

Effective Get out the Vote Strategies



Get Out The Vote!

- Direct voter contact is key to voter turnout – especially young people and first-timer voters
- Typical methods: door knocking, **mailing**, **phone banking**, texting, robocalls, email
- LWVEF investment in GOTV for 10+ years via grant programs, VOTE411 marketing, research & partner opportunities



What GOTV strategies
are you/your Leagues
using?

Why now?

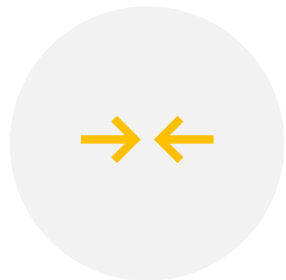


IT WORKS!

GOTV can increase turnout by double digits!



Helps us directly leverage voter registration, voter guide, VOTE411 investments



Our local/off-year efforts can make a BIG turnout difference



Sky is the limit; quick volunteer opportunity, huge growth potential

Known Most Effective Methods



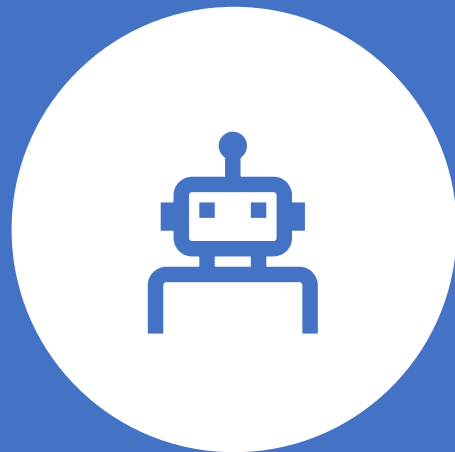
Door knocking



Live Phone banking



Mailing



Is your State Using the VAN?
Have you personally phonebanked voters?



LWVNJ/LWVEF Primary Election Pilot

Why?

- They have 2019 elections
- They're a strong VOTE411 user – lots of good info for voters
- They said yes!

What?

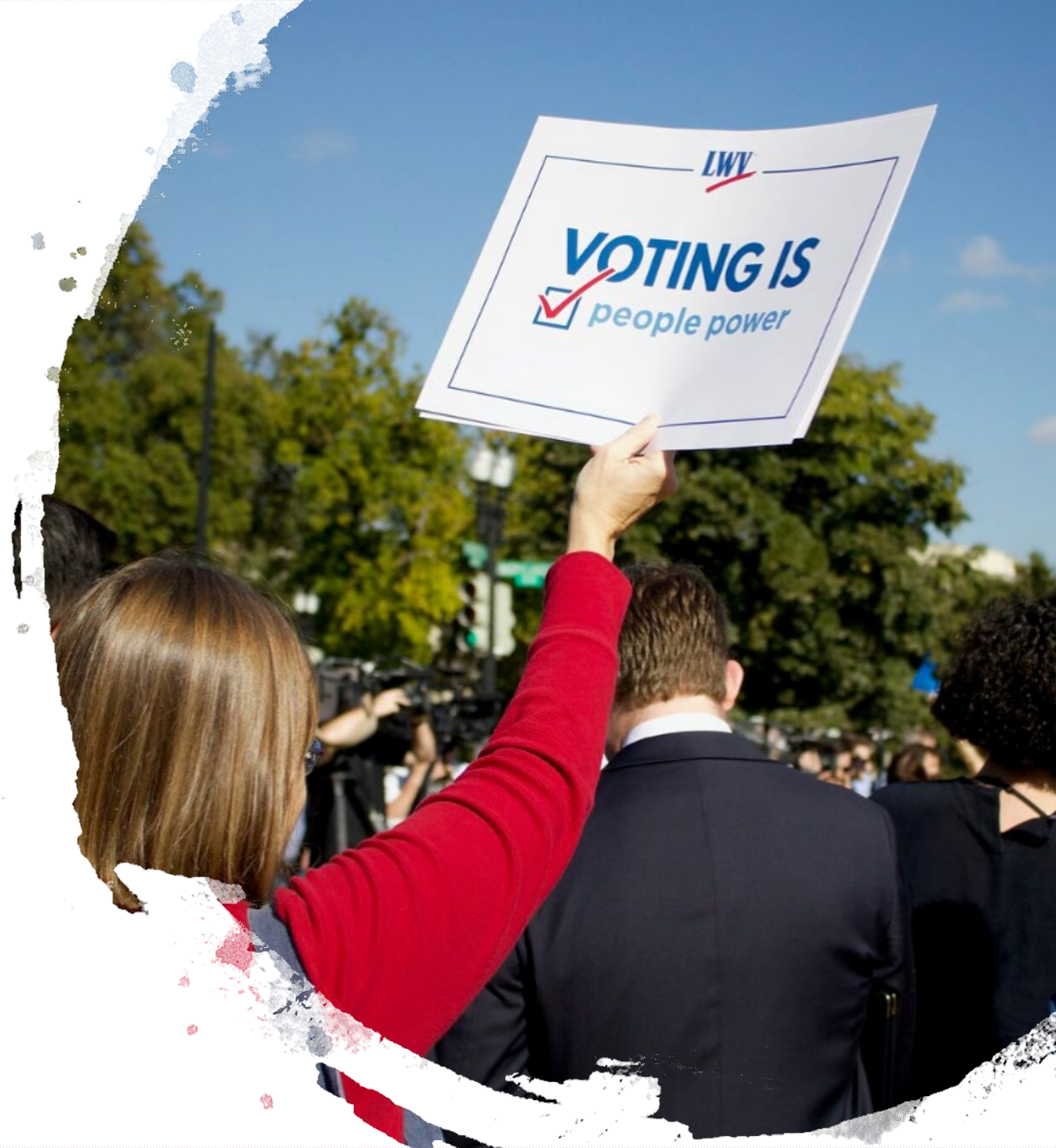
- Pilot joint LWVEF/state League voter outreach
- Postcard send just before primary
- League volunteer phonebanks

How?

- Funded through budget & donor support
- LWVEF acquired VAN technology
- LWVEF trained 50 LWVNJ volunteers
- LWVEF provided hands-on support

Who did we target?

- Registered voters
- Under 45
- Who voted in 2018 or 2017
- In 3 contested state legislative districts
- Compared against a control group of voters who receive no contact from LWV



Why VAN?

- Leading technology in get-out-the-vote
- We can build our own lists to target voters (public voter file data)
- Some Leagues already have access
- Allows us to layer methods (mail, phones)
- Easy to use
- Predictive dialer screens each call so that you are only connected to live numbers (3x more efficient)
- Captures data and voter contact—which helps us measure our impact and tell our story!

- Home
- Main Menu
- Voter Contact

PEOPLE

- My Folders

ORGANIZING

- Virtual Phone Bank

HELP & SUPPORT

- Send Product Feedback
- Submit a Support Request

MAIN MENU
Welcome Alicia

| | |
|----------------------------------|---|
| Follow Ups | 0 |
| Support Requests | 0 |
| Contact the Admin | |
| NGP VAN Help and Training Guides | |

Administrative Menu

Quick Tasks

- Virtual Phone Bank
- Join the LWV Phonebank to reach NJ voters!**

How it works for volunteers

- Attend a training
- Set up a unique VAN profile
- Log-in and get familiar with the script and system
- Set aside an hour to make calls
- Gather together with other Leaguers
- Make calls just ahead of election
- Record notes in your VAN account as you go



Our script

Hello, is [NAME] there?

This is [NAME] calling from the League of Women Voters of New Jersey. I'm calling to remind you that we have a primary election coming up on Tuesday, June 4!

We'll be voting for our state delegates this year. Can I count on you to vote Tuesday?

You can go to our website, VOTE411.org, to see how is on your ballot and all the other information about the election. The polls will open at 6am Tuesday.

This election is important, and I'm really happy you'll have the chance to vote/I hope you can make time to vote. Thanks for your time!

Postcard Examples



- Find out who's on your ballot
- Locate your polling place
- Learn your options for voting

MAKE A PLAN TO VOTE!

**YOUR ONE-STOP-SHOP FOR
ELECTION INFORMATION.**

VOTE411.ORG
ELECTION INFORMATION YOU NEED

BE A NEW JERSEY VOTER!
Visit VOTE411.org for important
primary election information.

VOTE
JUNE 4, 2019

LWV LEAGUE OF WOMEN VOTERS'
OF NEW JERSEY

204 West State St
Trenton, NJ 08608

RESULTS

- 35,000 postcards sent
- 60 NJ volunteers recruited & trained
- 762 successful calls (spoke to or left msg)!

NEXT STEPS

- We'll know turnout effects soon-ish
- Lessons learned – What are the needs? What do we need to scale up?
- Expand efforts for general election (Nov. 5)
- Support & encourage many more Leagues in 2020

Steps to take home



Make the most of your investments in voter reg, VOTE411, voters' guides: INCLUDE GET OUT THE VOTE!



All Leagues should be gathering contact info from new registrants – and using it!



ASK US/Check Update for help, ideas, scripts



Think about how else you can access voter file data



Interested in using the VAN next year? Let Maggie know.