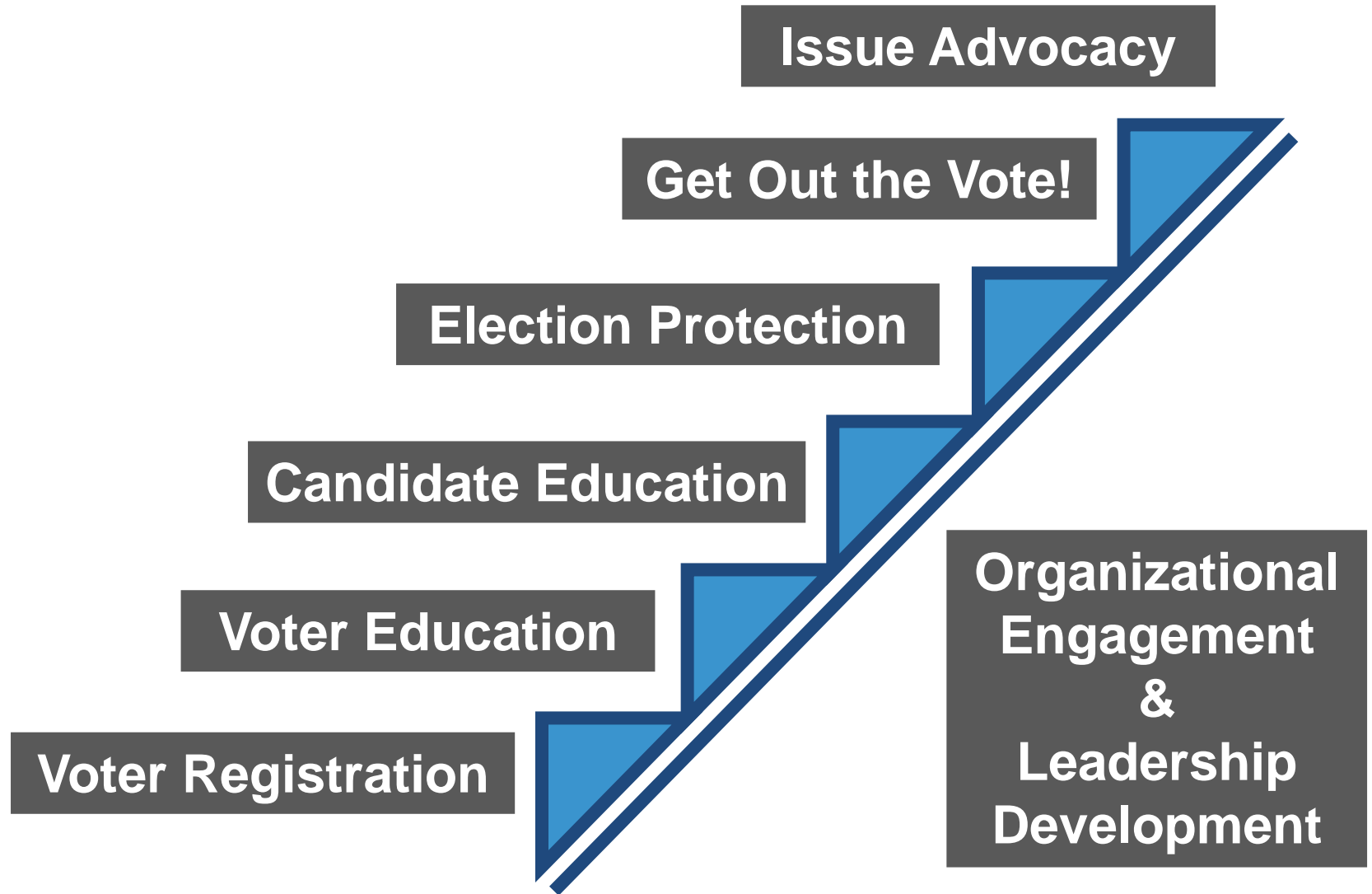




There is no limit on the political activity of individuals

An individual has a right to be involved, to educate on the issues, and to engage others in the political process.

Steps in Voter Engagement



Beyond Voter Registration

- Historically, many communities have been shut out of democracy and are unable to vote.
- Integrated Voter Engagement goes beyond just registering people to vote. IVE creates opportunities for ALL people to participate in democracy no matter what their status is.
- Develop and recruit messengers as volunteers and team leads.
- This creates a more inclusive and less transactional practice.

Do Now Activity

- Which steps in voter engagement does your LWV chapter do well?
- Which steps is your chapter currently focused on in the upcoming months?

1. Voter Registration

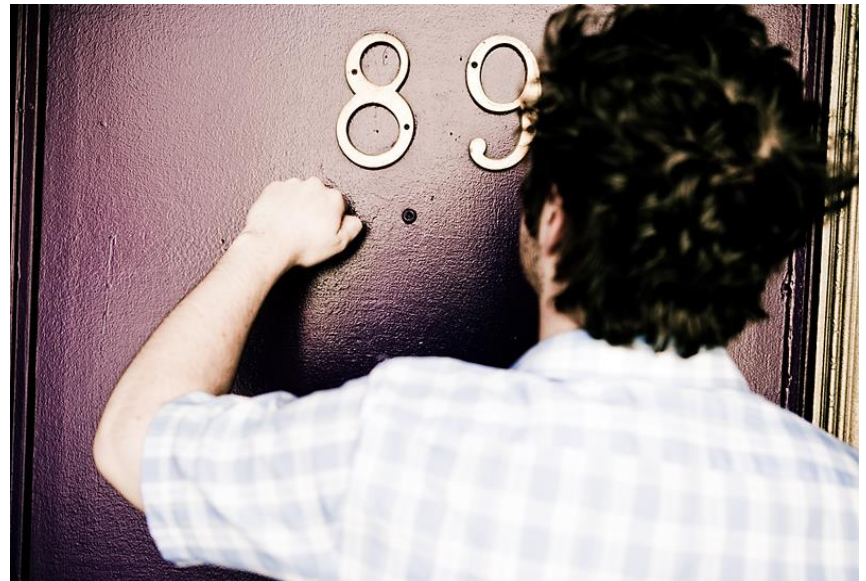


- Expands the electorate
- Encourages participation of underrepresented communities
- Creates opportunities to talk about issues
- Helps organizers learn about the community's concerns

2. Voter Education

What

- The right to vote
- How to vote
- How government works
- The candidates & issues



Where:

- In public spaces
- In candidate forums and fairs
- Through voter guides
- In the media

3. Candidate Education

Hosted by: Allied Business March WA, Barrymore Theater, Boys and Girls Club, Centro Hispano, Communities United, Dunes March NA, East Side/Inner Neighborhoods Planning Council, Emerson East NA, Freedom Inc, Housing Committee, Northside Planning Council, South Westside Planning Council and Union League of Greater Madison

THE PEOPLE'S CANDIDATE FORUM

FIRST OF ITS KIND... A COMBINED MAYORAL/COUNTY EXECUTIVE CANDIDATE FORUM

FOR MADISON MAYOR

DAVE CIESLEWICZ vs. **PAUL SOGLIN**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

FOR DANE CO. EXECUTIVE

JOE PARISI vs. **EILEEN BRUSKEWITZ**

Moderators: CYNTHIA LIN, host of A Public Affair, WORT and JUDITH SIERS-POSSON, Wisconsin Public Radio

Bring the kids - there will be a special kids' activity table!

TUE. MAR. 22 **BARRYMORE THEATRE**
MEET CANDIDATES - 6:30 PM
FORUM - 7 PM
FREE ADMISSION

DON'T WANT TO MISS THE SHOW? BUY THE TICKETS! No problem - Show tickets and other refreshments will be available for purchase! If you have specific needs contact Peggy for details @ wcaad@wcaad.com or 534-0928.

You have a right to:

- Educate all candidates on the issues (c3)
- Sponsor candidate forums and debates

4. Election Protection

Protecting the right to vote through:

- Education
- Work with election officials
- Legal advocacy
- Monitoring the polls



5. GOTV: Get Out The Vote

Effective GOTV is the culmination of your efforts – not your entire effort – just as registration is the start, not the end of your engagement.



6. Issue Advocacy

Voters told us what they care about at the doors, now we must provide opportunities for continued involvement on the issues that moved them to the polls.



Organizational Engagement and Leadership Development

- Engagement of new voters does not start/end with voter registration OR on election day
- Organizational engagement
- Leadership development has to be intentional



Two more important tasks

- Electoral reform – ensuring the integrity of the process
- Recruitment of public leaders – supporting new leaders



Group Breakout Exercise

Your local LWV chapter has recruited five recent high school graduates to volunteer to help register people to vote in their communities. This is exciting since your local LWV chapter has decided to prioritize engaging Millennial (18-25) women of color and your volunteers are reflective of this group.

There is a local cultural fair next week and they have secured a table at the event. This cultural fair has been apart of the community for over 30 years. It is primarily attended by the Asian, African, and Latinx communities. These communities have lived in the city for over 50 years and make up 70% of the city. As a volunteer leader, you're tasked with creating a script for your volunteer team who is headed out to the event next week. They have a goal to register at least 100 people to vote as a team. The deadline to register to vote is only 2 weeks away.

Write a brief script for your volunteer team to use for their tabling event.

Tips to writing a script

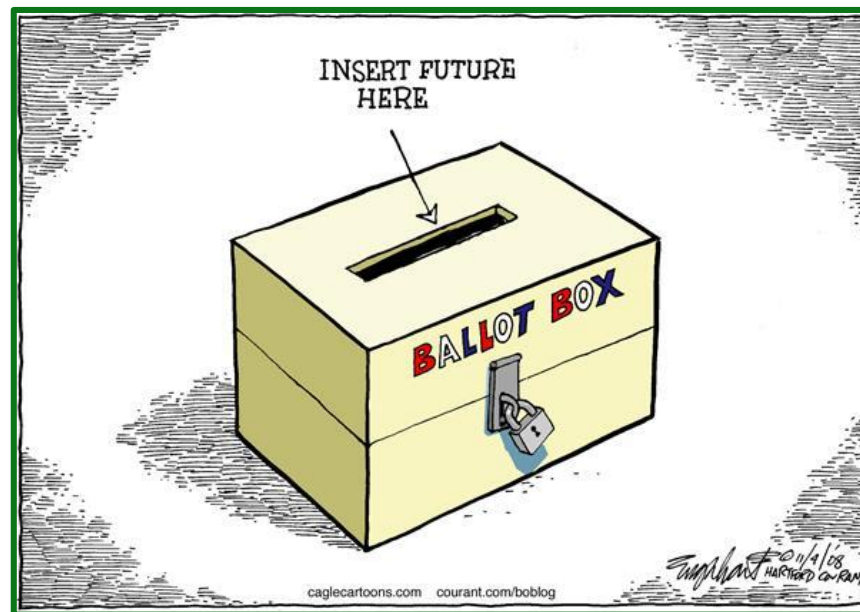
- Use simple, clear and concise language that connects with your audience.
 - It should compel someone to action
 - Use language that connects with communities
 - Consult with staff and volunteers who work closely with targeted audiences
- It should be structured and timely
 - Include deadlines
- And remind your volunteers...
 - Not all “NO”s mean the same thing

Group Debrief

- What was challenging about this activity?
- What are some best practices you would share with someone who has never done voter registration?
- How do you engage individuals who are unable to vote?

“When too many Americans don’t vote or don’t participate, some see apathy and despair. I see disappointment and even outrage. And I believe that out of this frustration can come hope and action.”

- Paul Wellstone



Next Training:
Integrated Voter Engagement
September 18, 2018 at 6:00pm EST

If you have any questions, please reach out to Celina Stewart, Director of Advocacy and Litigation at cstewart@lww.org

Wellstone