



Voter Registration and Get-Out-The-Vote Best Practices

Agenda

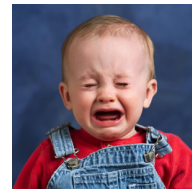
Purpose for this session

- To share best practices
- To learn about the GOTV activities that organizations are currently planning
- To generate practical activities that we can do together to increase the female vote

Agenda cont.

- Share best practices
- Discussion on what different organizations are currently planning.
- Group discussion about what tactics we would like to do together in table groups
- Vote on top tactics
- Form working groups to implement tactics

A Goal without a Plan is just a Wish



A Goal without a PLAN is just a Wish

- Goals (how many people)
- Targeting (who, where)
- Communication (how will you talk to them?, what will you say?, who will say it?)
- Tactics (how will you do it)
- Budget (how much will it cost)

Target Smart



- Target voters with moderate and low propensities to vote
- Target homes with more than one voter

Talking to Potential Voters

- **Talk them through a voting plan. What time, when, how will you get there.**
- **Emphasize high expected turnout in a given election (not low expected turnout)**
- **Remind voters of their previous commitments to vote.**
- **Remind folks that voting records are public**
- **Emphasize you are local**

Tactics that work

- The more personal the contact, the better!
- Door to door canvassing works for voter registration and GOTV
- Use doorhangers
- Assign similar canvassers to the door to door targets
- Use GOTV text messages

Tactics that work

- Classroom presentation on VR increase registration rates
- Official looking VR mailing increase return rates
- Robo-call reminder to return forms increase Registration Rates

Tactics that work

- Online Voter Registration System Increased Registration Rates
- Canvass + Mail Was Most Effective
- Public Assistance Reminder for North Carolina State Board of Elections Increased Voter Registration Applications

Tactics that Don't Work

- GOTV Robo Calls
- Don't buy emails-GOTV emails don't work
- Traditional, glossy mail is not cost effective for GOTV.
- Handwritten, or mail or postcards can be effective for persuasion or increase turnout)

Blueprint NC

Collaboration of progressive 501c3 organizations to enhance the civic engagement, communications and advocacy campaigns of its coalition partners.

Resources to Coalition Members

- VAN/Walk Lists/Call Lists
- Online/Virtual Phone Banks
- Best Practices
- Training Opportunities
- Robosurvey/IRV calls (small cost)
- Souls to the Polls resources (Dem NC)
- <http://ncvoterguide.com/>

VAN

- The VAN is an online database of voters that can be used for organizing and voter engagement

Brief Presentations

- Planned Parenthood
- Momsrising
- Dem NC
- League of Women Voters

Pathways to Power

- **Hickory, North Carolina**
 - When: Saturday, March 31 thru Sunday, April 1
 - Times: Saturday 9:00 AM to 7:30 PM and Sunday 9:00 AM to 3:00 PM
 - Location: TBD
 - RSVP: <http://bit.ly/pathways-hickory>
- **Fayetteville, North Carolina**
 - When: Saturday, June 2 thru Sunday, June 3
 - Times: Saturday 9:00 AM to 7:30 PM and Sunday 9:00 AM to 3:00 PM
 - Location: TBD
 - RSVP: <http://bit.ly/pathways-fayetteville>
- **Rocky Mount, North Carolina**
 - When: Saturday, June 23 thru Sunday, June 24
 - Times: Saturday 9:00 AM to 7:30 PM and Sunday 9:00 AM to 3:00 PM
 - Location: TBD
 - RSVP: <http://bit.ly/pathways-rockymount>

What can we do?

- Souls to the polls
- www.electionconnection.com – share the site
- Hold a voter registration drive
- Voter Education (forums, voter guides)
- Reach out to campuses to connect with students – create informed volunteers

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