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



OF NEW YORK

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?

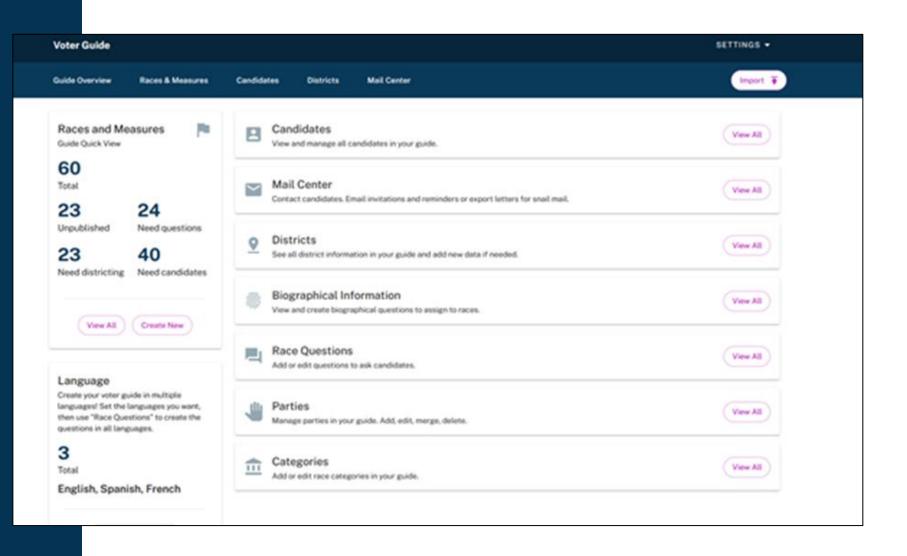
Log in Link

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



RACES AND MEASURES DASHBOARD

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

Voter	Guide						SETTINGS 👻
Guide	Overview	Races & Meas	ures Candidates	Districts Mail Cente	er.		IMPORT 1
View th	he races an		hat have been set up on	your guide. Review our <u>tr</u> hen you're ready to publisl		CREATE RACE	CREATE MEASURE
Race S	Setup Men	u ^	At a Glance				^
items be		the race setup you create a ray		Measured Created	3		8
金 。	Categories		Total Publishe		-	Open Primary ()	8 Measures
<u>Q</u> c	Districts						
() e	Biographical	Questions	Setup Pro	gress			
<u>"</u>	Race Questio	ns	15 Have a categor	y O Have candidates	13 Have districts	12 Have question () sets assigned	

Election Races & Measures				
Name Name	Туре	Category	Status	Actions
Arizona County	Referendum	Statewide	Unpublished	
Broomfield Mayor	Race	Statewide	Unpublished	0 0 0

Race Setup Menu

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



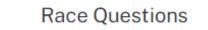
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Parties



O Districts

Biographical Questions



SETTING UP A RACE

PARTY SET UP

- Cannot change default parties
- Add a new party

 Voter Guide										SETTINGS -	
Guide Overview	Races & Measures	Candidates	Districts	Mail Cente	-						
Parties We've got you st	arted with a few sta	andard parties,	but you can	add as ma	ny additional pa	rties as you'd lii	ke. Que	stions? Che	ck out our h	elp guide.	
Add addition	al parties										
Party Abbrev	ation * P	'arty Name *									
*Required field	is needed to add a new p	party				ADD PARTY					
Existing part	ties										
Party Abbreviation* Dem	Party Nan Democr		D	ELETE	UPDATE PARTY						
Party Abbreviation* Rep	Party Nat Republ		D	ELETE	UPDATE PARTY						
Party Abbreviation* Ind	Party Nan Indepen		D	ELETE	UPDATE PARTY						

Add additional catego	105			
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		~	=
	Ex. US Senate, Governor, Secretary of State Ex. description of what type of races these would	i be	~	=
Statewide			~	-
Statewide US House	Ex. description of what type of races these would		✓ ✓ A-Z	
Statewide US House State Upper House	Ex. description of what type of races these would Ex. description of what type of races these would	d be	✓ ✓ A-Z	

CATEGORIES

Race Setup Menu

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



<u>6</u>

Parties

Categories

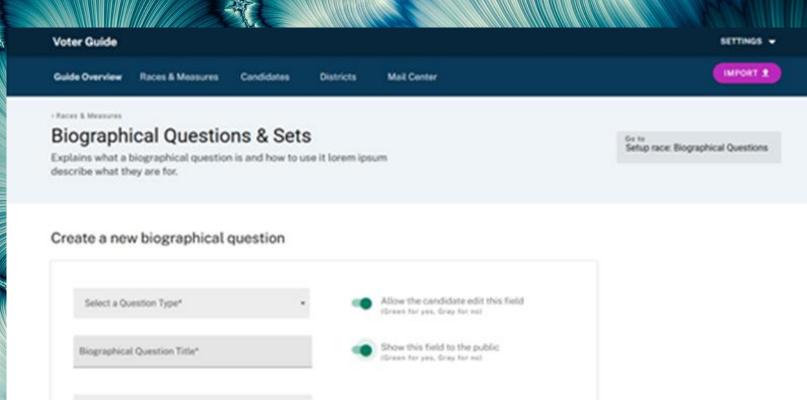
Districts

Biographical Questions

Race Questions

DISTRICTS

BIOGRAPHICAL QUESTIONS



SAVE

Cancel

Answer Character Limit

"Required fields needed for your race category

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 addition	al race question	n sets		
Race Question	n Set Name *		Engl © To le	guages currently applied to the guide sh (default), Abkhazian, Afar, Aragonese arn more about additional languages or to add more ns, please adjust your guide settings.
*Required field	is needed to add a new	question set		ADD QUESTION SET

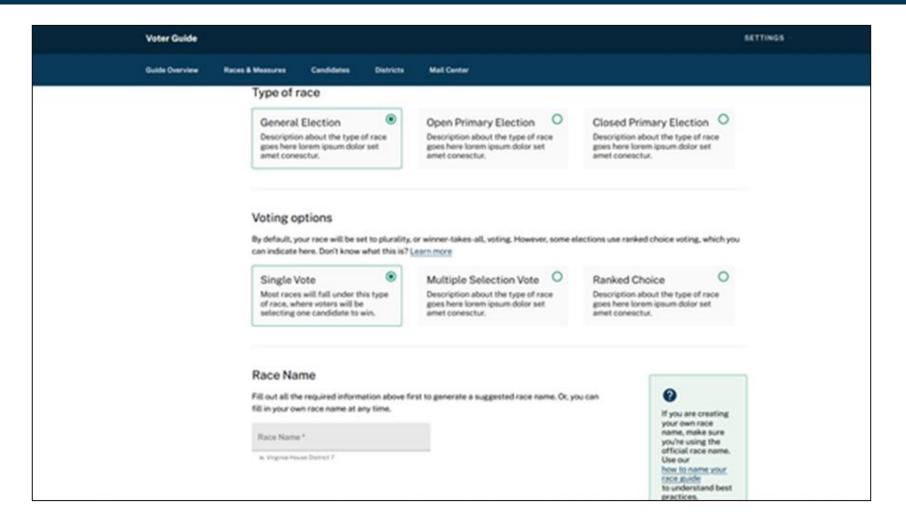
RACE QUESTIONS

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

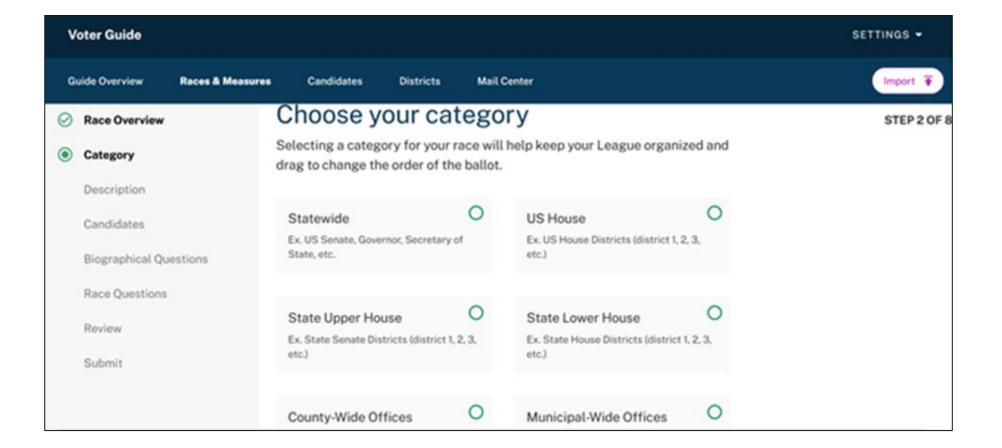
CREATE A RACE

Voter Guide						SETTINGS -
Guide Overview	Races & Measures	Candidates	Districts	Mail Center		Import 7
Races &	Measures					
	measures that have be o get started or our che					
PAGEACTIONS					Bulk Import	Create Race Create Measure
Race Setup Me	anu	At a Glance				

CHOOSE TYPE OF RACE



CHOOSE CATEGORY



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.

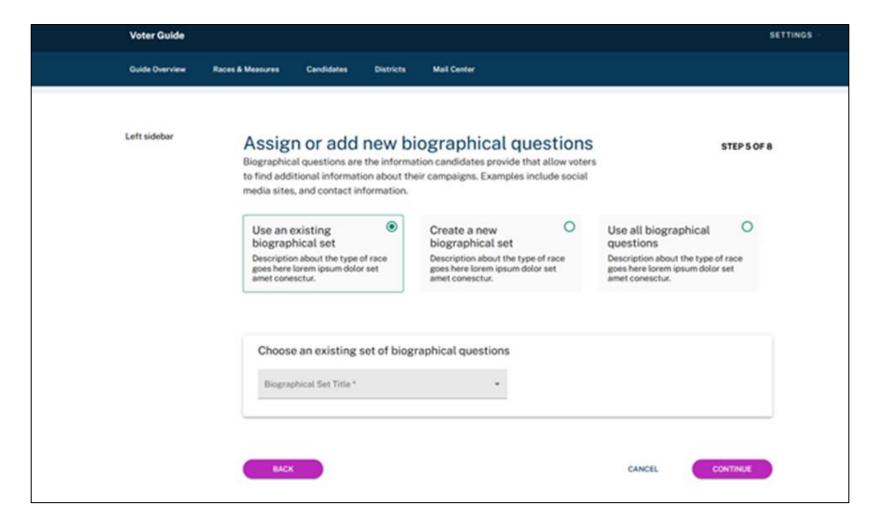
Race Name *

e.g. Virginia House District 7

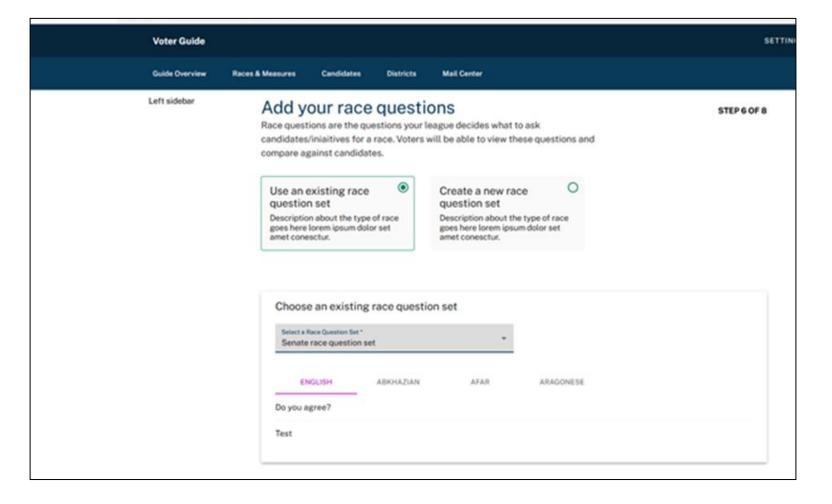
ADD CANDIDATES AND ASSIGN PARTIES

Left sidebor	Add candidates You can always come back and Candidate 1		STEP 4 OF 8
	First Name*	Last Nome*	Candidate Party Democratic Republican
	Contact's Name	Contact's Email	O Parties Selected
			REMOVE
	+ Add another candidate		

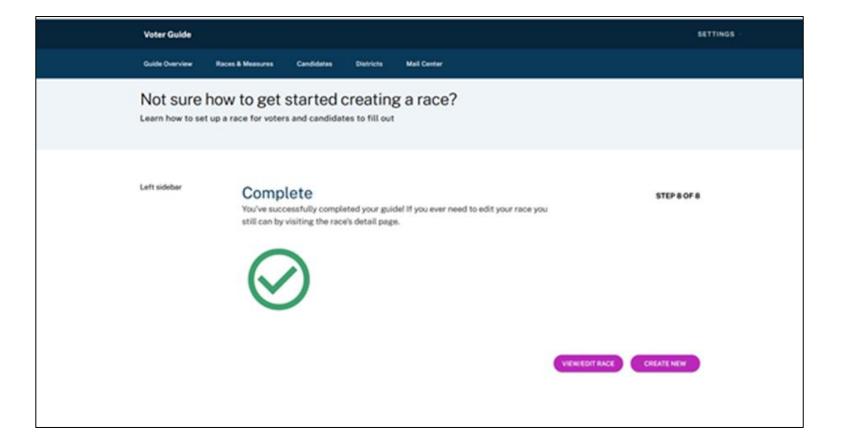
ASSIGN QUESTION SET



ADD RACE QUESTIONS



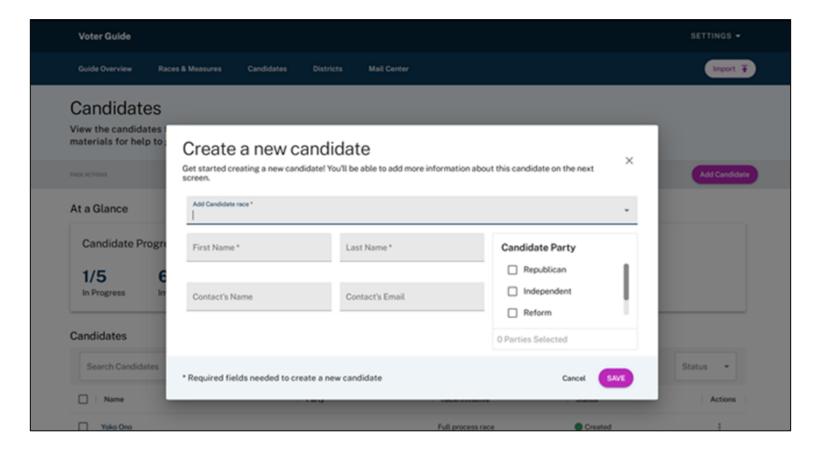
SAVE AND SEND FOR APPROVAL



CREATING A CANDIDATE

Guide Overview	Races & Measures	Candidates	Districts	Mail Center		Import T
	ates dates that have been set elp to get started.	up on your guide. I	Review our tra	ining		
PAGE ACTIONS					View Archived Candidates	Add Candidate
Candidates						
Name		Par		Race/Initiative	Status	Actions
Megan 2	Zrown (Write-In)		, Cst, Dem, Ind, I, NP, Lib, Grn, m	Dog Ambassador	Invited	0 0
Nala Ac	cetta	q		Dog Ambassador	Responded	• •

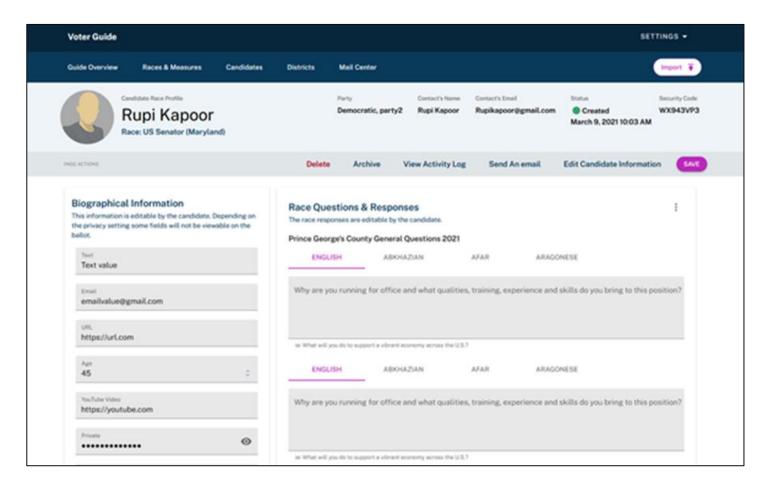
ADDING A NEW CANDIDATE



VIEWING CANDIDATES

Voter Guide				SETTINGS -
Guide Overview Races & Measures	Candidates Districts	Mail Center		IMPORT
At a Glance				
Candidate Progress				
1/5 6/10 In Progress Invited (2/10 3/10 Responded () Have Photos	0		
Candidates			Delete Export Archive	Change Status
Search Candidates Q			Filter By: Party *	Status •
Name	Party	Race/Initiative	Status	Actions
lis Chute	Dem	United States President	Created	1
Evan Roberson	Rep	Board of Education	Invited	1
Rupi Kapour	Lib	United States President	Responded	Edit
1 row selected			Rows per page: 5 = 1-3 of	Delete Export Archive Change Statu

CANDIDATE DETAIL PAGE



GIS DISTRICTS

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DISTRICTS

Voter Guide						SETTINGS
Guide Overview Races & Measu	res Candidates	Districts	Mail Center			IMPORT ¥
Districts Districting your races are impor here are different ways to set listricting strategy that is right	up the districting -					
а кетена					Uploaded GrS District	ATE MANUAL DISTRICT
Created Districts						
Search Districts Q					Filter By:	Type •
Search Districts Q				Type	Filter By:	Type •
1				Туре	Filter By:	
Name				Туре	Filter By:	

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"

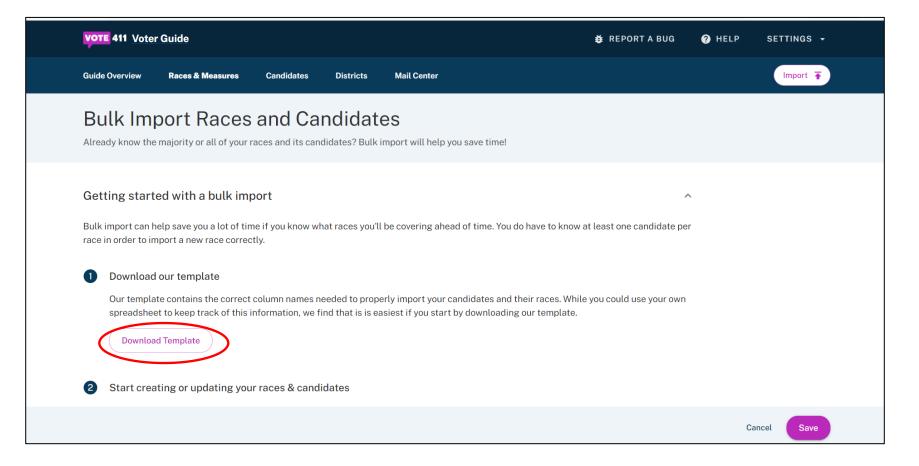
GIS DISTRICTS

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

BULK IMPORTS CONT.



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







SOCIAL MEDIA BANNER

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





ARE YOU REGISTERED TO VOTE?

Make sure your voice is heard!

www.vote411.org/register

VOTE 411

Brought to you by the League of Women Voters Education Fund

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

TWEET EXAMPLES



@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! #LWVVoterGuide





...

@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 \bigcirc <u>_</u> \bigcirc 1J

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.

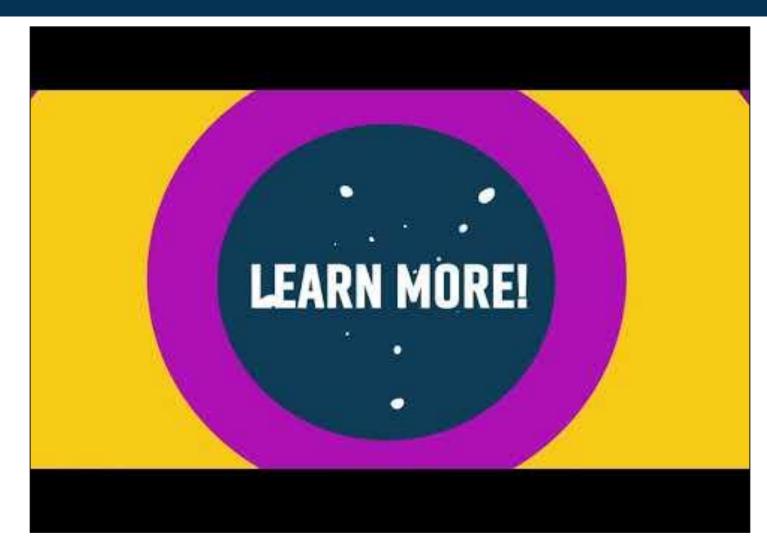
[INSERT STORY ABOUT LOCAL/STATE ISSUE AS NECESSARY]

[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
 - Iwv.org/league-management/vote411-resources-toolkit
- Promotional Toolkit
 - Iwv.org/league-management/vote411-resources-toolkit
- Emails
 - General Questions Milly Czerwinski, NYS League Milly@lwvny.org
 - Trouble logging-in Isamar Garcia-Hernandez, U.S. League igarcia-hernandez@lwv.org
 - Trouble with the system (glitches) Megan Brown, U.S. League MBrown@lwv.org

QUESTIONS?

