

Before Election Day: Get Out The Vote (GOTV)

There are many ways to promote voting including canvassing door-to-door, phone banking, and coordinating transportation to the polls for those who need it. When planning your efforts, remember the rules that govern NCJW as a 501(c)(3) tax-exempt organization. You cannot tell people to vote for a specific candidate, a specific party, or even a specific ideology, but you can emphasize the importance of participating in the democratic process by voting. Here are some ideas for activities:

Canvassing Door-to-Door to Register and Turn Out Voters

Face-to-face contact has proven to be the most effective tool in registering voters and reminding them to go to the polls. Here are some tips for successful canvassing:

- ▶ Train canvassing volunteers on messaging, procedure, and the dos and don'ts for non-partisan, tax-exempt organizations.
- ▶ Provide volunteers with maps of the neighborhood, voter registration forms, a clipboard, pens, and pencils.
- ▶ Wear comfortable shoes and NCJW-branded items to increase visibility.
- ▶ Produce and distribute non-partisan leaflets that remind people when and where to vote. Include the 1-866-MYVOTE1 or 1-888-VE-Y-VOTA numbers for voters to call if they have a problem at the polls, and provide an NCJW contact if they need transportation on Election Day. Leave these leaflets at houses where no one is home.
- ▶ Follow state regulations on registering voters and become a registrar if required.
- ▶ Carefully document where you have gone and whom you reminded or registered to vote (name, address, phone number, and email) to avoid duplicating efforts and to ensure that you can follow-up closer to Election Day.

Phone Banking to Remind People to Vote

- ▶ Create a brief, non-partisan sample script for phone banking volunteers.
- ▶ Use an office with multiple phone lines so multiple volunteers can phone at once.
- ▶ Train volunteers about 501(c)(3) rules and record-keeping beforehand.
- ▶ Keep track of whom you have contacted in case they need transportation to the polls.
- ▶ Organize a phone tree in your section to remind people to vote on Election Day, asking each NCJW member to make additional calls to their friends and family.

Arrange Transportation to the Polls

- ▶ Recruit available drivers for Election Day — preferably owners of vehicles with larger capacities (without partisan bumper stickers). Remind volunteer drivers that they must be non-partisan and cannot discriminate against anyone based on that person's expressed candidate/political party preference.
- ▶ Identify areas/populations that may need rides (e.g. disabled and elderly voters) and publicize your service. Advertise a central phone number that voters may call if they need a ride on Election Day.
- ▶ Prepare maps and lists of poll locations and pick-up sites as well as a way for drivers to keep track of whom they drive to the polls.
- ▶ Create non-partisan, NCJW-branded posters or vehicle decorations reminding people to vote and notifying them of a number to call to request a ride to the polls.