

Relational Organizing Election Toolkit

Connect, Inspire and Drive Change

Relational Organizing

- Relational organizing is the strategy by which people tap into their own networks to increase the base of engagement around an issue or goal.
- Relational organizing is the single most effective way to make authentic and direct connection with community members.
- The League of Women Voters has been using a relational organizing strategy for over 100 years!





Digital Relational Organizing

- As communities change and adapt to the pressing challenges, we all face, so have our outreach, engagement, and voter education tactics.
- From in-person voter registration drives to virtual GOTV activities and so much more, Leagues will need to use every resource in their toolbox to empower voters and defend democracy.
- The greatest resource every League has available is the community itself.
- We need to meet people where they are and ensure the best messenger is reaching out to them!



Digital Relational Organizing Platform

- OutreachCircle is a platform that LWV acquired in 2020 to keep its supporters up to date and share all the ways people can get involved and take action with the League.
- OutreachCircle is provided free of cost to ALL state and local Leagues to not only engage with their membership deeper, but their entire community.
- Leagues are using OutreachCircle to recruit, manage and mobilize supporters to take relational action to empower voters and defend democracy.
- Currently, there are over **121 Leagues** using OutreachCircle represented in **42 states!**





About Relational Organizing Toolkit

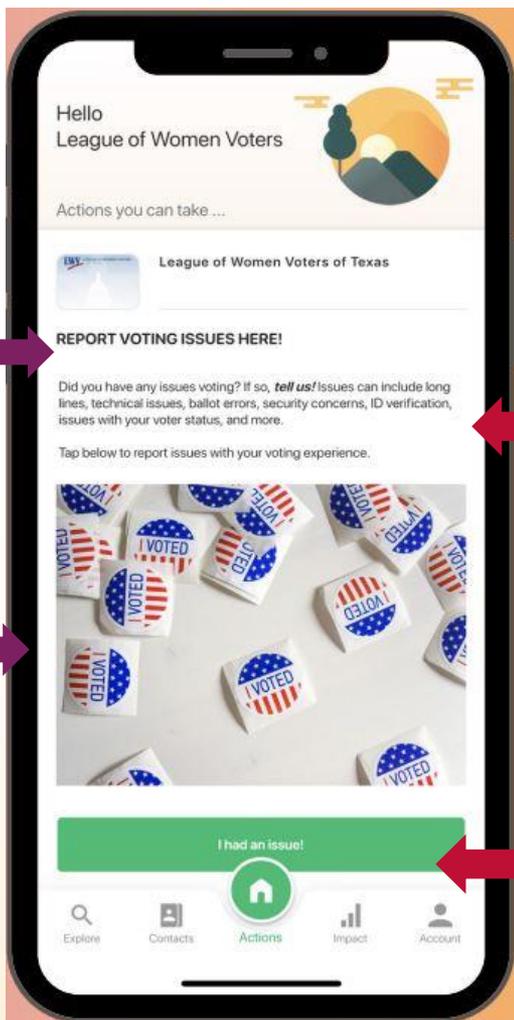
- This toolkit provides a ready-to-go list of template OutreachCircle actions that correspond with the LWV field election calendar.
- Leagues are more than welcome to edit the language, graphics, and timing of each action.
- Template actions are designed to serve as a baseline of content for Leagues to activate to their account.
- Each action can be fully customizable with template scalable language for OutreachCircle supporters to share with their friends and family.
- Some template actions will be syndicated to all League OutreachCircle accounts. Leagues are NOT required to turn on syndicated content. We encourage Leagues to customize actions to fit the needs of their community best.
- **This is a living toolkit, changes and updates will be added when needed.**

How to use the Relational Organizing Toolkit

- The toolkit is structured by month with corresponding actions listed under the month when the action should take place.
 - *(Example: September = 9/22 National Voter Registration Day)*
- The toolkit includes template sharing language, some sections will be very text heavy. Please reference the preview slide to see the complete template language.
- Customize the order of appearance and the language of each action to fit the needs of your community best.
- Always review actions on desktop and mobile preview on your OutreachCircle account to best format text.
- Review the reference OutreachCircle action slide to see the parts of an OutreachCircle action.
- Click [here](#) to view graphics Google Drive.
- Please email the LWVUS Organizing team at organizing@lww.org if you have any questions or reference the support slide for additional support.



Reference: OutreachCircle Action



Headline



Graphic



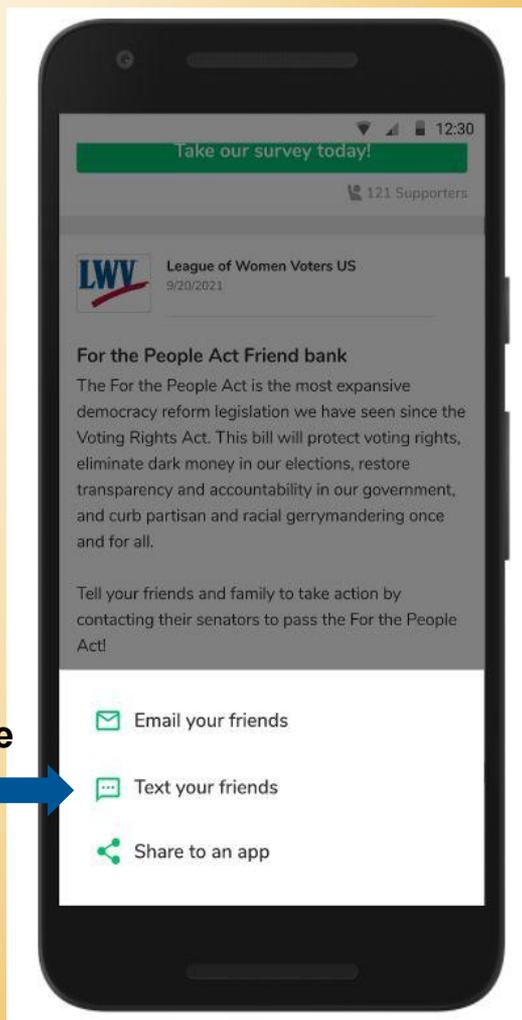
Description



Button



Sharing Language

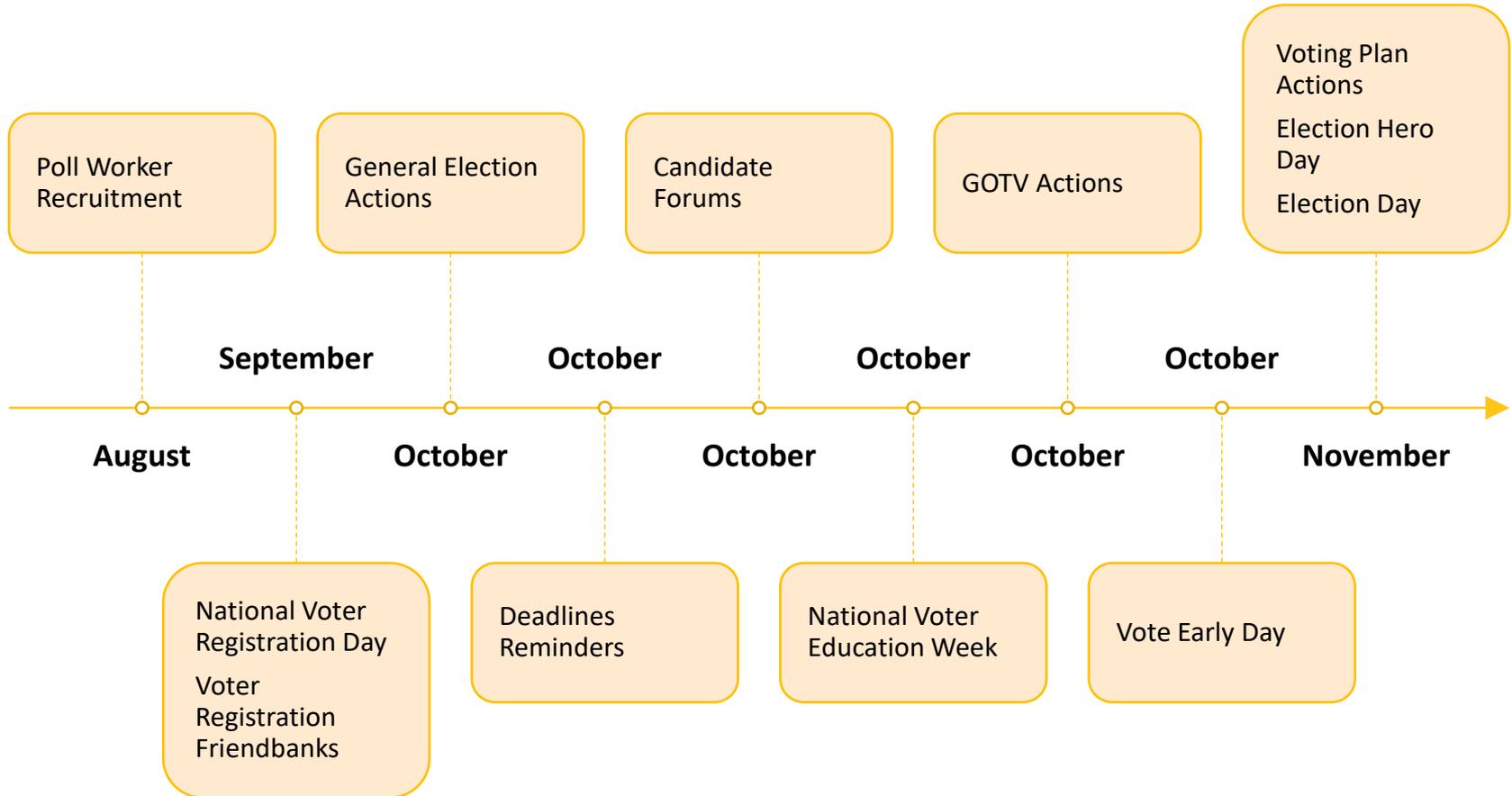


Email your friends

Text your friends

Share to an app

Relational Organizing Election Toolkit Actions Outline



****More template actions will be added throughout October***

Additional Resources Available



[OutreachCircle Starter Kit](#): A guide on creating an OutreachCircle account for a state or local League.



[OutreachCircle Supporter Kit](#): A guide on creating a supporter account for an individual.



[PDI/OutreachCircle Zendesk](#): A site where admins can learn everything about OutreachCircle, they need to know about OutreachCircle. This site will be helpful to bookmark!

Support Offered by LWVUS

OutreachCircle Demo (every Friday at 4 pm ET)

- The OutreachCircle demo is a weekly structured demo that provides an overview of the platform, the type of functions (actions) available, and how other state/local Leagues are using the platform.
- [Register Here](#)

OutreachCircle Supporter Training

- An OutreachCircle supporter training covers how a supporter will create an account and begin taking action. The demo will address the most commonly asked questions by supporters. A supporter demo is recommended if a League is training a large group of League members or volunteers for a specific event or program.
- Please contact the Organizing Team at organizing@lww.org to schedule a supporter training.

OutreachCircle Board Presentation

- An OutreachCircle board presentation provides an overview of how LWV leverages and incorporates OutreachCircle into existing LWV programs and strategies.
- Please contact Luana Chaires at lchaire@lww.org to schedule a presentation.

Organizing Capacity-Content Creation

- The LWVUS Organizing team has the ability to create and syndicate prewritten LWV program content to all Leagues using OutreachCircle. EX: major election season actions-National Voter Registration Day!

August

Template Outreach Circle Actions

Relational Organizing Election Toolkit

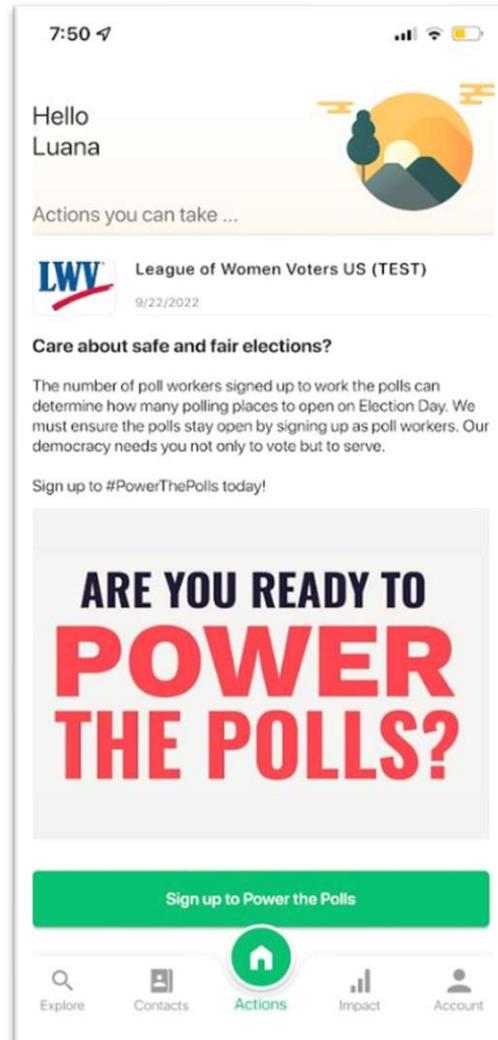
Connect, Inspire, and Drive Change



Poll Worker Recruitment

Template Outreach Circle Actions

Poll Worker Recruitment: Action 1



Poll Worker Recruitment: Action 1

- **Action Name:** General Poll Worker Recruitment Ask
- **Action Type:** Link to Webpage
- **Headline:** Care about safe and fair elections?
- **Description:** The number of poll workers signed up to work the polls can determine how many polling places to open on Election Day. We must ensure the polls stay open by signing up as poll workers. Our democracy needs you not only to vote but to serve. Sign up to #PowerThePolls today!
- **Action Image:** Reference Google Drive “Action 1”
- **Redirect Link:** <https://www.powerthepolls.org/LWV>
- **Button:** Sign up to Power the Polls
- **Tip:** *Turn on sharing function and use the template sharing language below.*

Poll Worker Recruitment: Action 2



Poll Worker Recruitment: Action 2

- **Action Name:** Poll Worker Recruitment Day
- **Action Type:** Email, Text, or Share with Friends
- **Headline:** All Hands on Deck to Power the Polls
- **Description:** Recruiting poll workers is one of the most effective ways we can help to ensure our democracy works as it should. Our democracy needs your excitement and your service! Share the civic engagement love and tell your friends to sign up to be poll workers for our upcoming elections. Remember, people trust people they know. You are the best messenger to recruit your friends to power the polls.
- **Action Image:** Reference Google Drive “Action 2”
- **Button:** Invite Your Friends!
- **Tip:** *Turn off List/Voter File matching for this action!*



Poll Worker Recruitment: Action 2

Sharing Language

- **Email Name: Poll Worker Recruitment Day Ask**
 - Subject
 - Care about safe and fair elections?
 - Body
 - Hi (insert recipient name), The League of Women Voters is partnering with Power the Polls to mobilize our community members to sign up as poll workers. As a poll worker, you can help ensure a safe, fair, and efficient election for all voters. Poll workers support early voting locations, ensure technology functions, and help minimize delays at polling locations on election day. Poll worker shortages can cause long lines and polling location closures, leading to voter disenfranchisement, especially in communities of color and low-income communities. Will you join us to protect the process of democracy by signing up as a poll worker? Sign up to Power the Polls: www.powerthepolls.org/LWV After signing up, Power the Polls will provide you with more information about the application process and what to expect when you become a poll worker in the coming weeks. Follow-up on your application will come from local election administrator. Thank you for all you for democracy! (Insert supporter name)



Poll Worker Recruitment: Action 2

Sharing Language

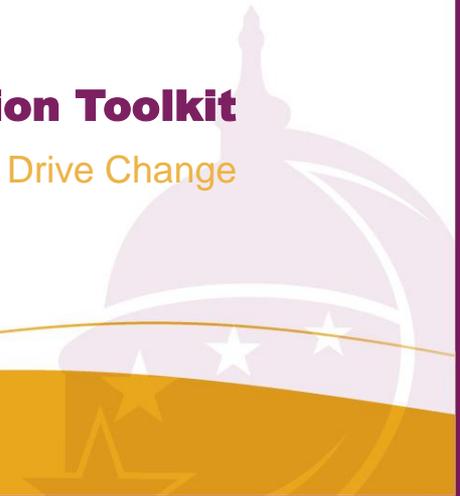
- **Text Message Name: Poll Worker Recruitment Day Ask**
 - Body
 - Hi (insert recipient name) Election officials are currently deciding how many polling places to open and need to know the number of poll workers. You can help by signing up to serve as a poll worker!
Powerthepolls.org/LWV
- **App Message Name: Poll Worker Recruitment Day Ask**
 - Body
 - Our democracy needs you, not only to vote but to serve. This is your last chance to sign up to be a poll worker and get your friends and family to sign up as well. Every person makes a difference in our elections Powerthepolls.org/LWV #PowerthePolls

September

Template Outreach Circle Actions

Relational Organizing Election Toolkit

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General Voter Registration

Template Outreach Circle Actions

Voter Registration Push Notifications

- **Push Notification A**

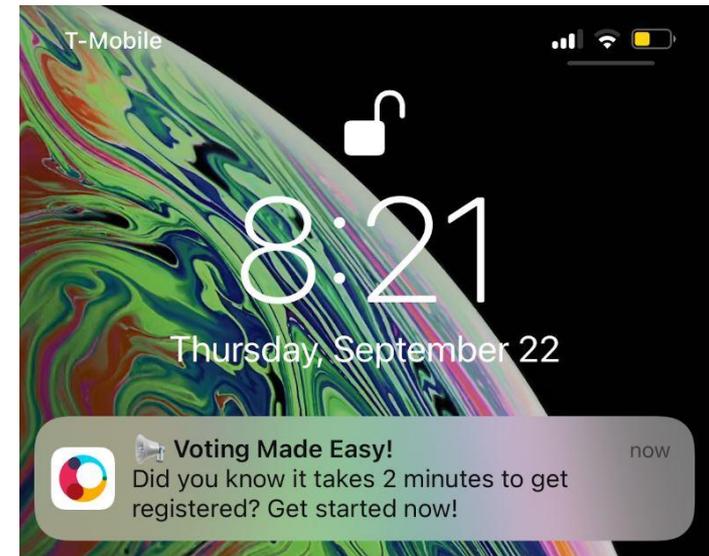
- Title: 📣 Voting Made Easy!
- Message: Did you know it takes 2 minutes to get registered? Get started now!

- **Push Notification B**

- Title: 📣 Make your voice heard!
- Message: Take 2 minutes to get registered to vote-get started today!

- **Push Notification C**

- Title: 🗣️ Your Voice! Your Choice!
- Message: Don't miss out-it takes 2 minutes to register to vote!



Verify Voter Registration Status: Action 3



Verify Voter Registration Status: Action 3

- **Action Name:** Verify Voter Registration Status
- **Action Type:** Link to Webpage
- **Headline:** Is your voter registration up to date?
- **Description:** From housing, employment, and education to so much more, elected officials make decisions that impact our daily lives. By voting, YOU can have a say in who makes those decisions. It's never too early to make sure you are ready to make your voice heard. Take 30 seconds to ensure you are registered to vote at your current address.
- **Action Image:** Reference Google Drive "Action 3"
- **Redirect Link:** <https://www.vote411.org/check-registration>
- **Button:** Verify Your Voter Registration Status!

- **Tip:** Turn on sharing function and use the template sharing language below.
- **Tip:** Skip the "action confirmation text"

Verify Voter Registration Status: Action 4



Verify Voter Registration Status Reminder: Action 4

- **Action Name:** Verify Voter Registration Status Reminder
- **Action Type:** Email, Text, or Share to Any App
- **Headline:** Want to empower voters?
- **Description:** Did you know 1 in 4 people aren't sure if they are registered to vote? Know someone who has moved since 2020 or changed their name? It's never too early to remind our friends and family to register to vote or verify their voter registration status. Take 2 minutes right now to remind five friends and family to verify their voter registration status.
- **Action Image:** Reference Google Drive "Action 4"
- **Button:** Verify Your Voter Registration Status!
- **Tip:** *Turn on sharing function and use the template sharing language below.*



Verify Voter Registration Status Reminder

Action 4: Sharing Language

- **Email Name: Voter Registration Reminder**
 - Subject
 - Are you ready to vote?
 - Body
 - Hi (insert recipient name), did you know it takes less than 30 seconds to check if you are registered to vote? From housing, employment, and education to so much more, elected officials make decisions that impact our daily lives. By voting, YOU can have a say in who makes those decisions. Make sure you are vote ready by going to www.VOTE411.org today! Thanks for taking a few minutes to strengthen our community with your voice. See you around! (Insert supporter name)
- **Text Message Name: Voter Registration Reminder**
 - Body
 - Hi (insert recipient name), did you know it takes less than 30 seconds to check your voter registration status? Don't sit out this upcoming election and not make sure your voice is heard! Vote411.org
- **App Message Name: Voter Registration Reminder**
 - Body
 - Are you #VoteReady? Make sure you are by getting registered at VOTE411.org! #LWV #YourVoteYourVoice

Voter Registration Friendbanks

Template Outreach Circle Actions

Friendbanks

- **What is a Friendbank?**
 - Like a textbank or phonebank, volunteers will reach out to individuals to encourage them to take action, except instead of contacting strangers from a voter file, we will be reaching out to our own contacts!
- **Why friendbanking?**
 - Because the people we are contacting already have some level of personal connection with us, they are more likely to care about what we care about and take action.
- **Our friends and family may care about the same issues we do, but not have the same information we have about how to get involved.**
 - Many people are simply waiting for that personal invitation to take action.
 - We get to invite them into this work and give them an opportunity to participate in democracy!

Friendbank Resources

- [Friendbank Toolkit](#)
 - Friendbank Training Template Slides
 - How to Run a Friendbank
 - Friendbank FAQ
 - OutreachCircle Supporter Kit
- Email the Organizing Team at organizing@lww.org if you have any questions.

Voter Registration Friendbank Action 5



Voter Registration Friendbank Action 5

- **Action Name:** Voter Registration Friendbank
- **Action Type:** Email, Text, or Share with Friends
- **Headline:** LWV Friendbank: Digital Voter Registration Drive
- **Description:** Thank you for joining (insert League name) Friendbank! We know Election Day is quickly approaching and the first step in being #VoteReady is to be a registered voter. In today's Friendbank we will reach out to our personal network of family and friends to remind them to verify their voter registration status or register to vote. People trust people they know, which makes us the best messengers.
- **Action Image:** Reference Google Drive "Action 5"
- **Button:** Start Friendbank
- **Tip:** *Turn off List/Voter File matching for this action!*
- **Tip:** *Turn on all sharing options (email, text, share to any app)*



Voter Registration Friendbank Action 5: Sharing Language

- **Email Name: Voter Registration Reminder Friendbank**
 - Subject
 - Are you ready to vote?
 - Body
 - Hi (insert recipient name), I'm volunteering with (insert League name) to remind our community to register to vote. Did you know it takes less than 30 seconds to check if you are already registered? From housing, employment, and education to so much more, elected officials make decisions that impact our daily lives. By voting, YOU can have a say in who makes those decisions. Not registered to vote? No problem, go to www.VOTE411.org today to get started! Thanks for taking a few minutes to strengthen our community with your voice. See you around! (Insert supporter name)
- **Text Message Name: Voter Registration Reminder**
 - Body
 - Hi (insert recipient name), did you know it takes less than 30 seconds to check your voter registration status? Don't sit out this upcoming election and not make sure your voice is heard! Vote411.org
- **App Message Name: Voter Registration Reminder**
 - Body
 - Are you #VoteReady? Make sure you are by getting registered at VOTE411.org! #LWV #YourVoteYourVoice

National Voter Registration Day

Template Outreach Circle Actions

National Voter Registration Day Action 6

11:13

Hello Luana



Actions you can take ...

 League of Women Voters US (TEST)
9/23/2022

Ready to celebrate democracy?

Democracy is on the ballot this year, which is why the League of Women Voters is committed to strengthening our democracy by registering voters on National Voter Registration Day!

September 20 marks the 10th anniversary of this nationwide effort of registering efforts and celebrating democracy. **You can join the celebration by checking your voter registration status using VOTE411.org or spreading the word!**



Today is

在此登记并投票

NATIONAL VOTER REGISTRATION DAY

REGISTER TO VOTE HERE

VOTE

10 YEARS

Register to vote!

Explore Contacts **Actions** Impact Account



National Voter Registration Day Action 6

- **Action Name:** National Voter Registration Day!
- **Action Type:** Email, Text, or Share to Any App
- **Headline:** Ready to celebrate democracy?
- **Description:** Democracy is on the ballot this year, which is why the League of Women Voters is committed to strengthening our democracy by registering voters on National Voter Registration Day! September 20 marks the 10th anniversary of this nationwide effort of registering efforts and celebrating democracy. You can join the celebration by checking your voter registration status using VOTE411.org or spreading the word!
- **Action Image:** Reference Google Drive “Action 6”
- **Button:** Verify Your Voter Registration Status!
- **Tip:** Turn off List/Voter File matching required for this action.
- **Tip:** Turn on all sharing options (email, text, share to any app)



National Voter Registration Day

Action 6: Sharing Language

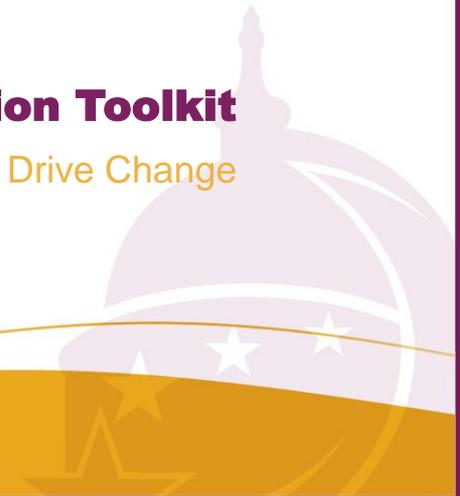
- **Email Name: National Voter Registration Day!**
 - Subject
 - Are you registered to vote?
 - Body
 - Hi (insert recipient name), I'm celebrating National Voter Registration Day with the League of Women Voters by reminding our community to register to vote! Did you know it takes less than 30 seconds to check if you are already registered? From housing to employment, education, and so much more, elected officials make decisions that impact our daily lives. By voting, YOU can have a say in who makes those decisions. Go to www.VOTE411.org today to either register to vote or verify your voter registration status! Thanks for taking a few minutes to strengthen our community with your voice. See you around! Your Friend, (insert supporter name)
- **Text Message Name: Voter Registration Reminder**
 - Body
 - Hi (insert recipient name), I'm celebrating National Voter Registration Day by reminding my friends to become Vote Ready. Visit VOTE411.org to register or check your registration status! 🗳️ Don't miss out on making your voice heard!
- **App Message Name: Voter Registration Reminder**
 - Body
 - Celebrate the 10th anniversary of National Voter Registration Day by making sure you're #VoteReady for the 2022 Midterms at VOTE411.org. Don't miss out on making your voice heard! #YourVote#YourVoice #VOTE411

October

Template Outreach Circle Actions

Relational Organizing Election Toolkit

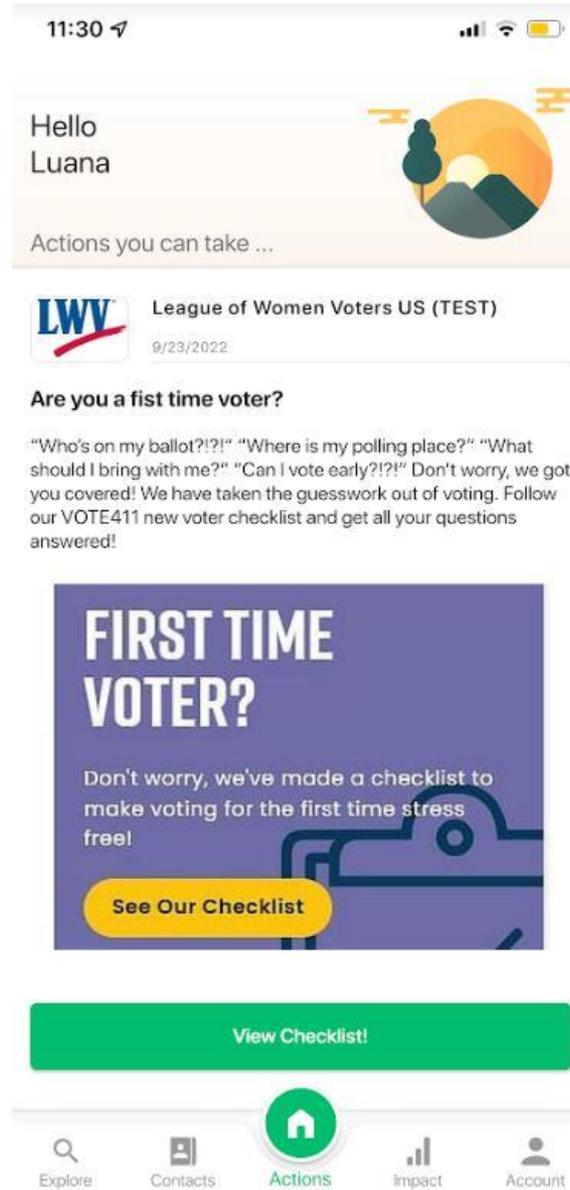
Connect, Inspire, and Drive Change



General Election Actions

Template Outreach Circle Actions

First Time Voter Checklist Action 7

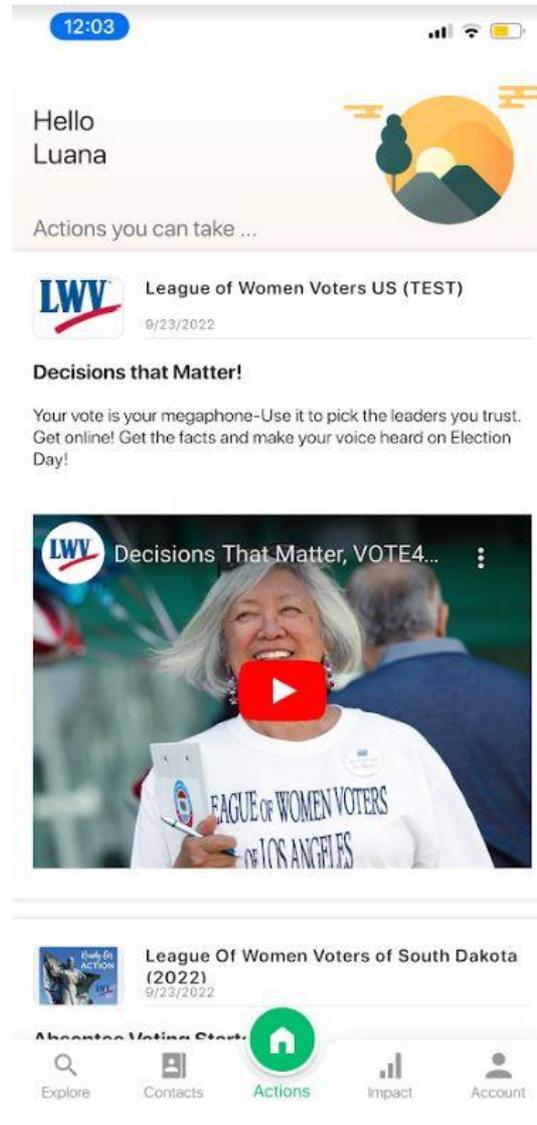


First Time Voter Checklist Action 7

- **Action Name:** First Time Voter Checklist
- **Action Type:** Link to Webpage
- **Headline:** Are you a first-time voter?
- **Description:** “Who’s on my ballot?!?!” “Where is my polling place?” “What should I bring with me?” “Can I vote early?!?!” Don’t worry, we got you covered! We have taken the guesswork out of voting. Follow our VOTE411 new voter checklist and get all your questions answered!
- **Action Image:** Reference Google Drive “Action 7”
- **Redirect Link:** <https://www.vote411.org/first-time-voter-checklist>
- **Button:** View Checklist!
- **Tip:** Skip the “action confirmation text”



VOTE411 PSA English Video: Decisions that Matter Action 8





VOTE411 PSA English Video: Decisions that Matter Action 8

- **Action Name:** VOTE411 PSA Video Decisions that Matter
- **Action Type:** Watch a Video
- **Headline:** Decisions that Matter!
- **Description:** Your vote is your megaphone-Use it to pick the leaders you trust. Get online! Get the facts and make your voice heard on Election Day!
- **Action Image:** YouTube/Vimeo videos are embedded in the feed, a separate image if not recommended
- **Video Link:** <https://www.youtube.com/watch?v=fnr9R5DPx8Q>
- **Button:** Button text is not needed for YouTube/Vimeo videos
- **Tip:** Skip the “action confirmation text”

Digital Pledge Card Action 9



Digital Pledge Card Action 9

- **Action Name:** Digital Pledge Card
- **Action Type:** Supporter Form
- **Headline:** Pledge to Vote!
- **Description:** The officials you vote for determine policies on immigration reform, jobs, health care, education, and more. Voting is your chance to choose and to weigh in on the issues that matter most to you—take a moment to pledge to vote!
- **Action Image:** Reference Google Drive “Action 9”
- **Button:** Pledge to Vote!
- **Thank your Message:** Thank you for pledging to vote!



Digital Pledge Card Action 9: Supporter Form

- **Form Name:** Digital Pledge Card
- **Associate the form with a database:** choose “OutreachCircle” unless you have other integrations (VAN, EveryAction)
- **Question 1**
 - Question Type: Multiple Choice/Required
 - Question: Are you vote ready?
 - Responses:
 - I am a new voter and need to register to vote!
 - I have moved and need to re-register!
 - I’m already registered to vote-making my voting plan today!
- **Question 2**
 - Question Type: Text Response/Required
 - Question: Be the voice, be the power, I know my voter matters! I am voting because...
 - Response: Open text box for supporter



Digital Pledge Card Action 9: Supporter Form

- **Question 3**

- Question Type: Multiple Choice/Required
- Question: I will vote (pick one)
- Responses:
 - Early at a polling place
 - By mail using an absentee ballot
 - On Election Day at my polling place

- **Question 4**

- Question Type: Multiple Choice/Required
- Question: I want to be reminded to vote from LWV by
- Responses:
 - Phone Call
 - Text
 - Push Notification on Cell Phone



Digital Pledge Card Action 9: Supporter Form

- **Question 5**
 - Question Type: Multiple Choice
 - Question: I would like to learn more about volunteering with the League of Women Voters
 - Responses:
 - Yes
 - Maybe Later

Voting Plan Action 10



Voting Plan Action 10

- **Action Name:** Making a Voting Plan
- **Action Type:** Supporter Form
- **Headline:** Is your voting plan ready?
- **Description:** Do you know who's on your ballot?!?!” “How are you voting?” “What are you bringing with you?” “Are you voting early?!?!” Don't worry, we got you covered! Take our interactive voting plan quiz and find out if you have a completed voting plan.
- **Action Image:** Reference Google Drive “Action 10”
- **Button:** Take Interactive Voting Plan Quiz
- **Thank your Message:** Thank you for taking our voting plan quiz!

- **Tip:** *Edit the form questions to reflect the language and voting laws for your community. Feel free to add additional questions necessary for voters in your community to vote!*
- **Tip:** *Feel free to switch out graphics or adjust the graphic spacing. You can always use the VOTE411 gifs. [Click here to use!](#)*

Voting Plan Action 10: Supporter Form

- **Form Name:** Voting Plan
- **Associate the form with a database:** choose “OutreachCircle” unless you have other integrations (VAN, EveryAction)
- **Question 1**
 - Question Type: Multiple Choice/Required
 - Question: How are you voting?
 - Responses:
 - I am voting early at a polling place!
 - I am voting by mail using an absentee ballot!
 - I am voting on Election Day at my polling place!
- **Question 2**
 - Question Type: Multiple Choice/Required
 - Question: Do you know what’s on your ballot?
 - Responses:
 - Yes! I used VOTE411 to get personalized ballot and candidate information!
 - No yet, but I am using VOTE411 to create my personalize voters' guide!



Voting Plan Action 10: Supporter Form

- **Question 3**

- Question Type: Multiple Choice/Required
- Question: Have you confirmed your polling place's hours and location?
- Responses:
 - Yes, I used VOTE411 polling location finder!
 - Not yet, I am going to use VOTE411 polling location finder!
 - I am voting by mail, and I have a plan to mail my completed ballot!

- **Question 4**

- Question Type: Multiple Choice
- Question: Have you reminded 3 friends or family to make their voting plan?
- Responses:
 - Yes!
 - Not yet, but I will soon!

Voter Guide Action 11



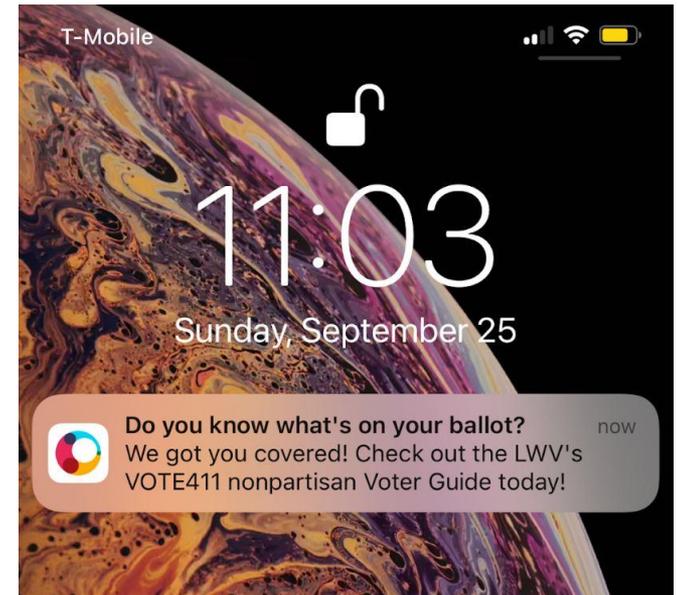
VOTE411 Voter Guide Action 11

- **Action Name:** VOTE411 Voter Guide
- **Action Type:** Link to Webpage
- **Headline:** Explore Your Personalized Ballot and Candidate Information
- **Description:** Use The League of Women Voters online voters' guide to see the races and issues on your ballot. Compare candidates side-by-side and read their views on the important issues in their own words. All responses come directly from the candidates and are unedited by LWV. The League does not support or oppose any candidates or parties. Check it out!
- **Action Image:** Reference Google Drive "Action 11"
- **Redirect Link:** Insert link to your VOTE411 voter guide!
- **Button:** Check out your VOTE411 Guide!

- **Tip:** Turn on sharing function and use the template sharing language below
- **Tip:** Skip the "action confirmation text"

VOTE411 Voter Guide Push Notifications

- **Push Notification A**
 - Title: Fresh Off the Press
 - Message: LWV of Texas nonpartisan VOTE411 Voter Guide is now available!
- **Push Notification B**
 - Title: Do you know what's on your ballot?
 - Message: We got you covered! Check out the LWV's VOTE411 nonpartisan Voter Guide today!
- **Push Notification C**
 - Title: 🗳️ Your Voice! Your Choice!
 - Message: Find out what's on your ballot today
- **Tip:** *Feel free to edit the language or add emojis!*



Voter Guide Action 12

10:09   

Hello
Luana 

Actions you can take ...

 **League of Women Voters US (TEST)**
9/25/2022

Tag you're it!

Election Day is just around the corner, and we need to make sure our friends and family are ready to vote. We know voters need to be informed and know what's on their ballot.

Share the VOTE411 voter guide with five friends and family so they can get their personalized ballot and candidate information just in time for Election Day!



[Share the VOTE411 Voter Guide!](#)

Explore Contacts **Actions** Impact Account

VOTE411 Voter Guide Action 12

- **Action Name:** VOTE411 Voter Guide Sharing
- **Action Type:** Email, Text, or Share to Any App
- **Headline:** 🗣️ Tag you're it!
- **Description:** Election Day is just around the corner, and we need to make sure our friends and family are ready to vote. We know voters need to be informed and know what's on their ballot. Share the VOTE411 voter guide with five friends and family so they can get their personalized ballot and candidate information just in time for Election Day!
- **Action Image:** Reference Google Drive "Action 12"
- **Button:** Share the VOTE411 Voter Guide!
- **Tip:** Turn on all sharing options (email, text, share to any app)
- **Tip:** Turn off List/Voter File matching required for this action.



VOTE411 Voter Guide Action 12: Sharing Language

- **Email Name: Sharing VOTE411 Voter Guide**

- Subject

- Don't go into the 2022 Election unprepared!

- Body

- Hi (insert recipient name), are you ready to cast your ballot? I got ready for Election Day by using the (insert your League name) to learn where the candidates from my community stand on the issues I care about. You can even print or email the voter guide and use it as a reference when you vote. The best part is that only candidates that appear on your ballot will be listed, so no more randomly scrolling to find the information you need to vote! Check out your VOTE411 voter guide! (insert link)

- **Text Message Name: Sharing VOTE411 Voter Guide!**

- Body

- Hi (insert recipient name), I used the League of Women Voters nonpartisan voter guide to learn where candidates stand on the issues I care about. Have you checked out your personalized voter guide yet? Check it out at VOTE411.org!

- **App Message Name: Voter Registration Reminder**

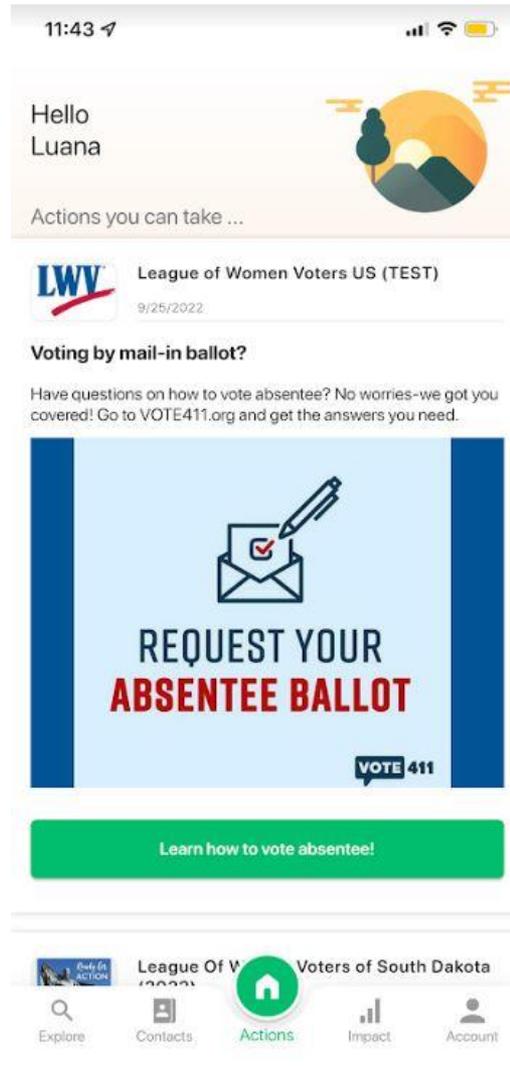
- Body

- Don't go into the 2022 Election unprepared! VOTE411.org has everything you need, from registration deadlines to personalized election information! Get ready for your Election Day at VOTE411.org!

- **OR**

- Don't go into the 2022 Election unprepared! I used (insert your LWV name) the VOTE411 voter guide to find out where the candidates I am voting for stand on issues I care about! Get yours at VOTE411.org!

Absentee Ballot Information Action 13



Request an Absentee Ballot Action 13

- **Action Name:** Absentee Ballot Information
 - **Action Type:** Link to Webpage
 - **Headline:** Voting by mail-in ballot?
 - **Description:** Have questions on how to vote absentee? No worries- we got you covered! Go to VOTE411.org and get the answers you need.
 - **Action Image:** Reference Google Drive “Action 13”
 - **Redirect Link:** <https://www.vote411.org/>
 - **Button:** Learn how to vote absentee!
-
- **Tip:** Skip the “action confirmation text”
 - **Tip:** Feel free to switch redirect link to best fit the needs and questions of your community
 - **Tip:** Feel free to switch out graphics or adjust the graphic spacing. You can always use the VOTE411 gifs. [Click here to use.](#)

Share Your Voting Story Action 14



Share Your Voting Story Action 14

- **Action Name:** Share Your Voting Story!
- **Action Type:** Supporter Form
- **Headline:** Share Your Voting Story!
- **Description:** We want to hear about your voting experiences with registering, verifying, or changing your information, voting, or any situation, you've encountered while trying to participate in any past local, state, or federal elections. Tell us about your voting experience today!
- **Action Image:** Reference Google Drive "Action 14"
- **Button:** Share Your Voting Story!
- **Thank your Message:** Thank you for sharing your story!
- **Tip:** *Edit the form questions to reflect the language and voting laws for your community. Feel free to add additional questions you believe are necessary.*



Share Your Voting Story Action 14: Supporter Form

- **Form Name:** Share Your Voting Story
- **Associate the form with a database:** choose “OutreachCircle” unless you have other integrations (VAN, EveryAction)
- **Question 1**
 - Question Type: Text Response/ Required
 - Question: In what city did this voting occur?
 - Responses: Open text box response for supporter
- **Question 2**
 - Question Type: Text Response/ Required
 - Question: In what year did this voting story happen?
 - Response: Open text box response for supporter
- **Question 3**
 - Question Type: Text Response/ Required
 - Question: From what election is this voting story from?
 - Response: Open text box response for supporter



Share Your Voting Story Action 14: Supporter Form

- **Question 4**
 - Question Type: Text Response/ Required
 - Question: Brief overview of what happened
 - Responses: Open text box response for supporter
- **Question 5**
 - Question Type: Multiple Choice/Required
 - Question: Can we share this story? (Note: No contact information will be shared)
 - Response
 - Yes
 - No

Voting Rules Information Action 15



Voting Rules Information Action 15

- **Action Name:** Voting Rules Information
- **Action Type:** Link to Webpage
- **Headline:** How to vote in (insert your state)
- **Description:** Confused about election rules and regulations in (insert your state) Go to VOTE411 and get the answers you need. You can find your local voting rules, polling place hours, and so much more!
- **Action Image:** Reference Google Drive “Action 15”
- **Redirect Link:** <https://www.vote411.org/>
- **Button:** Learn how to vote in (insert your state)!

- **Tip:** Skip the “action confirmation text”
- **Tip:** Feel free to switch out the redirect link to best fit the needs and questions of your community

Deadlines

Template Outreach Circle Actions

Voter Registration Deadline 16



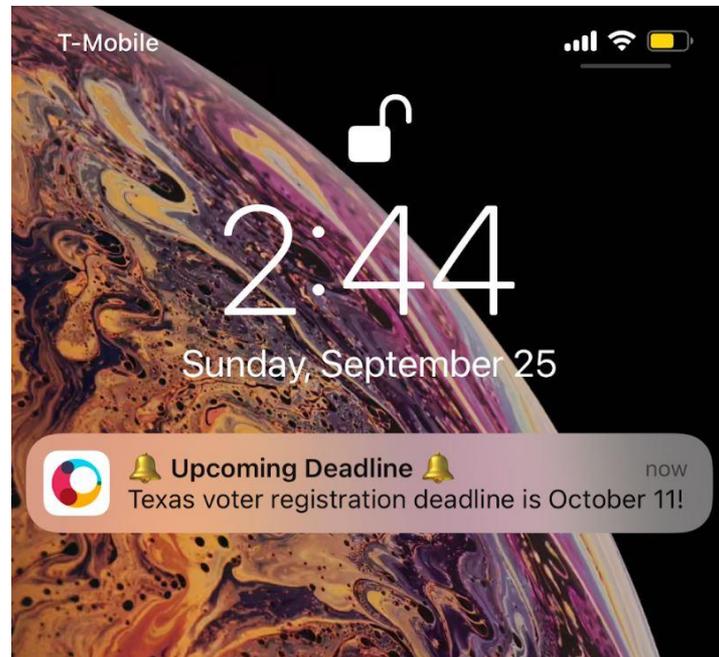
Voter Registration Deadline Action 16

- **Action Name:** Voter Registration Deadline
- **Action Type:** Link to Webpage
- **Headline:**  Deadline Approaching 
- **Description:** (insert voter registration deadline) is the LAST day to register to vote! It's not too late to visit VOTE411 to get register to vote!
- **Action Image:** Reference Google Drive "Action 16"
- **Redirect Link:** <https://www.vote411.org/>
- **Button:** Register to Vote!

- **Tip:** Skip "action confirmation text"
- **Tip:** Feel free to switch out the redirect link to best fit the needs and questions of your community
- **Tip:** Use this template for your other important election reminders!

Voter Registration Deadline Push Notifications

- **Push Notification A**
 - Title: (insert the number of days) more days!
 - Message: (insert state) voter registration deadline is (insert deadline)
- **Push Notification B**
 - Title: 🔔 Upcoming Deadline 🔔
 - Message: (insert state) voter registration deadline is (insert date)
- **Push Notification C**
 - Title: 🗳️ Your Voice! Your Choice!
 - Message: Voter Registration Deadline is (insert deadline)
- **Tip:** *Feel free to edit the language or add emojis!*



Candidate Forums

Template Outreach Circle Actions

RSVP Candidate Forum Action 17



RSVP Candidate Forum Action 17

- **Action Name:** RSVP Candidate Forum
- **Action Type:** RSVP to an Event
- **Headline:** Meet the Candidates!
- **Description:** You're invited! RSVP today to (insert LWV name) upcoming candidate forum on (insert date). Come hear directly from candidates on your ballot on the issues you care the most about.
- **Action Image:** Reference Google Drive “Action 17”
- **Event Link:** <https://www.vote411.org/>
- **Event Button Text:** RSVP!

- **Tip:** Skip “action confirmation text”
- **Tip:** Feel free to switch out the redirect link to best fit the needs and questions of your community
- **Tip:** turn on sharing ability and allow supporters to invite their friends and family.

Submit Questions Candidate Forum Action 18



4:33

Hello
Luana

Actions you can take ...

 League of Women Voters US (TEST)
9/25/2022

Ask about the issues you care about!

On Monday, September 26 at 5 pm, the League of Women Voters of Texas is hosting a candidate forum. Our mission is to encourage all citizens to vote and to learn about candidates and issues so they can make informed choices on Election Day.

Submit your questions by Sunday, September 25 at 5 pm to ensure that a wide range of issues is addressed by the candidates.



Submit Questions!

Explore Contacts Actions Impact Account



Submit Questions Candidate Forum Action 18

- **Action Name:** (date) Submit Questions Candidate Forum
- **Action Type:** Supporter Form
- **Headline:** Ask about the issues you care about!
- **Description:** On (insert date), the League of Women Voters of (insert name) is hosting a (insert specific name) candidate forum. Our mission is to encourage all citizens to vote and to learn about candidates and issues so they can make informed choices on Election Day. Submit your questions by (insert deadline) to ensure that a wide range of issues are addressed by the candidates.
- **Action Image:** Reference Google Drive “Action 18”
- **Button:** Submit Questions
- **Thank your Message:** Thank you for sharing your questions!
- **Tip:** *Edit the form questions to reflect the language and add disclaimers. Feel free to add additional questions necessary for an attendee to submit questions.*



Submit Questions Candidate Forum Action 18

- **Form Name: Submit Questions Candidate Forum (insert date of forum)**
- **Associate the form with a database:** choose “OutreachCircle” unless you have other integrations (VAN, EveryAction)
- **Question 1**
 - Question Type: Text Response/ Required
 - Question: What is your first and last name?
 - Responses: Open text box response for supporter
- **Question 2**
 - Question Type: Text Response/ Required
 - Question: What is your address? (We will not sure this address)
 - Response: Open text box response for supporter
- **Question 3**
 - Question Type: Text Response/ Required
 - Question: Please list out the questions you have for the candidates.
 - Response: Open text box response for supporter



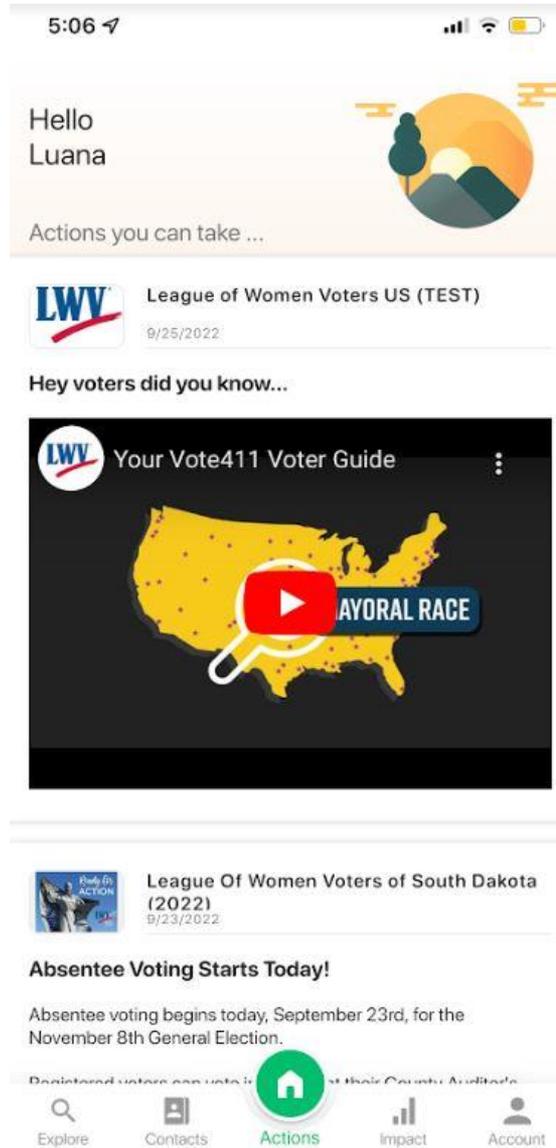
Submit Questions Candidate Forum Action 18

- **Question 4**
 - Question Type: Multiple Choice
 - Question: Would you like to volunteer with (insert League name) to support the next candidate forum?
 - Responses:
 - Yes
 - Maybe next time

VOTE411 Pressure Campaign

Template Outreach Circle Actions

Your VOTE411 Voter Guide Video 19



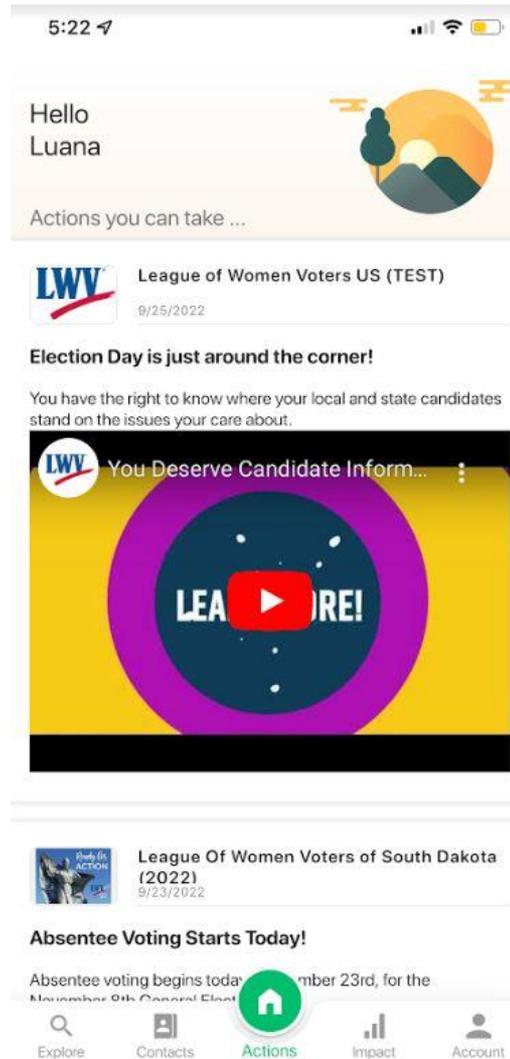
Your VOTE411 Voter Guide Video Action 19

- **Action Name:** VOTE411 Voter Guide Video
- **Action Type:** Watch a Video
- **Headline:** Hey Voters! Did you know...
- **Description:** *(no need, but feel free to add additional language if you would like to)*
- **Action Image:** YouTube/Vimeo videos are embedded in the feed, a separate image if not recommended
- **Video Link:** <https://youtu.be/pWrltElaHRE>
- **Button:** Button text is not needed for YouTube/Vimeo videos

- **Tip:** *Skip the “action confirmation text”*
- **Tip:** *Feel free to switch out the video link if needed*



You Deserve Candidate Information Video Action 20



You Deserve Candidate Information Video Action 20

- **Action Name:** You Deserve Candidate Information Video
- **Action Type:** Watch a Video
- **Headline:** Election Day is just around the corner!
- **Description:** You have the right to know where your local and state candidates stand on the issues you care about.
- **Action Image:** YouTube/Vimeo videos are embedded in the feed, a separate image if not recommended
- **Video Link:** https://youtu.be/YhGjcWU4_2U
- **Button:** Button text is not needed for YouTube/Vimeo videos

- **Tip:** Skip the “action confirmation text”
- **Tip:** Feel free to switch out the video link if needed

Voter Guide Pressure Campaign Action 21





Voter Guide Social Pressure Campaign Action 21

- **Action Name:** Voter Guide Social Pressure Campaign
- **Action Type:** Email, Text, or Share to Any App
- **Headline:** We need your help!
- **Description:** As voters, we need to hear where our candidates stand on the issues. Share this post or create your own to call on @[candidate] to respond to @VOTE411's Voter Guide and give us the info we need to cast our ballots!
- **Action Image:** Reference Google Drive “Action 21”
- **Button:** Share Post!

- **Tip:** Turn off List/Voter File matching required for this action.
- **Tip:** Turn on only “share to any app”
- **Tip:** Depending on the needs of your voter guide, use one of these templates You can always duplicate this action if you want to change the language.



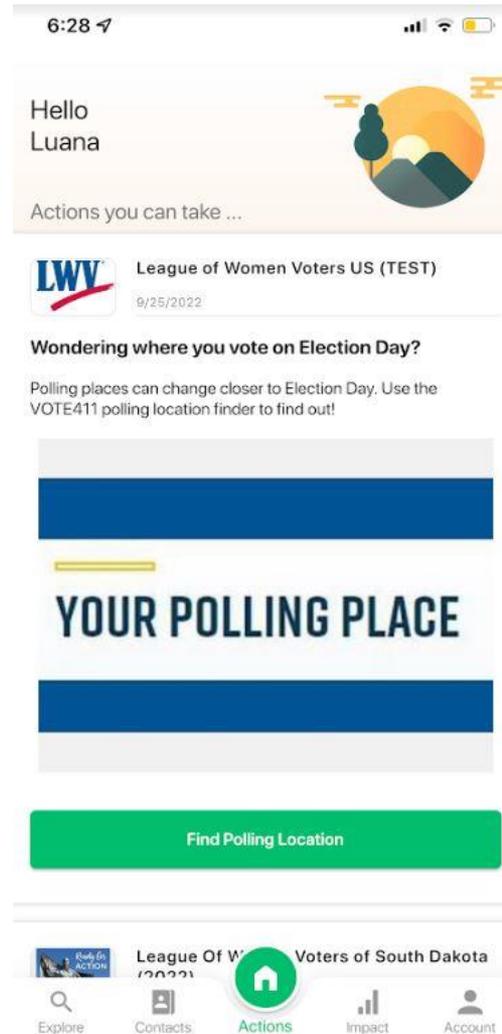
Voter Guide Social Pressure Campaign: Sharing Language

- **App Message Name:** Voter Guide Social Pressure Campaign
 - Body
 - If your candidate(s) has answered your questions, thank them!
 - Thank you @[candidate] for responding to @VOTE411's Voter Guide so that voters can be informed before casting their vote! ? #LWVVoterGuide
 - **OR**
 - If your candidate(s) has NOT answered our questions, call on them to do so!
 - As voters, we want to hear where our candidates stand on the issues. That's why we're calling on @[candidate] to respond to @VOTE411's Voter Guide so we can be informed before casting our ballot! #LWVVoterGuide
- Please reference the VOTE411 pressure campaign if you have any more questions.
 - [Click here to see the toolkit!](#)

General GOTV

Template Outreach Circle Actions

Polling Location Finder Action 22



Polling Location Finder Action 22

- **Action Name:** Polling Location Finder
 - **Action Type:** Link to Webpage
 - **Headline:** Wondering where you vote on Election Day?
 - **Description:** Polling places can change closer to Election Day. Use the VOTE411 polling location finder to find out!
 - **Action Image:** Reference Google Drive “Action 22”
 - **Redirect Link:** <https://www.vote411.org/>
 - **Button:** Find Polling Location
-
- **Tip:** Skip “action confirmation text”
 - **Tip:** Feel free to switch out the redirect link to best fit the needs and questions of your community



Vote Early Day Action 23



Vote Early Day Action 23

- **Action Name:** Vote Early Day 2022
- **Action Type:** Link to Webpage
- **Headline:** Are you planning on voting early?
- **Description:** Voting early ensures that last-minute issues, long lines at the polls, and unclear election laws can't deter YOU from voting. Join the League of Women Voters (insert name) as we celebrate Vote Early Day on October 28. Access all the tools you need to vote early on VOTE411.org
- **Action Image:** Reference Google Drive "Action 23"
- **Redirect Link:** <https://www.vote411.org/>
- **Button:** Get Ready to Vote Early!

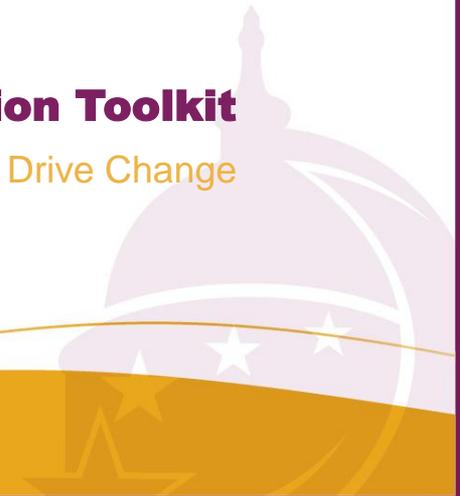
- **Tip:** Skip "action confirmation text"
- **Tip:** Feel free to switch out the redirect link to best fit the needs and questions of your community

November

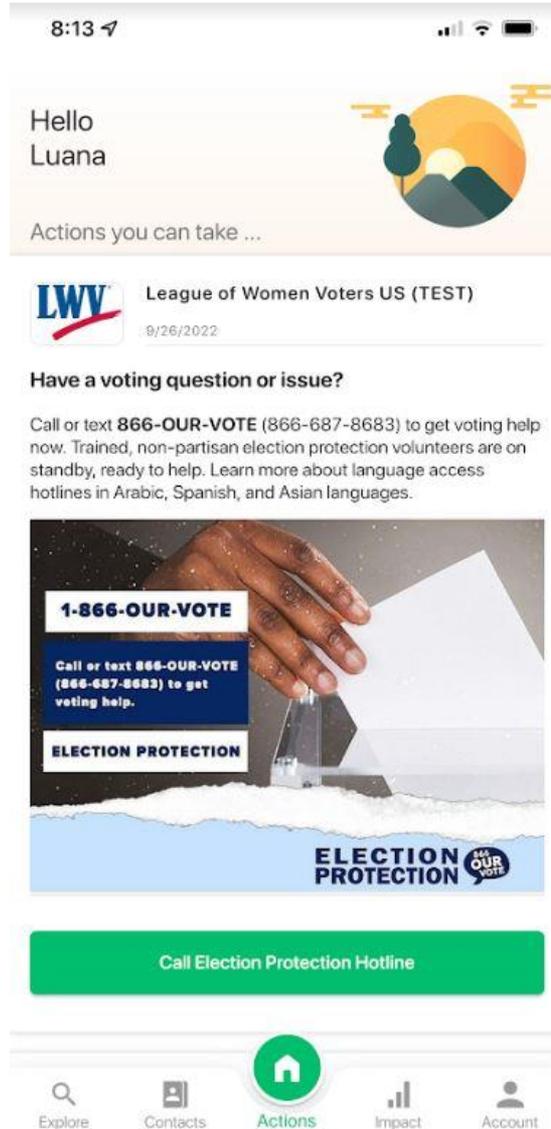
Template Outreach Circle Actions

Relational Organizing Election Toolkit

Connect, Inspire, and Drive Change



Election Protection Hotline Action 24



Election Protection Hotline Action 24

- **Action Name:** Election Protection Hotline
- **Action Type:** Link to Webpage
- **Headline:** Have a voting question or issue?
- **Description:** Call or text 866-OUR-VOTE (866-687-8683) to get voting help now. Trained, non-partisan election protection volunteers are on standby, ready to help. Learn more about language access hotlines in Arabic, Spanish, and Asian languages.
- **Action Image:** Reference Google Drive “Action 24”
- **Redirect Link:** tel:1-866-687-8683
- **Button:** Call Election Protection Hotline
- **Tip:** Skip “action confirmation text”

Election Day

Template Outreach Circle Actions