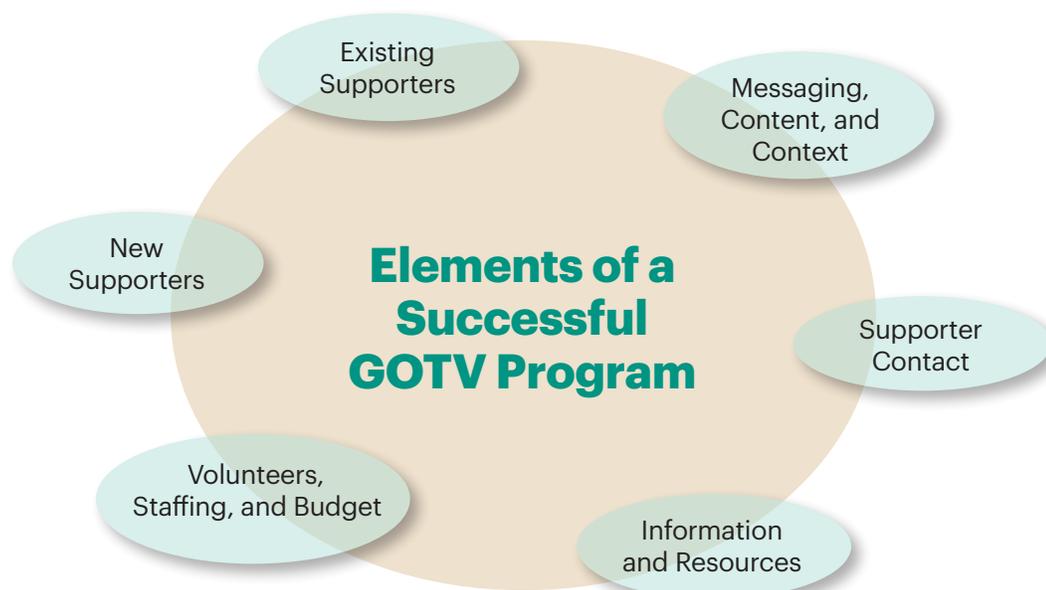


What is GOTV?

GOTV stands for Get Out The Vote! A GOTV drive can be categorized as an electoral advocacy activity. If the drive focuses on a specific ballot issue(s), then the GOTV drive will be classified as a direct lobbying activity. See the Do's and Don'ts of Electoral Advocacy for more details about the difference between electoral advocacy and lobbying.

GOTV is not a single activity but a coordinated effort of nonpartisan activities that seek to encourage those who support early childhood broadly, and NAEYC, to vote. These efforts must be nonpartisan, focused solely on the importance of voting and how to register.



How to use this guide to GOTV programs

This guide contains:

A step-by-step tool to developing a successful GOTV program	Page 2
Supporting Documents	Pages 3-13
A reference page for the step-by-step tool	Page 3
A timeline to guide GOTV planning activities	Page 4
Guide to planning GOTV Activities On and Before Election Day..	Pages 5-7
Sample Early Voting Script for Door-to-Door and Phone Banking Activities	Page 8
GOTV Frequently Asked Questions	Pages 9-11
GOTV Guide to questions voters often ask	Pages 12-13

Guide to Developing a Successful GOTV Drive

Prepared for NAEYC by Advocacy & Communication Solutions, LLC, September 2014.

10 Steps to Organizing a Successful GOTV Program



Step 1 → Define Purpose

Local, statewide, or national office:

To increase organizational recognition:

To get all candidates to mention early childhood:

Step 2 → Determine Internal Capacity

Budget: _____

Staff: _____

Time: _____

Step 3 → Finalize Messaging, Call to Action and Content

Message: _____

Call to Action: _____

Content: _____

Step 4 → Identify Current Supporters

Current Supporters: _____

Connections to those supporters: _____

Step 5 → Determine GOTV Drive Logistics

Dates: _____

Activities: _____

Locations: _____

Partners: _____

Resources: _____

Step 6 → Recruit Volunteers

Volunteers: _____

Step 7 → Materials

Materials that already exist: _____

Materials from the Board of Elections Office:

Materials to develop: _____

Step 8 → Identify New Supporters

Target Audience: _____

Step 9 → Conduct Outreach Activities in Advance of Election Day

Types of activities conducted prior to Election Day:

Step 10 → Conduct Outreach Activities Election Day!

Types of activities conducted on Election Day:

Reference Page to fill out the 10 Steps to Organizing a Successful GOTV Program

Step 1 → Define Purpose

Your purpose should answer the question: Why is it important for early childhood supporters to vote during this election (candidates, ballot issues, elected/appointed agency positions, etc...)?

Step 2 → Determine Internal Capacity

- Who will lead the GOTV effort?
- How much time are they able to devote to this effort?
- What is the budget for the GOTV effort?

Step 3 → Finalize Messaging, Call to Action and Content

- What message do you want to deliver? Your message can be about the importance of early childhood and voting broadly, or more specific information about important ballot issues that will impact early childhood and why it is important to vote.
- Determine a call to action in your message ((i.e. volunteer to contact voters, vote early, vote on Election Day).
- Is there any additional content that you need to provide your audience with (i.e. It is important that you vote today! You can learn more about what is on the ballot by visiting your Board of Election website.)

Step 4 → Identify Current Supporters

- Who do you know that already supports the mission of AEYC and/or early childhood education broadly?
- Utilize contact information collected from individuals your AEYC helped to register during other events, and contact them.
- Use your audience to reach out to volunteer and/or participate in the GOTV drive.

Step 5 → Determine GOTV Drive Logistics

- What date(s) will you conduct GOTV?
- What outreach activities will you use during your GOTV drive (door-to-door outreach, mailings, a voter registration event, phone banks, etc...)?
- Are there other organizations you can partner with?
- What resources do you have to support your GOTV outreach?

Step 6 → Recruit Volunteers

- Ask your internal staff, friends, and family members to volunteer in your GOTV activities.
- Use your list of existing supporters, conduct outreach to recruit volunteers to participate in GOTV activities (i.e. phone banking, door to door voter outreach).

Step 7 → Materials

- Materials include items the AEYC or volunteers will need to conduct the GOTV activities, as well as the materials given to the audience. It is also helpful to have a frequently asked questions document for voters.
- Get in touch with your Local or State Election Office and ask for nonpartisan registration materials (flyers, buttons, booklets, website messages) as well as more information on conducting a Get Out The Vote program.
- On printed materials be sure to use links to important information (i.e. board of elections, your organization's website).
- Write scripts for any phone banking or door-to-door activities.
- If you develop materials of your own, be sure to include the Federal disclaimers(see FAQ for more information)

Step 8 → ID New Supporters

- Determine your target audience(s) for your GOTV activities. All of your outreach will be geared toward this audience.
- Your target audience should be those who already support early childhood or your organization's mission, but can be extended to include communities who are likely to support early childhood (i.e. parents, early childhood employees, residents who live near an elementary school).
- The purpose of your activities is to encourage this audience to vote.

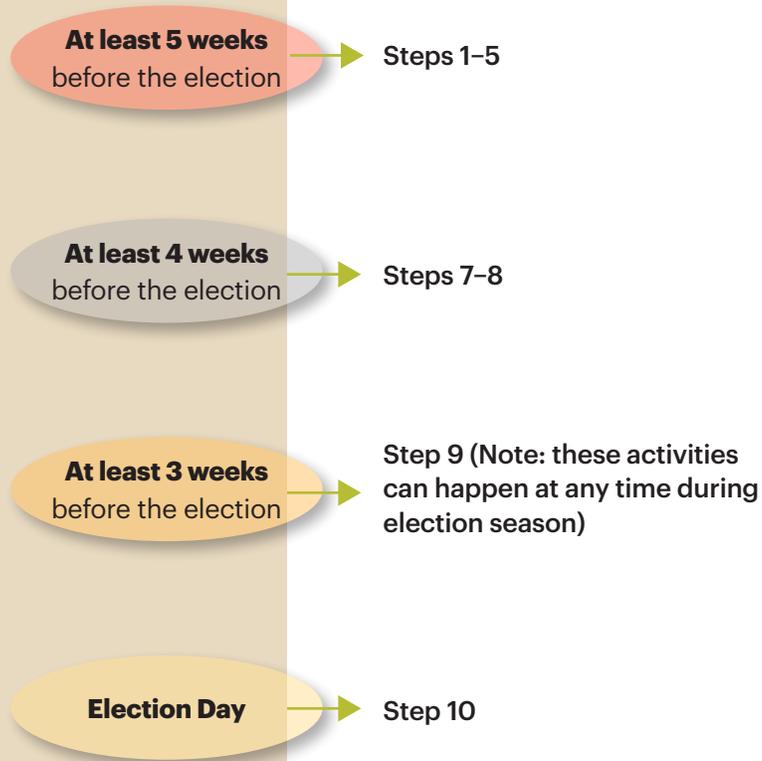
Step 9 → Conduct Outreach Activities in Advance of Election Day

- Now that you have your target audience, messages, materials, and activities planned, it is time to conduct the activities to encourage registration or early voting.
- If you are holding an event, advertise this event through flyers, posters, web, and social media.

Step 10 → Continue relevant GOTV outreach activities

Using any contact information the AEYC has collected before or during the drive, organize phone banking and/or door-to-door activities to Encourage voters to go to the polls on election day.

A sample timeline to guide Election Day GOTV planning activities



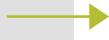
Guide to planning GOTV Activities On and Before Election Day

Non-profits are well positioned to leverage their position in the community, their leadership, staff, volunteers, clients, and supporters to promote non-partisan voting and related activities before and on Election Day. Below is a chart that outlines many of the options available. The bolded activities in the chart are then further explained in more detail below.

GOTV Activities for Non-Profits	Before Election Day	On Election Day
Allow staff to engage in nonpartisan GOTV activities (like those on this list!).	X	X
Allow staff time off to vote.		X
Encourage staff to sign up as poll workers or translators on Election Day.		X
Provide rides to the polls or promote organizations that do provide rides.		X
Hold a GOTV party or event that outlines these activities and how people can get involved.	X	
Determine what organizations are holding 'phone banks' (where volunteers call registered voters and remind them to vote) and volunteer, or host your own phone bank.	X	
Leverage your organization's existing communication vehicles to remind people to vote via emails, newsletters, & social media.	X	X
Ask the local board of Elections for a voter list for your community and cross check that with your volunteer or membership lists so you can understand who is not registered to vote.	X	
Leverage your organization's existing meetings to remind people to vote.	X	
Create visibility about Election Day via posters in your offices.	X	
Share telephone or website information for nonpartisan voter information like "Where do I vote?" or "When do the polls open or close?"	X	
Canvass neighborhoods and give out nonpartisan voter information (i.e.: where do I vote, how do I vote, when do I vote?).	X	

HOW TO.....

Provide rides to the polls



Helping people get to the polls is the only certain way in which to ensure people actually vote. You can do this on your own or in conjunction with others. An outline of things you need to know to succeed is as follows:

- Determine if your organization will lead the effort or work in conjunction with others.
- Establish how many cars, vans and people will be involved/available
- Train your volunteers to ensure they remain non-partisan during their interaction with voters they transport (not asking them who they are going to vote for, etc.).
- Divide election day into 2 hour blocks of time (or more depending on capacity)
- Assign each person/car to a block of time.
- Base the coverage of that block of time on those.
- In advance of Election Day communicate to your membership or supporter list that you will be offering rides to the polls on Election Day and require them to sign up.
- Although you may ask people to sign up in advance to let you know they need a ride, expect last minute requests and changes especially if the weather conditions are poor.
- Have one person act as “dispatch” for all drivers and request that come in from voters.

GOTV Party



This should take place in advance of Election Day to gather your volunteers and train them on ‘how to’ get out the vote. The volunteers can be your own personal social circle of friends or colleagues or those who are supporters or employees of your organization. Bring people together for no more than two hours and walk through all the “dos and don’ts” of how to engage in GOTV efforts. Provide each person with NAEYC GOTV documents. If your organization has a broader GOTV strategy, you will want to offer an assignment to each person to help fulfill your overall strategy.

Phone Banks



A phone bank can be with a few people using their own cell phones or many volunteers with multiple phones. Regardless the following guidelines apply:

1. Set your location.
2. Determine the number of phone lines and volunteers you will have.
3. Assign a particular number of volunteers for each hour you have your location/phones available. Limit callers to no more than 2-3 hours of call time.
4. Secure voter lists from which your volunteers can work and ensure those lists have room so your volunteers can record the results of their conversations.
5. Provide a script (*see sample script on page 8*) for your volunteers that ensure you maintain a non-partisan script that only reminds voters the date of election day, where they can register to vote, and places where they can provide more information (i.e.: Board of Elections)
6. Ensure you evaluate the results of your calls and utilize that insight to better prepare for any subsequent phone banks.

Leverage communication vehicles



When you decide to engage in non-partisan activity, develop a list of all the ways your organization communicates to your members, volunteers or staff between that time and Election Day. Then determine which of those communications where you can add voter registration, GOTV, and other electoral information. It can be as simple as the following:

- Remember Election Day is XXXX; do not forget to vote
- Are you registered to vote? Go to these websites to find out how [insert league of women's voters or local board of elections website or telephone numbers]
- Do you want to help Get Out the Vote on Election Day? Learn more about how to "GOTV", including getting trained a s volunteer, phone banking, getting people to the polls and more! [insert telephone number or website]

Voter lists



Voter lists allow you to target a specific group of voters (most often by neighborhood). These lists reflect if these individuals are regular voters or not yet registered. So depending on the voting status of that individual, your non-partisan activity will be to either provide information to them to register to vote or remind them that they can vote and when Election Day is and where they can go to vote. You might also want to provide them with a simple list of resources where they can find out more such as list of websites or telephone numbers for the local Board of Elections, League of Women Voters, etc.

Canvassing



Choose a neighborhood or community. This neighborhood can be chosen based on your organization's membership list. Knock on doors to talk with voters face to face about either registering to or remind them to vote on Election Day. Nonpartisan canvassing requires you to avoid talking about particular candidates. Your job when canvassing in advance of Election Day is to provide individuals with information on where and how to vote or to register to vote. Canvassing on Election Day is about reminding people to get out and vote and where they can vote (local voting location).

Sample Early Voting Script for Door-to-Door and Phone Banking Activities

The most effective voter contact is personal. Encourage your volunteers to use the following as a guide for the conversation and not word for word script.

“ Hi! Is this [Voter Name]?

My name is [Caller Name] and I'm call/stopping by on behalf of [AEYC NAME]. We are working to encourage our community members to cast their vote this [Day of Election].

There are many important issues and candidates on the ballot this year and every vote counts. To be clear, [AEYC NAME] is not asking you to vote for a specific candidate or for or against a specific issue, we just want to convey the importance of voting, especially as it relates to the education and care of young children.”

→ **NOTE:** *If the voter asks the caller who to vote for at any point during the call, the caller should respond by saying “you can get information about the different candidates and ballot issues at your local League of Women Voters website.”*

“ Can we count on you to vote in this election?

If 'no' → OK, if you change your mind feel free to contact your local board of elections for detailed voting information. (End of conversation)

If 'yes' → Great!

(If during early voting window) We also want to let you know that [Your State/County] offers convenient opportunities to vote early. Can I tell you a little more about how early voting works? [share state/county specific opportunities]

(if after early voting window closes) Do you need any information about how to vote on Election Day, like your polling location or what identification you need to have with you? [Share state/county specific information about voting in person and where to find poll location information]

”

GOTV Frequently Asked Questions

1 —————>

As a 501(c)(3), what are the rules I must follow during GOTV events?

Generally, a 501(c)(3) organization may conduct nonpartisan voter registration and get-out-the-vote programs. NAEYC and affiliates are 501(c)(3) organizations. ***BUT YOU MUST CAREFULLY FOLLOW THE FEDERAL AND STATE TAX AND CAMPAIGN LAWS OR YOU WILL RISK LOSING YOUR ORGANIZATION'S TAX EXEMPT STATUS AS WELL AS OTHER PENALTIES.*** Below is guidance on what a 501 (c)(3) organization may and may not do.

501(c)(3) organizations may conduct nonpartisan get-out-the-vote programs. The efforts must be focused solely on the importance of voting and how to register. There can be no evidence of bias for a particular candidate or political party.

The following are a few things you can and cannot do as part of your GOTV activities. For a complete listing please see the Do's and Don'ts of Electoral Advocacy tool.

Things you CAN do:

- Provide voters with election information (early and election day voting locations, hours, and identification materials they will need)
- Encourage voters to register to vote
- Encourage voters to vote early or on election day
- Help voters learn where they can cast their vote
- Encourage voters to research the candidates and ballot issues before casting their vote

Things you can NOT do:

- Recommend, endorse, or suggest that one candidate is better than another
- Tell voters which candidates support child care and education
- Tell voters which party to register under or who to vote for
- Plan activities with a candidate, campaign, or political party
- Give money or volunteer time to a candidate
- Allow a candidate to hand out materials about the campaign and his/her platform at AEYC events.

2 —————>

What should I consider when choosing a location for a GOTV event?

If you are holding an event in conjunction with your GOTV drive or program, make sure the location has enough space to hold the expected number of attendees, can meet any technology needs, is accessible to the public, and is a well-known and high-traffic location to help attract additional attendees.

3 —>

What materials should I use in my outreach activities?

Here are some examples of materials you might provide:

- List of reasons why voting is important
- Information on issues important to Early Childhood.
- Information about your organization.
- Information on all candidates and issues on the upcoming ballot.
- Voter Registration Forms.
- Polling location and vote by mail information.

4 —>

What is Federal Election Commission disclaimer that must go on all materials?

A Federal Election Commission regulation requires that you post a sign or give written notice to people you are registering or helping to vote. Use the following language on your materials, and on signs at your event: “Our voter registration services are available without regard to the voter’s political preference. Information and other assistance regarding registering or voting, including transportation and other services offered, shall not be withheld or refused on the basis of support for or opposition to particular candidates or a particular party.”

5 —>

Should I collaborate with other organizations?

Yes, collaborating with another well-known organization who has an interest in early childhood can certainly help increase awareness, increase the reach of informing your audience, and making planning much easier! Be sure that all information with your AEYC’s name on it follows the rules of a 501(c)(3).

6 —>

Can I register people to vote during outreach, or should I just give them registration information and ask them to register themselves?

Some GOTV drives do not allow people to register to vote, but rather give people information on how to register. This is because the organization has either chosen not to register voters at the event, or state laws prohibit them from registering voters without becoming an official registrar. If you are not going to register people to vote during your outreach, you can still have an event and set up a table or booth at conferences, neighborhood fairs, and do other forms of outreach (such as door-to-door and phone banking activities) to inform members of your community of the voter registration dates, requirements, and the locations where they can pick up a form and register. If you are registering people to vote, be sure to contact your Local Election Office out the regulations for voter registration in your state.

7 —————▶

How do I get copies of a voter registration form?

You can get copies of the voter registration form by contacting your Local Election Office or you can use the National Voter Registration Form available on the Federal Election Commission website (www.fec.gov) and print as many copies as you need. If you are printing copies of the voter registration form, please check with your Local Election Office to make sure your state accepts forms printed on standard paper. Illinois, Massachusetts, Missouri, New Mexico, South Carolina, and Ohio require voter registration forms to be submitted on a specific weight of card stock.

8 —————▶

If I do provide voter registration forms, how do I submit them?

If you are providing registration forms, you have two options. You can either collect the forms yourself, and then mail or take them in person to your election office OR you can have the individuals simply take the form and mail it in themselves.

9 —————▶

How do I know if my GOTV drive was successful?

You can measure the outcomes of your GOTV drive in many ways. Use the chart below for some ideas.

GOTV Activities for Non-Profits	Measurement
Increased Awareness	<ul style="list-style-type: none"> • # of people reached during phone banks • # of people registered to vote as a result of your efforts • # of attendees at an event • # of door-to-door connections made • # of contacts collected
Increased Voter Participation	<ul style="list-style-type: none"> • # of people your GOTV effort reached out to that actually voted (survey) • # of people who confirmed they were voting during a phone bank on election day • Comparison between last year’s voter turnout and this year’s voter turnout overall or for specific issues/candidates (only if you are running a very large GOTV drive)

GOTV Guide to answering questions voters often ask

1 —————▶**Must I be able to read or write English in order to register or vote?**

No. You can take someone who can assist you in the voting process, but they may not vote for you.

2 —————▶**How do I know if I am registered to vote?**

If you are not sure if you are registered to vote you can call your county board of elections to find out. If you have access to the internet, you can visit your county's board of elections website at [local board of election's web address].

3 —————▶**When can I register?**

You can use your state election page to find the deadlines for your state.

4 —————▶**Does registration cost anything?**

No, it is free.

5 —————▶**Am I registered once I fill out and mail the registration form?**

You must receive your voter registration card in order to be registered. If you have not received your card you can call your Registrar of Voters or City/County Elections Office and ask if you are registered.

6 —————▶**Do I have to register every time I vote?**

No. The only times you have to reregister are when you move, change your name, want to change your political party, or if you have completed all conditions of a felony charge.

7 —————▶**If I didn't vote in the last election do I need to register again?**

If you registered but did not vote you are still registered and do not need to register again.

8 —————▶**How do I know where to go vote?**

If you are not sure of your polling location contact your local board of elections.

9 —————▶**How do I vote if I am going to be out of town on Election Day?**

If you are out of town on Election Day, you will either need to vote during early voting or by absentee ballot. You may request an absentee ballot by contacting your local, county, or city election official. Depending on your State, this individual may be the County Clerk, County Auditor, County Registrar or Supervisor of Elections, or the Board of Elections. Call your local Board of Elections office for more details on early voting.

10 —————▶**What if I move before the election?**

If you move before the deadline to register to vote, you will need to register to vote at your new address. If you move after the deadline to register to vote you must vote at your former precinct in person, early in person, or by mail.

11 —>

I have to work, how late are polls open on Election Day?

Most polling locations open early in the morning and stay open until late in the evening. Check the state polling location hours with your local board of elections.

12 —>

Is my employer required to give me time off to vote?

Many states require that employers give employees time off to vote but it may be without pay. Make sure to check with your state election office and employer for state specific rules.

13 —>

I'm a college student do I vote where I go to school or at home?

You must vote wherever you are registered to vote. If you are a resident in the state you are attending college in, you can register at your address in that state. If you are attending an out of state school, you must register to vote from your 'home' address. This will likely be your parent's or a family members address in your home town, and can register to vote online and request an absentee ballot be sent to your current out of state address.

14 —>

What candidates/issues are on the ballot this year

You can get a complete list of candidates and ballot issues from your local board of elections.

DISCLAIMER

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