

20 ELECTION 20

FIVE WAYS TO MAKE AN ACTUAL IMPACT

Voter turnout in 2020 could set records. But there are still millions of people who are struggling to navigate the process: getting registered, requesting a mail ballot, or getting to the polls.

As nonpartisan civic experts to philanthropists and brands, we know it's hard to know what you can do to help. There are literally hundreds of organizations doing critical work and activating great campaigns to engage voters.

We've created this guide to share the easiest things you can do to help voters make their voices heard in 2020.

You can promote the following anytime, but we have recommended specific "days of action" to help organize around.

— **Ashley Spillane, Founder, Impactual**

Co-Author with Sofia Gross of the Harvard Ash Center Case Study *Civic Responsibility: The Power of Companies to Increase Voter Turnout*

01 RECRUIT POLL WORKERS

DOWNLOAD GRAPHICS [HERE](#)

The Need

Recruit a record number of new people to volunteer as poll workers.

The Timing

Ongoing

Why It Matters

Poll workers are volunteers who are tasked with ensuring the elections run smoothly. Because most poll workers are over the age of 60, who won't be volunteering in 2020 because of COVID-19, young, healthy, tech-savvy people need to volunteer to keep polling locations open.

What You Can Do

- Share volunteer sign-up link: www.powerthepolls.org

Social Media

#PowerThePolls [@PowerThePolls](#) [@powerthepolls](#)

02 PROMOTE VOTER REGISTRATION

DOWNLOAD GRAPHICS [HERE](#)

The Need

Make sure voters are registered at their current addresses before deadlines.

The Timing

September 22: National Voter Registration Day

Why It Matters

Up to 50 million eligible voters are still unregistered because they don't know they need to register, don't know the deadlines, or find the process confusing. With DMVs closed across the country due to COVID-19, there is a huge gap in voter registration updates that needs to be filled before voter registration deadlines.

What You Can Do

- Share online registration tool link: www.nationalvoterregistrationday.org/register
- Model good behavior and update your own voter registration
- Share that it takes 2 minutes or less
- Remind people they have to be registered at their current address

Social Media

#VoteReady #RegisterToVote

[@NatlVoterRegDay](#) [@natlvoterregday](#)

03 SHARE EARLY VOTE OPTIONS

DOWNLOAD GRAPHICS [HERE](#)

The Need

Make sure voters know they have options to vote safely and securely.

The Timing

October 6: Request Your Ballot Day, October 24: Vote Early Day

Why It Matters

The ability to vote early — either by mail or in person — is going to be crucial for voters who want to protect their health and shorten lines at polling locations. The rules vary state-to-state, but voters will begin early voting as early as the last week of September.

What You Can Do

- Share absentee ballot request tool: www.voteearlyday.org
- Share polling place look-up tool: www.gettothepolls.org
- Model good behavior and vote early — request an absentee ballot

Social Media

#VoteEarlyDay [@VoteEarlyDay](#) [@voteearlyday](#)

04 GET 866-OUR-VOTE ON EVERYONE'S SPEED DIAL

DOWNLOAD GRAPHICS [HERE](#)

The Need

Help voters get answers to questions about voting and report problems.

The Timing

September 22, October 24, November 2–3

Why It Matters

The global pandemic and mass protests make this election unlike any other. Election rules are changing in real time and voters will have questions. We need to make sure they know who to call/text for answers.

What You Can Do

- Share the voter hotline website: <https://ourvoteline.org/>
- Include the 866-OUR-VOTE number in all election-related posts
- Share that it's normal to have questions about voting and any questions you've had

Social Media

#866OurVote [@866OurVote](#) [@866ourvote](#)

05 SUPPORT VOTERS STUCK IN LONG LINES

DOWNLOAD GRAPHICS [HERE](#)

The Need

Deliver food for all at polling places with long lines.

The Timing

November 3: Election Day

Why It Matters

We've seen voters waiting up to 12 hours in line to vote during the 2020 primaries. To make sure the experience at polling places is a positive one, Pizza to the Polls sends snacks!

What You Can Do

- Donate a few pizza deliveries at <https://polls.pizza/>
- Encourage followers to report long lines to Pizza to the Polls

Social Media

#PizzaToThePolls #DemocracyIsDelicious
[@PizzaToThePolls](#) [@pizzatothepolls](#)

MESSAGING THAT WORKS

Stress that it doesn't take long.

You can register to vote online in 2 minutes or less!

Apply some social pressure.

This year, everyone is going to vote. Don't miss out on voting in this historic election. Don't forget: no one will know who you voted for, but it is public record whether or not you vote.

Recommend making a plan.

Research shows making a plan to makes it more likely that you will vote. Think it through specifically: When will you vote? How will you get there? Are you going with anyone else?

Empathize with feeling overwhelmed.

It's ok to feel like you don't know enough. Take a few minutes to look up where to vote and who is on the ballot.

The people we elect work for us.

Voting is our way of holding them accountable. We are literally deciding whether to re-hire or fire our representatives.

ADDITIONAL WAYS TO GET INVOLVED

While social media is an effective way to engage with voters right now, there are other ways to get involved — both virtually and in-person. Webinars, town halls, and in-person activations at polling locations are just a few examples of innovative ways to make a difference. To learn more, visit impactual.com.

Want to get in touch? Email: hello@impactual.com

NONPROFITS WE LOVE

Below is a (noncomprehensive) list of organizations you can partner with to execute your 2020 voter engagement effectively, below. We are happy to provide further information on any organizations of interest, and/or make introductions where necessary.

[BallotReady](#)

[I Am A Voter.](#)

[TurboVote](#)

[The Voting Information Project](#)

[Civic Alliance](#)

[National Voter Registration Day](#)

[#VoteTogether](#)

[We Can Vote](#)

[Get To the Polls](#)

[Pizza to the Polls](#)

[Vote America](#)

[When We All Vote](#)

[How to Vote](#)

[Power the Polls](#)

[Vote Early Day](#)

[866-OUR-VOTE](#)

01

AUGUST 3

**Poll Worker
Recruitment**

02

SEPTEMBER 22

**Promote
Voter Registration**

03

OCTOBER 24

**Share Early
Vote Options**

04

NOVEMBER 2-3

**Promote
866-OUR-VOTE**

05

ELECTION DAY 11/3

**Support
Voters in Lines**