
July 09, 2020

Getting Out the Vote in Unprecedented Times

Best Practices for Turning Out Voters



The Organizing Team
LEAGUE OF WOMEN VOTERS OF THE U.S.

Quick Housekeeping

- This meeting will be recorded to keep accurate notes to share with attendees after the call.
- Staff will be monitoring the chat box.
- If you are not speaking, please mute yourself to minimize distractions.
- Slides and additional resources will be available on [Organizing Resource Page](#)

Community Norms



Bring you full self and limit distractions.



Use the chat box to add thoughts, experiences, and/or questions to the conversation.



What is learned here leaves here.



Use active and reflective listening



Luana Chaires
ORGANIZER



Alma Couverthie
NATIONAL ORGANIZING DIRECTOR



Alicia Gurrieri
ORGANIZING MANAGER



Samyuktha Mahadevan
CAMPAIGN ORGANIZER

LWVUS Organizing Team





Maggie Bush
PROGRAMS & OUTREACH DIRECTOR



Morgan Murray
PROGRAM COORDINATOR

LWVUS Programs Team

Agenda

Leveraging Get Out the Vote Best Practices

- Direct Voter Contact is key
- Typical Voter Contact Methods
- OutreachCircle
- VOTE 411

Why now?



IT WORKS!
GOTV can increase turnout by double digits!



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



Our local efforts can make a BIG turnout difference



Quick volunteer opportunity, huge growth potential

What GOTV strategies are you/your Leagues using?

Known Most Effective Methods



Door knocking



Live phone calls



Mailing

Top Strategies in Light of COVID

- Promote VOTE411 as THE PLACE to get trusted, up-to-date info
- Direct outreach to actual individual voters (Not passive, like hanging flyers)
- Time your outreach just before key deadlines – registration, mail-in cut-off, Election Day
- Target the most underrepresented groups – first time/young people, new citizens, lower income voters, recent movers

Top Ways to Reach Voters

- Phone calls/phonebanking (from a voter list or with a community partner)
- Mail (postcard reminders to people you've registered)
- Virtual outreach (email to voters, texting)*
 - Typically less effective, but can be helpful with “warm” contacts (OutreachCircle can help with this)

Case Study: New Jersey 2019 Elections



New Jersey Case Study

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



- **What did we accomplish?**
- 35,000 postcards sent
- 60 NJ volunteers recruited & trained
- 762 successful calls

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



Case Study Results

- Statewide turnout: 7.7%
- Turnout for our control group (underrepresented voters receiving NO League contact): 6.3%
- Turnout for underrepresented voters receiving ONE

League contact method: 6.9%

- Turnout for underrepresented voters receiving TWO League contact methods: 7.3%

Bottom line: Receiving a League contact had a demonstrable positive effect – up to an entire percentage point increase – on voter turnout and we should keep investing in this work!

**Similar results in 2019 General and 2020 primary results – turnout was higher in every cycle!*

How is LWVEF investing in this?



- **1M+ contacts to voters in 15 key states (2020 General Election)**
- Training & support for Leagues in all states
- Incorporation of GOTV into EVERY grant program
- [GOTV toolkit updated with COVID-specific guidance](#)

OutreachCircle

Taking League Power to New Heights!

What is it?

OutreachCircle is a digital platform that allows for League members and their networks to support LWV campaigns and causes.



OutreachCircle

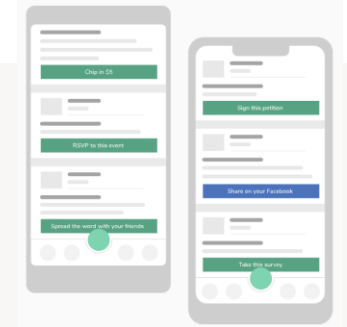


**FRIENDS &
NEIGHBORS**

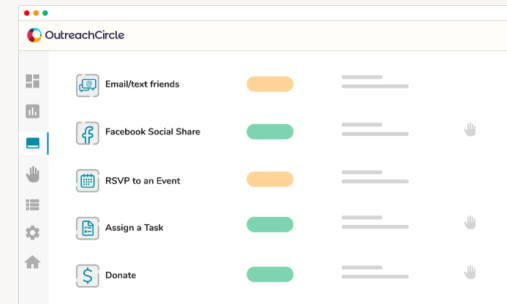
OutreachCircle Key GOTV Features

Direct voter contact is key to increasing voter turnout!

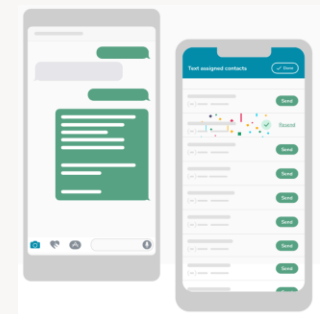
- Relational Organizing with OutreachCircle

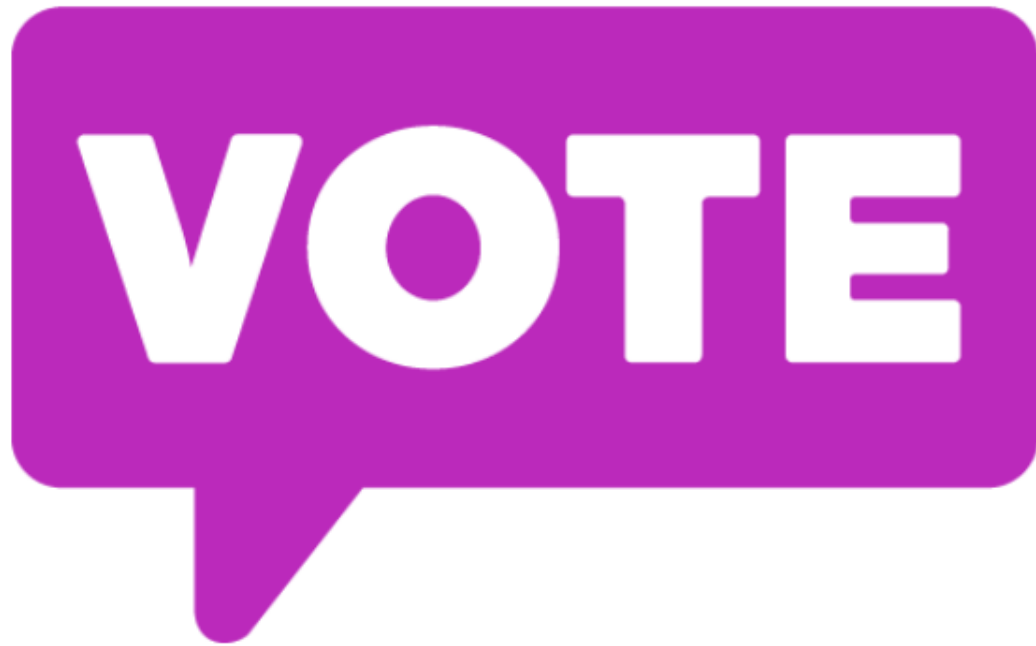


- OutreachCircle's Supporter Action Hub



- OutreachCircle's Affinity Peer to Peer Texting

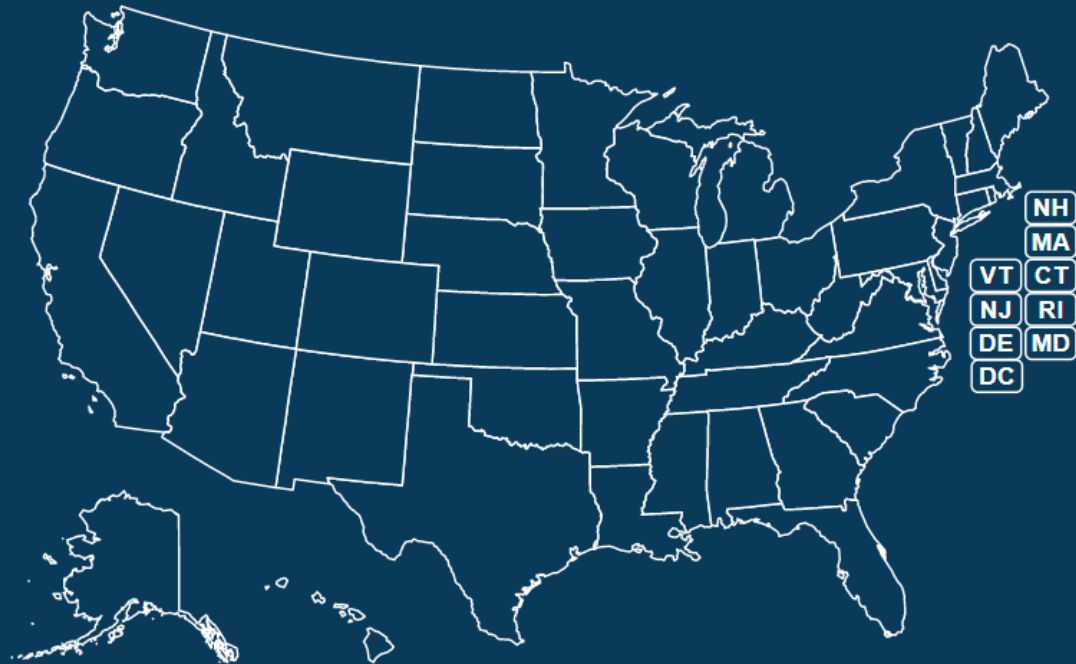




411

EXPLORE VOTING INFORMATION BY STATE

Select a State ▼



FIRST TIME VOTER?

Don't worry, we've made a checklist to make voting for the first time stress free!

[See Our Checklist](#)



ELECTION DAY PROBLEMS?

Report an election issue by calling:

1-866-OUR-VOTE (866-687-8683)

1-888-VE-Y-VOTA (en Español)

1-888-API-VOTE (Asian multilingual assistance)

1-844-YALLA-US (Arabic)

Follow up with Voters after registration events!

I will vote this Election Day to stand up for what matters most to me, my family and my community.

I, _____pledge to vote this year.

Please send me reminders about upcoming elections:

Email: _____

Cell: _____



<https://www.lwv.org/league-management/elections-tools/printable-voter-pledge-card>



Postcard Examples



- Nationwide candidate info
- Polling place locations
- Online voter registration tool
- ID requirements
- Absentee ballot info
- Ballot measure info
- Early voting options
- Election dates



BE A COLORADO VOTER!
Visit VOTE411.org for important
election information.

**Ballots must be
received by 7pm on
November 5! Return
ballot to a drop-off
box or by mail.**

LWV LEAGUE OF WOMEN VOTERS[®]
OF COLORADO

1410 Grant St. Suite B204
Denver, CO 80203
303-863-0437

Contact voters right before the next election by phone, mail, in person or email and share the following information:

- **Remind them to vote** and invite them to voter education events like debates.
- **Ask them to visit www.VOTE411.org** to find their polling place and learn what will be on their ballot.
- **Ask about their voting plan** for Election Day. Research shows that by asking voters whether they have an Election Day plan (how will they get to the polls? At what time?), you will increase their chances of participating.
- **Keep it brief** and friendly!
- **Be helpful.** Have election dates, polling locations, and other information at your fingertips so that you can help address any questions.
- **Be responsive.** If you list a phone number or email address in your communications to voters, make sure someone is checking messages in the lead-up to Election Day!

Steps You can Take



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

Questions to discuss with your team

- What are we currently doing to get out the vote?
- How can we directly reach more voters personally ask them to vote?
- How are we measuring our effectiveness?



What is holding us back
from doing more Get Out
the Vote?

Next Steps:

- Contact organizing@lwv.org with any questions, comments or feedback!
- **July 14th** Monthly Community Call at 3 pm ET
- **July 20th** Outreach Circle Informational Session at 2 pm ET
- Check out [Organizing Resource page](#) for recording of previous trainings and more!
- Check out the [GOTV toolkit!](#)





Questions?