

Promote the Vote Activity Ideas

There are many ways to promote the vote – by registering voters, educating them, and getting them to the polls. When planning your efforts, remember the rules that govern NCJW as a 501 (c)(3) tax-exempt organization. You can't 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. A successful get-out-the-vote (GOTV) campaign takes hard work but can make a significant impact. Here are some ideas for activities in which you might engage:

Canvassing to Get Out the Vote

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.

- ▶ Produce and distribute non-partisan leaflets reminding people when and where to vote.
- ▶ Train volunteers who will be canvassing on messaging and procedure and the do's and don'ts for non-partisan organizations.
- ▶ Produce and distribute maps of your neighborhood to canvassers.
- ▶ Wear comfortable shoes and NCJW-branded items to increase visibility.
- ▶ Bring voter registration forms, a clipboard, pens, and pencils with you.
- ▶ Follow state regulations on registering voters and become a registrar if required.
- ▶ Make sure to carefully document where you have gone and whom you registered to avoid duplicating efforts and to ensure you can follow-up closer to Election Day.

Phone Banking to Remind People to Vote

- ▶ Create a brief, non-partisan sample script for those phone banking.
- ▶ Use an office with multiple phone lines so several 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.

Voter education events

- ▶ Organize a candidates forum.
- ▶ Create candidates questionnaires.
- ▶ Identify 501 (c)(3) partners to work with on a forum or questionnaire.
- ▶ Prepare press releases or media kits around large events like forums.
- ▶ Have voter registration forms at NCJW and other visible community events.
- ▶ Hold registration drives regularly in visible public places like high schools, community fairs, and supermarkets.

Transportation to the Polls

- ▶ Recruit available drivers for Election Day – preferably owners of vehicles with larger capacities (without partisan bumper stickers!).
- ▶ Identify areas/populations that may need rides (i.e. disabled and elderly voters) and publicize your service.
- ▶ 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.
- ▶ Remind volunteer drivers that they must be non-partisan and cannot discriminate against anyone based on that person's expressed candidate/political party preference.