

August 21, 2024

2024 ELECTION TRAINING SERIES

In-Person Registration & GOTV Events

Organizing Powerful & Impact Events and Activations



LWVUS Staff

Introductions



LUANA CHAIRES

Senior
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DEMETRIUS FISHER

Southeast Regional
Organizer



STONE NAYYAR

Event
Coordinator



KAYLA VIX

Senior Mgr, Field
Communications



MARY ROCHE

Communications
Specialist

Community Norms

1. **Be respectful:** Assume positive intent but understand impact
2. Understand privilege and position
3. **Be present:** Practice **active listening**, **bring your full self**, and limit distractions
4. **Courage over comfort:** embrace hard conversations and conflict
5. **Step up, step back:** Allow space for conversation and flexibility
6. We are here to learn!

Logistical Reminders

- This training is 90 minutes. The first 60 minutes is in a **webinar format** and the last 30 minutes we will have a group discussion
- **This session is being recorded:** content will be shared post-training on lwv.org/2024electionwebinars
- There is **no follow-up email!** All recordings, copies of slide decks, and resources will live on lwv.org/2024ElectionWebinars.
- We're discussing all election work with a **nonpartisan lens** and a **Diversity, Equity, and Inclusion lens**
- We are using **Zoom's transcription service**. This is automated, and we can't guarantee 100% accuracy.



Agenda

- ❑ RECAP: General Election Planning
- ❑ Organizing Interactive & Powerful Events
- ❑ Voter Registration Events
- ❑ GOTV Events
- ❑ Branding & Promotion
- ❑ LWV Resources
- ❑ Q/A
- ❑ Hearing from LWV Leaders Session
- ❑ Next Steps

RECAP: LWV General Election Planning

Grounding Program in LWV Strategic Goals & DEI

What's next?

Questions to Ask

- What is each committee prioritizing this election season?
- What is our internal League timeline to ensure we maximize the work?
- How many volunteers will you need to accomplish your goals?
- What is the League's volunteer and membership recruitment strategy?
- What discussions and agreements have occurred with partners?
- What target audiences are you trying to engage?
- What digital tools will your League be using to maximize the work?
- What are some of the training gaps that need to be addressed?
- How is your League doing direct voter contact?
- How will your League do voter follow-up?
- How will your League internally coordinate and collaborate?

Organizing Interactive & Powerful Events

Looking at the Whole

Questions to Ask

Setting Goals

- Number of Voter Registrations?
- Number of Voters Checking Voter Registration?
- Number of voter education conversations with community members
- Number of new volunteers
- Number of voters to follow-up with?

Volunteers

- How many are needed?
- What traits and skills are needed?
- Is it an opportunity to involve another League?
- What's the recruitment plan?
- Which committees should be involved?

Partners

- Which are the mission-aligned local partners?
- How will partners contribute to filling in a need or a gap?
- What will recruitment look like?

Data/Follow-Up

- How will you track progress on your goals?
- How will you get feedback from volunteers?
- How do you plan on following up with voters?
- How many volunteers will you need for follow-up efforts?
- How do you plan to review and evaluate your data and feedback?

Questions To Ask

- What promotional print and digital materials do you need?
- What LWV and/or VOTE411 swag will you need?
- What League In Action actions will need to be turned on?
- What's your social media plan? Who's collecting content? Who is posting, and when?
- Who's handling volunteer management?
- What's the plan for press outreach?



Voter Registration Events

Best Practices

- ✓ Set specific goals and objectives
- ✓ Select venues to reach the most voters
- ✓ Know the rules & Train Your Team
- ✓ Stay on message and mission-focused
- ✓ Get into the emotional & mental space to talk WITH people, not at people
- ✓ Connect with partners
- ✓ Uplift your successes
- ✓ Thank your volunteers
- ✓ Follow-up with voters



Get Out Vote Events



Best Practices

- ✓ Ask about their voting plan
- ✓ Share VOTE411
- ✓ Have a process where voters can sign up for election reminders
- ✓ Keep it brief & friendly
- ✓ Be helpful: Have key information and deadlines ready
- ✓ Leverage preexisting relationships in your community- you are not always the best messenger
- ✓ Do multiple “touches” to voters

Maximizing LWV People Power

LWV League In Action

League In Action & Elections

- LIA is the official digital organizing platform LWV, where Leagues can **build a digital community of supporters** who believe in empowering voters and defending democracy.
- Leagues via LIA can **recruit, engage, and activate their community wherever or whenever while being able to track and manage their efforts** every step of the way!



SAMPLE



Volunteer Sign-Up

SAMPLE



Polling Location Assignment

SAMPLE

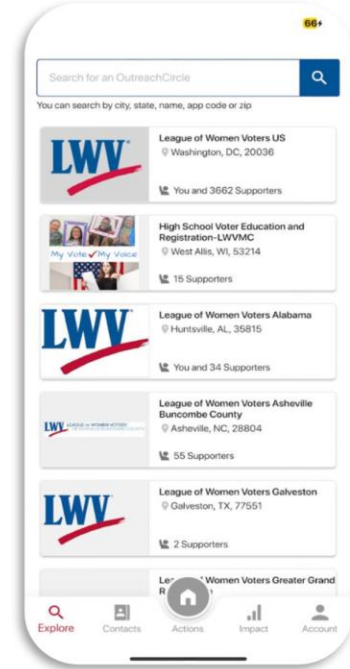


Sharing VOTE411

League In Action & Elections

- [Weekly Organizing Office Hours](#) (every Friday at 1 pm ET)
- [Weekly League In Action Demos](#) (every Friday at 4 pm ET)
- [Biweekly Admin Training](#) (Mondays at 5 pm ET)

If you have any questions, contact your [regional organizer](#) or organizing@lww.org



COMMUNICATIONS RESOURCES

Tools to Promote Your GOTV Efforts

General Resources

- [League Management Site](#)
- [Election Preparation Toolkit](#)
- [Suggested Messaging Calendar](#)
- [Brand Standards At-a-Glance](#)
- [League Update](#)
- [LWVUS Flickr Profile](#)



LEAGUE MANAGEMENT

Find resources to help you and your League succeed. This website is intended for League members engaged in all areas of League work.

In-Person Registration Resources

- [Voter Services Tabling Dos and Don'ts](#)
- [VOTE411 "Plan Your Vote" Printed Materials](#)
- [One Pager: Do's / Don'ts of Election Disinformation](#)
- [NVRD Press Release Template](#)

VOTE 411

MAKE A VOTING PLAN



CHECK YOUR REGISTRATION AND/OR REGISTER TO VOTE

It takes 2 minutes! Get started using VOTE411's easy online tool.



LEARN ABOUT EARLY VOTING OPTIONS

Many states offer absentee, mail-in or in person early voting options.



EXPLORE YOUR DAY-OF VOTING OPTIONS

Find out where you can vote, what voting machines are used, and what you need to bring with you on Election Day.



RESEARCH CANDIDATES

Learn more about ballot measures and where candidates stand on the issues.

GOTV Event Resources

Promotional Resources

- [GOTV Talking Points](#)
- [Letter-to-the-Editor Template](#)
- [VOTE411 PSAs](#)
- [VOTE411 Election Season Graphics & Templates](#)
- [General League Event Graphics](#)
- [First-Time Voter Social Media Graphics](#)
- [Media Advisory Template](#)

Printed Materials

- [VOTE411 Poster Templates](#)
- [VOTE411 Yard Signs](#)
- [VOTE411 Door Hangers](#)

Wrap-Up

Resources and Q&A's

LWVUS Resources

- [Election Preparation Toolkit](#)
 - Public Education & Engagement Guidance
 - Working with Election Officials
 - Candidate Engagement Guidance & More
- [Election Season Graphics](#)
- [VOTE411 Resource Toolkit](#)
- [GOTV Letter to the Editor Template](#)
- [Printable Voter Pledge Card](#)
- [Mis/Disinformation Graphics](#)
- [The Do's and Don'ts of Election Disinfo](#)
- [VOTE411 Door Hangers](#)
- [Organizing to Build the League's Grassroots Power](#)
- [Hosting a LWV Friendbank](#)
- [League In Action Overview](#)
- [League In Action Onboarding Directions](#)
- [League In Action: Graphics Library](#)
- [National Poll Worker Recruitment Day Action Kit](#)
- [Election Rapid Response](#)
- [VOTE411 PSAs](#)

QUESTIONS?



Let's hear from our fellow League Leaders!

LWV People Power

Scenario 1 *(psst...it's true!)*

Context: LWV local Leagues have been invited to connect with voters at their local LUSH store to conduct voter registration. Spacing is limited, and there are multiple volunteers who want to participate.

- What are some creative ways to engage with voters?
- What are some creative volunteer roles to prompt conversations with voters?
- What type of promotional and educational materials should be used for this event?



LUSH

Scenario 2 *(psst...it's true!)*

Context: State and local Leagues along with partners in 11 states have been invited to organize and participate in multi-day activations to do massive voter education, outreach, and civic engagement

- What are some creative ways to engage with voters in a concert setting?
- What type of voter education and promotional materials would be best for this setting?



States: AL, AZ, FL, GA, MI, NC, OH, PA, VA, TX, WI

Upcoming Trainings

- Tuesday, Aug. 27, 1pm: Media & Rapid Response Messaging
- Thursday, Sept. 5, 1pm: Social Media & Branding
- Thursday, Sept. 12, 1pm: Issues with Debates & Candidate Forums
- Thursday, Sept. 19, 5pm: Direct Voter Contact
- Thursday, Oct. 3, 1pm: Preparing for Post-Election
- Thursday, Oct. 10, 5pm: Bystander Training & Voter Intimidation

Reminder: Track Your Impact!

- **As you do election activities, use tools to track your impact numbers!**
- **Annual League Survey** | Learn more about gathering data during election season, find data collection tools, and more on the 2024 Annual League Survey page on the League Management Site
- The Annual League Survey will be open in **January**

Share Your Feedback!

Please scan the QR code
and **take two minutes to
complete our training
session feedback form!**
Responses are anonymous.

