

Election Day: Get Out the Vote (GOTV)

Election Day is the culmination of all of your work to promote the vote, and it is the most crucial day of all! On Election Day, efforts turn to get out the vote. Use the list of individuals you registered or reached out to in the months before as a starting point for get-out-the-vote activities. Here are some Election Day ideas.

▶ **Phone Banking**

As you canvass, phone bank, and hold registration drives in the weeks and months leading up to the election, maintain a list of individuals whom you have helped register to vote. Set up a phone bank to contact these individuals as well as your own membership to remind them that it is Election Day, and the polls are open. Make sure you provide your callers with a list of polling locations and voting hours, so that they can give people specific instructions on where to vote. These calls might also be made the night before Election Day.

▶ **Door-to-Door Canvassing**

Identify neighborhoods that typically have low voter turnout. Send volunteers to knock on doors to remind people to go to the polls. Again, make sure that you can provide anyone who asks with accurate polling information. Create flyers with this information to leave at houses where no one is home.

▶ **Transportation to the Polls**

In the weeks and months leading up to the election, volunteers should be identifying those voters who will need transportation to the polls. On Election Day, ensure that these voters get to the polls. Be sure to: advertise a central phone number that voters can call if they need a ride on Election Day, keep track of each individual whom you are driving, identify the vehicle as one being used for a non-partisan get out the vote effort, and remember that you must take any voter regardless of party affiliation or candidate preference.

▶ **Go Get Out the Vote!**

With proper planning and committed volunteers, your Election Day GOTV efforts will be fruitful, rewarding, and fun. By the time the polls close, you will have the satisfaction of knowing that you have helped people in your community participate in the democratic process by casting a ballot.