

20 ELECTION 20

USING YOUR INFLUENCE TO MAKE AN IMPACT

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

As nonpartisan civic engagement experts to philanthropists and companies, we know it's hard to know what you can do to help the most people — and who to partner with to do it. There are literally hundreds of nonprofit organizations doing great work to engage voters that would like to partner with you.

We've created this guide to share the most important things you can do to help voters make their voices heard in 2020. These activations do not require partnering with a nonprofit, but all of them lend themselves to partnering with organizations of your choice.

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

— Sofia Gross & Ashley Spillane

Authors of the Harvard Ash Center Case Study *Civic Responsibility: The Power of Companies to Increase Voter Turnout*

01 Recruit Poll Workers

The Need

Recruit 250,000 new people to volunteer as poll workers

The Timing

September 1 - National Poll Worker Recruitment Day

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

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

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

#NationalVoterRegistrationDay  @NatIVoterRegDay

 @natlvoterregday

03 Share Early Vote Options

The Need

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

The Timing

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

The Need

Help voters get answers to questions about voting and report problems

The Timing

August 3, 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

The Need

Feed hungry voters stuck in long lines to encourage them to stay and vote

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 encourage voters to stay in lines at crowded polling places, we need to send food to hungry voters.

What You Can Do

Donate a few pizza deliveries at <https://polls.pizza/>
Encourage followers to report long lines to Pizza to the Polls or 866-OUR-VOTE

Social Media

#PizzaToThePolls  @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, we should note that 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 civicresponsibility.org.

If you need help developing a more in-depth engagement strategy or want to be connected to grassroots groups in key states, we are happy to assist:

civicresponsibility@ellecomm.com

Partner Organizations

We created 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](#)

[TurboVote](#)

[Civic Alliance](#)

[#VoteTogether](#)

[Get To the Polls](#)

[Vote America](#)

[How to Vote](#)

[Vote Early Day](#)

[I Am A Voter.](#)

[The Voting Information Project](#)

[National Voter Registration Day](#)

[We Can Vote](#)

[Pizza to the Polls](#)

[When We All Vote](#)

[Power the Polls](#)

[866-OUR-VOTE](#)

01

SEPTEMBER 1

Recruit
Poll Workers

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