



GOTV: How to Successfully Get Out the Vote

Toolkit

GOTV:

How to Successfully Get Out the Vote



League of Women Voters of New York State
Education Foundation, Inc.
The Blake, 1 Steuben Place
Albany, NY 12207
(518)465-4162
E-mail: lwny@lwny.org
Website: www.lwny.org

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INTRODUCTION

This Toolkit is a compilation of Get Out The Vote (GOTV) ideas and activities that Leagues have created and used to astonishing effect. It includes samples of different materials and activities Leagues have employed, the nonpartisan partners with whom Leagues have collaborated to extend a GOTV campaign’s reach, and lists of groups Leagues have targeted for specific GOTV campaigns with examples.

It is organized in two sections: the first highlights materials and nonpartisan collaborators Leagues have used in many different campaigns, and the second focuses on the specifics of campaigns for targeted groups.

On page 29, we have included a Voter Services Metrics Report Form. This Form will help you to track, compile, and report the results of your efforts. In many of the Target Audience sections, we have suggested how data about your efforts can be collected and measured – not only for your own internal review, documentation, and sharing, but because of their usefulness in securing grants *and* of course, keeping us informed at LWVNY! Remember to fill out the form at the conclusion of each activity for the most accurate results.

Diversity, Equity, and Inclusion

League of Women Voters DEI Policy

<https://www.lwv.org/league-management/diversity-equity-inclusion/diversity-equity-and-inclusion-policy>



In planning and implementing activities to encourage people to vote, Leagues should ask themselves a few questions to ensure they are including and reaching out to all people in their communities. Consulting people with different experiences, perspectives, and backgrounds and asking them to join your effort will strengthen the activity and help ensure its success.

- How diverse is the group planning and implementing this activity?
- Are key stakeholders included? One of the primary factors that determines if a stakeholder is key is the specific relationship that the stakeholder has with the League’s mission and goals.
- Does this work impact a group or community? If so, is their voice represented?
- Is the group of decision makers diverse enough?
- Does this activity help us meet the needs of underserved voters?
- Have we considered various, specific marginalized groups?

PART I: MATERIALS AND COLLABORATORS

There is considerable overlap among the target groups, nonpartisan collaborators, and materials that support a GOTV effort. Leagues can use many of the same materials and partner with many of the same collaborators to effectively reach different target groups. For example, a League could use a GOTV message with slight variations on posters, flyers, palm cards, digital signs, bus advertisements, and public service announcements (PSA) for many different audiences such as low voter turnout districts, high school and college students, seniors, and different sectors of the general public. Many of the same nonpartisan organizations might be eager to help with GOTV campaigns targeted toward different groups: community organizations, volunteer firemen, religious organizations, libraries, local retail stores, local chapters of national organizations, and ethnic groups and organizations. Collaborating with the local Boards of Elections (BOE) is also important to any GOTV campaign.

The following are lists of materials and nonpartisan organizations that can be mixed and matched for different target groups. Hardcopy samples, links, and texts are provided, along with the Leagues that created them so that you can contact them for more information.

MATERIALS

Below are samples of materials that can be used for different target groups and suggestions as to when and how to use them. These materials are doubly valuable since they can be used for **both** print and social media – even in the digital age, hard copy is still most effective in getting the GOTV message out.

PALM CARDS: handouts at voter registration sites, part of Vote Planning Kits, take-homes for young students for their parents, libraries

LWV BROOM COUNTY



Important Information for New Voters in 2020

ELECTION DAY IS TUESDAY, NOVEMBER 3rd, 2020

POLLS ARE OPEN 6am TO 9pm IN NEW YORK STATE

Early Voting
October 24 - November 1

CONGRATULATIONS ON REGISTERING TO VOTE!
As a citizen (age 18 or older) you have the right and responsibility to vote in elections. Educate yourself on the candidates and issues in each election.

CONFIRM YOUR VOTER REGISTRATION STATUS
Once your registration has been processed by your county Board of Elections you will be mailed a card with your polling place details. If you do not receive the card in 4-6 weeks or have questions you may call them:

New York City (all five boroughs): 212 487-5300
Nassau County: 516 571-2411
Suffolk County: 631 852-4500

The New York State (NYS) Board of Elections maintains a database of registered voters throughout NYS. To find out if you are registered, visit <https://voterlookup.elections.ny.gov/>

Registered voters may vote for any candidate of any party on Election Day, but only enrolled members of a party can vote in that party's primary election. Primary Elections schedule in 2020:

Presidential Primary **TUESDAY April 28, 2020**
Early voting April 18 - April 26

Congressional Primary **TUESDAY June 23, 2020**
Early Voting June 13 - June 21

For information about Voter IDs, Early Voting, and Absentee Ballots, please see other side.



Important Information for New Voters in 2020

ID NEEDED FOR VOTING IN NEW YORK STATE
Federal law requires persons who register by mail and are voting for the first time to provide identification, either on the Voter Registration Form or in person at the polling place. Identification usually means a current NYS driver's license or the last four digits of your Social Security number. If you do not have either of these, you may provide a copy of a valid photo ID, or a current utility bill, bank statement, government check or some other government documentation that shows your name and address. Bring your ID to the polls, especially if you registered by mail and are voting for the first time.

EARLY VOTING
New Yorkers now have an additional option to cast their vote in primaries and the general elections. Special polling sites and varying hours are announced by your county's Board of Elections. Voters will continue to have the option to cast an absentee ballot if they choose to do so.

NEW VOTING EQUIPMENT
New electronic poll books (for voter names at check-in) were first used in 2019 and are now in use at all NYS polling places for both early voting and on election day. Voters with disabilities may request to use a ballot marking device to vote.

ABSENTEE BALLOTS
Registered voters who cannot make it to the polls on Election Day because of occupation, business, studies, travel, imprisonment (other than a convicted felon), illness, disability and hospitalization or residence in a long term care facility, may vote by absentee ballot. To be sure your request is processed, ask the Board of Elections for the application form at least 4 weeks before Election Day.

NEVER LEAVE THE POLLING PLACE WITHOUT VOTING!
If your name is not on the list, ask for an affidavit ballot!

Ask for a voting reminder:
Use QR Code
Email: lwvsuffolk@gmail.com
Call: 631-862-6860



Useful Websites:
www.lwvny.org
www.elections.ny.gov
www.vote411.org

<http://www.suffolkcounty.org/VoterReminders.html>

FLYERS – handouts at voter registration events and sites or retail stores, part of Vote Planning Kits, take-homes for young students for their parents, libraries, sporting events, concerts. In English and different languages.

LWV NORTHWEST WESTCHESTER

Register to Vote Online



visit: elections.ny.gov/OnlineVoterReg.html

To register online at the NYS BOE website, you will need to use a NY.Gov ID.

If you have previously used NY.Gov with another agency, you may use the same login to access the Online Voter Registration portal.

If you have not used NY.Gov, you will need to create an account.

Once you have a NY.Gov account, you may register to vote online.

**Recently moved? Changed your name?
Turned 18? Became a citizen?
UPDATE YOUR REGISTRATION TODAY!**



Registrarse para Votar



visita: elections.ny.gov/OnlineVoterReg.html

**Eleccion General: 7 Noviembre 2023
Votación Anticipada: 28 Octubre - 5 Noviembre 2023**

Fecha	Fecha límite
23 Octubre	Último día para que la Junta Electoral reciba la solicitud de boleta de voto en ausencia por carta, telefax o mediante el portal de solicitud de voto en ausencia.
23 Octubre	Último día para cambio de domicilio.
28 Octubre	Último día para el registro de votantes EN PERSONA; Las inscripciones POR CORREO deben ser recibidas por una Junta Electoral.
6 Noviembre	Último día para solicitar EN PERSONA la boleta de voto ausente.
7 Noviembre	Último día para enviar la boleta postal. Debe ser recibido por la Junta Electoral local a más tardar el 14 de noviembre. Las boletas de votantes militares deben recibirse a más tardar el 20 de noviembre.
7 Noviembre	Último día para entregar la boleta EN PERSONA a la Junta Electoral local o a cualquier sitio de votación en su condado.

Todo lo que Necesita Saber Sobre Votar en el Estado de Nueva York
<https://www.elections.ny.gov/>

**¿Se mudó recientemente? ¿Cambiaste tu nombre?
¿Cumpliste 18 años? ¿Se hizo ciudadano?
¡ACTUALIZA TU REGISTRO HOY!**

**CONSULTE LA GUÍA NACIONAL DE VOTANTE DE LA LIGA
VOTE411.ORG**



NATIONAL VOTER Registration Day

local info:

SUNY
WESTCHESTER
COMMUNITY
COLLEGE
OSSINING

22 Rockledge Ave,
Ossining, NY 10562

Time:
5:30 - 8:30pm

READY
**SET
VOTE**



tuesday
**sep
19
2023**

supported by:
National Association of Secretaries of State U.S. Election Assistance Commission
National Association of State Election Directors National Association of Election Officials

local sponsor:
**LWV LEAGUE OF WOMEN VOTERS
OF WESTCHESTER COUNTY
LWV OF NORTHWEST WESTCHESTER**

<https://www.lwv-nww.org/>

LWV PORT WASHINGTON/MANHASSET

LWV CITY OF NEW YORK

2023 General Election Ballot Proposals

PROPOSAL NUMBER 1

Removal of Small City School Districts From Special Constitutional Debt Limitation

Description of Proposal

The State Constitution limits how much debt a small city (a city with less than 125,000 people) school district, can incur. State law says their debt cannot be greater than five percent of the value of taxable real property; all other school districts' debt cannot be greater than ten percent. If this Constitutional Amendment passes, small city school districts would be eligible to have the same debt limit as other school districts as determined by state law.

Question as it Will Appear on the Ballot

The proposed amendment to Article 8, section 4 of the Constitution removes the special constitutional debt limitation now placed on small city school districts, so they will be treated the same as all other school districts. Shall the proposed amendment be approved?

PROPOSAL NUMBER 2


Extending Sewage Project Debt Exclusion From Debt Limit

Description of Proposal

The State Constitution limits the debt counties, cities, towns, and villages can incur. This debt limit has an exception to not include debt for sewage treatment and disposal construction projects. The current sewer debt exception expires on January 1, 2024. This amendment extends the sewer debt exception for ten more years until January 1, 2034.

Question as it Will Appear on the Ballot

The proposed amendment to Article 8, section 5 of the Constitution extends for ten years the authority of counties, cities, towns, and villages to remove from their constitutional debt limits debt for the construction of sewage facilities. Shall the proposed amendment be approved?



LEAGUE OF WOMEN VOTERS
OF THE CITY OF NEW YORK
VOTE LOUDER



ENTRA A





INFORMACIÓN ELECTORAL QUE NECESITA

E INFÓRMATE

¡VOTA! 

**EN LAS ELECCIONES
DEL
8 DE NOVIEMBRE**



en asociación con



LWV WESTCHESTER ILO



**WHY VOTE IN
PRIMARY ELECTIONS?**

- It's the first step in the voting process.
- You select the candidates you want on the general election ballot.
- If you don't vote, you have no voice.

NYS PRESIDENTIAL PRIMARIES April 2, 2024 Early Voting March 23-30	US CONGRESS, NYS SENATE, NYS ASSEMBLY PRIMARIES June 25, 2024 Early Voting June 15-23
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YOU CAN ONLY VOTE IN A PRIMARY IF YOU
 ARE ENROLLED IN A MAJOR POLITICAL PARTY



NEED TO CHANGE OR ENROLL IN A PARTY?
 Scan the QR code OR use a NYS Voter Registration form from the BOE.
elections.ny.gov/VotingRegister.html

DEADLINE IS FEBRUARY 14, 2024

For ALL 2024 NYS Primaries!!

westchesterlwv@gmail.com / 914-366-7312

LWV SCHENECTADY

Early Voting

When can I vote early?

Early Voting for the November 7, 2023 general election will be from: **Saturday, October 28 through Sunday, November 5.**

Where can I vote early?

In Schenectady County, the early voting poll sites will be:

Hon. Karen B. Johnson Library
Central Branch, 99 Clinton Street
Schenectady, NY 12305

Glenville Senior Center
32 Worden Road
Glenville, NY 12302

South Schenectady Fire Station
6 Old Mariaville Rd.
Rotterdam, NY 12306

Niskayuna Town Hall
1 Niskayuna Circle
Niskayuna, NY 12309

All voters can vote at any of the early voting locations within Schenectady County during the following hours:

Saturday, October 28, 2023
9:00 a.m. – 5:00 p.m.

Sunday, October 29, 2023
9:00 a.m. – 5:00 p.m.

Monday, October 30, 2023
Noon – 8:00 p.m.

Tuesday, October 31, 2023
9:00 a.m. – 5:00 p.m.

Wednesday, November 1, 2023
Noon – 8:00 p.m.

Thursday, November 2, 2023
9:00 a.m. – 5:00 p.m.

LWV THE NORTH COUNTRY

Voting Changes Everything
Look at What Voters Have Accomplished:

The Right for Everyone to Vote
Public School Education
Civil Rights Act
Social Security
Medicaid and Medicare
Food Assistance
Minimum Wage
Workers Compensation
Environmental Laws
Reproductive Healthcare
Consumer Protections
Right to Affordable Healthcare

Your Vote Counts
Go Vote!!!!

LWV ST LAWRENCE COUNTY: Voting Options



FIRST you must be a REGISTERED VOTER. If you're not sure if you are registered, go to <https://voterlookup.elections.ny.gov/> or www.VOTE411.org (QR above) to check your registration.

TO VOTE BY ABSENTEE BALLOT you can apply online at the NYS BOE <https://www.elections.ny.gov/votingabsentee.html>, you can email the SLC BOE, you can download an application at the SLC BOE website <https://www.stlawco.org/Departments/BoardofElections>, or you can call the SLC BOE: 315-379-2202. However you apply, if you wish to vote absentee due to concerns about COVID-19, use the "temporary illness" excuse on the absentee ballot application. Apply for your absentee ballot as soon as possible. After you receive it, fill it out promptly and carefully. Return it by mail, or in **person**, to the BOE. (Must be postmarked no later than Nov. 3, received by Nov. 10.)

TO VOTE IN PERSON during Early Voting, check the BOE website for times and go to the BOE Office at 80 State Hwy. 310 in Canton to vote.

TO VOTE IN PERSON ON ELECTION DAY check the BOE website to make sure your usual polling place will be open. Please wear a mask and observe social distancing at the polling place to protect the health of the poll workers, and your own too.

VOTE! IT COUNTS!

November 2: Last day apply in person for an Absentee Ballot.

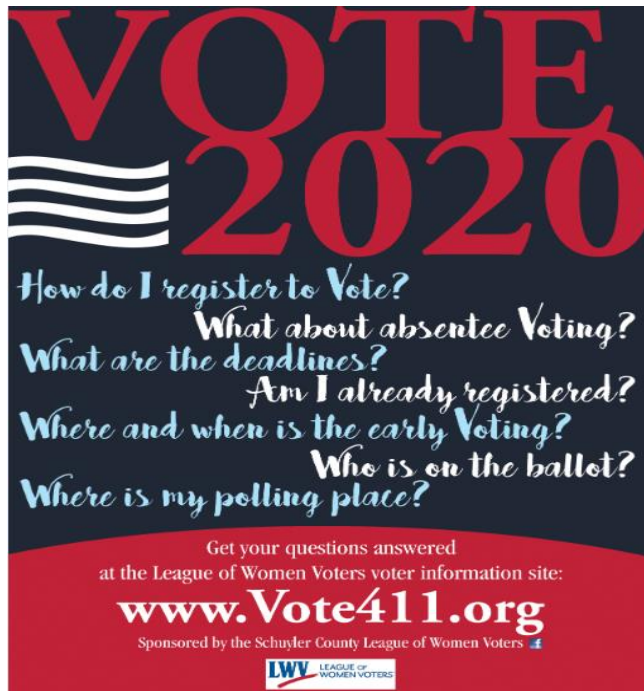
October 24 - November 1: Early Voting Period in New York State

November 3: General Election - The polls are open from 6 am to 9 pm.



The League of Women Voters, a nonpartisan volunteer organization open to people of all genders, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.

LWV SCHUYLER COUNTY



LWV TOMPKINS COUNTY

Your *VOICE* Matters!


**Register to vote
& make your *VOICE* heard**

How to Register to Vote
Get a registration form to register to vote for the first time, or to make changes to your registration such as change in address, name, or party affiliation.
For information go to <https://tompkinscountyny.gov/boe/>

- **To Print** a voter registration form from the web go to https://tompkinscountyny.gov/boe/For_Voters/How_to_Register/Index_How_Do_I_Register; fill it out; sign and date it; then mail to Board of Elections (BOE) office at 128 E. Buffalo St., Ithaca, NY.
- **Or call** BOE at 607-274-5522 to request a form be sent to you.
- **Or pick** one up from the BOE in downtown Ithaca.

OR

You may register online
at the Dept of Motor Vehicles website (the only place you can register on-line). Go to **MY DMV** (<https://dmv.ny.gov/mydmv>) - (You **MUST** have a NYS driver's license or Non Driver's ID card, and the last 4 digits of your SS#.) **Note: You cannot register to vote via e-mail or fax.**

 For All the Election Information you need including What's on Your Ballot, Your Polling Place, information about the Candidates, go to: <http://www.vote411.org>

Now You Can VOTE! *see reverse*


<http://www.lwvtompkins.org>

**There are Three Ways to Vote
in New York State**

Vote by Absentee Ballot

- **Go to** <https://absenteeballot.elections.ny.gov/> and follow instructions. Print confirmation. Ballot will arrive in early October .
Or call BOE (607-724-5522) immediately and ask them to mail an application.
- **When ballot** arrives fill in oval completely with black or blue ink using "temporary illness" (COVID) as reason. Sign on the outside where indicated so BOE can match signatures. If more than one person in household is voting absentee, put ballots in separate envelopes. To ensure you use same signature as used on your registration form, call BOE (607-724-5522) and ask, or go to <https://voterlookup.elections.ny.gov/>.
- **Mail** or, to avoid delays, take Ballot to BOE (128 E. Buffalo Street, Ithaca) by Nov. 3 **or deliver to an early voting site** (see below for locations) between Oct. 24 and Nov. 1. At early voting site if you sense little health risk, you can vote in person. Then your vote will be counted on election night.

Vote Early

- **Voters can vote early between October 24 and Nov. 1 at:**
Town of Ithaca Town Hall, 215 N. Tioga St. (in downtown Ithaca) & at **Crash Fire Rescue (CFR)** 72 Brown Rd. (by Tompkins County airport)
- **For open hours** go to <https://tompkinscountyny.gov/boe/EarlyVoting>


Vote on Election Day November 3


- Polls are open 6:00 am to 9:00 pm
To find your assigned Election day Poll site to vote go to: https://tompkinscountyny.gov/boe/For_Voters/Where_to_Vote/Index_Where_to_Vote

(NOTE if you have sent in your absentee ballot already, you can still vote in person. In NY State in-person ballots override mailed ones.)

Please VOTE!

LWV ST. LAWRENCE COUNTY – Bus Flyer


ELECTION INFORMATION YOU NEED



Need to register to vote? Not sure if you are registered all ready?
You can find answers and much more election information at the League of Women Voters' www.Vote411.org.

Check your Registration.
How to Register to Vote online or by mail.
How to apply for an Absentee Ballot.
(For COVID-19 related concerns use the "temporary illness" excuse on the application).

Early Voting times and locations.
Find your polling place for Election Day.
League of Women Voters® of St. Lawrence County, New York
<http://slc-Leaguewv.org/>
or find us on Facebook <https://www.facebook.com/LWVSLC/>.

POSTERS –retail stores, college campuses, transportation hubs, libraries.

LWV ONONDAGA

NOVEMBER 6TH
WE RISE
WHEN WE
ALL VOTE

3 out of 4 of our neighbors aren't voting. Let's Vote Together this November to make every vote count by taking our community power to the polls.

Visit the Dunbar Center on Election Day for Rides to the Polls, Info and Childcare.

315-396-8225
 Vote.org
 VotingNewYork.org

I'm voting. RU?

Get Out the Vote Together is supported by The Offord Foundation, League of Women Voters, Grandega Voters, NAACP, TNT Southeast and Dunbar Association.

LWV NEW CASTLE

LWV LEAGUE OF WOMEN VOTERS OF NEW CASTLE

LWVNC Wants Your Voice to be Heard!
 Make sure you're ready for the upcoming election. Use the QR codes below to access voter registration and election information.

Voter Registration and Election Information

Register to Vote, Change Your Address, or Change Your Party Affiliation

Go to the DMV website at <https://dmv.ny.gov/more-info/electronic-voter-registration-application> or Download a NYS Voter Registration form, fill it out, and mail it in: <https://citizenparticipation.westchestergov.com/register-to-vote>

Vote 411
 Visit <https://www.vote411.org>, the League's online Voters Guide, for information about your races and the candidates. Keep checking this website as we get closer to the election and more candidates have submitted their information.

College Student Voting
 Voting as a college student is important but takes some advance planning. Read this article for some things to consider: <https://www.thoughtco.com/voting-as-a-college-student-793403>

Absentee Ballots & Early Voting
 For up-to-date and accurate information on early voting, how to obtain an absentee ballot, and more, visit the New York State Board of Elections at <https://www.elections.ny.gov/>

Polling Place Location
 To find your polling place, go to voterlookup.elections.ny.gov

Please consider supporting the League of Women Voters of New Castle. For information about the League go to <https://my.lwv.org/new-york/new-castle>

LWV ROCKLAND COUNTY (adapted from Lawn Sign)

投票 **ভোট দিন** **투표합시다**

VOTE!

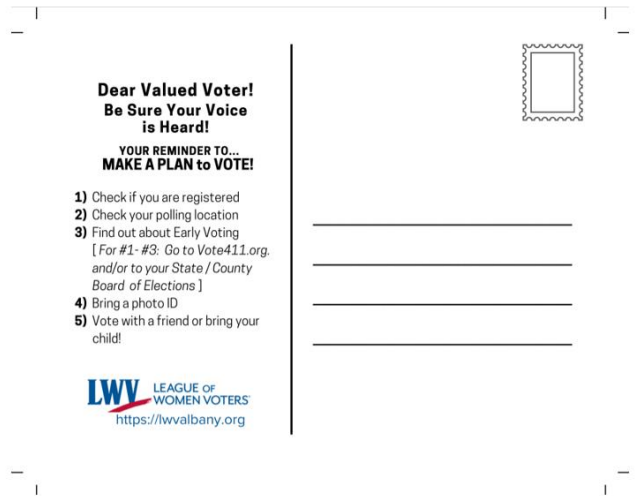
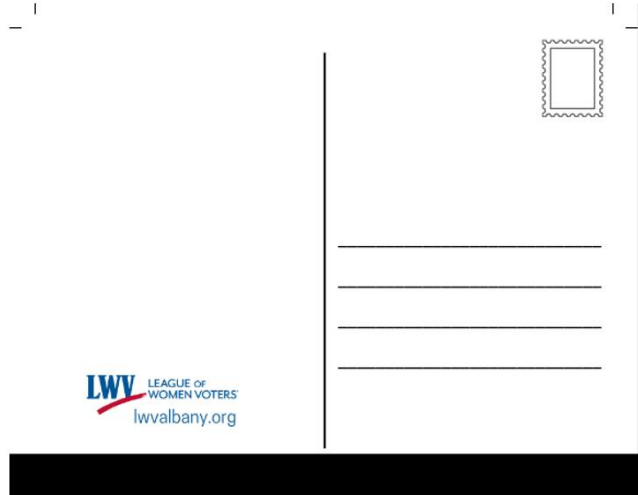
VOTA **ГОЛОСУЙТЕ!** **صوت**

LWV

Candidate Information at: www.vote411.org

POSTCARDS - send to newly registered voters who want a reminder; mass mailing to target districts with voting information.

LWV ALBANY



LWV BUFFALO/NIAGARA



New York General Election
 Tuesday, November 3, 2020
 Early Voting: October 25–November 1

To request a mail-in/absentee ballot or register to vote:
 Erie County Board of Elections, 716-858-8891, elections.erie.gov
 Niagara County Board of Elections, elections.niagara.ny.us
 Republican: 716-438-4041 | Democratic: 716-438-4040

To check your voter registration status: voterlookup.elections.ny.gov

For candidate statements, voting information, and links to voter registration and absentee ballot requests: Vote411.org

LWV LEAGUE of WOMEN VOTERS
 OF BUFFALO-NIAGARA
 1272 Delaware Ave., Buffalo, NY 14209
 716-885-4898 | lwvbn.org




For candidate statements, voting information,
 and links to voter registration and absentee
 ballot requests: Vote411.org

BOOKMARKS - Use as hand outs at voter registration sites, part of Vote Planning Kits, take-homes for young students for their parents, libraries

LWV ROCKALND COUNTY



LWV ONEONTA

 <p>Register to vote</p> <p>Check your registration status at VOTE411.ORG ELECTION INFORMATION YOU NEED</p> <p>Register to vote by October 9 in order to vote in the 2020 General Election.</p> <p>Register or change your registration online with a valid NYS driver's license:</p> <p>voterreg.dmv.ny.gov/MotorVoter</p> <p>LWV LEAGUE OF WOMEN VOTERS OF THE ONEONTA AREA www.lwvoneonta.org</p>	 <p>Register to vote</p> <p>Check your registration status at VOTE411.ORG ELECTION INFORMATION YOU NEED</p> <p>Register to vote by October 9 in order to vote in the 2020 General Election.</p> <p>Register or change your registration online with a valid NYS driver's license:</p> <p>voterreg.dmv.ny.gov/MotorVoter</p> <p>LWV LEAGUE OF WOMEN VOTERS OF THE ONEONTA AREA www.lwvoneonta.org</p>
 <p>VOTE EARLY</p> <p>Early voting for the 2020 general election in Otsego County will take place</p> <p>Oct. 24-Nov. 1</p> <p>at the Otsego County Board of Elections 140 County Hwy 33W Cooperstown, NY 13326</p> <p>Hours: Sat. Oct. 24th, 9AM-2PM Sun. Oct. 25th, 9AM-2PM Mon. Oct. 26th, 9AM-5PM Tues. Oct. 27th, 12PM-8PM Wed. Oct. 28th, 9AM-5PM Thurs. Oct. 29th, 12PM-8PM Fri. Oct. 30th, 9AM-5PM Sat. Oct. 31st, 9AM-2PM Sun. Nov. 1st, 9AM-2PM</p> <p>LWV LEAGUE OF WOMEN VOTERS OF THE ONEONTA AREA www.lwvoneonta.org</p>	 <p>VOTE EARLY</p> <p>Early voting for the 2020 general election in Otsego County will take place</p> <p>Oct. 24-Nov. 1</p> <p>at the Otsego County Board of Elections 140 County Hwy 33W Cooperstown, NY 13326</p> <p>Hours: Sat. Oct. 24th, 9AM-2PM Sun. Oct. 25th, 9AM-2PM Mon. Oct. 26th, 9AM-5PM Tues. Oct. 27th, 12PM-8PM Wed. Oct. 28th, 9AM-5PM Thurs. Oct. 29th, 12PM-8PM Fri. Oct. 30th, 9AM-5PM Sat. Oct. 31st, 9AM-2PM Sun. Nov. 1st, 9AM-2PM</p> <p>LWV LEAGUE OF WOMEN VOTERS OF THE ONEONTA AREA www.lwvoneonta.org</p>

DOORKNOB HANGERS – residential neighborhoods, especially low voter turnout districts

LWV ROCHESTER METRO

AVOID DELAYS ON ELECTION DAY!

VOTE EARLY!

» POLLING PLACES ARE OPEN: «

June

17
9A-5P


18 9A-5P	19 9A-5P	20 11A-8P	21 9A-5P	22 11A-8P	23 9A-5P	24 9A-5P
-------------	-------------	--------------	-------------	--------------	-------------	-------------

25
9A-5P

IT'S SAFE, EASY & RELIABLE!

» VOTE AT ANY LOCATION: «

David F. Ganti Community Center 700 North St. Rochester, NY	North Greece Road Church of Christ 1038 N. Greece Rd. Rochester, NY
Monroe County Office Bld 39 W Main St. Rochester, NY	Henrietta Public Library (ASL Interpreter on site) 625 Watkins Rd. Rochester, NY
Edgerton Recreation Center 41 Backus St. Rochester, NY	Irondequoit Community Center 450 Skyview Centre Park Way, Suite 200, Rochester, NY
Norton Village Recreation Center 350 Waring Rd. Rochester, NY	Holy Spirit Church 1355 Haich Rd. Webster, NY
SUNY Empire State College (ASL interpreter on site) 650 Westfall Rd. Rochester, NY	Perinton Square Mall 6720 Pittsford Palmyra Rd. Fairport, NY
St. Theodore's Church 108 Spencerport Rd. Rochester, NY	Sweden Clarkson Community Center 4927 Lake Rd. Brockport, NY
	Webster Library 880 Ridge Rd. Webster, NY



READY TO VOTE JUNE 27?

Rochester Democratic Primary:

- County Legislature (districts 17, 21, 22, 25, 27, 29)
- City Council Districts (NW, NE, East, South)
- Board of Education (4 seats)
- Family Court Judges (2 seats)
- City Court Judges (2 seats)

Visit VOTE411.org to

- see who is on your ballot
- learn where they stand on issues

There are 3 ways to vote:

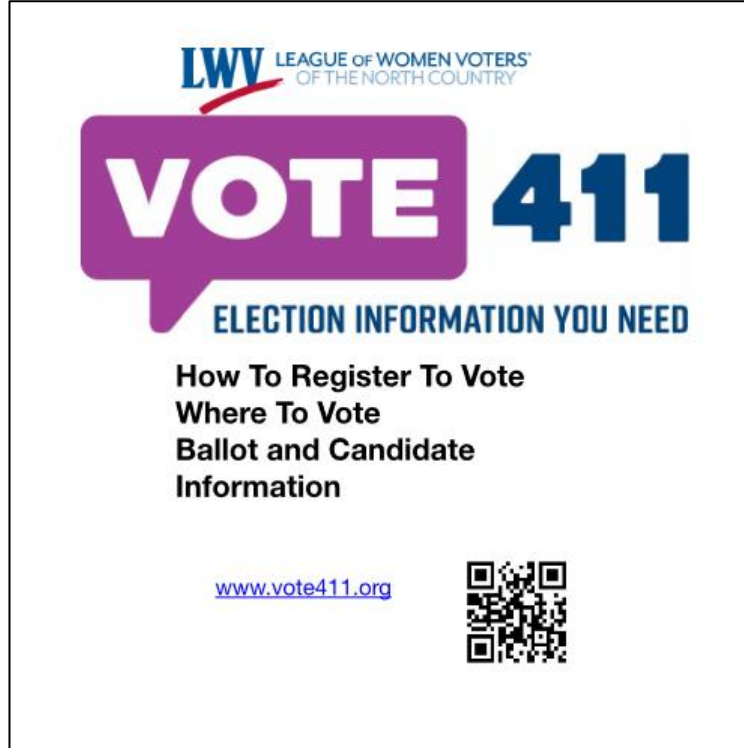
- **Early!** (see reverse for details)
- **Election Day** at your regular site (verify the location at monroecounty.gov/etc/voter/)
- **Absentee.** Request your ballot
-call: 585-783-1300 or
-email: acboec@monroecounty.gov or
-online: absenteeballot.elections.ny.gov

Visit the League of Women Voters at LWV-RMA.org

LWV Empowering Voters. Defending Democracy.

LAWN SIGNS – available for homes with a yard, home and apartment windows; where permitted: along highways, greenspaces in cities

LWV THE NORTH COUNTRY

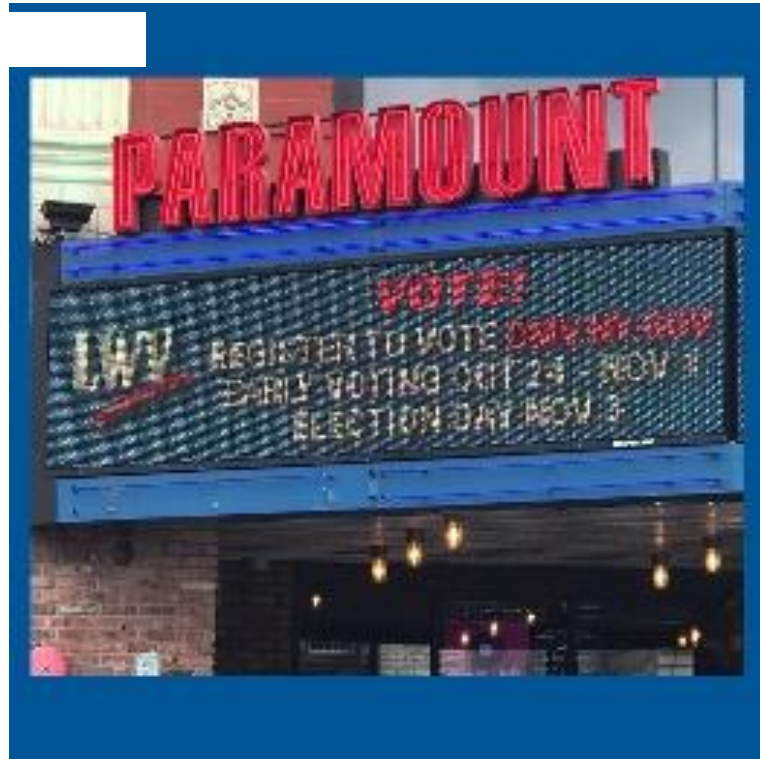


LWVNYS



DIGITAL SIGNS – where permitted: on highways, at firehouses, local businesses, movie theater marquees

LWV HUNTINGTON



BUS WRAPS and BUS STOP ADVERTS – in both urban and rural communities

LWV ALBANY



MURALS, BILLBOARDS, SIDEWALK CHALK – where permitted!

LWV SYRACUSE METRO AREA



SPECIAL ACTIVITIES – GOTV Parades (on sidewalks), Community Trunk-or-Treat, Souls to Polls rides. Where permitted!

LWV SYRACUSE - Sidewalk parades



LWV ROCHESTER METRO AREA Trunk-or-Treat events



OTHER

VIDEOS – post on Facebook, Instagram, X (formerly Twitter), TikTok, YouTube; show at high schools when student produced

PSAs – college radio stations, local and national radio stations, podcasts

LETTERS TO EDITORS – community, local, and national newspapers, blogs, newsletters

VOTE PLANNING KITS – at voter registration events and sites, candidate forums

COLLABORATORS

Nonpartisan collaborators who might lend a hand with different target groups. Some may prefer to assist with a general GOTV campaign while others may be more interested in a targeted campaign that focuses on a particular group or area.

- Community organizations and clubs – chambers of commerce, fraternal organizations, food banks, libraries, senior centers, volunteer groups including firemen, Girl Scouts, Boy Scouts, local sports teams
- Ethnic organizations
- LGBTQ organizations
- Local chapters of national organizations like NAACP, AAUW, Rotary, or Lion's Club
- Disability organizations and disabilities advocacy groups
- Corporations – Uber, Lyft, Verizon, T-Mobile, local transportation companies, companies where Leagues conduct voter registration “train the trainer”
- Religious organizations – churches, synagogues, mosques
- High Schools – parent-teacher associations (PTA), student clubs, social studies and civics teachers, guidance counselors, SIA students
- Colleges and community colleges – civic engagement offices, social science and humanities departments, student governments, student clubs, fraternities, sororities; teacher organizations
- Local and national retail stores- grocery stores, pharmacies, dry cleaners, nail salons, laundromats, delis
- Unions
- Law Enforcement organizations, Transition organizations for the formerly incarcerated

PART II: TARGETED CAMPAIGNS

The following section details how specific target groups can be reached with different GOTV materials and the most effective nonpartisan groups to provide assistance. Samples of the materials and contact information are provided in Part I.

The target audiences with some overlap, include:

Districts with Low Voter Turnout

Youth Vote – High School

Youth Vote – College and Young Adults

Seniors

Voters with Disabilities

Naturalization Centers

Incarcerated (Absentee Ballots) and Formerly Incarcerated

General Public

Commuters

Sports Fans

Concert Goers – Gen X, Y, Z

Corporate Employees

Union members

Districts with Low Voter Turnout

As indicated by the many Leagues that have worked to improve turnout in urban and suburban districts, this can be a highly effective campaign. There is an opportunity to form long-lasting alliances with local groups as well as to create measurable change among voters. As noted below, there is a wide variety of nonpartisan organizations to work with that will not be short of ideas to make the effort a success. A starting place to identify possible districts is the local BOE or other governmental agencies where you can obtain voter turnout data and benchmarks from previous elections to enable measurement of any increments.

Collaborators:

- New York Civic Engagement Table (NYCET) and Voter Activation Network (VAN)
- Community organizations that focus their work on that particular district including civic groups, church groups, libraries, social groups, disability organizations, colleges - sororities or fraternities, housing authorities
- Local newspapers for feature stories, and LTEs about the importance of voting, community news websites and Facebook pages
- Schools – Elementary through high school to provide take-home materials for parents and help pre-register 16- and 17-year olds pre-registration and
- Specific organizations that serve the district: Meals on Wheels, Food Banks, NAACP chapters, Catholic Charities, YM/WCAs

- Chambers of Commerce that might have a simultaneous effort to encourage small businesses and entrepreneurs in the district
- Festival and event organizers of local celebrations
- Senior centers who may also be able to help addressing postcards
- Youth interns/volunteers who can create social media announcements and videos for neighborhood kids
- Local and national retail stores such as dry cleaners, pharmacies, delis, grocery stores, bodegas to hang or hand out flyers, posters, and other print materials

Materials:

- Postcards, English/Spanish flyers, doorknob hangers, plan-to-vote worksheets, each featuring election dates/times, and deadlines, sites, voter registration info and QR for 411 info and 474747 text address
- Social media announcements and videos about the importance of your vote
- Bus wraps, posters for bus and other transportation stops
- Posters for retail stores, town offices
- Digital and fixed marquee signs on temporarily dark movie theaters
- PSAs on local radio stations in English and Spanish
- Billboards, murals

Events/Activities:

- Motorcades with car signs
- Neighborhood parades
- Local radio/tv stations with PSAs and interviews
- Sidewalk chalk messages about voting
- Flyers, pamphlets for food bank packages
- Provide materials to collaborating groups for distribution – churches, schools, etc.
- Hang posters in grocery stores and pharmacies. Equip local/urban transportation companies with flyers with QR stickers to 411, like “First Mile, Last Mile” to give to patrons
- Photo ops – with cut outs of famous people and “I Voted” stickers
- Postcard and doorknob hanger campaigns
- VR/Election info for elementary and/or high school students to take home to their parents
- Phone bank calling

Ways to Measure/Collect Data:

After election results have been certified, any incremental change can be calculated in the districts you have targeted by contacting the original source of your data to get those district results. While increases in voter turnout is going to be the result of many different factors and the efforts of multiple organizations, the Voter Service Metrics Report (see page 29) can help you measure and record the impact of many of your efforts.

Contact:

- LWV NYS for information on how to participate in NYCET
- LWV NYC – low voter turnout campaign - postcard campaign with school and senior engagement, youth interns
- LWV Chautauqua – low voter turnout campaign – English/Spanish doorknob hangers, radio station PSAs
- LWV Buffalo/Niagara – low voter turnout campaign, postcard campaign and instructions; bus signs
- LWV St. Lawrence MAL – volunteer transportation centers in rural areas; Meals on Wheels flyer distribution
- LWV Huntington – PSA writing and local media relationship building; Marquee sign announcements
- LWV Rochester – motorcades; Photo ops with cut-outs
- Take home VR/election info to parents via school kids, Phone bank calling, Sidewalk chalking, Text messaging after registering
- LWV Syracuse – GOTV Walk Parade
- LWV Tompkins County – Flyers in book bags at libraries; posters at community gathering places.
- LWV Broome & Tioga – Registrations and absentee ballots in prisons
- LWV Westchester ILO - Voter Service Metrics Report “Data from Your Board of Elections”

Youth Vote – High School

Youth vote outreach can achieve a multiplier effect that is wonderous. When organized and supervised, enthusiastic teenagers can create and post messages/videos on their Instagram, Facebook, or TikTok accounts, with high engagement rates. Legislation permitting the pre-registration of 16- and 17-year olds has increased the opportunities to interest and engage new voters exponentially. Even younger kids can help engage each other and prod older voters with their social media messaging and videos. School age kids can be asked to take election information home from school to their parents, and competitions in and between schools can stimulate interest and participation.

Collaborators:

- High school students – student government leaders, newspaper editors, school clubs, those participating in the Seal of Civic Readiness
- High school adults –principals/district supervisors, guidance counselors, social study and/or civics teachers, PTAs, school boards
- Youth Corps (in Westchester County)
- Girl Scouts and Boy Scouts
- High school interns
- Former SIA students
- Family and neighbors’ children
- Local newspapers, community news websites, and Facebook pages
- BOCES

Materials:

- Flyers, pamphlets, vote plan-worksheets to give to schools for taking home
- Zoom presentations on computers with virtual on-the-spot responses
- Scripts for college radio/TV announcements
- Basic voter educational materials for kids to use to create own messaging
- My Talking Pet App
- Facebook, Instagram accounts, TikTok, YouTube, X

Events/Activities:

- Organize and manage Youth Corps
- Organize information for videos produced by youth/young adults
- Organize intra- and inter- high school GOTV messaging social media contests
- Create handouts for students to take information on voting home from school to their parents
- Zoom presentations in schools and colleges

Ways to Measure/Collect Data:

- Use Facebook Page Insights, Instagram Apps that track followers, and/or YouTube Analytics for responses; Or ask the kids who post the videos and content for the number of “likes” from their followers.
- Number of flyers, pamphlets sent home with students for their parents
- If in-classroom activities are possible and are organized with teachers participating, number of VR forms collected

Contact:

- LWV Westchester ILO – Start-up Youth Corps, now with 20 volunteers, many with Instagram accounts each reaching over 1,000 followers.
- LWV Huntington – Marty the Talking Dog videos with the My Talking Pet App
- LWV Buffalo/Niagara – take-home info from school kids to parents, Zoom presentation or in-person presentations where students can receive immediate answers to their questions
- LWV New Rochelle for student produced videos

Youth Vote – College/Young Adults

Local college campuses and students are a great source of interaction and mutually reinforcing energy for both Voter Registration and GOTV. They can help with everything from providing printing facilities to translations to producing great videos.

Collaborators:

- Colleges – Civic engagement offices

- Colleges – Student government, on campus advocacy organizations, ethnic and LGBTQ organizations, service and honorary sororities and fraternities, event organizers
- Colleges – Political Science Departments are a good place to start, but all social science and humanities departments are good collaborators. Don't forget the hard sciences either!
- Local newspapers, community news websites, and Facebook pages

Materials:

- Flyers, banners, posters
- TikTok, Instagram, YouTube accounts
- College websites to launch GOTV campaigns
- PSAs

Events/Activities:

- Special College Day collaborations – tying GOTV message to campus-wide activity
- College radio stations for PSAs on voting/absentee voting
- Messaging on college campuses via social media and local radio/TV stations in English and Spanish
- YouTube videos of voting Q & As

Ways to Measure/Collect Data:

- Facebook Page Insights, Instagram Apps that track followers, and/or YouTube Analytics

If poll sites are on campus, track the increase in the number of voters from previous elections.

Contact:

- LWV St. Lawrence MAL– virtual flyers circulated to colleges; shared four colleges' "Sustainability Day" with GOTV message
- LWV Chautauqua– collaborated with college students to produce videos for YouTube
- LWV Buffalo/Niagara – Zoom presentation where students can receive immediate answers to their questions
- LWV Tompkins County – collaborated with three colleges to register, educate, and GOTV
- LWV Broome & Tioga counties – Campus Voter Engagement Program: collaborated with Binghamton University civic and campus organizations to create programs to increase registration and voting.

Seniors

The age group 65 and over votes early and consistently and is not usually considered a critical target for GOTV campaigns. However, there are many seniors who can benefit from encouragement and help in getting to the polls, notably those in assisted living facilities, nursing homes, and those who have mobility issues. Absentee ballots can make a material difference in voter participation. Seniors can also be a great resource to help GOTV for others by asking them to participate in writing/addressing postcards, and stuffing and stamping mail pieces.

Collaborators:

- Senior centers
- Hospitals
- Churches
- Adult Homes
- Family-Type Homes
- Assisted Living Facilities
- Continuing Care Retirement Communities (Lifecare Communities)
- Community Service organizations, e.g. RSVP (Retired Senior and Volunteer Program)
- Nursing Homes (Skilled Nursing Facility)
- New York Disability organizations and associations
- Local newspapers, community news websites and Facebook pages
- Uber or Lyft for rides to the polls
- Meals on Wheels
- NYS Office for the Aging in each county

Materials:

- Flyers, posters, pamphlets: Vote 411 election deadlines and candidate info
- Absentee ballot forms in multiple languages
- Zoom presentations about absentee voting, candidate forums and debates

Events/Activities:

- Carpooling to polls
- Zoom presentation (Q & A) on absentee ballot voting, election info
- Souls to the Polls – rides from church to the polls

Ways to Measure/Collect Data:

Request a count from collaborating organizations of:

- the number of absentee ballots completed and posted that the League handed out
- the number arranged to be transported to the polls
- the number of flyers distributed by Meals on Wheels, for example, or by other organizations serving seniors.

Contact:

- LWV Rochester Metro Area – Souls to the Polls + Lunch
- LWV St. Lawrence MAL – Flyers for Meals on Wheels recipients
- LWV Buffalo/Niagara – Flyers for Meals on Wheels recipients

Voters with Disabilities

This is a group of voters whom Leagues can engage in a variety of ways, including encouraging disabled voters to exercise their right to vote, educating them about election choices, providing usable/customized absentee ballots, securing transportation to the polls, and providing training on Ballot Marking Devices (BMD). Look for opportunities to partner with state and affiliates of national organizations that would benefit from the resources that the League can provide.

Collaborators:

- Disability Rights New York
- Resource Center for Independent Living (Herkimer, Utica, Amsterdam)
- Center for Independent Living
- Center for Disability Rights (Rochester)
- Local chapters of The ARC for the intellectually and developmentally disabled
- In NYC: Center for the Independence of the Disabled; Federal Employment and Guidance Services; Services for the Underserved; Avalon Communities; ADAPT Community Network
- Local newspapers, community news websites, and Facebook pages
- Local BOEs

Materials:

- Flyers, posters, pamphlets: Vote 411 election deadlines and candidate info
- Absentee ballot forms in multiple formats
- Zoom presentations about absentee voting, candidate forums and debates

Events/Activities:

- Demonstrations of BMD with local BOEs
- Presentations about elections and voting at State conferences and meetings of NYS organizations
- Carpooling to polls with Uber or Lyft

Ways to Measure/Collect Data:

Count/ask collaborators to count the number of:

- flyers, pamphlets distributed
- BMD demonstration attendees
- Absentee ballots mailed

General Public

In addition to using all the Materials and Events and Activities noted above, keep up the good work educating and spreading the word about why, how, when and where to vote by all means possible:

Materials/Events and Activities:

- PSAs for local radio stations in English and Spanish about importance of voting
- Signs:
 - Digital signs on city streets/highways and marquees with registration and election dates – LWV of White Plains
 - Billboards – LWV of Syracuse
 - Lawn signs – LWV NYS
 - Banners across main streets “Your Vote Counts”
- Letters to the Editors of local, community, and national newspapers about importance of voting, deadlines, Vote411
- Election and voting information for Food pantries, Meals on Wheels
- Partner with media - local cable networks and radio stations to get air time for interviews about voting and/or candidate events
- League Facebook, website home pages, Instagram accounts for videos, announcements, election/voting information
- Absentee Ballot applications in apartment complexes, grocery stores, pharmacies
- Advertise, make flyers and share LWVNY texting service.
- Have people text VoteNY to 474747 for up-to-date info on the elections, reminders to vote and other key information from LWVNYS
- Ask local organizations, i.e., libraries, religious organizations, YMCAs, disability groups, schools, colleges, etc. to post links on their webpages to our webpage for election and voting information

Contact:

For media resources:

- LWV New Rochelle – Monthly time slot with WVOX radio
- LWV Huntington – Local radio station collaboration
- LWV White Plains – Digital signs and schedule of “run” dates

Incarcerated and Formerly Incarcerated Individuals

In New York State, the right to vote extends to all current and formerly incarcerated persons EXCEPT for those who are currently incarcerated for a felony conviction. The right to vote includes anyone who is in prison awaiting grand jury action, awaiting trial, or serving a sentence for a misdemeanor. It includes the formerly incarcerated - those on parole, on probation, who served their maximum sentence, who were pardoned or not sentenced, or whose sentence was suspended. The vast majority of detained people in New York State jails are awaiting sentencing, which means that they are eligible to vote. Despite the many challenges to registering incarcerated people and assisting the formerly incarcerated register and get to the polls, Leagues are finding ways to succeed.

Collaborators:

- Chapters of national, state, and local law enforcement associations – sheriffs, parole officials, attorneys
- Religious organizations that have outreach programs
- Halfway houses, organizations that assist the formerly incarcerated reenter society: NYS DOCCS Re-entry Services, The Fortune Society,
- Foundations: The Lionheart Foundation (Grant possibilities too!)

Materials:

- Handouts: First Vote, Your Right to Vote for Incarcerated Individuals
- Absentee application forms and sample ballot forms in multiple languages

Events/Activities:

- Community events for reintegration of the formerly incarcerated - Job fairs, housing authorities

Contact:

For information about working with the formerly incarcerated:

- LWV North East Westchester – events with collaborators

For information about working with the incarcerated in jails and prisons:

- LWV Albany
- LWV Broome-Tioga
- LWV Buffalo-Niagara
- LWV Cooperstown
- LWV Mid-Hudson
- LWV Schenectady
- LWV Syracuse

Ways to Measure/Collect Data:

Count the number of:

- Voter registration forms distributed for the formerly incarcerated; absentee ballot applications for the incarcerated
- flyers, pamphlets distributed

New Citizens

This might be the most receptive of any target audience for League GOTV efforts; from League comments, it is definitely one of their most rewarding experiences in registering and getting out the vote. Newly enfranchised citizens are usually eager to participate in American elections and appreciate the League's presence and information. Leagues take different approaches at the ceremonies, from conducting information sessions before the ceremony, to conversing after the ceremony and then following up, to registering the new citizens right after the ceremony and volunteering to take the forms to the appropriate BOE.

Collaborators:

- Naturalization Centers
- Judges who administer the oath of citizenship
- Community organizations, ethnic associations

Materials:

- Registration forms in English and other languages, envelopes and stamps
- Handouts: First Vote brochure, Voting for College Students, pocket copies of the Constitution. Voter Guide I and II (as appropriate)
- They Represent You for appropriate counties
- Flyers/palm cards with early voting and candidates running for office, election dates and poll sites, Vote411 information
- Remind me to Vote postcards
- Flags and "F is for Flag" for children

Events/Activities:

- A Welcome Party for all new citizens and their families (LWV Tompkins)

Contact:

LWV Albany
LWV Brookhaven
LWV Broome-Tioga
LWV Buffalo/Niagara
LWV Rochester Metro Area
LWV Saratoga
LWV Syracuse
LWV The North Country

Ways to measure/collect data:

Count the number of:

- Voter registration forms distributed
- flyers, pamphlets distributed

VOTER SERVICE METRICS REPORT GET OUT THE VOTE

ELECTION (PRIMARY OR GENERAL) /DATE

NAME OF LEAGUE

NAME OF PERSON REPORTING

LEAGUE TITLE/ROLE

YOUR EMAIL ADDRESS

VOTER SERVICE GOALS	ACTIONS	RESULTS
1.		
2.		
3.		

ELECTION STRATEGY

TARGETED COMMUNITIES FOR GET OUT THE VOTE: communities with low voter registration or turn out rates	YES/NO
Senior Communities	
Disabled People Communities/Organizations	
Communities of Color/Ethnicities	
Under Resourced Communities	
University/4-year College Students	
Community College/Technical/Vocational School Students	
High School Students	
Coalition Organizations/Partners (provide organizations' names)	
Other (provide details)	

VOTER EDUCATION MATERIALS PRODUCED BY YOUR LEAGUE	PRINT	DIGITAL
Brochures(s)		
Flyers for GOTV		
Videos for GOTV		
Promotional Items (buttons, hats, shirts, etc.)		
Signage		
Online Voter Materials were distributed by:		
Other Languages besides English:		
Features for Disabled People: <ul style="list-style-type: none"> • Braille and/or Large Font for printed materials • Closed Caption for Hearing Impaired • Sign Language Translation for Hearing Impaired • Event Accessibility for Disabled People • Other (provide details) 		
Other (provide details)		

MEDIA COVERAGE to GOTV	DETAILS OF COVERAGE	HOW MANY
Newspaper		
Television		
Radio		
Social Media		
Social Media Followers: <ul style="list-style-type: none"> • Facebook • Instagram • Twitter • Other 		

Website		
Engagement with Local Reporters		
Other (provide details)		

VOTE411 AND VOTER GUIDE DEVELOPED BY YOUR LEAGUE	YES/NO
Voter Guide print/digital - English	
Voter Guide print/digital – Other language(s)	
Voter Guide on VOTE411	
List VOTE411 features used by your League	
Questions were developed by your League (note if other partners were engaged)	
Candidates were invited to participate with development	
Candidates critiqued your League Voter Guide	
Other (provide details)	

DATA FROM YOUR BOARD OF ELECTIONS	HOW MANY
Registered Voters in Your League Geographic Area from 2017 (local election)	
Registered Voters Who Voted in Your Geographic Area in 2017	
List the three geographic areas with lowest voter turnout and the numeric data: 1. 2. 3.	
What did your League do to increase voter turnout in any geographic areas this year during the next election cycle?	

REPORT DATE _____