



Get Out The Vote

Our democracy works best when everyone participates. Local leagues have all been successful in the past in holding voter registration drives. Registration is crucial and is the first step in getting out the vote. However, it is just the first step! LWVNYS has been encouraging leagues to put forth a greater effort in turning out the vote. Some of our local leagues have done this, identifying those underserved areas where turnout is the lowest and coming up with strategies to not only register voters but get them to the polls. We have included the ideas and successful strategies of those leagues in this toolkit. In addition, we have included other ideas leagues have used to engage voters which can help in turnout.

GOTV begins at voter registration drives and like voter registration, takes planning and effort. (There is a separate toolkit for voter registration.) It is important that leagues have a plan and designate not only how but who will do the follow up.

Some important questions your league will need to consider:

- Will you be gathering contact information so you can follow up with reminders?
- Will you get this information from voter registration forms or separately?
- How will you contact voters: texts, calls, email, mail?
- What contact information will you need?
- Who will follow through on the contacts?
- What tools are available for follow up?
- In addition to voters you register at drives, how will you reach other potential voters?
- What communities will you target?
- Who can you network with?
- What can you do to reach the larger community: PSAs, flyers, media, billboards?
- How will you evaluate your effectiveness?

The ideas shared in this toolkit are only the beginning. Leagues of course can modify any to fit the needs of their communities. With early voting now a reality as well as other election reforms passing this year, voting is going to be easier in NY than in the past. Many voters will be looking to the league to answer questions on these new election reforms which will give us greater visibility and opportunity to engage with voters.

As efforts get underway and as GOTV becomes a focus, there are certain to be many other ideas and strategies. Leagues are encouraged to contact the LWVNYS with their plans and programs that will then be added to this toolkit. This is a work in progress. Together we can do so much. Voting is getting easier in NY. This is an opportunity for us to make a difference and get out the vote.

Get Out the Vote: Ideas, Events, Activities

A Multi-Pronged Effort

League of Women Voters of Albany County

1. Collaboration with other groups, including other local LWV groups, NAACP, Hispanic and Latin groups, and student groups from area high schools and colleges.
2. Outreach to Albany County Jail and the local Sheriff (who has been very helpful and encourages our work in the local jail).
3. Commitment to high school youth registration utilizing consistent liaisons to every (private and public) high school in the area. Each Spring we establish the school's preference for registration activities and facilitate their process.
4. Continued networking to area Churches and Synagogues, tabling at festivals and protests, and empowering our volunteers to reach into their own networks for new opportunities.
5. Attendance at every new citizen ceremony in the County to register our newest citizens immediately after their naturalization.

Those are our major efforts, but we do continue to recruit for volunteers and new voters at our programs, collaborative events, and through social media.

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Personal Involvement

LWV of Cattaraugus and Allegany Counties MAL Unit

Having a voter identify why it is important to them to vote makes it personal for them and increases the chances that they will turn out to vote. The Cattaraugus and Allegany Counties Mal Unit did just that.

The "I Vote because..." project where we ask people to tell us why they vote, and write it down on reusable whiteboards, usually happens at voter registration tables, with a photo opportunity. Also at voter registration tables, particularly where children will be, we invite kids (and parents) to vote for their favorite ice cream flavor (or whatever), with a paper ballot to cast. We publish the results whenever we can and post photos too.

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How to Create a Get Out the Vote Public Service Announcement

League of Women Voters of Huntington

Getting out the vote every Election cycle requires a lot of work. Many LWV Chapters spend time holding Voter Registration events and Meet the Candidate events to create awareness and increase voter engagement and turnout. But what about the day of the actual election, or now that we have early voting, what about the early voting period before election day? With everyone's very busy lives it can be easy to forget to vote just because work, family, commuting and other life responsibilities take our time and attention.

Our LWV Huntington Chapter has addressed this by partnering with a local College that has a media and communications major and were eager to have their students audition and collaborate on a creating an audio announcement. The announcement in both English and Spanish would remind people when election day is and how to get current information by providing the NYS Board of Elections Website and 800 number.

We then contacted local radio stations and asked to speak with the person in charge of programming public service announcements to ask them to air our recorded audio message.

We also contacted college radio stations and local theatres. If they did not have a way to air the audio announcement, we sent them a graphic that could be projected on their screen or displayed in their common space.

Ultimately, we hope that New York State will require all public buildings and train and bus stations to air and display a GOTV announcement every year as well as require local radio and TV station to do the same.

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Birthday Bundles

League of Women Voters of the Rivertowns

Help them be the life of the party... whatever party they choose.

VOTER REGISTRATION BIRTHDAY BUNDLES

Know someone turning 18?

Send a birthday bundle to the party.

Bundles include a "We Vote" backpack for the celebrant stuffed with laptop/water bottle stickers, NY State voter registration forms, and addressed, stamped envelopes for completed forms so everyone who is eligible at the party can register. Current NY law allows anyone turning 18 in a given calendar year to register. In 2020, anyone 16 or older can register.



- \$25 for one "We Vote" backpack + 10 "We Vote" sticker/registration form/ stamped envelope sets
- \$1 for extra sticker/form/ envelope set
- S/H extra

League of Women Voters of the Rivertowns
To order: info@lwv-rivertowns.org; 484-431-4946

Partnering for a Multiplier Effect

League of Women Voters of the Rochester Metropolitan Area

After receiving statistics from our County Board of Elections showing that less than 10% of our over 4,000 newly registered voters had voted in the presidential election year of 2016, it was clear that voter registration alone was not enough. This realization birthed our new “Get Out the Vote” Committee. (4,000 is the combined total of voter registrations obtained through the collaborative work of the LWV-RMA and the Rochester Voter Alliance (RVA). LWV-RMA and RVA join forces in presidential election years.)

A solicitation of our members in the fall of 2018 resulted in an interested body of 15 people to strategize and implement both research-proven and creative actions to influence registered voters to get out and vote. With very little lead time, the following actions were taken for the November 2018 elections:

- Phone Bank Calling: Supporting the Alumnae Association of Delta Sigma Theta sorority’s phone bank effort the week prior to elections, a team of 12 League members called citizens in low turnout districts to remind them to vote.
- Sidewalk Chalking Event: With the support of families in the La Cumbre organization and the permission of the city, LWV held a sidewalk chalking event. Stenciled messages in both English and Spanish were chalked on sidewalks in low turnout districts reminding them to vote.
- “I Will Vote …This Year” Photo-Op Sign: This is a hand-held board with the words above and below a central cut out space for a person’s face to appear (see photo below). Taken to community events, we offer to snap a picture (using that person’s phone) of those who say they are going to vote and are willing to send the picture out through their social media or email. Hugely popular, we are now having a child-sized sign made with the words “Vote For My Future.” Seeing the commitment of someone you know, to vote, is known to be a strong influencer for others.
- Hospitalized Patient Emergency Absentee Ballot Voting: Working with legal assistance, the Board of Elections, and one local hospital, LWV-RMA piloted a process to enable hospitalized patients to vote on Election Day. The pilot is in review with plans to establish procedures to more broadly offer this service in both of our large regional hospitals this year.

Even more important than the actions that were implemented above, are the strategies that have been developed and will be implemented for either the June 2019 elections or the November 2019 elections. Strategies take effort and our members are invigorated to do the research and reach out to community members to develop effective plans to improve voter turnout.

- Postcard Project: A reminder postcard designed to catch your eye, with a combination of pre-printed and free-hand components. Postcards will be sent to a low turnout district (aligned with the Target Neighborhood Focus Plan described below) and could include

information such as a generic reminder to vote, offices up for election, polling place, poll hours, phone number for rides, and referral to Vote411. The project is designed to be a fun activity for our members. This Fall's card is focused on Early Voting sites, dates & times, plus Vote411 info.

- **Text Messaging Project:** After doing research, a text messaging application has been selected and we are in the process of contracting for that service. This app will enable us to do follow-up with new voter registrants in the lead up to Election Day. Our plan includes having the new registrants directly opt in to the service at time of their voter registration. Recipients will be sent a series of staggered messages with information such as referral to Vote411, making a plan for getting to the polls, and referrals for Election Day rides. Use of this app is not limited to new registrants but can be offered to anyone we interact with.
- **Target Neighborhood Focus Plan:** We identified a low turnout district to focus on. We are reaching out to churches and other community organizations in the district. We've done some door to door canvassing, seeking to register voters and help them get informed on the races and ballot issues. We try to sign them up for our reminder texts as well. To reliable voters, we offer yard signs that will remind and influence neighbors to vote.
- **Videos:** We know several issues where people need education, and we're preparing videos. One will show "How to Vote," aimed at first time voters. Another will explain why you should choose a political party when you register. One will feature people who are on parole and discuss voting rights for parolees. The final one will explain early voting. We plan to put these videos on our YouTube channel, embed them in our website, text links to them to our text list, and promote them on Facebook and through Google ads.

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Engaging Community Organizations and Businesses

League of Women Voters of Schenectady County

The Schenectady County League has a longstanding commitment to improving voter registration. However, New York has a poor record of turnout of eligible voters (NY ranked 41st in voter turnout in the 2016 election). We made the determination that encouraging citizens to actually vote should be part of our efforts. We accordingly undertook the following steps:

- Analyzed turnout of registered voters in the county by cities/towns, and neighborhoods in comparison to county wide average, using Schenectady County Board of Elections election district data for the past 3 years.
- Identified areas of greatest need and opportunity for GOTV efforts based on population density and lowest turnout areas. The City of Schenectady was identified, with 1/3 of the county population, and turnout at least 10% lower than County-wide average.
- Drafted a letter to the editor of the local newspaper, and requested the opportunity to provide data via interview. The Gazette conducted an interview of SCLWV representatives and published an article outlining our findings and our initiatives.
- Identified and requested invitations to make presentations to each neighborhood association in the City of Schenectady as well as religious (e.g. Schenectady Inner City Mission) and other community organizations. Presentations were specifically focused on data relevant to the groups.
- Asked the groups to provide election day transportation if they had a system in place for arranging transportation to religious observance or other activities
- Asked attendees to commit (using sign up sheets) to distributing posters and lawn signs produced by the SCLWV.
- Designed and produced posters and lawn signs; distributed them to volunteers for placement in high need and high traffic areas (e.g., stores, libraries, near schools, busy intersections).
- Asked all school districts in county to put election day vote reminders on their electronic billboards outside schools, and asked for PSA announcements at fall sports events.
- Reminders issued, with their agreement, to recently naturalized citizens who were mentored by the SCLWV for citizenship exams.

Additional initiatives being implemented for future elections, focusing on 2020 election:

- Ask art departments at all district high schools to participate in student poster/lawn sign designs for future use, with competition and awards to best design at each high school.
- Ask public transportation agencies to consider putting vote reminders on bus “crawls;” ask local theatres to put PSA announcements on screen before movies.
- Place banners, billboards in high traffic locations within budgetary means.
- Print and distribute business-size cards at naturalization ceremonies with important voter participation dates (registration deadline, primary dates, general election date).

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How to Create a Reminder to Vote

League of Women Voters of Suffolk County (ILO)

As part of LWV of Suffolk County (ILO)'s LWVUS grant for new citizen voter registration work, we developed (5x7, two sided) color postcards to give to newly registered citizens. An element of the effort was to follow up with those new voters to remind them about election day.

The usual techniques for collecting names/contact information for those who want reminders are to scan the voter registration forms or distribute postcards to be filled in with contact details. There also are apps which can be downloaded, but it seems that most people don't want to add another app (unless they are already engaged politically).

LWVSC decided to use a different route to gather information, particularly because of logistical constraints communicating with over 125 new voters (from three different counties) who receive (and most complete) voter registrations forms in a courtroom during their naturalization ceremony.

The bottom of side 2 on the postcard includes a QR code which takes the new voter to the LWVSC website page <http://www.lwv-suffolkcounty.org/VoterReminders.html> - *To Get A Voting Reminder, Submit Your Contact Information Below.* This is actually a Google Form, which will collect the new voter's name along with whichever method of contact that they prefer (cell phone for text, email, mailing address)

Spanish cards are being printed, and the LWVSC website has created a voter information page in Spanish as well.

Images of both sides of the card in English and Spanish are below.

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Important Information for New Voters in 2019



CONGRATULATIONS ON REGISTERING TO VOTE!

As a citizen (age 18 or older) you have the right and responsibility to vote in elections. Educate yourself on the candidates and issues in each election.

CONFIRM YOUR VOTER REGISTRATION STATUS

Once your registration has been processed by your county Board of Elections you will be mailed a card with your polling place details. If you do not receive the card in 4-6 weeks or have questions you may call them:

New York City (all five boroughs): 212 487-5300
Nassau County: 516 571-2411
Suffolk County: 631 852-4500

The New York State (NYS) Board of Elections maintains a database of registered voters throughout NYS. To find out if you are registered, visit <https://voterlookup.elections.ny.gov/>

Registered voters may vote for any candidate of any party on Election Day, but only enrolled members of a party can vote in that party's primary election.

For information about *Voter IDs, Early Voting, and Absentee Ballots*, please see other side.

Información importante para nuevos votantes en el año 2019



¡FELICITACIONES POR REGISTRATSE PARA VOTAR!

Como ciudadano (18 años o más) tiene el derecho y la responsabilidad de votar en las elecciones. Edúquese sobre los candidatos y temas en cada elección.

CONFIRMAR SU CONDICION COMO VOTANTE

Una vez que su inscripción haya sido procesada por la Junta Electoral de su condado, se le enviará por correo una tarjeta con los detalles de su centro de votación. Si usted no recibe la tarjeta en 4-6 semanas o tiene preguntas, puede llamarlos:

Ciudad de Nueva York (los cinco condados): 212-487-5300
Condado de Nassau: 516-571-2411
Condado de Suffolk: 631-852-4500

La Junta Electoral del Estado de Nueva York (NYS) mantiene una base de datos de votantes registrados en todo el estado de Nueva York. Para saber si está registrado, visite: <https://voterlookup.elections.ny.gov/>

Los votantes registrados pueden votar por cualquier candidato de cualquier partido el día de las elecciones, pero sólo los miembros registrados de un partido pueden votar en las elecciones primarias de ese partido.

Para obtener información sobre *las identificaciones de votantes, la votación anticipada y las boletas en ausencia*, consulte el otro lado.

Important Information for New Voters in 2019



ID NEEDED FOR VOTING IN NEW YORK STATE

Federal law requires persons who register by mail and are voting for the first time to provide identification, either on the Voter Registration Form or in person at the polling place. Identification usually means a current NYS driver's license or the last four digits of your Social Security number. If you do not have either of these, you may provide a copy of a valid photo ID, or a current utility bill, bank statement, government check or some other government documentation that shows your name and address. Bring your ID to the polls, especially if you registered by mail and are voting for the first time.



EARLY VOTING

New Yorkers will now have an additional option to cast their vote in the 2019 General Election on November 5th. Special polling sites will be open from Saturday October 26th through Sunday, November 3rd. For sites and hours, check with your county's Board of Elections. Voters will continue to have the option to cast an absentee ballot if they choose to do so.



ABSENTEE BALLOTS

Registered voters who cannot make it to the polls on Election Day because of occupation, business, studies, travel, imprisonment (other than a convicted felon), illness, disability and hospitalization or residence in a long term care facility, may vote by absentee ballot. To be sure your request is processed, ask for this form at least 4 weeks before Election Day.

NEVER LEAVE THE POLLING PLACE WITHOUT VOTING!

If your name is not on the list, ask for an affidavit ballot!

Ask for a voting reminder:

Use QR Code



Useful Websites:

www.lwvny.org
www.elections.ny.gov
www.vote411.org



Call: 631-862-6860

<http://lwv-suffolkcounty.org/VoterReminders.html>

Información importante para nuevos votantes en el año 2019



ID NECESARIO PARA LA VOTACION EN EL ESTADO DE NUEVA YORK

La ley federal requiere que las personas que se inscriban por correo y voten por primera vez proporcionen identificación, ya sea en el Formulario de Inscripción de Votantes o en persona en el centro de votación. Identificación usualmente significa una licencia de conducir actual del Estado de Nueva York o los últimos cuatro dígitos de su número de Seguro Social. Si no tiene ninguno de estos documentos, puede proporcionar una copia de una identificación con foto válida, o una factura de servicios públicos actual, estado de cuenta bancaria, cheque del gobierno o cualquier otra documentación gubernamental que muestre su nombre y dirección. Traiga su identificación a las urnas, especialmente si se registró por correo y va a votar por primera vez.



LA VOTACION ANTICIPADA

Los Neoyorquinos ahora tendrán una opción adicional para emitir su voto en las elecciones generales de 2019 el 5 de noviembre. Locales de votación estarán abiertas empezando el sábado 26 de octubre hasta el Domingo 3 de noviembre. Para sitios y horas, consulte con la Junta Electoral de su condado. Los votantes seguirán teniendo la opción de emitir una boleta de ausente si así lo deciden.



PAPELETAS DO VOTO AUSENT

Los Votantes registrados que no pueden asistir a las urnas el día de las elecciones debido a la ocupación, negocio, estudios, viajes, encarcelamiento (que no sea un criminal convicto), enfermedad, discapacidad y hospitalización o residencia en un centro de cuidado a largo plazo, pueden votar por medio de una boleta en ausencia. Para estar seguros si su solicitud es procesada, pida este formulario por lo menos 4 semanas antes del día de elecciones.

¡NUNCA DEJE EL LUGAR DE VOTACION SIN VOTAR!

Si su nombre no figura en la lista, pida una declaración jurada!

Para pedir un recordatorio de votación:

Usa QR Código



Email: lwvsuffolk@gmail.com
Llame: 631-862-6860

Sitios web utiles:

www.lwvny.org
www.elections.ny.gov
www.vote411.org

Partnering and Engaging the Community...and a Parade!

League of Women Voters of Syracuse

In January 2018 two LWV members introduced the need to increase the turnout rate of registered voters at the polls on Election Day 2018. This need became a grassroots pilot initiative with monthly then weekly meetings with a group of dedicated members researching voter turnout and focusing on Ward 19, District 2 & 5 located on Syracuse Southside which was among the lowest turnout rates for the 2017 City Mayors race (24%). We used the Nonprofit VOTE's tested and studied strategies to promote registration and voting (nonprofitvote.org, a non-partisan organization with 114 national and state not-for-profit partners representing 65,210 organizations nationally to support voter engagement).

The goals of the project:

1. Involve residents from the neighborhoods to become involved in the project.
2. See an increase in voter turnout from 2014 to 2018, both mid-term elections.
3. Receive feedback from voters about the effectiveness of this project through a survey on Election Day.

The group recruited additional volunteers from Syracuse NAACP, Southside TNT, Dunbar Association, Syracuse Alumnae Chapters of Delta Sigma Theta, Lambda Kappa Mu and Zeta Phi Beta Sororities and Human Service Leadership Council and named the group OnondagaVotes!. To implement this project the group designed flyers, palm cards, business and bus shelter posters, buttons, and lawn signs. Funding for the project was received from The Gifford Foundation "What if..." mini grant. Volunteers knocked on doors every Saturday and Sunday for 9 weekends starting September 8 through November 4. Election Day, November 6 volunteers surveyed voters from 6:30 am until 6:00 pm.

Results of the project:

1. Eight residents from the neighborhoods became involved in the project, we had hoped for more.
2. Information from the Board of Elections showed a significant increase in voter turnout between the 2014 and 2018 election in the districts in which we worked and above the average for the City of Syracuse. The increase of turnout for the City was 35%, Election District 5 and Election District 2 was 48%.
3. 161 voters completed the survey about the effectiveness of the project and 80 indicated an interest in attending a focus group to be held in March 2019.
4. The focus group meetings were held March 9 and May 18 with 15 Southside voters attending.
5. OnondagaVOTES! has decided to continue the project and increase neighborhood involvement.
6. Increased visibility and education about the need to vote with lawn signs erected in the City and suburbs **"Every Vote Counts – Vote November 6"** and business & bus Shelter posters **"WE RISE WHEN WE ALL VOTE"** and buttons **"I'm Voting RU?"**

The LWV has increased membership; current members became involved with educating residence on Syracuse Southside; working with a diverse group of volunteers and increasing visibility and education in the community through media coverage on radio – WAER & Power 620, television – WSTM and print material – Eagle News & The Stand.

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Local Residents Participate in 'Get Out The Vote' Walk to Advocate for Voter Participation

By JOHN SMITH & BRAD KLEIN & JACK SCHLAFLY • NOV 5, 2018 WAER SYRACUSE PUBLIC MEDIA

A band of local Syracuse residents went door to door in the 'Get Out the Vote' Walk on Sunday. But they weren't celebrating anything. The non-partisan group marched down the 2nd and 5th election districts in the 19th ward of Syracuse, trying to convince people to vote.

WAER
Syracuse University 88.3

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LWV of?

There's plenty of space for your League's ideas and programs to Get Out The Vote!!!

Please send them to us. We'd love to hear from you!

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