

Welcome to the *My Future. My Vote.* Voter Engagement Campaign!



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First and foremost, thank you!

Whether it's signing a petition, commenting on a Resource Management Plan, or voting; we're committed to modeling and fostering a strong participatory culture in our democracy so that pro-conservation leadership is supported at all levels of government.



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Webinar Housekeeping



- You are on mute:
 - If you want to ask a question, please type it in the Q&A box
 - If you want to share with the group, please type it in the Chat Box
- We will reserve the last 15 minutes for Q&A time with CLF, Bolder Advocacy and Motivate Team
- You will receive all this information in a follow-up email along with the Voter Toolkit, so don't worry about taking too many notes!



My Future. My Vote. Campaign

To increase pro-conservation voter turn out this November, we've created a voter registration and mobilization campaign for the Friends Grassroots Network. It's built on a digital platform that makes it fun and easy for your supporters to make a plan to vote for public lands and recruit their friends and family to join them.

Agenda:

- Introduce the *My Future. My Vote.* Campaign
- Explain 501 (c)3 Compliance in GOTV Campaigns
- Explore the Motivote Platform
- Share how the network can engage!
- Q&A



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Why NOW?

Our democracy, and public lands, need us!

- Voter participation in the United States is lower than other established democracies.
 - As an example, the highest midterm turnout in our country was in 2018 at 49.6%
- Low participation can be attributed to a lack of trust that elections will have an actual impact on policy and ultimately people's day-to-day lives.
- One way to meet this challenge, is to reframe the democracy conversation in locally-relevant ways.
- We believe adding voter engagement and mobilization efforts to our network's toolbox will give National Conservation Lands supporters another method for ensuring long-lasting protections.
 - Our efforts will also contribute to the larger movement attempting to build a culture of voter participation.

My Future. My Vote. GOTV Campaign



Phase 1
August 18 - September 30

INSPIRE

Phase 2
October 1 - November 3

MOTIVATE

Phase 3
Post November 3

THANK



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My Future. My Vote. 501 (c)3 Compliance

All of the activities in this campaign are 501(c)(3) permissible, so if you are following along with this toolkit and the recommended social media guidance, rest assured you are not in violation of any regulations.

A 501(c)(3) **MAY** do the following:

- Continue to advocate for the organization's issues during an election year
- Conduct nonpartisan public education and training sessions about participation in the political process
- Prepare candidate questionnaires and create voter guides
- Conduct nonpartisan get-out-the-vote and voter registration drives
- Conduct voter protection activities

**If you ever have questions, please do not hesitate to reach out to CLF's Gov't Affairs Director, David Feinman
(davidf@conservationlands.org)**



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Motivote Platform



To help increase pro-conservation voter turnout this November, CLF has partnered with Motivote — a one-of-its-kind, peer-to-peer platform that combines gamification, social accountability and real-life rewards to engage supporters.

Motivote co-founders Jess and Rachel met as grad students, during a year-long capstone project at the NYU Wagner School of Public Service.

They wanted to understand why so many people who are impacted by elections don't consistently vote in them. One of them was an organizer who managed hundreds of canvassers nationwide and the other only voted every four years, so they had seen this breakdown up close.

Conversations with hundreds of new and inconsistent voters surfaced the role of “behavioral microbarriers,” which cause drop-off from saying you'll vote to actually doing it. It became clear that behavioral nudges like plan-making, gamification and social accountability could help bridge the gap from intention to action.

They built Motivote to support mission-driven organizations, and the communities they reach, with research-proven strategies and structures to navigate the voting process.

Motivote Platform



How can your organization use motivote?

Option 1: Just share the link!

Simply drive supporters to sign up at

<http://myfuturemyvote.motivote.us/>

Once signed up, supporters will get access to their own personal Motivote dashboard that will guide them through bite-sized actions to help them get ready to vote. They will also receive regular communications from Motivote such as reminders of key election dates, weekly progress reports, and more.

Option 2: Create a Motivote Team, and recruit supporters to join your team

One of Motivote's features is the ability for users to create "Voting teams", and we encourage you to set one up for your organization. **By creating a voting team, we can track who you're recruiting and share their contact information with your organization.**

How the network can engage!



Sign Up for Motivote!



**Share Important
Links With your
Members!**



Get Organized!



Get Social!



Make It Your Own!



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2020 Voter Mobilization Campaign Email and Social Media Schedule

My Future My Vote Launch - 8/18

National Voter
Registration Day - 9/22

Early Voting
Oct. - Nov.

Election Day
11/3

Phase 1
August 18 - September 30

INSPIRE



Phase 2
October 1 - November 3

MOTIVATE



Phase 3
Post November 3

THANK



FGN KICK OFF

LAUNCH VIDEO

MOTIVOTE

78 Days - Kick Off

It's Personal and Patriotic

Your Communities, Your Lands, Your Vote

National Voter Registration Day

Mine. Yours. Ours

Vote for the Lands You Love

Debate Watch

How Do You Plan to Vote?

America Can't Afford the Cost of Inaction -
And Neither Can the Planet

Thank supporters!



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My Future. My Vote. Engagement

Phase 1
August 18 - September 30

INSPIRE

FGN KICK OFF

LAUNCH VIDEO

MOTIVOTE

78 Days - Kick Off

It's Personal and Patriotic

Your Communities, Your Lands, Your Vote

National Voter Registration Day

August 18: 78 Days - Kick off email - summarize public land attacks to date

September 1: It's Personal and Patriotic – each of us has a personal connection to lands; damage done on public lands during COVID: environmental equity social justice

September 15: Your Communities, Your Lands, Your Vote– community-based action works. Example - Great American Outdoors Act

September 22: National Voter Registration Day Sept 22 - How people have fought to get the right to vote and plan your activity for Public Lands Day September 26



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My Future. My Vote. Engagement

Phase 2
October 1 - November 3

MOTIVATE

Mine. Yours. Ours

Vote for the Lands You Love

Debate Watch

How Do You Plan to Vote?

America Can't Afford the Cost of Inaction -
And Neither Can the Planet

October 6: Mine. Yours. Ours. – we are among millions who love these lands, turn it into action and power

October 13: Vote for the Lands You Love – love = action; and encourage your community to vote for these special places; ask your supporters to share photos and videos of which places they're voting to protect

October 20: Debate Watch – Top 5 Questions for Candidates

October 27: How Do You Plan to Vote? – ask your supporters to share photos and videos of how they plan to vote

November 3: America Can't Afford the Cost of Inaction—And Neither Can the Planet—Together we'll send the message that Americans want to stop the damage and reset the agenda for taking care of wildlife habitats and harnessing the power of public lands to combat climate change and repair environmental injustices.



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My Future. My Vote. Engagement



Thank supporters!



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My Future. My Vote. Social Media Assets



Social Media Accounts:

Facebook: @conservationlands

Twitter: @ConservationLF

Instagram: @conservationlands

Tagline:

My Future, My Vote

Hashtags:

#MyFutureMyVote #VotePublicLands #PublicLands

#KeepItPublic #NationalConservationArea

#NationalConservationLands #ConservationLands

#FriendsGrassrootsNetwork #Protect30x30

Social Media Visual Assets:

Click on the link to find the My Future, My Vote logo, watercolor National Conservation Lands art, and other customizable visual assets.

Social Media Guidance and Graphics:

Click on the link to find this information and sample social media posts in a word document format.

My Future. My Vote. Next Steps



- Review the 2020 Voter Engagement Toolkit
 - This will be included in the follow-up email and available on our [Network Resources page](#)
 - Follow up with Andres Esparza (andres@conservationlandfs.org) with any general questions or David Feinman with any advocacy/compliance-related questions (davidf@conservationlands.org)
- Create a plan of engagement and communications that will allow you to share these opportunities with your network
- [Visit our 2020 Election Center](#) for updates and inspiration!



Respect. Protect. Explore.



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