

## WAYS TO ENGAGE VOTERS BEYOND VOTER REGISTRATION DRIVES

### 1. Social Media Campaigns

- ◆ **Leverage Influencers:** Partner with local influencers to spread the word about voter registration.
- ◆ **Interactive Content:** Create quizzes, polls, and challenges related to voter registration to encourage engagement and sharing.

### 2. Educational Workshops

- ◆ **Virtual Workshops:** Host online workshops about the importance of voting, how to register, and how to verify registration status.
- ◆ **Webinars with Experts:** Organize webinars featuring political analysts, civic educators, and legal experts to discuss the impact of voting.



### 3. Public Art Installations

- ◆ **Murals and Graffiti:** Commission local artists to create murals or graffiti art focused on voting themes.
- ◆ **Interactive Displays:** Set up installations in public spaces where passersby can learn about voter registration through interactive elements.

### 4. Mobile Apps

- ◆ **Voter Info Apps:** Leverage and promote mobile apps that provide voter registration information, reminders, and updates.
- ◆ **Gamification:** Use gamification techniques within apps to encourage users to register and educate themselves about voting.

### 5. Community Events

- ◆ **Pop-up Information Booths:** Set up information booths at farmers' markets, fairs, and other local events to distribute voter registration information.
- ◆ **Flash Mobs:** Organize flash mobs in public places with a voting-themed performance to draw attention to voter registration.

## GEARING UP FOR GOTV

Local organizations play a crucial role in encouraging voter turnout on Election Day. Here are five effective strategies to motivate community members to vote, including providing transportation assistance, hosting informational events, leveraging social media, partnering with local businesses, and engaging community leaders and influencers.

### 1. Provide Transportation Assistance

- ◆ **Shuttle Services:** Organize shuttle services to and from polling stations, especially in areas with limited public transportation.
- ◆ **Rideshare Partnerships:** Collaborate with rideshare companies to offer free or discounted rides to polling locations.

### 2. Educational Workshops

- ◆ **Distribute Sample Ballots:** Include sample ballots or nonpartisan voter guides at your next community event.
- ◆ **Voter Education Sessions:** Conduct sessions to inform voters about the candidates, issues on the ballot, and the voting process.

### 3. Use Social Media and Digital Outreach

- ◆ **Reminder Campaigns:** Use social media platforms to remind followers to vote and share information about polling locations and times.
- ◆ **Personal Stories:** Share personal stories and testimonials from community members about the importance of voting.

### 4. Partner with Local Businesses

- ◆ **Provide Time-Off to Vote:** Encourage businesses to offer paid time off for their employees to vote. Many states already require some form of time off to vote. [See Time to Vote for more.](#)
- ◆ **Educational Materials:** Distribute flyers and promotional materials about voting through local businesses.

### 5. Leverage Community Leaders and Influencers

- ◆ **Public Endorsements:** Have community leaders and local influencers publicly endorse voting and share their plans to vote.
- ◆ **Voting Challenges:** Create friendly voting challenges or competitions within the community to see which group can get the most members to vote.



## 6. School and University Engagement

- ◆ **Classroom Discussions:** Collaborate with schools and universities to include voter registration information in classroom discussions.
- ◆ **Student Ambassadors:** Train students to become voter registration ambassadors who can inform and motivate their peers.

## 7. Corporate Partnerships

- ◆ **Workplace Initiatives:** Partner with local businesses to provide employees with information about how to register to vote.
- ◆ **Corporate Challenges:** Encourage companies to challenge each other in friendly competitions to see who can get the most employees registered.

## 8. Faith-Based Outreach

- ◆ **Sermon and Bulletin Announcements:** Work with local religious leaders to include voter registration messages in sermons and bulletins.
- ◆ **Faith and Voting Workshops:** Host workshops at places of worship discussing the moral and civic importance of voting.

## 9. Media Collaborations

- ◆ **Local News Segments:** Collaborate with local news stations to run segments on the importance of voter registration and provide instructions.
- ◆ **Radio and Podcasts:** Utilize local radio shows and podcasts to discuss voter registration and encourage listeners to register.

## 10. Creative Marketing

- ◆ **Public Service Announcements (PSAs):** Create engaging and informative PSAs for TV, radio, and social media.
- ◆ **Street Teams:** Deploy street teams to distribute flyers, stickers, and other promotional materials with voter registration information.

