
Leveraging Get out the Vote Best Practices

The League of Women Voters

Get Out The Vote!



**DIRECT VOTER CONTACT IS KEY TO
VOTER TURNOUT – ESPECIALLY YOUNG
PEOPLE AND FIRST-TIME VOTERS**

Why now?

Research proves: IT WORKS!
GOTV can increase turnout by double digits!

Key opportunity for states like Colorado, with
automatic reg. changing the landscape of our
work

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 calls



Mailing

How is LWVEF investing in this?



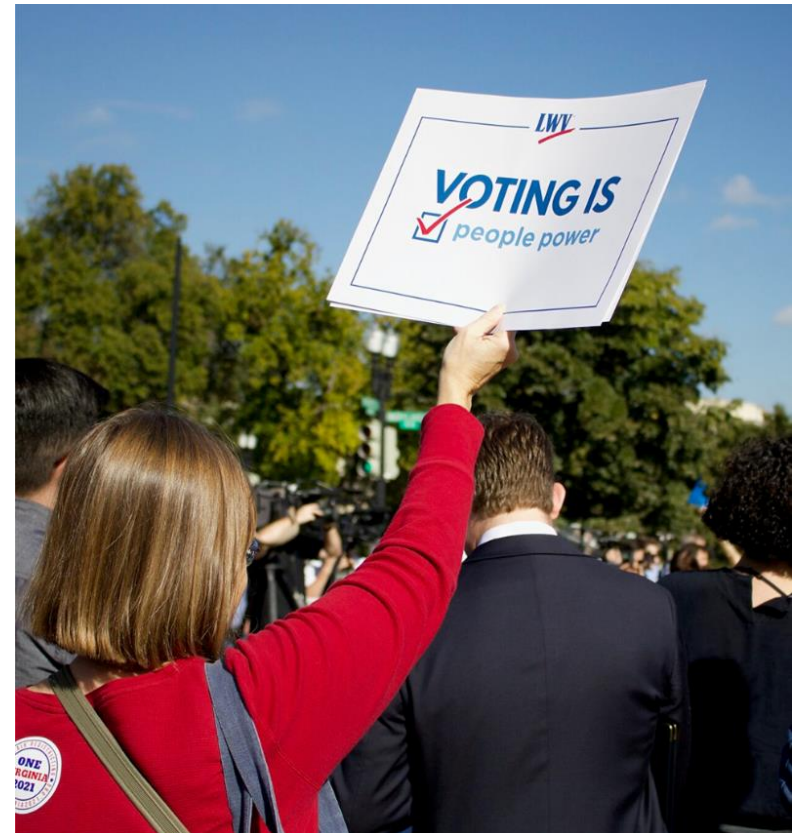
- **225,000 Postcards in CO, NJ, and VA (2019)**
- LWVEF- supported phonebanks in the general election in New Jersey
- Continued growth of GOTV efforts with the League
- Incorporation of GOTV into EVERY grant program
- New 'Best Practices' guide!



411

NJ Case Study: 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



What we accomplished

- 35,000 postcards sent
- 60 NJ volunteers recruited & trained
- 762 successful calls

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!

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.**



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

Our Plan for Colorado



50,000 Postcards sent to voters
in October



Directly promote VOTE411



Targeting 35 year-olds and younger



In : Denver, Boulder, Ft. Collins, Colorado
Springs, Greeley & Grand Junction



Costs & logistics covered by LWVEF



Will assess turnout rates against a control
group to measure success

Steps YOU Can Take



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



All Leagues can contact info from new registrants – and use it!



ASK US/Check League Update for help, ideas, scripts



Think about new ways to directly reach voters – learn from each other!

National
Voter
Registration
Day: Key
Opportunity!

National Voter Registration Day
Tuesday-09.24.19



Are You Vote Ready?
Register in September – Vote in November

Special Thanks to Our Sponsors:

viacom f Google   CAA

Supported by:
National Association of Secretaries of State
National Association of State Election Directors
National Association of Election Officials (The Election Center)
U.S. Election Assistance Commission

#NationalVoterRegistrationDay
#VoteReady
@NatVoterRegDay
NationalVoterRegistrationDay.org

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>



Q&A

World Café Time!

Jean McGuire

-
- Groups of Four
 - Different Leagues
 - Pick a "Host"
 - Talk About the Proposed Question
 - Host Captures On Notecards
 - Move to a new Group after each Café
 - The Host Stays Put
 - Host's Job is to Greet New Arrivals and Take Notes

What activities will help us
directly reach more voters
and encourage them to
vote?

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

September 21, 2019

Nationwide Redistricting and 100th Anniversary Campaigns

Maggie Bush

LWVUS Programs and Outreach Director



League of Women Voters

She is Me

Opportunity Landscape

LWV 100th and 19th Amendment anniversaries. A hallmark milestone in a rich legacy of progressing and protecting our democracy.

Women's March. An unprecedented groundswell in grassroots energy.

New face of Congressional leadership. A more diverse and female Congressional freshmen class than has ever been elected.

#MeToo. A public reckoning for crimes against women.

A divisive presidency and the 2020 election. A controversial leader, an establishment-defying election, and an approaching election that's garnered intense interest.

Cultivating the Next Generation of League Supporters

- Finding common ground
- Focusing on shared values and goals
- A theme/tone that transcends differences
- Embracing differences in identity, experience, and contributions instead of treating them as divergent
- Creating a throughline



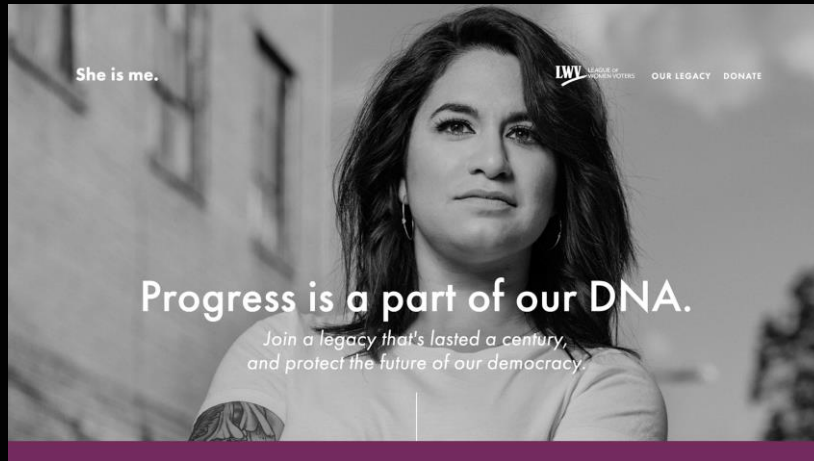


CAMPAIGN COMPONENTS

ACQUISITION CAMPAIGN

We'll harness the power of members' stories to create common ground and acquire new supporters.

MICROSITE



Destination for new potential supporters

Primary goal is acquisition

Focuses on storytelling

CAMPAIGN COMPONENTS

ORGANIC SOCIAL CAMPAIGN

We'll empower local Leagues to tell their own stories and create a groundswell of enthusiasm and dialogue.



Resources for Leagues

<https://www.lwv.org/league-management/guides/she-me-toolkit>

- She is Me Social toolkit
- 100th Anniversary toolkit
- #ShelsMeLWV

QUESTIONS

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What, *specifically*, is your
League doing to embrace
DEI in your work?