

THE FOUR-ONE-ONE ON MARKETING VOTE411

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What's Vote411?

- ❑ Non-partisan, one-stop-shop for accurate election information
- ❑ A way for voters to know who/what they're voting for
- ❑ Insight on candidate positions
- ❑ Ballot proposals
- ❑ Electoral district boundaries



Local Leagues and Vote411

- ❑ National and State League can only reach so far
- ❑ Local Leagues are the “boots on the ground”
- ❑ **Have more consistent and direct contact with members of their community**



SOCIAL MEDIA

Not the Be-All, End-All

Social Media

Pros

- ❑ Potential to spread your message without leaving the house
- ❑ Reach a broader audience
- ❑ Quick!

Cons

- ❑ Can't just "post and go"
 - ❑ There's no guarantee that it'll *go* anywhere!
- ❑ Need to build an audience in order for things to spread
- ❑ Meta (Facebook + Instagram) and Twitter are money hungry

Be Strategic!

- ❑ Link up with your local shareholders
 - ❑ Make a list of their social media profiles
 - ❑ Reach out to them about sharing your posts
- ❑ Infiltrate Facebook Community Groups
- ❑ **Share, share, share your League's stuff!**



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WORD OF MOUTH

Ways to Get People Talking

Word of Mouth

Pros

- ❑ People trust the recommendations of their friends and loved ones
- ❑ Not too much additional work if you play your cards right

Cons

- ❑ Unpredictable
- ❑ A lot of different methods, not a lot of time to use them all
- ❑ CAN a lot of work

Get People Talking... By Talking to People

- ❑ Press releases and letters to the editor
 - ❑ Building a relationship with media is worth its weight in gold
- ❑ Signage and tablecloths
- ❑ Develop an elevator pitch
 - ❑ "What's Vote Four-Eleven?"
- ❑ Be loud, friendly, and direct!



PHYSICAL MATERIALS

Handouts, Merch, and Goodies

Physical Materials

Pros

- ❑ Everyone loves free stuff
- ❑ Daily reminders of Vote411
- ❑ Directly in your audience's face

Cons

- ❑ Everyone hates free stuff
 - ❑ Things may be instantly thrown in the trash
- ❑ Can get expensive

Everyone's a Material Girl

- ❑ Target your audience, then strike with an appropriate "gift"
 - ❑ People who go to the library are more likely to keep a bookmark than people at your average supermarket
- ❑ QR codes are KING
- ❑ Posters, flyers, and handouts don't have to focus exclusively on Vote411

ELECTION SECURITY

HAVE YOU EVER WONDERED HOW NEW YORK STATE ELECTIONS ARE SECURED? HERE'S A QUICK WALKTHROUGH.

ELECTION WORKERS



Almost all processes and procedures require that bipartisan teams of trained election personnel are involved. These officials have taken an oath to uphold state election laws and protect the security of the election. *Election Law § 3-300, § 3-400, § 3-414.*

Representatives of political parties or candidates, organizations, and sometimes even members of the general public, are allowed to observe and monitor election activities. *Election Law § 5-206, § 7-207, § 9-211*

ELECTION NIGHT REPORTING

Election personnel collect vote counts from each machine and report the results to election headquarters. Ballots cast in person are tabulated at the polling place where they were cast. Absentee ballots are collected at a central location for ballot tabulation.

Election Law § 9-102, § 9-209

↓
Ballots and equipment are then securely transported back to the board of elections

Election Law § 9-124

↓
Although we may know who won an election within a few hours, results are not official until the vote is certified by the election office.

Election Law § 9-126

↓
All county boards of elections must conduct post-election audits to further verify results.

Election Law § 9-211

CONTINGENCY PLANNING



If an emergency or disaster event happened on or near Election Day, jurisdictions have backup plans in place to make sure voters can still cast their ballots.

Election Law § 3-108

ABSENTEE BALLOTS



Absentee ballots are protected by state rules and procedures that determine how they must be handled. Mail envelopes must be signed so that the signature can be compared to the signature on the voter's registration form. Voters can track the status of their absentee ballot via the state or county online absentee ballot tracker. *Election Law § 8-410, § 9-209*

If you have an issue at the polls **DO NOT** leave without voting!

Call the Attorney General hotline:

866-390-2992

VOTE 411.org

Find out:

- What's on your ballot
- Candidates' positions on issues
- Where to vote





2043

NO TRESPASSING
BEWARE OF THE DOG



**LEAN ON ~~ME~~ THE
STATE AND NATIONAL
LEAGUES**

You're Not Doing This Alone

Resources Galore!

- ❑ The National League has a treasure trove of templates that you can use
 - ❑ Vote 411 brand standards + promotional toolkit
- ❑ Talk to League members from across the state about how they promote Vote411
 - ❑ Do that TODAY



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Resources

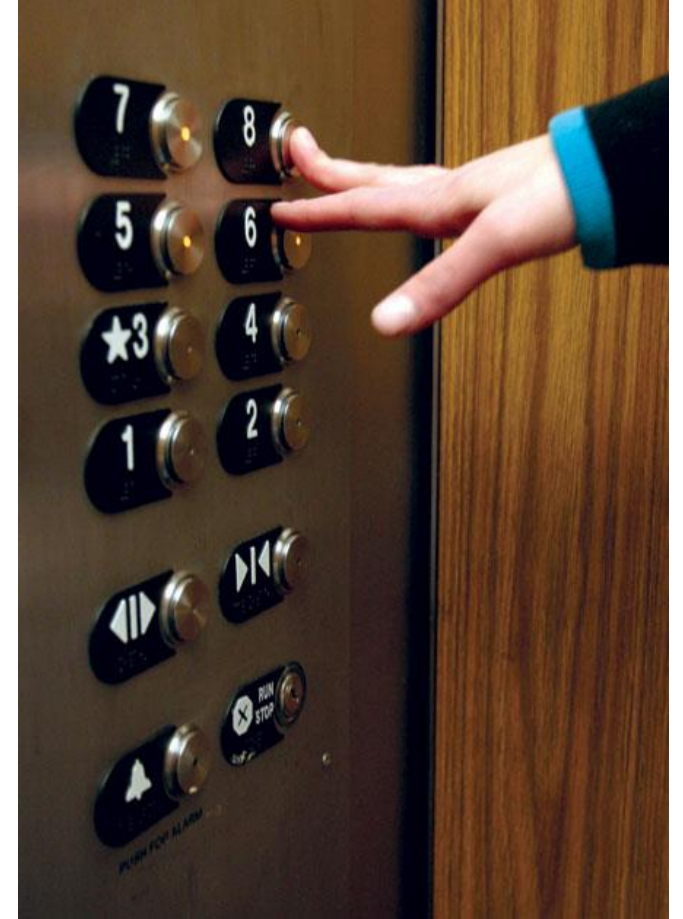
- [Promotional Toolkit](#)
- [Messaging Resources](#)
- [Social Media Post Templates](#)
- Brand Standards
 - [Vote 411](#)
 - [League](#)

THINGS TO KEEP IN MIND

What to Do...and What NOT to Do

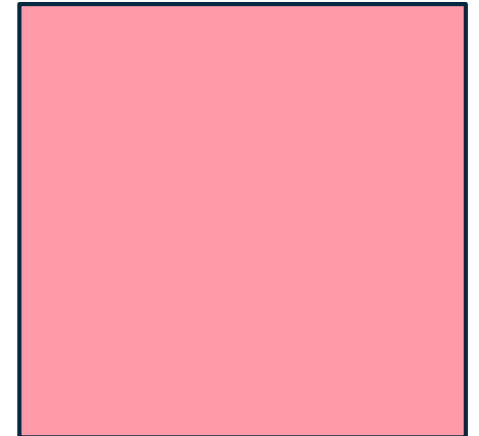
Do: Keep it Short and Sweet

- ❑ Don't add paragraphs of text to a postcard
- ❑ Always think of your elevator pitch
- ❑ Use language anyone can understand



Don't: Mess with the Logo

- ❑ Use the colors in the Vote411 brand standards document
- ❑ Make sure the logo is visible
- ❑ No odd patterns!



Do: Develop a Plan

- ❑ Don't wait for November – start planning NOW
- ❑ Start small! Don't overextend yourself or your team
- ❑ It's okay if you don't do everything you want to do
- ❑ Set goals!



Don't: Add .Org

- ❑ The National League HATES this
- ❑ Keeping it to the "Vote411" format promotes conversation
- ❑ You CAN use it in written work



**What's Worked For
Your League?**

Questions?