

get out the **vote**

It is getting close to Election Day and you've been working hard registering new voters, educating people about the issues, or helping out with campaigns. So what happens now? GOTV – or Get Out the Vote—is your chance to make sure that people get to the polls on Election Day or submit absentee ballots. By following up with people, knocking on their doors or phoning them before and the day of the election, offering rides or directions to the polls, you greatly increase the likelihood that they will actually vote. Even if you can't vote yourself, a great way to have an impact on the elections is to help remind other people about the importance of going to the polls on Election Day!

what can **you** do?

Whether you have been working hard all election season or this is the first time you are getting involved, there are a lot of ways to help out with GOTV efforts:

[VOLUNTEER]

The easiest way to get involved with a Get Out the Vote campaign is to volunteer for one that is already in the works (ex. *Rock the Vote*)

GOTV the neighborhood: Go door to door around your neighborhood and tell people that you're just stopping by to remind them to vote (ex. canvassing/door-knocking, phone bank)

Alert your networks: Contact your friends and family, even if they live in other states, reminding them to vote on Election Day (ex. e-mail, Facebook, Twitter)

Organize your own GOTV campaign: This can be an awesome tool to get lots of people out to the polls, but remember that an effective campaign can require a significant amount of preparation and volunteers to be successful (ex. advertising, Election Day visibility)

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preparation and volunteers to be successful (ex. advertising, Election Day visibility). Since so many people have cell phones, finding enough phones for your phone bank is much easier than it used to be! However if you need landlines, you may be able to secure several lines through a college campus or from nonprofit, business offices, or churches in your local community. You will need as many volunteers as you have phone lines, and as many phones as you have volunteers! Scheduling volunteers in shifts is a great plan if you have more help than you do phones.

Canvassing/Door-Knocking: Canvassing, also known as door-knocking, is walking through the college dorms or your neighborhood and knocking on doors to remind people to vote. Your local elections bureau may be able to provide voting information you can hand out, or you could make your own flyers with information about polling places and other voting rules to hand to people at their door. When you approach a door, identify yourself and tell them why you're there (to make sure they remember to vote). Leave materials with them— if you have any—and move on to the next house. Never go out knocking doors alone—always travel with another person. Not only will it go faster, but it is safer (and more fun) to work in pairs! If you want, each team can divide up the street, one person taking the even side and the other the odd side. However— especially if you're not old enough to vote— make sure that someone else always knows where you're going to be and consider working in teams of four (two on each side of the street) so no one goes up to a house alone.

Advertising: Consider asking campus and local radio or TV stations to broadcast public service announcements (PSAs) in the days before the voter registration deadline and before the election, reminding people to vote. Put up reminders in public places like cafeterias, libraries, bulletin boards (often found at coffee shops and other local businesses), community centers, or the college's student union facilities urging people to vote. Be sure to list the date of the election, polling locations, the time polls open and close, a number to call, or a website to visit if people have questions.

Election Day Visibility: This is your chance to be noisy and visible. This could range from standing on street corners with signs saying "VOTE", to leafleting the parking lots with flyers reminding people to vote before the polls close. Get all your friends together and make "go vote" t-shirts and signs that you can wear/take to school with you on Election Day. After school you can all go out together and have fun being noisy and reminding people to go vote! Be creative!



[BE PART OF THE STORY]

For example, Students at Occidental College launched a campaign called Oxy Votes. During the week leading up to the election, Oxy Votes held several events to encourage those they registered to turn out at the polls:

“Got Knowledge?”- informed the campus about each of the propositions on the ballot

“Last Call”- gave students a chance to speak on the campus quad about issues in the election

Billboards featuring information on the propositions were placed around the quad and students were reminded to vote in the election

Sent weekly emails notifying the college community about the propositions

From 9pm-1am, Oxy Votes hosted an Election Day Party, where students came to enjoy refreshments and watch the results of the election come in



[RESOURCES]

Campus Compact

www.compact.org/initiatives/campus-vote-home/

Declare Yourself

www.declareyourself.com

League of Women Voters

www.vote411.org

New Voters Project

www.studentpirgs.org/new-voters-project

Non-Partisan Action: GOTV Resource Center

<http://www.npaction.org/article/articleview/772>

Project Vote Smart

www.votesmart.org

Rock the Vote!

www.rockthevote.com