

September 19, 2024

2024 ELECTION TRAINING SERIES

Direct Voter Contact

Building Relationships with Voters



LWVUS Organizing Team

Introductions



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Specialist

Community Norms

1. **Be respectful:** Assume positive intent and understand impact
2. **Be present:** Practice **active listening**, **bring your full self**, and limit distractions
3. **Courage over comfort:** embrace hard conversations and conflict
4. **Step up, step back:** Allow space for conversation and flexibility
5. We are here to learn!

Logistical Reminders

- We're discussing all election work with a **nonpartisan lens** and a **Diversity, Equity, and Inclusion lens**
- **This session is being recorded:** content will be shared post-training on lwv.org/2024electionwebinars
- We are using **Zoom's transcription service**. This is automated, and we can't guarantee 100% accuracy.

2024 Election Training Series

- Thursday, Aug. 15, 5pm: Action Calendar
- Thursday, Aug. 22, 5pm: In-Person Registration & GOTV Events
- Tuesday, Aug. 27, 1pm: Media & Rapid Response Messaging
- Thursday, Sept. 5, 1pm: Social Media & Branding
- Thursday, Sept. 12, 1pm: Issues with Debates & Candidate Forums
- **Thursday, Sept. 19, 5pm: Direct Voter Contact**
- Thursday, Oct. 3, 1pm: Preparing for Post-Election
- Thursday, Oct. 10, 5pm: Bystander Training & Voter Intimidation





Agenda

- ☐ What is Direct Voter Contact?
- ☐ Why direct Voter Contact?
- ☐ LWV Toolbox
- ☐ Maximining Our LWV People Power: LIA
- ☐ Q&A
- ☐ Next Steps



Direct Voter Contact

To have direct, individual, and interactive conversations to:

- Identify values and issues,
- Equip them with trusted election information, and/or
- Persuade them to get out to vote!

This is key to empower and increase voter turn out, especially among *high-opportunity* voters. Remember, you are **talking with voters**, not *to* voters.

REMINDER: Plan first!

- Before you set your sight on a specific tactic, make sure they support your goals!
- Include voter outreach strategies you intend to use – such as canvassing and phone banking – to identify a community of voters, mobilize supporters, and recruit volunteers. The main goal of your election/GOTV plan is to organize and energize the voters to make their voting plan.

Key Messaging to Consider

- Lead up to Voter Registration
Deadline: ***"Have you checked your voter registration?"***
Rather than **"Are you registered to vote?"**
- Post-Voter Registration deadline
thru Election Day: ***"Do you have a voting plan?"***
- If your state has early voting and/or absentee voting, encouraging them to vote early:
 - Do you know if you're going to vote by mail or in-person?
 - Do you know who you're voting for?

Direct Voter Contact Toolbox

True & Tested LWV DVC Tactics

Targeted In-Person Canvassing

Action: Volunteers canvass a targeted neighborhood with a specific message leaving behind a form of literature

Why It Works: It allows for face-to-face conversations with voters, which helps build trust and establish the League as a trusted messenger.

HIGHEST IMPACT





Neighborhood In-Person Canvassing

Action: Volunteers canvas their own neighborhood with a specific message and establish the volunteer as a trusted messenger.

Why it Works: Allows for a face-to-face conversations with “warm contacts” and not a stranger going into a new area. The message can be more personal and direct.

HIGHEST IMPACT



How do I start setting up a canvassing operation for my League?

Work with partners/volunteers to:

1. Decide what turf you want to canvass
2. Decide the time and dates
3. Decide the message/CTA you want
4. Decide what material you want to leave behind ([LWV doorhanger](#))
5. Decide how you will train canvassers

The LWVUS organizing team is available to support your League directly in organizing and executing your canvassing efforts.



Voter Tripling at In-Person Events

Action: Volunteers ask voters at in-person events to reach out to their friends and family with a specific message. If a voter completes the action, they get a prize!

Why it Works: It allows volunteers to have an interactive activity to engage deeper with voters, scales up reach into the person's network, and provides the opportunity to ask for contact information to follow up.

It's helpful to have a different “ask” when someone says “I’m already registered” and “I already voted”



How do I start incorporating a relational ask?

Work with partners/volunteers to:

1. Decide what your call-to-action is going to be
2. Decide what swag (button, sticker, etc) you will pass out
3. This is just a fun activity – not transactional.
4. Decide how you want to train your volunteers

Friendbank

Action: members and supporters can directly reach out and empower their personal networks of friends and family all in one place. Supporters can quickly text, email, or post on social media with personalized or preloaded get out the vote messages and reminders to everyone in their contacts.

Why it Works: as trusted messengers, we don't assume! It's always a good moment to check in with people in our networks to have *authentic* conversations and equips them to get out to vote.



HIGHEST IMPACT

Post Card Letter Writing Parties

Action: writing a personalized message to voters on a pre-printed postcard to remind and persuade voters to get out to vote. This activity is a great on-ramp to political activism, as an initial ask for our members and volunteers before inviting them into other opportunities during the election cycle.

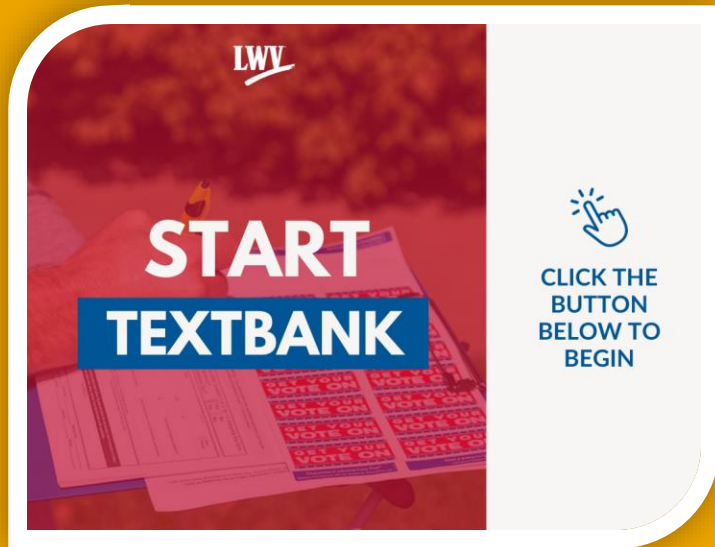
Why it Works: it's fun and more importantly, it is one of the only GOTV tactics that can be front-loaded, by having volunteers write postcards earlier in the cycle and then mailing them to voters closer to Election Day.



League In Action P2P Textbanks

Action: integrate your LIA account with VAN to upload a targeted voter list for your members and volunteers to text.

Why It Works: members and volunteers can engage thousands of voters quickly with a preloaded, prewritten message to empower voters to get out to vote. Voter responses data is shared directly back to VAN.



League In Action Affinity Texting

Action: implement neighbor or local League texting programs that are efficient and effective by assigning designated League members and volunteers a list of voters to engage via texting. Unlike traditional GOTV texting, affinity texting is free, comes from the volunteer's phone number, which means the voter knows they are speaking with a real, local person – a trusted messenger in their community.

Why it Works: enables a deeper connection among local voters with the potential for long term engagement.



Maximizing LWV People Power

LWV League In Action

League In Action & Elections

- LIA is the official digital organizing platform LWV, where Leagues can **build a digital community of supporters** who believe in empowering voters and defending democracy.
- Leagues via LIA can **recruit, engage, and activate their community wherever or whenever while being able to track and manage their efforts** every step of the way!

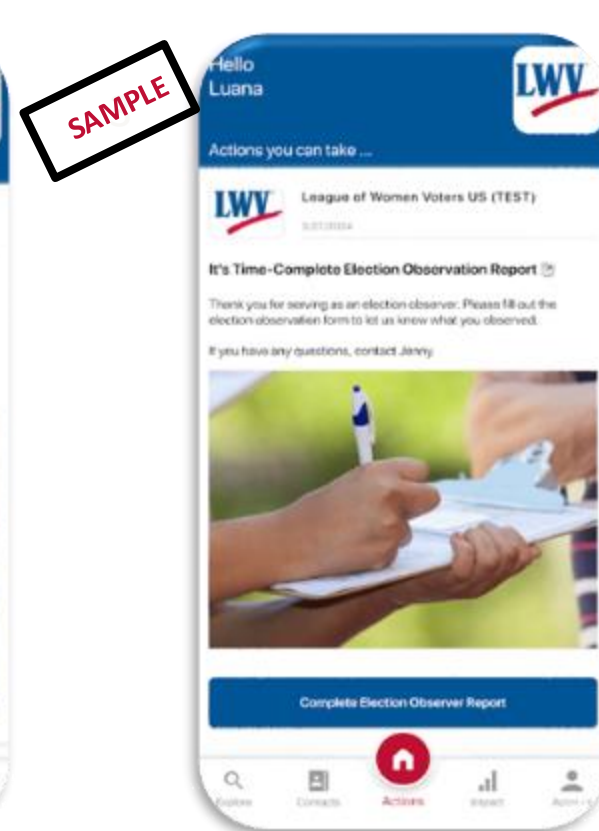




Volunteer Sign-Up



Polling Location Assignment

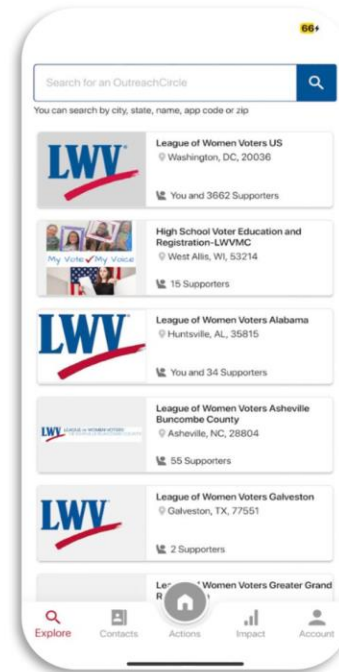


Sharing VOTE411

League In Action & Elections

- [Weekly Organizing Office Hours](#) (every Friday at 1 pm ET)
- [Weekly League In Action Demos](#) (every Friday at 4 pm ET)
- [Biweekly Admin Training](#) (Mondays at 5 pm ET)

If you have any questions, contact your [regional organizer](#) or organizing@lwv.org



QUESTIONS?



LWVUS Resources

- [Election Preparation Toolkit](#)
 - Public Education & Engagement Guidance
 - Working with Election Officials
 - Candidate Engagement Guidance & More
- [Election Season Graphics](#)
- [VOTE411 Resource Toolkit](#)
- [GOTV Letter to the Editor Template](#)
- [Printable Voter Pledge Card](#)
- [Mis/Disinformation Graphics](#)
- [VOTE411 Door Hangers](#)
- [Organizing to Build the League's Grassroots Power](#)
- [Hosting a LWV Friendbank](#)
- [League In Action Overview](#)
- [League In Action Onboarding Directions](#)
- [League In Action: Graphics Library](#)
- [National Poll Worker Recruitment Day Action Kit](#)
- [Election Rapid Response](#)
- [VOTE411 PSAs](#)

Reminder: Track Your Impact!

- **As you do election activities, use tools to track your impact numbers!**
- **Annual League Survey** | Learn more about gathering data during election season, find data collection tools, and more on the 2024 Annual League Survey page on the League Management Site
- The Annual League Survey will be open in **January**

Share Your Feedback!

Please scan the QR code
and **take two minutes to
complete our training
session feedback form!**
Responses are anonymous.

