VOTE411 Online Candidate Information How-To

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Getting Started

Before you can start creating your voters' guide on VOTE411, you must first contact Megan Brown (<u>mbrown@lwv.org</u>) at LWVUS so she can walk you through the process. She will go over the cost-sharing structure, provide helpful tips and answer any questions you might have about the program. Once LWVUS receives your payment, Megan will send you all the information you'll need to create your guide! What about watching the training videos?

Before You Receive Login Information

While you're waiting for the login information from LWVUS you can begin researching the races and candidates you'll be covering for the upcoming elections. You'll want to have the following information before you even begin to create your guide:

- A list of the races and candidates you will cover. You need this information before contacting Megan Brown at LWVUS because the cost-share depends on the type of races you'll be covering. Also, be sure to coordinate with other Leagues in your area to make sure more than one League does not reach out to the same candidates. For example, more than one League regularly falls within a specific congressional and state senate district.
- 2) Candidate contact information. You'll need an email or mailing address for all the candidates you will be contacting through VOTE411. Email addresses are easiest to use in the system and should be a priority in your data collection. However, if you're unable to find an email address you will be able to mail letters of invitation to the candidates so having a mailing address is also helpful. If you can, use the <u>spreadsheet template</u> that LWVUS provides to input all this information as that makes it easier to create multiple races at the same time.
- 3) Determine what biographical information you'll be asking of the candidates. Examples of biographical information are listed below, but you can collect any information you think the voters would like to know.
 - a. Campaign
 - address b. Campaign phone
 - c. Website
 - d. Campaign email (an email address the campaign wants the public to see)
 - e. Twitter handle
 - f. Facebook page
 - g. Current job
- 4) Determine what questions you'll be asking the candidates. You can ask the same questions of each candidate or create different questions depending on the race; it's up to you. What do you think the voters need to know about the candidates before they go to the polls? You'll need to come up with the questions and a character limit (not word limit) for each response.
- 5) If you are asking the candidates questions in a language other than English you'll also want to translate your questions to that language before you begin. It is recommended you do not use an online program (like Google Translate) to translate your questions as they are not always the most accurate, so either use a native speaker or get a reputable translator to translate the questions. The candidates will have the opportunity to respond to the questions in English and the other language.
- 6) Find any Geographic Information System (GIS) data you will need to district your races. See below for more information about GIS.

7) It is recommended that you use Firefox as your primary browser when working with VOTE411. If you don't already have Firefox on your computer, you can download it here for free: <u>http://www.mozilla.org/en-US/firefox/new/</u>

Creating Your Guide:

Once you receive the log in information you're ready to create your voters' guide! It is recommended that you join the <u>VOTE411 Facebook group</u>. This group is made up of other Leagues who are also creating voter guides on VOTE411 and is full of helpful information. Feel free to ask questions, answer questions, search through the documents, etc. as you create your guide.

Here is a recommended order for creating your guide – feel free to play around with the system to see what works best for you and your League. Creating your online guide can require some trial and error so if something does not work for you the first time, don't get discouraged and try again! It's really hard to break the system so don't be afraid to try different things. All the steps discussed below are links found on the left-hand side of your screen in the black side bar once you log in. Just click on the words in the black side bar to start each step.

Setup:

The first step is to create information that will be used in your races. This includes the biographical information and questions you came up with before receiving your login information.

See screen shots below for more visual details.

Bio Fields:

In this section, you'll put all the biographical information you want to ask the candidates. There are a few common bio fields that are automatically in the system, you can either keep or delete these if you like.

To create a new bio field just put the name of the field you'd like to create where it says "Name" at the top of the page and click "Add." You can change the order of the fields by clicking on the blue arrow next to the fields and dragging them to the correct order.

You can also create bio field sets which apply to similar races – e.g. all State House races. You can name the set and then highlight all the fields you'd like to include and click "Add." Once you have created a bio field set it will appear under "Existing Bio Fields Sets" at the bottom of the page.

Account: vote411 Guide: vote4112013	Manage Biographical Fields 💿	
Home	Create a Bio Field:	
Preview	Name ⁻ Facebook	
Switch Guide		
Logout	Add	
Setup	Existing Bio Fields:	
Bio Fields		
Email Templates	e Address Edit Delete	
Parties	Campaign Phone Edit Delete	
Question Sets	💮 Web Site Edit Delete	
Race Categories	🕒 Email Edit Delete	
Creating Races	Age Edit Delete	
Race Wizard		
Candidates	Create a Bio Field Set:	
Races & Initiatives	Name: US President	
Imported Races	Fields Address	
Communication & Management	Campaign Phone Web State Email	
Campaign Tracker		
Email Blast	Add	
Race Publisher		
Delete and Archive	Existing Bio Fields Sets:	
Race Manager	You have not created any bio field sets.	
Recycling Bin		
Advanced Districting	Need help? 3 Read the FAQ, or contact us by email at helpdesk@thevoterguide.org.	
Composite Districts		

Once you have created all the bio fields you'll need for your guide, you can edit the fields by clicking on the blue "Edit" button next to each field. On this page, you can change the name, the type, add a character limit, and determine if candidates can edit the information or make the information private so it doesn't appear on the VOTE411 website. To set a field to private click on the "Type" dropdown menu and choose "Private." Examples of fields you'll want to keep private are your contacts direct email address, mailing addresses or phone numbers. When you're done editing the field, just click "Save" and you'll return to the previous screen.

Account: vote411 Guide: vote4112013	Edit a Bio Field 🤇		P ethe People
Home	Edit Bio Field:		
Preview	Name:	Address	
Switch Guide	Tuno:	Street Address	
Logout	Type.	Text	
Setup Bio Fields Email Templates Parties Question Sets	Max Length: Candidate Editable: Show Title:	Email URL Rich Text Age Street Address US Phone Number YouTube Video Private	
Race Categories	Need help?	or contact us by smail at helpdast/@theyoterquide org	
Creating Races Race Wizard	Read the Page	or contact us by emain at <u>metpueskagene roter quive, org</u> .	

Email Template:

There are several types of emails you can send candidates to either invite candidates to participate in your guide, remind them about the guide or to tell them you received or published their information on VOTE411. These emails are very important as they may be the only contact you have with the candidates, so it's important that they clearly explain what you're asking the candidate to do and present a compelling reason for the candidates to respond. It is recommended that you put a publish date in the email so the candidates know exactly when you'll publish their data (and hopefully they'll

respond before this date). We also recommend that you lay out some rules/guidelines on what is acceptable responses (ex: no foul language, no name calling/mentioning candidates by name, etc.). Explain in the email what will happen if any candidate breaks these rules.

There are several existing templates in the system. You can create your own template by naming it and choosing the type (invitation, reminder, etc.) at the top of the page. Once you click "Add" the new template will appear under the Existing Template section. To edit a template, click "Edit" next to the name.

Account: vote411 Guide: vote411	Define Email Templates 🕤	Pethe	People
Home	Create an Email Template:		
Preview	Name: New Template		
Switch Guide	Tune: Invitation -		
Logout	Type.		
Setup	Add		
Bio Fields	Evicting Translatery		
Question Sets	Existing lemplates:		
Email Templates	Invitation, President - General	Edit Delete	
Parties	Invitation, President Primary - R	Edit Delete	
Race Categories	Reminder, Check responses	Edit Delete	
Creating Races	Reminder, President	Edit Delete	
Race Wizard	Receipt, President	Edit	
Candidates	Publish, Default	Edit	
Races & Initiatives	Bulk Email, Default	Edit	
Imported Races			
Communication & Management	Need help? () <u>Read the FAQ</u> , or contact us by ema Voter Guide Toolkit v5.3.1	ill at <u>helpdesk@thevoterquide.orq</u> .	
Campaign Tracker			
Email Blast			

To save an edited template, you must rename the template at the top of the page. Also, be sure to list the sender name and the reply email at the top of the page.

Your email should include a few macros in the body. Macros tell the system to automatically fill data that you have entered into the email so you don't have to personalize each email. For example, there is a macro for the candidate's name, the question sets, race name, etc. A list of macros is at the bottom of the page for your convenience. Once you have completed your template click "Save" and the edited template will appear under Existing Templates.



Parties:

Here you create the party abbreviations that you'll need for your guide. Several of the most common parties are already in your guide and are listed under "Existing Parties." To create a new party, make up an abbreviation and then list the party name at the top of the page and click "Add." The new party will then appear under "Existing Parties." Be sure to click "Save" before leaving the page to ensure the new party names are saved in the system. Be sure to send Megan any new party abbreviations and names before publishing your guide. These new parties will need to be added to the master VOTE411 guide for the races to appear on the site when published. If you have any parties that need to be sent to Megan you will see a red "error" box in the Parties section.

Account: vote411 Guide: vote4112013	Parties 🕤			Pethe People
Home	Create a Party			
Preview	Abbreviation:			
Switch Guide	Namo:			
Logout	ivame.			
Setup		Add		
Bio Fields				
Email Templates	Existing Partie	s:		
Parties	🕘 Dem	Democratic	Delete	
Question Sets	🕘 Rep	Republican	Delete	
Race Categories	(e) I	Independent	Delete	
Creating Races	Rfm	Reform	Delete	
Race Wizard	Grn	Green	Delete	
Candidates		Libertarian	Delete	
Races & Initiatives		Libenanan	Delete	
Imported Races	0	Other	Delete	
Communication & Management		С	ancel	
Campaign Tracker	Need help?	a FAO or contact up by amail at	helpdask@thevoterquide.org	
Email Blast	Need help? W Read t	ie rad, or contact us by email at	neipueskiller voter guide. Org.	
Race Publisher				

Question Sets:

Here is where you'll enter the questions you want to ask the candidates. You can create question sets for each race (if the questions are different for each race) or just create one set of questions that you'll ask every candidate in every race.

To create the question sets, click on "Question Sets" on the left-hand side of the screen. On the next page, you can choose the character limit (which is different from word limit as a character limit includes spaces and punctuation as well). Leagues tend to have between a 250 and 500-character limit but you can set it to whatever you like.

When you name your question set it is recommended you name it something relating to the specific race you will be applying the questions to (example: Washington DC Mayor, Washington DC City Council, etc.). Then click "Add".

Account: vote411 Guide: vote411	Question Sets 💿 $\begin{tabular}{lllllllllllllllllllllllllllllllllll$
Home	Character Limit:
Preview	Specify the default maximum number of characters for candidates' responses. A typical response will
Switch Guide	nave about 5 characters per word. This value can be overridden per question.
Logout	Limit 400
Setup	Save
Bio Fields	
Email Templates	Create a Question Set:
Parties	Name:
Question Sets	Att
Race Categories	
Creating Races	Existing Question Sets:
Race Wizard	President - General Edit Delete
Candidates	President Primary - R Edit Delete
Races & Initiatives	
Imported Races	Next help?
Communication & Management	need heps: The transfer that in contract as by chas as my destruction of the state

The new question set will appear under "Existing Question Sets." Click the blue "edit" button to add the questions. On the next page, you can add all the questions you want to ask the candidate.

You can add multiple questions at once, you just have to separate the questions using a carriage return (hit the "enter" key on your keyboard).

Account: vote411 Guide: vote411	Edit Ques	tions 💿		Pethe People
Home	Edit Name:			
Preview	Name:	New	C.	
Switch Guide	Lload In:			
Logout	Osed III.			
Setup	Add Additio	onal Questions:		
Bio Fields	Enter additio	nal questions separated by a ca	rriage return.	
Email Templates	Why are	you running?		
Parties	What's i Why will	important to you? Lyou win?		
Question Sets	Why show	ild we vote for you?		
Race Categories				
Creating Races	Add			
Race Wizard				
Candidates		(Cancel Save	
Races & Initiatives				
Imported Races	Need help? 🕥 <u>R</u>	ead the FAQ, or contact us by en	nail at <u>helpdesk@thevoterquide.orq</u> .	
Communication &				

Once you've entered all the questions click "save" and you'll see a new page where you can edit and rearrange the questions as you like. If you click on the blue "settings" box next to each question you can set the character limit individually for both the online guide and a print guide if you choose. For example, the online guide character limit could be 1000 characters, where a print limit would be 500 characters to cut down on the length of a printed guide.

Account vote Guide: vote411	411 Edit G 2014	lues	ions 👴	Q ethe People
Home	Edit N	lame:		
Preview	Na	me.	Campaign Statement	
Switch Guide				
Logout	Us	ea in:		
Setup Bio Fields	Edit a	nd Re	arrange Questions:	
Question Sets		to	1,000 characters.	date. Limited
Email Templates Parties Race Categories	Question Type:	Text	-	E Settings Delete
naco catogorico	Character Limit:	1000		
Creating Races	Print Char. Limit:			
Race Wizard		_		
Candidates				
Races & Initiative	s Add A	dditic	nal Questions:	
Imported Races	Ente	er additio	nal questions separated by a carriage return.	
Communication & Management				
Campaign Tracke	er:			
Email Blast	_			
Race Publisher		dd		
Delete and Archiv	ve			
Race Manager			Cancel	Save
Recycling Bin				
Advanced District	ing Voter Guid	? <u>0 R</u> de Toolki	ad the FAQ, or contact us by email at helpdeski v5.3.1	<u>@thevoterquide.org</u> .
Composite Distri	ets			

Unbiased Question:

Are your voters' guide questions as unbiased as you think? In the fall of 2016, it was brought to our attention that some Leagues' questions for their voters' guides were either biased or leading in their wording, potentially undermining our organization's ability to produce quality voter engagement programs and partnerships. This How-To guide was created to help Leagues develop unbiased questions for their voters' guides in the future.

When surveyed after the 2016 General Election, most Leagues responded that they did not receive any negative feedback on their voters' guide questions from either candidates or voters. However, upon closer inspection, LWVEF was able to find many questions that were either biased or leading in many League voters' guides. It is possible that while candidates may not be complaining to the League about the questions, many are simply choosing not to participate in our voters' guides because of presumed bias.

Examples: What are biased or leading questions?

Biased and leading questions are those that are written in such a way that one answer appears to be favored over another: These questions often provide extra information that may influence the respondent in one way or another or the reader's view of the respondent's answer. It is vitally important that Leagues do not use biased questions in their voters' guides. These examples are based on actual League voters' guides:

Biased/Leading Question	Unbiased/Non-Leading Question
What will you do to continue to support our	What will you do to support a vibrant economy
recently thriving U.S. economy?	across the U.S.?
Many people are streaming into our country	What, if any, actions will you support to create a
illegally, taking jobs from American citizens. Do	pathway to citizenship?
you support a pathway to citizenship for these	
individuals?	

Ever since the Supreme Court's Citizens United	Please explain why you do or do not think it is
decision, the amount of money invested in	important to reduce the role of money in
American elections has skyrocketed, ultimately	American elections.
reducing the influence of millions of voters across	
the country. Do you think it is important to	
reduce the role money plays in American	
elections?	
In light of the high gun related deaths in our state	Please explain why you do or do not support
and the fact that nearly 75% of residents support	changing the laws to limit the availability of semi-
common sense gun laws, would you support	automatic weapons.
changing the laws to limit the availability of semi-	•
automatic assault weapons and expanding	OR
background checks?	
0	Please explain why you do or do not support
	expanding background checks for gun purchases?
	OR
	What changes to the gun laws in our state would
	you support or oppose?
Recent studies of societal cost in dollars of mass	How would you reform the criminal justice
incarceration has shown the likelihood of being	system in our state?
tangled in the criminal justice system. Non-	
violent crimes or simply the inability to pay a	OR
traffic fine can ultimately end with incarceration	
and a criminal record, impairing one's ability to	Please explain why you do or do not favor the use
get or keep a job. What are ways that you would	of private prisons over state run prisons.
propose reforming the criminal justice system in	
our state? And, do you favor the use of private	
prisons if it can be seen as a cheaper alternative	
to state run prisons? Why or why not.	
The U.S. Department of Education plays a critical	Please explain the role you believe the federal
role in providing funding for quality public	government should play in public education and
education and ensuring that children, no matter	therefore the policies you would support or
their socio-economic status or school district	oppose.
receive an equal education. Would you support	
getting rid of the U.S. Department of Education?	
Why or why not?	

<u>Tips</u>

- Focus on questions that are core to what voters in your area are immediately concerned about in the upcoming election, which may or may not align with League priorities. Providing voters with the information they are looking for to make an informed decision is our #1 priority. Take advantage of LWVEF's sample voters' guide questions, which are developed and updated based on the latest public interest polling of top issues in the minds of voters.
- Don't provide background information or opinions. Ask the question you want to ask without adding any additional information. Let the candidates answer the question as best they can, based off the question you're asking. The shorter the question the better.

- Be very careful with word choice. Changing one word in a question can make the question drastically different.
- Only ask one question at time. If you need to, ask a follow-up or second question instead of having too much information in one question.
- Even if the League has a position on a specific issue, do not include any of that information in the question to the candidates.

Alternate Languages:

Your voter guide can appear in any language you like (most common language is Spanish)! To set up the guide to allow alternate languages, go to the "Languages" link toward the bottom left hand side of your screen. Choose the languages you want from the drop-down menu and click "add." You can delete any languages in this same section if you change your mind.



Then, back on the "Question Sets" page you can enter questions in any language you like. Toward the bottom of the page you'll see the "Translations" section. Choose your language from the dropdown menu and then type the questions in the box provided.

NOTE: You need to type the questions in the language you selected from the drop-down menu. The system does NOT translate your questions from English so you must type the questions in the alternate language for them to appear. Also, candidates must answer the questions in that alternate language or they will only appear in English

Question Types:

You have a handful of different question type options to choose from. It's recommended you have at least two different question types in all your question sets. This breaks up the text on the page for the voter and makes answering questions a little easier (and less time consuming) for the candidates).

Text:

The most common question type is Text. This is the standard question where the candidate types out their response to your questions. There is a character limit (as mentioned above) that you can

set (preferably no more than 1000 characters) and the system will automatically stop the candidates' responses once they reach that limit.

Agree/Disagree:

This question type allows you to send the candidates a statement and have them either agree or disagree with the statement. It's recommended that you ask a follow up Text question to allow the candidates to expand on their agreement/disagreement.

Scale Questions:

These are the newest question types added to the system! There are five different scale questions: 1) Agreement (Strongly Agree/Strongly Disagree), 2) Quality (Excellent/Poor), 3) Relative Quality (Much More/ Much Less), 4) Importance (Critical/Not at All Important), 5) Support (Strongly Support/Strongly Oppose).

Similar to the Agree/Disagree question types, the scale questions allow you to send the candidates a statement and have them put where they fall on that statement in the guide. For example, a League could send the candidates this statement: "Voters need more sources of nonpartisan candidate information" and have the candidates answer on the scale ranging from Strongly Agree to Strongly Disagree. It's recommended that you then ask a follow up text question (ex: Please explain your answer) to allow the candidates to expand on their answer.

The main difference between scale questions and the agree/disagree questions is that the scale questions allow the candidates to provide a more nuanced answer to your statement.

We strongly recommend that you use at least one Agree/Disagree or Scale Question in your guide. As more voters are viewing this information on mobile devices it's important to provide them with the candidates answers quickly and succinctly. Allowing for one or two sentences to explain their answers will suffice.

YouTube:

This allows you to ask the candidates a question and have them answer by providing a link to a YouTube video. This option allows the candidates to provide a more personal response to your questions and makes VOTE411 a more dynamic site with more video content.

Preview Switch Guide	Edit N	lame:
Logout	Na	me: Example
Setup	Us	ed In:
Bio Fields		
Question Sets	Edit a	nd Rearrange Questions:
Email Templates		how
Parties		
Race Categories	(8)	Settings Delete
Creating Races	Question Type:	Agree/Disagree
Race Wizard	Character Limit:	Text
Candidates	Print Char, Limit:	Agree/Disagree Delete
Races & Initiatives		Scale: Agreement
Imported Races		Scale: Quality
		Scale: Relative Quantity
Management		Scale: Importance
Campaign Tracker		Scale: Support
Email Blast	Trees	YouTube
Mail Merge	Irans	
Race Publisher	Sp	anish (0/3) V Translate
Delete and Archive		
Race Manager	Add A	dditional Questions:
Recycling Bin	Ent	er additional questions separated by a carriage return.
Advanced Districtin	g	
Composite District	5	
District Sets		
GIS Districts		d l
ZIP Code Districts		
Administration		Cancel Save

Once you've made all your edits and/or added an alternate language, click "save" and you've just created your question set! To create more question sets, go back to the black bar on the left and start the process over again.

Race Categories:

The Race Category section allows you to change the order the races appear in your guide. You can also add new categories so that all the different races will appear in the guide. To create new categories, enter the race name in the box toward the bottom of the screen. You can add several categories at the same time by separating the names by a carriage return (hit the "enter" button on your keyboard). Once you have all the categories you want, you can change the order by clicking on the blue circle next to the category name and dragging that race to the correct location.

Voter Guide Toolkit			
Account: Iwvmd12 Guide: Iwvmd12	Add / Manage Race Categories	; 🕕	
Home	Existing Race Categories:		
Preview		Key Races	
Switch Guide	Federal Office	\checkmark	Delete
Logout	Cecil County Council		Delete
Setup	Appellate Court		Delete
Bio Fields	Circuit Court		Delete
Email Templates	Democratic Convention Delegate		Delete
Parties	Republican Convention Delegate		Delete
Race Categories	Allegany County		Delete
Creating Races	Anne Arundel County		Delete
Race Wizard	Baltimore City		Delete
Candidates	Baltimore County		Delete
Races & Initiatives			
Communication 8	Calvert County		Delete
Management	Caroline County		Delete
Campaign Tracker	Carroll County		Delete

Districting Races:

One of the best features of a VOTE411 voters' guide is the ability of the system to only display the races a specific voter will see on their own ballot once they give us their address. This way a voter does not need to know what city council district they live in (for example), but rather the voters' guide will only show the candidate information for their specific district. To have the system do this for the voters, you must district each of your races to ensure the race doesn't appear for other areas.

GIS/Shapefiles:

The best way to district races is to collect and upload GIS data (also called shapefiles). Each state, county, city, town, etc. has a different way of distributing this data so it's important for you to do your research to determine how to get the data for your specific races. GIS data is already in your account for all the races down through the State House, so you'll only need to find the data for any local races you might be covering.

There are a few places where you can find the GIS data you'll need for your guide:

US Census Bureau:

https://www.census.gov/cgi-bin/geo/shapefiles/index.php



The US Census Bureau has what's called TIGER/Line Shapefiles and is a great place to start looking for your data! They should have "places" shapefiles for the cities/towns and school district shapefiles (be sure to choose the "unified school district" option to get all school districts for that area), but they might have others for your state.

NOTE: Be sure you're using the most recent census data that's available.

You can go to the above website select the type of file you're looking for (school, town, etc.), choose your state and then save the file when prompted. When you open that file, you'll see several files with what appears to be random names.

🕖 🚽 🕨 Megan Brown 🔸 Dov	vnloads 🕨 tl_2010_08_unsd10.zip				•	€g Sear	ch tl_2010_0	08_unsd10.zip
ganize 👻 Extract all files								8≡ • 🗖
7 Favorites	Name	Туре	Compressed size	Password	Size		Ratio	Date modified
📃 Desktop	tl_2010_08_unsd10.dbf	DBF File	8 KB	No		32 KB	77%	11/14/2010 11:4
📳 Recent Places	tl_2010_08_unsd10.prj	PRJ File	1 KB	No		1 KB	20%	11/14/2010 11:4
🗼 Downloads	tl_2010_08_unsd10.shp	SHP File	1,967 KB	No		3,332 KB	41%	11/14/2010 11:4
	📄 tl_2010_08_unsd10.shp.xml	XML Document	6 KB	No		21 KB	76%	11/14/2010 11:5
Libraries	tl_2010_08_unsd10.shx	SHX File	2 KB	No		2 KB	25%	11/14/2010 11:4
Documents								
Music								
Pictures								
Videos								
Megan's computer								
🍒 Local Disk (C:)								
P Education Fund (E:)								
🖉 Megan Brown (I:)								
🕘 Teams (T:)								
e Users (U:)								
Network								
			m					
5 items								

Save these files to a folder in your computer so you know what they are (town X, school district Y, etc.). You'll learn how to upload them into the system down below.

Google:

If you can't find the district shapefiles you need from the TIGER website, you can just Google the races you need and see if that helps. For example, if you're looking for the Alpena County Michigan City Council districts, type into Google "Alpena County Michigan City Council Shapefiles" and see what comes up. Depending on your city and the type of race you're looking for you might find the exact information you need right on a website – again, save the files to your computer and upload into the system.

Secretary of States and Board of Elections:

If you can't find the information you need from TIGER or a Google search, try contacting your Secretary of State or local elections officials. Some local elections officials (LEOs) have GIS departments that might be able to help with your request. They might charge for the data, but tell them what you're using the data for, say that you're part of a non-profit organization and answer any questions they might have and they MAY give you the data for free.

Universities and Colleges:

Many colleges and universities have GIS departments that could provide the information you're looking for. If your local college has a GIS department, contact them and see if they can be of assistance.

While GIS data is the best information, if you can't find the GIS data for your specific race, don't worry, you can still district the race in a couple of different ways through VOTE411. This guide will outline those ways a little further down.

Uploading GIS data:

Once you find all your GIS data you can it's time to upload it into the system. On the black bar on the left of the screen, click on "GIS Districts" to get started. On the next page, you'll see what file you'll need to upload into the system; Geography (.shp), Attribute (.dbf) and Projection (.prj). All three of these files will be in the shapefiles you saved to your computer – just look for the last three letters of the file name to know which file to place where. Click the "browse" button to open your files and grab the correct file then click continue.

The next page will show a map and labels for the data points on the map. This is your GIS districting map. Be sure to set the name to the race the map represents and then choose your state from the drop-down menu before clicking save. You might have to clean up the data points if there are a lot of extra numbers or letters, just be sure that you leave the name intact so you know which data point is which. Click "save" and you've just created a GIS map for a specific race!



Repeat this process until you have uploaded all your GIS shapefiles into the system. All district sets will appear on the main GIS page and you can edit or delete the sets as needed.

Account: vote411 Guide: vote411	GIS District Se	ets 👩		
Home	Create a GIS Dis	strict Set:		
Preview	Geography File:		Browse_	
Switch Guide		FileName.shp		
Logout	Attribute File:		Browse_	
Setup		FileName.dbf		
Bio Fields	Projection File:		Browse_	
Email Templates		FileName.prj		
Parties		Continue		
Question Sets				
Race Categories	Existing GIS Dis	trict Sets:		
Creating Races	Alpena School [Districts	Edit Delete Promote	
Race Wizard				
Candidates	Need help? (1) Read the	FAQ, or contact u	is by email at helpdesk@thevoterquide.org.	
Races & Initiatives				
Imported Races				

District Sets:

If you can't find GIS data for a specific race, there are still ways to ensure the voter only sees the candidates on their ballot. One of these ways is to create "District Sets." The district sets will create one extra step for the voter on the front end of the system, but allows the system to only show the voters specific candidates without GIS data. When accessing VOTE411, the system will ask the voter to choose their specific district from a dropdown menu before accessing their guide.

To start, click on "District Sets" on the left-hand side of the screen, name the district set and click "Add."

Account: vote411 Guide: vote411	Add / Manage District Sets 💿	
Home	Create a District Set:	
Preview	Name: Alpena School Districts	
Switch Guide		
Logout	Add	
Setup	Existing District Sets:	
Bio Fields	You have not created any district sets	
Email Templates	Tou have not created any district sets.	
Parties		
Question Sets	Need help? () Read the FAQ, or contact us by email at helpdesk@thevoterquide.org.	
Race Categories		

That district set will now appear under "Existing District Sets." Click "Edit" to add specifics to the district set. You'll have to define the voters' location that will see this district set using the drop-down menu called "Containing District." Choose your state, the existing GIS data in the system and then the specific data point you want to include in the district set. This step will ensure that only voters in this specific area will have to choose their district before accessing their voters' guide on VOTE411.

Account: vote411 Guide: vote411	Edit District Set	0															
Home	Edit Fields:																
Preview	Name:	Ain	ena	Sch	ool	Dist	icts										
Switch Guide	ivanic.	Min	bine.	-			Course					1410	Ala		_		
Logout	District:	Inclu	niga ide "	n none	e of th	nese	opt	ion:	yes	•		•	Alp	ena			
Setup	Description	B	I	U	T-	тŦ	HI-	T	T	T	:=	ŧΞ	4	\$	x,	X2	
Bio Fields	(HTML):	=	=	=	-		(63)	25	V	125	120	1200					
Question Sets		-	=	-=	-		-0	38	10	200	0	(T)	152				
Email Templates																	
Parties																	
Race Categories																	
Creating Races																	
Race Wizard																	
Candidates																	
Races & Initiatives																	
Imported Races	1128/00 311																
	Existing Members:																
Communication & Management	Elementary School					D	elete										
Campaign Tracker	High School					De	elete										
Email Blast	Middle School					D	elete										
Race Publisher						-											
Delete and Archive	Add Additional Mer	mhe	re.														
Race Manager	Enter members names	senar	ated	hv a	carria	ine ri	turn										
Recycling Bin		oopui	area	oj u	ourrie	gon											
Advanced Districting																	
Composite Districts																	
District Sets						_			_	_							
GIS Districts	1					Ca	ncel		Sav	/e							
ZIP Code Districts																	
	Need help? Read the FAI	2, or o	onta	ct us	by er	mail a	t <u>help</u>	desk	@the	vote	quide	e.orq					
Administration	Voter Guide Toolkit v5.3.1																
Annearance																	

In the description box, you can describe the race and you can put any districting information that might help the voter figure out what district they're voting in. Adding a link to a map of the district, city names, etc. can help the voter choose the correct district.

You can add the district names by entering them in the "Add Additional Members" section. Be sure to separate each district by a carriage return (hit the "enter" key on your keyboard). Once they are all entered, click "Save" and your district set is complete.

The district set will appear under "existing district sets" and you can edit and delete as needed. Continue adding district sets in this way until you have all races covered (if no GIS information is available).

Composite Districts:

Composite Districts are used when you have GIS data for some jurisdiction (counties, for example) but not for a specific race (like appellate court districts which are made up of several different counties). You can combine GIS data points from different maps into one composite district using this tool.

After clicking "Composite District" on the left-hand side of the screen, click "create" to start a new composite district. Name the race the district will cover and then choose the state and existing districts from the drop-down menus. A list of all the GIS data points for that state and existing districts will appear in the third box. Choose the data points you need for your composite district and then click "add."

Your selections will appear below. You can change the state or existing district to grab or other data points as necessary. When you have all the data points you need to create your district, click "save" and you're all done!

Account: vote411 Guide: vote411	Edit Comp	osite Dis	trict	0					
Home	Create Com	posite Dist	rict:						
Preview	Name:	County Com	missic	oner					
Switch Guide	Districts	Michigan		US House Dist	rict 🖌	Congressional (District 1		[and]
Logout	Districts.	rhengen		00 110000 0100	ande v	Congressional [District 2		Add
Setup						Congressional [Congressional [District 3 District 4		
Bio Fields						Congressional [District 5	E	
Email Templates						Congressional [Congressional [District 5 District 7		
						Congressional [District 8		
Parties						Congressional [District 10		
Question Sets						Congressional [District 11		
Race Categories				- 10-10 - 10-10 - 10		Congressional [District 12	*	
		Michigan : Co	unty : A	icona					
Creating Races		Michigan : Co	unty : A	Ipena					
Race Wizard		Michigan : Co	unty : A	renac					
Candidates		Michigan : Co	unty : B	larry					
Races & Initiatives		Michigan : Co	unty : B	errien					
Imported Races		Michigan : US	House	e District : Congr	essiona	al District 1			
		Michigan : US	House	e District : Congr	essiona	al District 6			
Communication & Management		Michigan : US	House	e District : Congr	essiona	al District 10			
Campaign Tracker		Cancel	Save						
Email Blast				-					
Race Publisher	Need help? 🙃 Re	ad the EAO or o	contact	us by email at help	desk@th	evoterquide org			
Delete and Archive	11000 1100): U	and the rock, of t		ao ay anun ut <u>nop</u>	a contraction	ereter galabiorg.			
Race Manager									

Creating Races:

Once you've finished all these steps you're now ready to create your races and input the candidates!

Race Wizard:

This is a step-by-step guide to creating individual races. If you have less than 50 races you can use this process to set up your candidate information. If you have more than 50 races it's recommended you use the spreadsheet upload process that's outlined later in this guide.

To create your guide using the Race Wizard all you have to do is follow the system prompts with the information you already collected before you received the username and password to your admin site. You will:

- 1) Choose the type of office (i.e. US Senate, Statewide Office, Municipal Office, Ballot Initiative, etc.).
- 2) Choose the state
- 3) Edit the name of the race if it is different from the type of office. **NOTE: Please see the "Race Naming Guidelines" at the end of this guide for instructions on how to name your races.**
- Add candidates to the race. Here you will enter the candidate name, email, current occupation and party. You can add more candidates by clicking the "add" button toward the bottom of the page.
- 5) Next, you'll write a description for the race. This tells voters what's at stake for each specific race. You can add the information about the office (term length, salary, qualifications, etc.) and any other information about the race the voters might find important.
- 6) You can set the type of race on the next page. "General Election" and "Open Primary" will show all races and candidates on VOTE411 for each address. For the "Closed Primary" voters will have to choose their party and then only candidates from that party will appear in their guide. Only use "Closed Primary" if your election is in fact a closed primary.
- 7) Set the race category. If you've already created the race categories, they will all appear in the

drop-down menu at the top of the page. Just select the one you want and click "continue." Or, you can create the race category and race order on this page. If you do not want to assign a category you can click "No Category."

- 8) Assign the biographical questions you want to ask these candidates. Again, if you've already created your bio set for this race, choose that set from the drop-down menu at the top. Or you can create a new bio set on this page.
- 9) Choose the questions you will be asking these candidates. Once again, choose the question set you already created for this race and click "Continue."
- 10) Review your guide. All your selections will appear in a box on the right-hand side of the screen. If you need to make any edits, you can click the "Go Back" button to get to the page to make the edits. If you're happy with the results, click "Create Race" to go back to the homepage, or click "Create Race and Restart Wizard" to create the race and go back to create a new race.

Account: vote411 Guide: vote4112013	Race Wizard 🌍	P ertre People
Home	Review	You are creating a race of type United States
Preview	Please review your selections and continue to create the race or go back to modify	Senate.
Switch Guide	your choices.	in district Alabama
Logout		with name US Senator (Alabama)
Setup	Go Back Create Race and Restart Wizard	with no description with category Massachusetts
Bio Fields		
Email Templates		
Parties	Need help? Read the FAQ, or contact us by email at helpdesk@thevoterouide org.	
Question Sets		
Race Categories		
Creating Races Race Wizard		

Spreadsheet Upload:

If you have more than 50 candidates you might consider using the spreadsheet upload option to create your races. You might also receive your candidate information from your Secretary of State or local elections official in a spreadsheet format so it might be easy to make a couple of changes to the spreadsheet to upload all candidates at the same time.

LWVUS has a spreadsheet template all set up and ready for you to use at the bottom of this webpage: <u>http://www.lwv.org/content/vote411-opportunities-2012</u>. All you need to do is fill in the information under the first line with all the candidate information you have.

6	⊒ ມີ ຄ• ∂•	&						Sprea	dsheet Up	load S	ample - E	xcel	-	
F	ile Home Inse	rt Draw	Page Layout	Form	ulas Data	Review View	${\mathbb Q}$ Tell me what ye	ou want to	do				(F	5) °
	Cut	Calibri	• 11 • ·	A A	= = *	🕅 📲 Wrap Text	General		-	E		Normal	Bad	Good
Pas	ste * * Format Painter	в <i>I</i> <u>U</u>	• 🖽 • 🕭 •	<u>A</u> -	= = = •	🗐 🏓 Merge & C	enter - \$ - %	• €.0 .00	.00 Cond	ditional atting	Format as	Neutral	Calculation	Check (
	Clipboard 🕞		Font	E _N		Alignment	⊑ Nur	mber	E _N	-		St	/les	
L1	1 • :	×	fx											
	А	В	С	D	E	F	G	н	I.	J	К	L	м	
1	fullname	lastname	race	party	occupation	contactemail	street1	street2	city	state	zip	Campaign Phone	Web Site	
2	Jasper Brown	Brown	President	Dem	Cat	cat@ca.t.com						111-111-1111	jaspercat.com	
3	Lola Brown	Brown	Mayor	Rep	Cat	cat2@ca.t.com	123 main street		catville	CO	11111		lolacat.com	
4	Oliver Brown	Brown	State Senate	Grn	Toddler	toddler@tod.dler.c	:om						oliver@toddler.co	m
5	Finnegan Brown	Brown	State Senate	Rep	Baby	baby@littleguy.com	<u>n</u>						finnegan@baby.co	om
6														
7														

You must make sure that the data you put into the spreadsheet matches how you have set up that information in your admin account. For example, the party name abbreviation must match in both the admin account and the spreadsheet for it to upload correctly.

For the upload to work you only have to have the following information in the spreadsheet:

- 1) Candidate's full name
- 2) Candidate's last name
- 3) Race Name
- 4) Party Abbreviation
- 5) Candidate occupation
- 6) Contact email (this is the email address for the contact person in the campaign where you will send all emails)

You can add other biographical information to the spreadsheet (like "occupation" or "education") and the data will be assigned as bio fields for each candidate. Again, just be sure that the bio field name matches the names you have in the Bio Set section of the guide before uploading the spreadsheet.

Once you have the spreadsheet filled out you are ready to upload the information into the system. On the black bar on the left-hand side of the page, at the very bottom, click on "Script Library." Then click "Import or update candidates from a spreadsheet" and click "continue."

Account: vote411 Guide: vote4112013	Script Library 💿 🗛	the People
Home	Export GIS district sets	
Preview	Export questions and answers Export races or candidates in PDE format	
Switch Guide	Import candidate images from a spreadsheet	
Logout	Import KnowWho data	
Setup	Import or update candidates from a spreadsheet Import or update races from a spreadsheet	
Bio Fields	Import question and answers from a spreadsheet Move candidate between races	
Email Templates	Set all referendum choice names	
Parties	Set race/office district based on numerical name	
Question Sets		
Race Categories		
Creating Races	+	
Race Wizard	Creates and updates candidates in your quide using data from a spreadsheet. You can either copy a	nd
Candidates	paste the contents of the spreadsheet or export the spreadsheet as TAB-delimited text and upload the	at file.
Races & Initiatives	The first row of the spreadsheet contains the column names and should include the following in any	order
Imported Races	fullname, lastname, race, userdata, party, occupation, imageurl, contactname, contactem.	ail.
Communication & Management	Any other colums will be intepreted as bio fields. The fullname, lastname and races columns are required, all other columns are optional.	
Campaign Tracker	If you include many candidate image URLs, this script may reach its maximum running time of 10 se	conds
Email Blast	before completing. In this case, remove the imageur 1 column from your data for this script and later the "Import candidate images " which has a 60 second timeout to import the candidate images	use
Race Publisher		
Delete and Archive	"import-candidates.js"	
Race Manager	Cancel Continue	
Recycling Bin		
Advanced Districting Composite Districts	Need help? 🔞 <u>Read the FAQ</u> , or contact us by email at <u>helpdesk@thevoterquide.orq</u> .	

On the next screen, copy and paste the entire spreadsheet into the "Data (Pasted)" box. Be sure you click the box next to "Create Races" toward the bottom of the page – this tells the system that you want to create races that do not already exist, then click "Preview Script."

voter Guide Tooikit	International States			
Account vote411 Guide: vote4112013	Script Library D	etail 💿		
	Import or update cand	idates from a spreadsheet (Vers	on 1.0)	
Home	Creates and undates o	andidates in your quide using dat	a from a spreadsheet. You can either	conv and
Preview	paste the contents of th	e spreadsheet or export the sprea	adsheet as TAB-delimited text and upl	oad that file.
Switch Guide				
Logout	The first row of the spre fullname lastname	eadsheet contains the column nar	nes and should include the following	in any order: actemail
Setup	Any other colums will b	e intepreted as bio fields. The ful	Iname, lastname and races column	is are
Bio Fields	required; all other colu	mns are optional.		
Email Templates	If you include many car	didate image URLs, this script m	av reach its maximum running time of	10 seconds
Parties	before completing. In th	his case, remove the imageur 1 co	lumn from your data for this script and	i later use
Question Sets	the "Import candidate i	nages," which has a 60 second ti	meout, to import the candidate image:	S.
Race Categories				
	Data (Pasted):			
Creating Races				
Race Wizard				
Candidates				
Races & Initiatives		Copy the contents of the spreadshee	et to the clipboard and paste them here.	
Imported Races	Carlo Associat			
Communication &	Data (File):	Br	owse_	
Management		Or select a TAB-delimited file. Most s	preadsheet programs can export TAB-delir	nited data.
Campaign Tracker	Lindata:			
Email Blast	opuate.	Whether to update an existing c columns. If unchecked these candida	andidate with the same full name with the o ites will be skipped.	data from the other
Race Publisher				
Delete and Archive	Create Races:	Whether to create races that do	not already exist.	
Race Manager				
Recycling Bin	Create Subordinates:	Whether to create bio fields and	parties that do not already exist.	
Advanced Districting		Cancel Preview Script		
Composite Districts				
District Sets	Need help? Read the F4	.Q. or contact us by email at helpdesk	Øthevoterquide org	
GIS Districts	Read life 17	a, or contact to by children hopedan		

On the next page, you'll see the races that were created. Click "Execute Script" and you've just created all your races!

Please feel free to send your spreadsheet to Megan to review before trying to upload.

Ballot Measures/Initiatives:

You can cover any ballot measures on VOTE411 to provide voters with more information about these issues. To create these races click on "Races and Initiatives" in the left-hand side of your screen. Scroll to the very bottom of the page and you'll see an "Add Additional Referenda" box. Enter the name of each ballot issue in the box, separating each issue by hitting the Enter button. Then click "Add."

You'll see your new ballot measures at the bottom of the Races list. If you click "edit" next to the name you can add a description (typically the ballot measure language) to provide the voters with more information about the issue.

Be sure to set up ballot measures in this fashion as this tells the system that there are no candidates in these races. Instead, it automatically adds a "Yes- For the Measure" and "No – Against the Measure" candidate for the voters to select.

City of Bonney Lake Advisory Vote no. 1 (wwwa12 Voter Guide) City of University Place Advisory Proposition no. 1 (wwwa12 Voter Guide) Benton County Kennewick Public Facilities	9
 District Proposition 17-4 (lwwwa12 Voter Guide) Add Additional Races: 	9
Enter race names separated by a carriage return.	,il
Add Additional Referenda:	
Enter reterendum names separated by a carriage return.	.4 ¹
Need help? ③ Read the FAQ, or contact Voter Guide Helpdesk by email at helpdesk@thevote Voter Guide Toolkit v5.3	arguide.org.

Managing Candidates and Race:

Race Manager:

The "Race Manager" is where you bulk edit any of the races you just created. You can set a race description, race type, bio field set, question set, etc. for multiple races together to save time. Simply click on "Race Manager" and then click on the races you want to edit and then edit using the boxes and drop-down menus at the bottom of the page and click "Save."

The Race Manager can also be used to district your races once you have the GIS or other districting systems created in your account. Choose the race you want to district from the list at the top of the page, then at the bottom of the Race Manager you'll see a box that says, "Set District." Click that box and choose the districting information from the drop-down menus and click save. You must set a district. If you do not set a district for a race, it will appear on all guides regardless of the voters' location and your fellow League members working on this across the country will be very upset, which we do not want.

Jugetion Sete	IL RACE	P/0	#C	#Q	Category	District	Dist. Type	<u>#S</u>
ace Categories	Saratoga Springs City Charter	0	2	0	Saratoga Springs Ballot Pro	Saratoga Springs	Saratoga County Cities and Towns	1
	Saratoga Springs Mayor	0	2	3	Saratoga Springs City Council	Saratoga Springs	Saratoga County Cities and Towns	1
reating Races	Saratoga Springs Commissioner of Acounts	0	0	2	Saratoga Springs City Council	Saratoga Springs	Saratoga County Cities and Towns	1
ace Wizard	Saratoga Springs Commissioner of Account	0	1	2	Saratoga Springs City Council	Saratoga Springs	Saratoga County Cities and Towns	1
andidates	United States President	0	0	0	President	All States	Composite District	1
aces & Initiatives	Anytown supervisor	0	2	0				1
ommunication &	Anytown town clerk	0	1	0				1
anagement	ANytowa School Budget	0	2	0				1
ampaign Tracker	Saratoga Springs Commissioner of Account	0	1	2	Saratona Springs City Council	Saratona Springs	Saratona County Cities and Towns	1
Candidate Preview	Saratoga Springe Commissioner	0	1	2	Saratoga Springs City Council	Saratoga Springe	Saratoga County Cities and Towns	1
mail Blast	Saratoga Springs Commissioner	×.	34	-	Saratoga Springa City Council	Salatoga Springs	Saratoga county cites and rowns	1
lail Merge	Select all							
ace Publisher								
elete and Archive	Bulk Edit Races:							
lace Manager	Select the above races that you want to	edit t	by ch	necki	ing the box in the left-most co	olumn. Then sele	ct from the following fields to edit	
ecycling Bin	and press the "Bulk Edit" button. You n	hay als	so d	elete	e the selected races by press	ing the "Bulk Del	ete" button.	
	Set Description:							
tvanced Districting								
Ivanced Districting	B 7 II T- T- II- T- 7	c :=	1=	4				
dvanced Districting Composite Districts District Sets	B I U T- TF- HI- T To I	, i=)E	Ť	t∉ x, x' ≡ ≡ ≡	l.		
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dvanced Districting Composite Districts District Sets SIS Districts 71P Code Districts		⊊ ¦:≡ ≥		1	t (# x, x' ≡ ≡ ≡	<u>.</u>		
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dvanced Districting Composite Districts SIS District Sets SIS Districts ZIP Code Districts dministration Appearance		⊊ !≡ }	i jE	1	E 读 x, x' 副 著 理			
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dvanced Districting Composite Districts Sistrict Sets SIS Districts Code Districts dministration Appearance smail Settings age Templates Data Export Script Interface Script Library	B Z U T - fT HI - T T T T T T T T T T T T T T T T T T		•	:	₹ (# x, x' ■ = = = 			

Campaign Tracker:

Once you have all your races and candidates in the system, you can use the Campaign Tracker to keep track of all the candidates. All candidates will appear on this page (be sure to click the "all" button in the top right corner of the page to see all candidates on the same screen) showing their name, the party, race and their candidate status. If they have a photo in their account a little picture icon will appear next to their name.

e.thePeople Voter Guide Toolkit	Campaign Trac	ker 🕤				(e the People	
Account vote411 Guide: vote411	Range: 1-1 of 1				Pa	age Size: 1	0 25 50	100 All
Home						-		
Preview	Filters:							
Switch Guide		100000 100000 Contract						
Logout	Search this page:	Filter visible candidate	es	Filter				
Setup								
Bio Fields						Can	didate Sta	tus
Email Templates	Edit Candidate		Pty	Race		Created	Invited	Resp.
Parties	Barack Obama		Dem	United States President				
Question Sets								
Race Categories	Select all				Bulk Edit:	-	e 13	*
Creating Races			10/10 10/10/20					
Race Wizard	Need help? (1) Read the F	AQ, or contact us by email a	t <u>helpdesk@</u>	thevoterquide.org.				
Candidates								
Races & Initiatives								
Imported Races								
Communication & Management								
Campaign Tracker								
Email Blast								

You can click on a candidate's name to see their specific page. This allows you to see if a candidate has responded to any of your questions or you can make any changes to their profile from this page.

e.thePeople Voter Guide Toolkit	Add / Manage (Candidate 🌀 🖾	,	Ce.the People
Account vote411 Guide: vote411	Use the following fo	rm to edit the candidate.		
Home	See event log for thi	s candidate.		
Preview				
Switch Guide	Race:	United States President		
Logout	Name:	Barack Obama		
Setup	Last Name:	Obama		
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Email Templates	Picture			
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Question Sets				
Race Categories				
Creating Races		Bemove Bicture		
Race Wizard	Occupations	Brogidant of the United States		
Candidates	Occupation.	President of the Onlined States		
Races & Initiatives	Contact's Email:	larsenault@barackobama.com	Status: VERIFIED	
Imported Races	Contact's Name:	Leigh Arsenault		
	Security Code:	E27AKHWA		
Communication & Management	Personal Statement			
Campaign Tracker				
Email Blast				
Race Publisher				
Delete and Archive	Website:	http:// www.barackobama.com		
Race Manager	Email:			
Recycling Bin	Campaign Phone:	(312) 698-3670		
Advanced Districting	Addroso	Obama for America		
Composite Districting	Address.	P.O. Box 803638		
District Sets		Chicago, IL, 60680,		
CIS Districts				
	Questions:			
Administration	Questions.			
Appearance	English 👻			
Languages	Please identify you	ur top three goals if elected.		
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Script Library				

If you make any edits to a candidate page be sure to click "Save" at the bottom of the page to save the changes.

On the campaign tracker page, the "Candidate Status" bar helps you track your communications with the candidate. Once you have created the races and candidates in the system, all candidates will have a yellow check under "Created." Once you send the candidate an invitation email (instructions below), they will have a yellow check under the "Invited" column. Finally, once the candidate has submitted their responses to your questions that yellow check will appear in the "Resp." (Responded) column. You can use this status bar to see who has responded to your questions, who needs to be reminded about the voters' guide and who you still need to invite.

Inviting Candidates:

Once you've created your candidates you're ready to invite them to participate in your VOTE411 voters' guide! Be sure that you have your email templates (see above for instructions) ready to go before beginning this step.

Once again in the Campaign Tracker, to send candidates an invitation email click on the "created" arrow next to the candidates' name. Once you click that arrow a new page will appear with the email template. At the top of the page you're able to choose which template you want to send, you can set the subject of the email, the sender name and list the reply-to email as well.



Always read through your email template to make sure everything looks good to go. You can also "Preview" the email, which will send a sample email to any email address you choose. This is always a good idea since you'll be able to see exactly what the email will look like when the candidates receive it and you'll be able to make any changes if necessary.

Once you've confirmed the invitation email is ready to go, just click "Send" and the email will go out to the candidates!

You can invite several candidates at the same time from the Campaign Tracker. Just click the "edit" box located to the left of the candidate names for each candidate you want to email. If you want to send an invitation to every candidate you can click on "Select all" at the bottom of the page. Then click the blue arrow under the "created" column and you'll go to the email template page as described above.

Once you have invited a candidate the arrow in the "created" column will move over to the "Invited" column. This is how you'll know who you've invited to participate in VOTE411! Once the candidate responds to your questions the arrow will move to the "Responded" column.

Account: vote411 Guide: vote411	Campaign Trac	ker 💿					(Pethe Peop
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Creating Races	Barack Obama		Dem	United States President				(
Race Wizard	Select all				Bulk Edit:	-	(+) (1)	*
Candidates								
Races & Initiatives	Need help?	AO or contact us by amail at hak	deek@the	oterquide org				
Imported Races	Need help: () <u>Read the r</u>	Au, or contact us by email at neg	Jueski winer	oterquide.org.				
Communication & Management								
Campaign Tracker	_							

You'll notice a square icon next to the arrow in the "Invited" column, this is how you send a reminder email to candidates who have not responded by a certain date. Click on that icon and the email page will appear with your reminder email template. Again, be sure to preview the email before sending to make sure everything looks like it should.

Once you finish these steps you've invited the candidates to participate in VOTE411 and you can wait for their responses!

Mail Merge:

If you do not have a candidate's email address or you want to mail a letter to the candidate instead of email, you can use the Mail Merge function. Mail Merge works just like emailing candidates where you can choose to mail just one candidate or several at a time.

Choose the candidates you would like to create letters for by clicking the "edit" box next to their name and then click "Mail Merge" at the bottom right of the page. On the next screen, you'll find a box where you can type in the letter you would like the system to create. This can be the same as your email templates. You'll also see that the same macros are available in the letters as they were in the



Once your letter is ready to go, click "Generate Letters" and a PDF of the letter will appear on the screen. Then click "Generate Labels" and address labels for each of the candidates will appear. Print both the letters and the labels out and you're ready to mail!

Publishing Races:

When you're ready to publish your guide on VOTE411 so the public can see the information, click on "Race Publisher" on the left and you'll see a page that looks like the Campaign Tracker. You'll see your list of races (be sure to click "All" in the top right corner of the screen to view all races on the same page) and you'll be able to see what races are published.

To publish a race, just click on the arrow that will appear when you move your mouse over the "Published' column.

Account: vote411	Race Publishe	Race Publisher 🕤				P ethe Peop					
Home	Range:										
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Question Sets	United States Pres	ident	0	United States of America	5.5	1	1				
Race Categories	United States Pres	ident	0	United States of America	5 5	1	Publish				
reating Races	Select all					Bulk Edit:	7 -				
Race Wizard											
Candidates	Need help? <u>G</u> Read the f	AQ, or contact us by email at h	elpdesk@the	voterquide.org.							
Races & Initiatives											
Imported Races											
Communication & lanagement											
Campaign Tracker											
Email Blast											
Race Publisher											
Delete and Archive											

You can publish many races at the same time by clicking the "edit" boxes to the left of the races you want to publish, or by clicking "Select all" at the bottom of the page and then clicking the check mark next to "Bulk Edit."

To unpublish a race just click again on the yellow arrow and the race will no longer be published.

If you want, you can send an email to the candidates telling them that the races are now published. It does take about 15-20 minutes for the races to appear on VOTE411 so just be aware of this before sending the emails to the candidates.

Your VOTE411 online voter guide is now live and available on VOTE411.org! Voters in your community can find all the candidate information that will be on their ballot thanks to you. Be sure to publicize the site in your local community to spread the word about your guide! Examples of publicity include press releases in your local newspaper, printed business cards/bookmarks/posters put around you community (in libraries, community centers, etc.), radio ads, billboards, bus and other public transportation ads, etc. The VOTE411 Facebook group has a lot of publicity ideas and examples so look there for some inspiration!

Exporting Data:

Many Leagues like to export their candidate information from VOTE411 either for a printed voters' guide or for any media partnerships, etc. Exporting the data is quick and easy through the system!

Toward the bottom of the black bar on the left-hand side of the guide, you'll see a link for "data export." Click that and you'll find a page with all the races listed (be sure to click the "all" in the upper right-hand side of the page to view all races).

oort Data e.thePeople Admi	× +							
→ C' @	Iwv.thevoterguide.org/hq/export.do		120%		v 1	Q Search	li I	١
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Wizard	Dallas City Council District 2 (hvvbrdallas12 Voter Guide)	Texas						
dates	Dallas City Council District 8 (hwthdallas12 Voter Guide)	Texas						
Initiatives	Mesquite City Council Place 1 (hwbrdallas12 Voter Guide)	Texas		-	-			
d Races	Rowlett City Council Place 1 (hvvtxdallas12 Voter Guide)	Texas						
	147th District Judge - Criminal (Travis County) (hwvbcaustin12 Voter Guide)	Texas			1	1		
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d Districting	459th District Judge - Civil (Travis County) (Iwvtxaustin12 Voter Guide)	Texas			3	1		
site Districts	Aberdeen School District 5 Proposition 1 (Iwvws12 Voter Guide)	Washington	2			1		
Sets	Adams County Cemetery District No. 2 Proposition No. 1 (hvvwa12 Voter Guide)	Washington	2			1		
tricts	Adams County Park and Recreation District No. 4 Proposition No. 1 (Invwa12 Voter Guide)	Washington	2			1		
le Districts	Addison City Council Member at Large (hwtxdallas12 Voter Guide)	Texas						
	Addison Mayor (lwvtxdallas12 Voter Guide)	Texas	-					
stration	Adna School District #226 Proposition No.1 (hvvwa12 Voter Guide)	Washington	2			1		
Oversidee	Aledo ISD Proposition A (LWV Tarrant County Voters Guide)	Texas	2					
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Click the box to the left of all the races you want to export and at the bottom of the page you'll see a "Text Export" drop down menu.

	14/th District Judge -	Criminal (Travis County) (Iwvtxaustin	112 Voter Guide)	lexas			1	1
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Management	250th District Judge	250th District Judge - Civil (Travis County) (Iwvb:austin12 Voter Guide)					1	1
Campaign Tracker	261st District Judge -	Civil (Travis County) (Iwvtxaustin12)	Voter Guide)	Texas	2	1	1	1
Email Blast	277th District Judge (Tr Guide)	Texas			1	1
Mail Merge	299th District Judge	XML	2 Voter Guide)	Texas	2		1	1
Race Publisher	331st District Judge -	Normal XML	Voter Guide)	Texas			2	1
Delete and Archive	368th District Judge	Candidate Profiles	r Guide)	Texas			1	1
Race Manager	403rd District Judge	Answer Comparisons	2 Voter Guide)	Texas			1	1
Recycling Bin	419th District Judge -	HTML	ter Guide)	Texas			1	1
dvanced Districting	459th District Judge	Candidate Profiles	ter Guide)	Texas			3	1
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	Addison Mayor (lwvb)	Candidate Contact and Bio		Texas				
dministration	Adna School District	Race Questions	Guide)	Washington	2		- 2	1
Appearance	Aledo ISD Proposition	Candidate Answers	 Setting and the set of the set	Texas	2			
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	11	Export Download XSL		XSL Export	1			
				Contraction of the local division of the loc				

You can export the data in XML or HTML for use on your League website, or in Tab-Delimited to save in a spreadsheet. Text exports are for the printed guides. For all the data you'll want to choose "Candidate Profiles" and then hit "Export."

The data will export into Notepad – select all the data, copy and paste into a Word document (or Excel Spreadsheet if you're doing Tab-Delimited) and that's it!



The Word document will need formatting as it's not in a finalized printed guide format, but you can make changes to the document to fit the format you need for the guide.

You can export candidate photos as well if you'd like to include them in the printed guide. Exported photos will open in a zipped folder on your computer. Unzip and save images to your computer to use in your guide.

After the Election:

Once your election date has passed you can log back into your VOTE411 account and unpublish, archive and make winning candidates as "winners" to prepare for the next election in your community.

To unplublish all the races that just ended, go into "Race Publisher" and click the "-" icon next to "Bulk Edit." This will unpublish all the races you selected using the "edit" box next to the candidate name.

Archiving Candidates:

After each election, you should archive all losing candidates. This not only makes it clear who won the election, but ensures that the losing candidates will not be published accidently in the future.

Archiving races is done by clicking on "Delete and Archive" on the left-hand side of the screen. Here you'll find the list of all the candidates currently in the system. If a candidate is not archived they will appear blue and will have a clickable link. If a candidate is archived they will be gray on the screen and you won't be able to click on their information.

To archive a candidate just click on the yellow arrow that appear under the "Archived" column and the candidate will be archived! If you want to unarchive a candidate just click on that arrow again and the candidate will be live again. You can bulk archive candidates just like you bulk emailed or bulk published races.

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To mark the winning candidates just click the yellow check mark under the "winner" column just like when archiving the candidate.

It is always best to archive and not delete candidates since it is much easier to get the candidate information again if you ever need it in the future. Only delete candidates that you know, for sure, will never run in any election in the future since their information will be permanently deleted from the system.

Your guide is now ready for the next election in your community!

Helpful Resources:

If, at any time, you get confused or run into a problem creating your guide there are a few resources you can use to help answer any questions you might have.

- 1) Contact LWVUS. Megan Brown (<u>mbrown@lwv.org</u>) is happy to help answer any questions you might have about the system and help troubleshoot any issues you have encountered.
- 2) View the webinars located at the bottom of this webpage http://www.lwv.org/content/vote411-opportunities-2012.
- 3) Contact the helpdesk (helpdesk@thevoterguide.org) for any technical issues you have.
- 4) Click the little blue "i" that's located at the bottom of each page in your admin account. Here you'll find descriptions of everything that's on that page and how it works. The image below is what you'll find if clicking and an "i" page.



Finished Race:

Below is an example of what the finished races look like on the VOTE411 website.



If there are more than two candidates you must select the two you would like to view before you get more detailed information.



Propositions and ballot initiatives will look like this:



And that's it! You've created your VOTE411 candidate info and you're all set for the next election!

RACE NAMING GUIDELINES:

Some voters do not want to enter their address on VOTE411 but still want to access the candidate and race information. They can access this information through the "Race Index."



The Race Index lists all published races from each state so that voters can select the races they are interested in seeing.

Follow Us	VOTE 411 VOTER GUIDE	🕑 Find Your Races 🔹 🗸
	Race Index	
Voting Guide Links	Colorado	
 Your Voting Guide Polling Place Finder Voting in Your State Personalized Ballot Debates and Forums 	Illinois Massachusetts Michigan Nebraska	
Upcoming Debates and Forums	New York Ohio	
There are no upcoming debates for this state. View Entire Event Calendar View Event List	Oklahoma Oregon Texas	
State Voter Information	Washington	
Select a state to view its voting information:	Washington D.C.	
State		Powered by @ e.the People

Because the Race Index does not use any districting information, it is important to name your races in such a way that voters accessing the information this way can easily find the races they're looking for. You want to provide as much information about the race as possible, including the state/city/county and office name when possible. Below you will find suggested race naming guidelines to help you provide this information to the voters.

Federal Races:

For all Federal races, please list the state, office name and district number (if applicable).

Example:

Colorado US House District 1 Michigan US Senate

Statewide Races:

For all Statewide races, please list the state and office name.

Example: New York Governor

State Legislature:

For state legislative races please list the state, office name and district number.

Example:

Ohio State House District 1 Texas State Senate District 16

Local Races:

For all local races, please list the city/town/county, office name and district number (if applicable).

Example:

Boulder City Council District 3 Montgomery County Sheriff