

How Key Election Activities Get Out the Vote AND Benefit Your Organization

Activity	What it does to get voters	What it does to build your organization
Registration	<ul style="list-style-type: none"> • Voter registration increases the pool of potential voters. • The new voters you register can be added to a list for follow up closer to the election. The more times you follow up with voters, the more likely they are to vote! • New voters may be more likely to register when assisted by a trusted source. 	<ul style="list-style-type: none"> • Registration activities may bring new people to your organization—provides them with a first conversation about issues your organization works on & an action step they can take. • Registration activities can help you recruit volunteers, spread the word about your work, and build a list of people in your community you can follow up with on a variety of issues.
Education	<ul style="list-style-type: none"> • Voters need information. For first time voters, demystifying the voting process is a crucial step. • Providing easy to understand information about the issues on the ballot in the language spoken in your community also helps break down barriers to participation in the electoral process. • As a trusted source, your organization can help link election issues to people’s everyday lives. People are more likely to vote if they can see how it will affect them! 	<ul style="list-style-type: none"> • Visibility & relationship building: Providing quality educational opportunities and materials helps build a relationship between your organization and your community. • You may identify voters who can work with you on other issue campaigns or other activities that are ongoing year-round. • Voter education activities are a good opportunity for volunteers to increase their leadership by helping to organize events & presenting information.
Mobilization – Get Out The Vote (GOTV)!	<ul style="list-style-type: none"> • Voters need reminders! GOTV activities really work to increase voter turnout. • Voters are most likely to respond to a message from a source they know & trust. 	<ul style="list-style-type: none"> • Building the capacity to get out the vote demonstrates the power of your organization for both that electoral cycle & beyond. • Every time you contact a voter as a part of your electoral work, you can give additional information about your organization & your issues – you build relationships with contact!
Volunteer Recruitment	<ul style="list-style-type: none"> • Volunteer can be voter. • Volunteer has circle of friends & family that may also be voters. • Volunteer helps reach more voters by participating in registration & mobilization activities. 	<ul style="list-style-type: none"> • Volunteers who participate in electoral activities can stay involved in your organization after the election. • With trained and dedicated volunteers, your organization may be able to do more in your programs and make more efficient use of organizational resources.
Leadership Development	<ul style="list-style-type: none"> • Trained volunteers that take leadership on specific voter mobilization tasks help increase your capacity to reach more voters by taking some of the burden from staff. 	<ul style="list-style-type: none"> • Proven leaders can stay involved in your organization, taking on additional responsibilities to support your work.
Visibility: Actions & Media	<ul style="list-style-type: none"> • Visibility through public actions or media coverage can help spread the message about a specific issue or the importance of voting to a broader audience. 	<ul style="list-style-type: none"> • Public actions and media coverage get your organization’s name and mission out to a bigger audience. • Might even help with fundraising!
Collaboration & Alliance Building	<ul style="list-style-type: none"> • Collaborating with other organizations increases the pool of voters you can reach. Other organizations also might have specific skills or resources you need. 	<ul style="list-style-type: none"> • Relationships with allied organizations increases our overall capacity to create change in our communities. We can’t do it alone!

