
THE 411 ON VOTE 411: A BEGINNERS GUIDE TO THE NEW PLATFORM



WHAT IS VOTE 411?

- 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
- What races will local Leagues be looking at this year

HOW TO LOG IN?

Log in Link

<https://admin.thevoterguide.org/login>

- New two factor authorization
 - No username/password combo
 - Two options: email or authorization app
 - One "admin" assigned per voter guide
 - Better for security – keeps our election information safe and accurate!

HOME PAGE

- Settings
- Languages
- Users and Roles
- Recycling Bin

The screenshot shows the 'Voter Guide' home page. At the top, there is a navigation bar with 'Voter Guide' on the left and 'SETTINGS' on the right. Below the navigation bar are tabs for 'Guide Overview', 'Races & Measures', 'Candidates', 'Districts', and 'Mail Center'. An 'Import' button is located in the top right corner. The main content area is divided into two columns. The left column contains three summary cards: 'Races and Measures' (60 Total, 23 Unpublished, 24 Need questions, 23 Need districting, 40 Need candidates), 'Language' (3 Total, English, Spanish, French), and 'Candidates' (View All). The right column contains six summary cards: 'Candidates' (View All), 'Mail Center' (View All), 'Districts' (View All), 'Biographical Information' (View All), 'Race Questions' (View All), and 'Parties' (View All). Each card includes a brief description and a 'View All' button.

Voter Guide SETTINGS

Guide Overview Races & Measures Candidates Districts Mail Center Import

Races and Measures Guide Quick View

60
Total

23 **24**
Unpublished Need questions

23 **40**
Need districting Need candidates

[View All](#) [Create New](#)

Language
Create your voter guide in multiple languages! Set the languages you want, then use "Race Questions" to create the questions in all languages.

3
Total

English, Spanish, French

Candidates
View and manage all candidates in your guide. [View All](#)

Mail Center
Contact candidates. Email invitations and reminders or export letters for snail mail. [View All](#)

Districts
See all district information in your guide and add new data if needed. [View All](#)

Biographical Information
View and create biographical questions to assign to races. [View All](#)

Race Questions
Add or edit questions to ask candidates. [View All](#)

Parties
Manage parties in your guide. Add, edit, merge, delete. [View All](#)

Categories
Add or edit race categories in your guide. [View All](#)

RACES AND MEASURES DASHBOARD

- At a glance look at current race status
- Can edit races using "action button"

Voter Guide SETTINGS

Guide Overview Races & Measures Candidates Districts Mail Center IMPORT

Races & Measures

View the races and measures that have been set up on your guide. Review our [training materials](#) for help to get started or our [checklist](#) for when you're ready to publish.

BULK IMPORT CREATE RACE CREATE MEASURE

Race Setup Menu

- Parties
- Categories
- Districts
- Biographical Questions
- Race Questions

At a Glance

Races and Measures Created

7/18 Total Published	3 General Elections	3 Closed Primary	4 Open Primary	8 Measures
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Setup Progress

15 Have a category	17 Have candidates	13 Have districts	12 Have question sets assigned
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Election Races & Measures

<input type="checkbox"/>	Name	Type	Category	Status	Actions
<input type="checkbox"/>	Arizona County	Referendum	Statewide	● Unpublished	⋮
<input type="checkbox"/>	Broomfield Mayor	Race	Statewide	● Unpublished	⋮

Race Setup Menu

Get started filling in the race setup items below before you create a race!



Parties



Categories



Districts



Biographical Questions



Race Questions

SETTING UP A RACE

PARTY SET UP

- Cannot change default parties
- Add a new party

The screenshot shows a web interface for managing parties. At the top, there is a navigation bar with 'Voter Guide' on the left and 'SETTINGS' on the right. Below this is a secondary navigation bar with links for 'Guide Overview', 'Races & Measures', 'Candidates', 'Districts', and 'Mail Center'. The main content area is titled 'Parties' and includes a sub-header 'Parties' and a descriptive sentence: 'We've got you started with a few standard parties, but you can add as many additional parties as you'd like. Questions? Check out our help guide.' Below this is a section titled 'Add additional parties' which contains two input fields: 'Party Abbreviation *' and 'Party Name *'. A note below the fields states '*Required fields needed to add a new party' and there is a purple 'ADD PARTY' button. The 'Existing parties' section lists three default parties: 'Dem' (Democratic), 'Rep' (Republican), and 'Ind' (Independent). Each entry has a 'DELETE' link and an 'UPDATE PARTY' button.

Party Abbreviation *	Party Name *	DELETE	UPDATE PARTY
Dem	Democratic		
Rep	Republican		
Ind	Independent		

Add additional categories

Race Category Title*

Race Category Description

*Required fields needed to add a new race category

Cancel

ADD

Existing categories

Statewide	Ex. US Senate, Governor, Secretary of State	▼	≡
US House	Ex. description of what type of races these would be	▼	≡
State Upper House	Ex. description of what type of races these would be	^	≡

Search to bulk select



SORT BY A-Z

2 races categorized

Maryland 1 Senate



Maryland 2 Senate



CATEGORIES

Race Setup Menu

Get started filling in the race setup items below before you create a race!



Parties



Categories



Districts



Biographical Questions



Race Questions

DISTRICTS

BIOGRAPHICAL QUESTIONS

Voter Guide SETTINGS ▾

[Guide Overview](#) [Races & Measures](#) [Candidates](#) [Districts](#) [Mail Center](#) [IMPORT ↕](#)

• Races & Measures

Biographical Questions & Sets

Explains what a biographical question is and how to use it lorem ipsum describe what they are for. [Go to Setup race: Biographical Questions](#)

Create a new biographical question

Select a Question Type*

Allow the candidate edit this field
(Green for yes, Gray for no)

Biographical Question Title*

Show this field to the public
(Green for yes, Gray for no)

Answer Character Limit

*Required fields needed for your race category [Cancel](#) [SAVE](#)

BIOGRAPHICAL QUESTIONS

- Pre-set biographical questions
- Private fields
- If asking specific questions can create a Biographical Set
 - "Create Set"
 - Title should match race (example)
 - Select and "Add Set"


RACE QUESTIONS

Voter Guide

Guide Overview Races & Measures Candidates Districts Mail Center

Add additional race question sets

Languages currently applied to the guide
English (default), Abkhazian, Afar, Aragonese

 To learn more about additional languages or to add more options, please adjust your [guide settings](#).

*Required fields needed to add a new question set

ADD QUESTION SET

RACE QUESTIONS

- Write unbiased questions
- Type of questions
- Set character limit
- Can use previously written race questions

CREATE A RACE

The screenshot shows a web interface for a 'Voter Guide'. At the top, there is a dark blue header with 'Voter Guide' on the left and 'SETTINGS' with a dropdown arrow on the right. Below the header is a navigation bar with five items: 'Guide Overview', 'Races & Measures' (which is highlighted), 'Candidates', 'Districts', and 'Mail Center'. On the right side of this navigation bar is a white button with a purple border labeled 'Import' and a purple download icon. The main content area has a light blue background with the title 'Races & Measures' in a large font. Below the title is a paragraph: 'View the races and measures that have been set up on your guide. Review our training materials for help to get started or our checklist for when you're ready to publish.' At the bottom of the main content area is a light gray bar labeled 'PAGE ACTIONS' on the left. On the right side of this bar are three buttons: 'Bulk Import', 'Create Race' (a purple button), and 'Create Measure' (a purple button). Below the 'PAGE ACTIONS' bar, there are two sections: 'Race Setup Menu' and 'At a Glance'.

Voter Guide SETTINGS ▾

Guide Overview **Races & Measures** Candidates Districts Mail Center Import 📄

Races & Measures

View the races and measures that have been set up on your guide. Review our training materials for help to get started or our checklist for when you're ready to publish.

PAGE ACTIONS Bulk Import Create Race Create Measure

Race Setup Menu At a Glance

CHOOSE TYPE OF RACE

Voter Guide SETTINGS

Guide Overview Races & Measures Candidates Districts Mail Center

Type of race

General Election

Description about the type of race goes here lorem ipsum dolor set amet consectur.

Open Primary Election

Description about the type of race goes here lorem ipsum dolor set amet consectur.

Closed Primary Election

Description about the type of race goes here lorem ipsum dolor set amet consectur.

Voting options

By default, your race will be set to plurality, or winner-takes-all, voting. However, some elections use ranked choice voting, which you can indicate here. Don't know what this is? [Learn more](#)

Single Vote

Most races will fall under this type of race, where voters will be selecting one candidate to win.

Multiple Selection Vote

Description about the type of race goes here lorem ipsum dolor set amet consectur.

Ranked Choice

Description about the type of race goes here lorem ipsum dolor set amet consectur.

Race Name

Fill out all the required information above first to generate a suggested race name. Or, you can fill in your own race name at any time.

Race Name *

is Virginia House District 7

?

If you are creating your own race name, make sure you're using the official race name. Use our [how to name your race guide](#) to understand best practices.

CHOOSE CATEGORY

Voter Guide SETTINGS ▾

Guide Overview **Races & Measures** Candidates Districts Mail Center Import ⌵

Race Overview

Category

Description

Candidates

Biographical Questions

Race Questions

Review

Submit

Choose your category

STEP 2 OF 8

Selecting a category for your race will help keep your League organized and drag to change the order of the ballot.

Statewide <input type="radio"/>	US House <input type="radio"/>
Ex. US Senate, Governor, Secretary of State, etc.	Ex. US House Districts (district 1, 2, 3, etc.)
State Upper House <input type="radio"/>	State Lower House <input type="radio"/>
Ex. State Senate Districts (district 1, 2, 3, etc.)	Ex. State House Districts (district 1, 2, 3, etc.)
County-Wide Offices <input type="radio"/>	Municipal-Wide Offices <input type="radio"/>

ADD RACE NAME

Race Name

Fill out all the required information above first to generate a suggested race name. Or, you can fill in your own race name at any time.

Race Name *

e.g. Virginia House District 7

ADD CANDIDATES AND ASSIGN PARTIES

Voter Guide SETTINGS

Guide Overview Races & Measures Candidates Districts Mail Center

Left sidebar

Add candidates to this race

You can always come back and add more to your race later!

STEP 4 OF 8

Candidate 1

Candidate Party

Democratic

Republican

Independent

0 Parties Selected

REMOVE

+ Add another candidate

BACK CANCEL SKIP CONTINUE

ASSIGN QUESTION SET

Voter Guide SETTINGS

Guide Overview Races & Measures Candidates Districts Mail Center

Left sidebar

Assign or add new biographical questions STEP 5 OF 8

Biographical questions are the information candidates provide that allow voters to find additional information about their campaigns. Examples include social media sites, and contact information.

Use an existing biographical set

Description about the type of race goes here lorem ipsum dolor set amet conestur.

Create a new biographical set

Description about the type of race goes here lorem ipsum dolor set amet conestur.

Use all biographical questions

Description about the type of race goes here lorem ipsum dolor set amet conestur.

Choose an existing set of biographical questions

Biographical Set Title *

BACK CANCEL CONTINUE

ADD RACE QUESTIONS

Voter Guide SETTINGS

Guide Overview Races & Measures Candidates Districts Mail Center

Left sidebar

Add your race questions STEP 6 OF 8

Race questions are the questions your league decides what to ask candidates/initiatives for a race. Voters will be able to view these questions and compare against candidates.

Use an existing race question set

Description about the type of race goes here lorem ipsum dolor set amet conesctur.

Create a new race question set

Description about the type of race goes here lorem ipsum dolor set amet conesctur.

Choose an existing race question set

Select a Race Question Set *

Senate race question set

ENGLISH ABKHAZIAN AFAR ARAGONESE

Do you agree?

Test

SAVE AND SEND FOR APPROVAL

The screenshot displays a web application interface for a 'Voter Guide'. At the top, there is a dark blue header with 'Voter Guide' on the left and 'SETTINGS' on the right. Below this is a navigation bar with links for 'Guide Overview', 'Races & Measures', 'Candidates', 'Districts', and 'Mail Center'. The main content area features a light blue banner with the text 'Not sure how to get started creating a race?' and a sub-link 'Learn how to set up a race for voters and candidates to fill out'. Below the banner, the page is divided into three columns: 'Left sidebar', 'Complete', and 'STEP 8 OF 8'. The 'Complete' column contains a green checkmark icon and the text 'You've successfully completed your guide! If you ever need to edit your race you still can by visiting the race's detail page.' At the bottom right, there are two purple buttons: 'VIEW/EDIT RACE' and 'CREATE NEW'.


Voter Guide SETTINGS

[Guide Overview](#) [Races & Measures](#) [Candidates](#) [Districts](#) [Mail Center](#)

Not sure how to get started creating a race?
[Learn how to set up a race for voters and candidates to fill out](#)

Left sidebar **Complete** STEP 8 OF 8

You've successfully completed your guide! If you ever need to edit your race you still can by visiting the race's detail page.



[VIEW/EDIT RACE](#) [CREATE NEW](#)

CREATING A CANDIDATE

Guide Overview Races & Measures **Candidates** Districts Mail Center [Import](#)

Candidates

View the candidates that have been set up on your guide. Review our training materials for help to get started.

PAGE ACTIONS [View Archived Candidates](#) [Add Candidate](#)

Candidates

<input type="checkbox"/>	Name	Party	Race/Initiative	Status	Actions
<input type="checkbox"/>	Megan Zrown (Write-In)	Meg, Cst, Dem, Ind, NON, NP, Lib, Grn, α. Rfm	Dog Ambassador	● Invited	⋮
<input type="checkbox"/>	Nala Accetta	q	Dog Ambassador	● Responded	⋮

ADDING A NEW CANDIDATE

Voter Guide SETTINGS

Guide Overview Races & Measures Candidates Districts Mail Center Import

Candidates

View the candidates and materials for help to

At a Glance

Candidate Progress

1/5 In Progress

Candidates

Search Candidates

<input type="checkbox"/>	Name	Full process race	Created	Actions
<input type="checkbox"/>	Yoko Ono			

Create a new candidate

Get started creating a new candidate! You'll be able to add more information about this candidate on the next screen.

Add Candidate race *

First Name * Last Name *

Contact's Name Contact's Email

Candidate Party

Republican

Independent

Reform

0 Parties Selected

* Required fields needed to create a new candidate

Cancel **SAVE**

Add Candidate

Status

VIEWING CANDIDATES

The screenshot displays the 'Candidates' section of a 'Voter Guide' application. At the top, there is a navigation bar with 'Voter Guide' on the left and 'SETTINGS' on the right. Below this is a secondary navigation bar with links for 'Guide Overview', 'Races & Measures', 'Candidates', 'Districts', and 'Mail Center', along with an 'IMPORT' button. The main content area is titled 'At a Glance' and features a 'Candidate Progress' summary with four metrics: 1/5 In Progress, 6/10 Invited, 2/10 Responded, and 3/10 Have Photos. Below this is a 'Candidates' table with columns for Name, Party, Race/Initiative, Status, and Actions. The table lists three candidates: Iris Chute (Dem, United States President, Created), Evan Roberson (Rep, Board of Education, Invited), and Rupi Kapoor (Lib, United States President, Responded). A context menu is open over the 'Responded' status of Rupi Kapoor, showing options for Edit, Delete, Export, Archive, and Change Status. At the bottom, there is a footer with the text 'Need help? Read the FAQ, contact Voter Guide Helpdesk by email at help@svcs.org'.

Voter Guide SETTINGS

Guide Overview Races & Measures Candidates Districts Mail Center IMPORT

At a Glance

Candidate Progress

1/5 In Progress 6/10 Invited 2/10 Responded 3/10 Have Photos

Candidates

Search Candidates Filter By: Party Status

<input type="checkbox"/>	Name	Party	Race/Initiative	Status	Actions
<input type="checkbox"/>	Iris Chute	Dem	United States President	Created	⋮
<input checked="" type="checkbox"/>	Evan Roberson	Rep	Board of Education	Invited	⋮
<input type="checkbox"/>	Rupi Kapoor	Lib	United States President	Responded	⋮


1 row selected Rows per page: 5 1-3 of 3

Need help? Read the FAQ, contact Voter Guide Helpdesk by email at help@svcs.org

CANDIDATE DETAIL PAGE

Voter Guide SETTINGS ▾

Guide Overview Races & Measures Candidates Districts Mail Center Import 📄

 **Candidate Race Profile**
Rupi Kapoor
Race: US Senator (Maryland)

Party	Contact's Name	Contact's Email	Status	Security Code
Democratic, party2	Rupi Kapoor	Rupikapoor@gmail.com	Created March 9, 2021 10:03 AM	WX943VP3

PRO ACTIONS Delete Archive View Activity Log Send An email Edit Candidate Information SAVE

Biographical Information

This information is editable by the candidate. Depending on the privacy setting some fields will not be viewable on the ballot.

Text
Text value

Email
emailvalue@gmail.com

URL
https://url.com

Age
45

YouTube Video
https://youtube.com

Private
••••••••••

Race Questions & Responses

The race responses are editable by the candidate.

Prince George's County General Questions 2021

ENGLISH ABKHAZIAN AFAR ARAGONESE

Why are you running for office and what qualities, training, experience and skills do you bring to this position?

or What will you do to support a vibrant economy across the U.S.?

ENGLISH ABKHAZIAN AFAR ARAGONESE

Why are you running for office and what qualities, training, experience and skills do you bring to this position?

or What will you do to support a vibrant economy across the U.S.?



GIS DISTRICTS

DISTRICTS

The screenshot shows a web application interface for managing districts. At the top, there is a dark blue header with the text "Voter Guide" on the left and "SETTINGS" on the right. Below the header is a navigation bar with links for "Guide Overview", "Races & Measures", "Candidates", "Districts", and "Mail Center". On the right side of the navigation bar is a purple "IMPORT" button with a downward arrow icon.

The main content area has a light blue background. The title "Districts" is prominently displayed. Below the title is a paragraph of text: "Districting your races are important to help voters see the races relevant to them. There are different ways to set up the districting - review our quick guide to find the districting strategy that is right for you." Below this text is a grey bar with the text "PAGE ACTIONS" on the left, "Uploaded GIS District" in the middle, and a purple "CREATE MANUAL DISTRICT" button on the right.

The "Created Districts" section features a search bar with the placeholder text "Search Districts" and a magnifying glass icon. To the right of the search bar is a "Filter By:" dropdown menu currently set to "Type". Below the search and filter options is a table with the following columns: "Name", "Type", and "Actions". The table contains five rows of district data:

<input type="checkbox"/>	Name	Type	Actions
<input type="checkbox"/>	Prince George's District 1		⋮
<input type="checkbox"/>	Prince George's District 2		⋮
<input type="checkbox"/>	Fairmount Heights		⋮
<input type="checkbox"/>	Fairmount Heights School District		⋮
<input type="checkbox"/>	Bowie District 1		⋮

A context menu is open over the "Fairmount Heights" row, showing three options: "Edit", "Export Data", and "Delete". At the bottom right of the table area, there is a pagination control showing "Rows per page: 5" and "1-5 of 5" with navigation arrows.

SETTING UP GIS DISTRICTS

- Find GIS Shapefiles
 - Municipalities handle GIS data differently
 - GIS departments, requesting files
 - City and School GIS files found in U.S. Census TIGERline
- Three files needed (dbf., prj., shp.)
 - Save files to computer
 - Other files, Google title of race and “shapefiles”

GIS DISTRICTS

- Go to Districts Homepage
- Click on “upload GIS district”
- Name your district, then upload Shapefiles
- Names may need to be corrected
- Save and exit, then assign district to races

BULK IMPORTS

- Can bulk import:
 - Races
 - Candidates
- Use the Excel template found under the "bulk import" option in the Races and Measures tab

BULK IMPORTS CONT.

VOTE 411 Voter Guide REPORT A BUG HELP SETTINGS

[Guide Overview](#) [Races & Measures](#) [Candidates](#) [Districts](#) [Mail Center](#) [Import](#)

Bulk Import Races and Candidates

Already know the majority or all of your races and its candidates? Bulk import will help you save time!

Getting started with a bulk import

Bulk import can help save you a lot of time if you know what races you'll be covering ahead of time. You do have to know at least one candidate per race in order to import a new race correctly.

- 1 Download our template**

Our template contains the correct column names needed to properly import your candidates and their races. While you could use your own spreadsheet to keep track of this information, we find that is is easiest if you start by downloading our template.

[Download Template](#)
- 2 Start creating or updating your races & candidates**

[Cancel](#) [Save](#)

RESPONSIBILITY OF LOCAL LEAGUES

- Upload GIS files
- Entering and promoting local races (county, city, town, etc.)
- Following up with candidates for state and local races to get them to answer questions

PUBLICIZING AND MARKETING VOTE 411

- Flyers
- Press release
- Tweets
- Facebook



FIRST TIME VOTER? WE'VE GOT YOU COVERED.

We've take the guesswork out of voting for the first time. Follow our checklist and get prepared to go to the polls.

www.vote411.org/first-time-voter-checklist

A photograph of a young woman with long dark hair, wearing a backpack, looking down at a document she is holding. The background is blurred.

ARE YOU REGISTERED TO VOTE?

Make sure your voice is heard!

www.vote411.org/register
Brought to you by the League of Women Voters Education Fund

VOTE 411

SAMPLE SOCIAL MEDIA POSTS

(re) introducing VOTE411

BE INFORMED. VOTE INFORMED.

VOTE411 is committed to continuing to provide voters with "one-stop-shop" nonpartisan information for both general and state-specific elections.

www.vote411.org
Brought to you by the League of Women Voters Education Fund

A line-art icon of a ballot box with a ballot paper sticking out of the top, featuring a yellow checkmark.

VOTE 411

TWEET EXAMPLES



Local League
@LWVLL



As voters, we want to hear where our candidates stand on the issues. That's why we're calling on @candidate to respond to @VOTE411's Voter Guide so we can be informed before casting our ballot! #LWV Voter Guide

12:00 PM · May 4, 2021

10 Retweets 2 Quote Tweets 23 Likes



Local League
@LWVLL



As voters, we need to hear where our candidates stand on the issues. Share this post or create your own to call on @candidate to respond to @VOTE411's Voter Guide and give us the info we need to cast our ballots!

<https://www.vote411.org/candidate-contact>

12:00 PM · May 4, 2021

20 Retweets 12 Quote Tweets 47 Likes



LETTER TO THE EDITOR OR PRESS RELEASE

INSERT LOCATION] Candidates Must Tell Us Where They Stand at VOTE411.org

VOTE411.org is a one-stop shop for election-related information that provides nonpartisan information to the public. On VOTE411, you can register to vote, see what's on your ballot, and see where your candidates stand on the issues that matter in our community. In order for us to be informed about the candidates on our ballot, we must hear from the candidates themselves. [INSERT CANDIDATE(S)] must respond to VOTE411's voter guide and give us the information we need to cast our ballots.

[INSERT STORY ABOUT LOCAL/STATE ISSUE AS NECESSARY]

[INSERT LEAGUE NAME] now calls upon our local candidates to fill out this important voter guide on VOTE411. We thank [INSERT CANDIDATE NAMES] for responding to the call already and making sure voters know where they stand.

VOTE411 is a project of the League of Women Voters that serves millions of voters every election as a trusted source of objective and nonpartisan election information. Using VOTE411 before heading to the polls helps voters make informed decisions and gives everyone an equal voice in democracy. We call on [LOCATION] candidates to let us know where they stand on the issues that matter to us by filling out the VOTE411 voter guide.

[INSERT BOILERPLATE DESCRIPTION OF YOUR LEAGUE]

VIDEO PRESSURE CAMPAIGN



RESOURCES

- Step-by-step instructional videos
 - lww.org/league-management/vote411-resources-toolkit
- Promotional Toolkit
 - lww.org/league-management/vote411-resources-toolkit
- Emails
 - General Questions - Milly Czerwinski, NYS League Milly@lwwny.org
 - Trouble logging-in - Isamar Garcia-Hernandez, U.S. League igarcia-hernandez@lww.org
 - Trouble with the system (glitches) - Megan Brown, U.S. League MBrown@lww.org



QUESTIONS?

