



CIVIC ENGAGEMENT

*EVERY CONGREGATION COUNTS
EVERY VOTE COUNTS*



VOTER ENGAGEMENT

JUNE 2018



Religious
Action
Center
of Reform Judaism





We believe that our democracy is strongest when everyone has the opportunity to participate.

As we work together to fulfill the sacred mandate of *tikkun olam*, world repair, non-partisan civic engagement in service of our enduring values is an essential way that we stay active in our communities.

The Reform Jewish Movement's Civic Engagement campaign seeks to mobilize the entire Reform Jewish community -- be it through a congregation, a NFTY region, a camp community, or campus activism.

We know our Movement is strongest when we act together. If you believe that civic engagement is important for the Jewish community, we want you with us.

Use this Voter Engagement toolkit to help your community plan its strategy for meaningful, Jewish, nonpartisan civic engagement in 2018.



TABLE OF CONTENTS:

Introduction to Voter Engagement

[Why Does Voter Engagement Work Matter?](#)
[What is Jewish About Voter Engagement?](#)
[How can Reform Jewish Communities Carry Out Voter Engagement Work?](#)
[Engaging Young and First-Time Voters](#)
[Voter Engagement Work Across Lines of Difference](#)
[Let the RAC Know About Your Voter Engagement Efforts](#)
[Staying Nonpartisan](#)

Voter Registration

[Introduction to Voter Registration](#)
[Who can do Voter Registration](#)
[Organizing Voter Registration Events](#)
 Preparing for your voter registration event
 At your voter registration event
 Following your voter registration event
[Tabling in Your Broader Community](#)
[Appendix A: Voting Laws in your State](#)
[Appendix B: Sample Voter Registration Script](#)
[Appendix C: Voter Registration Frequently Asked Questions](#)

Voter Turnout

[Introduction to Voter Turnout](#)
[Principles to Guide Voter Turnout Efforts](#)
[Organizing a Phone Bank](#)
 Preparing for your phone bank
 During your phone bank
 Following your phone bank
[Organizing a Text Message Bank](#)
[Appendix D: Sample Phone Bank Script](#)
[Appendix E: What Voters Want to Know](#)
[Appendix F: Sample Voter Contact Spreadsheet](#)



WHY DOES VOTER ENGAGEMENT WORK MATTER?

Each person is an agent of change. By driving civic participation through nonpartisan voter engagement, we are acting on our belief that our democracy is strongest when everyone can and does participate, regardless of party or politics. The goal of nonpartisan voter engagement is NOT to elect candidates or parties, but it is to connect with elected officials and to increase our ability to advance policies that reflect our Jewish values.

Elected officials pay attention to voter turnout. Mobilizing our communities to vote will help us have better access to elected officials and increased clout, putting us in a stronger position to advocate for the issues we care about. Voters are also more likely to volunteer and stay civically engaged. As community members are mobilized to vote, leaders often emerge, similarly strengthening our future work on issues most important to us.¹ And when we are acting together as a movement, this strength increases exponentially.

The Reform Movement has long been committed to protecting and elevating the right to vote as the cornerstone of our democracy. By engaging voters in our broader communities and working across lines of difference, we can help ensure that all people have access to the knowledge and tools necessary to show up at the polls.

WHAT IS JEWISH ABOUT VOTER ENGAGEMENT?

As we work together as the Reform Movement to fulfill the sacred mandate of *tikkun olam*, world repair, voter engagement is essential. As Jews and American citizens, we have an obligation to participate in elections to ensure that policies at the local, state and national levels bring us closer to achieving our vision of a world where all people experience justice, compassion and wholeness. Rabbi Yitzhak taught, “A ruler is not to be appointed unless the community is first consulted” (Talmud, Brakhot 55a). To ensure that our voices and commitment to social justice are heard in the public sphere, we must educate ourselves on the voting process, register and show up at the polls. We also have a responsibility to engage with our wider community to ensure that access to the vote is a reality for all.

¹ <https://www.nonprofitvote.org/documents/2016/10/seven-reasons-nonprofit-voter-registration.pdf/>



HOW CAN REFORM JEWISH COMMUNITIES CARRY OUT VOTER ENGAGEMENT WORK?

As part of the RAC's Civic Engagement campaign, we are encouraging and supporting Reform Jews to lead nonpartisan voter education, registration and turnout initiatives, including committing to becoming 100% voting communities. Resources including suggested activities, program tips and sample materials to help you engage in this work and move towards achieving this goal of 100% voting are outlined in this toolkit and include:

- Promoting and conducting voter registration (helping people to register for the first time or update their registration)
- Educating community members on the importance of voting and the voting process
- Employing strategies to encourage and increase voter turnout
- Specifically engaging young and first-time voters

Your Reform Jewish community may also consider partnering with organizations to register and turnout voters in your broader community, including working across lines of difference. Resources to assist your community in doing this work can also be found in this toolkit.

ENGAGING YOUNG AND FIRST-TIME VOTERS

According to the U.S. Census Bureau, people ages 18-24 have consistently voted at lower rates than all other age groups.² In the 2014 and 2016 elections respectively, 19.9% and 50% of *registered* young voters voted. As Reform Jews, we have access to built-in cohorts of young people through our synagogue youth groups, NFTY, camps, and college programs. And, as non-profits, Reform Jewish communities have more clout when engaging young voters: Studies show that turnout by young voters contacted by non-profits was 5.7 points higher than other young voters.³ When thinking about your community's voter engagement efforts, it is important to remember that registering voters on its own is not enough to make sure they show up at the polls. Consider putting energy into reaching young voters by helping them to register and then by providing them with information about the voting process and encouraging them to turn out to the polls. The RAC has created resources to help your community engage young and first-time voters, which can be found on our [voter engagement website](#).

² <https://www.census.gov/prod/2014pubs/p20-573.pdf>

³ https://www.nonprofitvote.org/engaging_new_voters/



VOTER ENGAGEMENT WORK ACROSS LINES OF DIFFERENCE

Experts contend that broadly speaking, the electorate – the part of the population that votes – is not truly representative of the general population: it is older and whiter than the general population. Politicians of both parties respond to the concerns of those who vote, which means that the concerns of youth and people of color do not carry as much weight. Reform communities can partner with congregations and organizations of color to help reach out to under-represented populations through joint door-to-door canvasses and phone banks.

We can strengthen our democracy by engaging voters across the age, racial and political spectrum and ensure elected officials truly reflect the will of the people. The best partners are those you know and have an existing relationship with. This work can be an excellent way to strengthen those connections. If your congregation or Reform Jewish Community does not have a ready partner, the RAC may be able to help your community to partner with people across lines of difference on voter engagement work. To explore this option, [please fill out this form](#).

LET THE RAC KNOW ABOUT YOUR VOTER ENGAGEMENT EFFORTS

We are more powerful when we are working together, and with the full force of the Reform Movement behind this Civic Engagement Campaign, our impact grows exponentially! We want to celebrate your community's work and make sure it is counted as part of our movement's overall efforts. Let us know about your voter engagement efforts by [submitting this short form](#).

STAYING NONPARTISAN

It is important that as 501(c)(3) organizations, your Reform Jewish community remains nonpartisan while doing voter registration work. For more information and general guidelines, refer to the RAC's "[The Do's and Don'ts of Civic Engagement Work: Rules for Non-Profits](#)" resource.



INTRODUCTION TO VOTER REGISTRATION

Before people can cast their vote at the polls in an election, they must register! Each election season, potential voters are excluded because they miss the registration deadline or neglect to re-register upon moving. According to the U.S. Census Bureau, over 20% of eligible voters were not registered to vote in 2014.⁴ And registered voters are more likely voters: studies have shown that registering the unregistered increases turnout when combined with repeated voter contacts and education.⁵ Because voting is habit forming, helping people register and reminding them to vote in one election can dramatically increase the likelihood that they'll vote in future elections.⁶

Reform Jewish communities can help ensure the voices and values of their community members are heard at the polls by promoting and conducting voter registration. Below are some suggestions for ways to do this in your Reform Jewish community:

- Run a voter registration drive or [event](#).
- Celebrate Sukkot which coincides with [National Voter Registration Day](#) on September 25, 2018! More information and resources will be available soon to help your community plan for the Festival of (Voting) Booths.
- Send voter registration materials to members of your congregation by email or in the mail. You may choose to specifically target young members and new members (they may not be registered if they recently moved to your town!)
- Put up [flyers about registration](#) or advertise in your newsletter or on [social media](#).
- Set up a space in your congregation's lobby or community's common space with voter registration materials, instructions and a box for completed forms. Be sure your instructions include a sample registration form with required fields highlighted!
- Talk about registering to vote at a staff, board, or other meeting in your Reform Jewish community.
- Run an educational program on the importance of civic engagement and its connection to Judaism including information on voter registration. A sample voter engagement program for youth programs can be found on the [RAC's Voter Engagement webpage](#).
- If your community runs a regular Torah or text study group, consider devoting one session to the importance of civic engagement and its connection to Judaism. [Resources to help with this can be found here](#).
- If your community sends birthday cards to its members, consider including voter registration materials for people turning 18-25.

⁴ <http://www.pewtrusts.org/en/research-and-analysis/issue-briefs/2017/06/why-are-millions-of-citizens-not-registered-to-vote>

⁵ Gerber, Alan S and Green, Donald P. Get Out The Vote. Washington, DC: Brookings Institution Press, 2015. (139)

⁶ <https://www.nonprofitvote.org/documents/2016/10/seven-reasons-nonprofit-voter-registration.pdf/>



- If your community sends care packages to its college students, consider including absentee voter materials.
- Put up a bulletin board in your congregation that people can sign once they've registered to vote. This is one way to help create positive social pressure and promote registration to others.

Registering new voters is an important first step to voting, but on its own is not enough to ensure people go to the polls and vote. Any voter registration efforts should be followed up by voter turnout strategies, including making repeated contact with people before the election. Read the [Voter Turnout section](#) of this toolkit for more information on how to effectively follow up on your registration efforts.

Whatever way your community decides to promote and conduct voter registration, you will need to access voter registration forms for your state! These can be obtained at your local election office or state election website. For help accessing yours, [click here](#).

As a matter of principle and of non-profit tax law, your Reform Jewish community as a 501(c)(3) organization must remain nonpartisan while doing voter registration work. This means that your congregation or community cannot promote or oppose specific parties or candidates. For more information and general guidelines, refer to the RAC's "[The Do's and Don'ts of Civic Engagement Work: Rules for Non-Profits](#)" resource.

WHO CAN DO VOTER REGISTRATION

In most states, you do not have to be 18 years old to help register others to vote. Because research shows that the messenger is more important than the message itself in getting people to vote, young people can be the most effective messengers in reaching out to their peers to encourage and help them to register and vote.⁷

ORGANIZING VOTER REGISTRATION EVENTS

One way to register voters is to host voter registration events. By doing this, you can demystify the registration process, focus communal energy on the privilege and responsibility of voting and provide information about voting in advance of Election Day. This section of the toolkit includes some ideas and things to keep in mind when planning a voter registration event. Some of these suggestions are specific to registering voters in your Reform Jewish community, but

⁷ Gerber, Alan S and Green, Donald P. *Get Out The Vote*. Washington, DC: Brookings Institution Press, 2015. (99)



many can be applied to any voter registration effort. [Further below](#), you will find additional pointers for registering voters in your broader community.

Preparing for your voter registration event

- **Where and when to register voters:** Conduct voter registration in a highly trafficked area at a popular time, such as during religious school drop-off or at a NFTY event. Studies have found that voters who register closer to the election are more likely to vote.⁸ While registration promotion and drives can take place at any time of year, consider holding your biggest registration event in the weeks leading up to your state's deadline. If you can, offer voter registration a few times: you may choose to host one larger kickoff program or event and then hold smaller scale registration tables over the course of a month. Also, you will want to make sure you are following up with people you registered earlier in the year, closer to the election. For more information on organizing voter turnout efforts, read the [turnout section of this toolkit](#).
- **Gather and train volunteers:** In addition to the leader/small group of leaders organizing your voter registration efforts, you will want help from additional volunteers. This not only helps get the work done but helps engage and mobilize people within your community around civic engagement work. And, the more people you have, the more voters you can register! Recruit a diverse group of volunteers with a variety of skill sets. If you are working in your congregation, try to have volunteers from every corner of your congregation including the social action/justice team, youth group, Sisterhood or Brotherhood, board and religious school. Provide training to your volunteers prior to your registration events, especially in states where this is a requirement. A sample training agenda may include: [rooting voter engagement in Jewish values through a text study](#), [why voting/registering to vote is important](#), [staying nonpartisan](#) and [knowing state laws](#), how to fill out a registration form, [doing a role play using a script](#), [knowing how to answer common questions](#), and getting the group motivated.⁹
- **Gather supplies:** Make sure you have everything you need for your voter registration drive. This may include: voter registration forms, [sample scripts](#) and handouts with [answers to frequently asked questions](#), clipboards, pens, a box for completed forms and other fun giveaways such as stickers or pens.
- **Promote your event:** Download and customize [this flyer](#) which can be sent via email, posted on bulletin boards at your congregation or campus, and distributed more widely, in coffee shops and public meetings spaces in your community. Use our [social media tips](#), [graphics](#), and #ReformJewsVote to post about the event and ask your partners and people

⁸ <https://www.nonprofitvote.org/documents/2010/08/a-voter-participation-starter-kit.pdf/>

⁹ <https://www.nonprofitvote.org/documents/2016/05/united-way-voter-engagement-toolkit.pdf/>



in your community to share the posts with their networks as well. Encourage people to be ambassadors for your event by asking them to invite their personal networks, either through email, phone calls, social media posts, or in-person meetings. Consider contacting your local paper or radio station and letting them know about the event, too.

- **Know your state's voter registration laws:** Each state has different laws regarding voting, especially around holding voter registration drives. You can learn more about the [specific laws in your state here](#).

At your voter registration event:

- **Set up your table:** In addition to your table, chairs and voter registration materials, make your space welcoming by decorating with posters and red, white and blue balloons and/or streamers and by playing music. You may also want to bring a camera and have other activities available such as a fun voting themed photo booth ([have people hold up this sign when taking pictures](#)), or a bulletin board or poster that people can sign once they register to vote. Display the poster somewhere prominent like the synagogue lobby and share it on social media.
- **Make the event Jewish:** Civic participation is a Jewish value. And voter mobilization research shows that people are more likely to participate when they are personally contacted by someone they know. People are especially responsive to appeals from a friend, neighbor or community organization they know and trust,¹⁰ Connect your event and the importance of registering to our enduring Jewish values by using [this resource created by Reform Movement rabbis](#).
- **Register people to vote:** Encourage voters to register in person at your table so you can check the form to make sure it is filled out correctly, and so you can be sure the form gets submitted.¹¹ Paper voter registration forms are often easiest to use at in-person events and are available at [your local election office or state election website](#). Paper forms also ensure you receive the registrants' names, addresses and phone numbers so you can stay in contact closer to the election. Refer to [this guide on filling out and returning voter registration forms from Nonprofit Vote](#) to learn about how to properly fill out registration forms. Keep all filled out forms together so that following the event, you can return the forms on the registrants' behalf.

¹⁰ <https://www.nonprofitvote.org/documents/2010/08/a-voter-participation-starter-kit.pdf/>

¹¹ http://lwvnj.org/images/resources/lwv_voter_broch.pdf



- **Have a script:** Use [this sample script](#) to help guide your conversation about voter registration. When finalizing your own script, always remember to tailor your message to your target audience.
- **Know the answers to commonly asked questions:** Someone is more likely to register at your table if you can answer their questions. In the [Voter Registration Frequently Asked Questions section](#) of this toolkit, you will find answers to some of the most common questions people receive while registering voters.
- **Verify existing voter registration:** Some people may not know if they are registered to vote or may need to update their registration if they've recently moved. Have a computer available for people to check using [this tool from the National Association of Secretaries of State](#). Also remind people they need to re-register to vote at their new address.
- **Engage with people who have already registered:** Many people you will talk to will already be registered to vote. Make sure you have an additional way for them to engage such as voter pledge cards, or be ready to hand them information about the upcoming election or other civic engagement events your community is hosting. The RAC has created a voter pledge card that your community can use.
- **Stay nonpartisan:** As 501(c)(3) non-profits, Reform Jewish congregations and communities may not suggest a candidate to support, what party to join, or how to vote. Volunteers and staff may not wear a candidate's button or apparel. However, they may explain the difference between joining a party and registering without party affiliation.¹² For more information, read the RAC's "[Do's and Don'ts of Civic Engagement Work: Rules for Non-Profits](#)" resource.
- **Keep track of who shows up:** Keep track of everyone you engage with, even if they didn't need to register, and collect their contact information to be used later in your voter turnout efforts. Ideas on how to do this can be found in our "[Planning your Community's Civic Engagement Work](#)" resource.
- **Promote voter turnout:** Take advantage of speaking with people in-person and remind them to turn out to the polls. The more personal an interaction is between your civic engagement work and a potential voter, the more it raises a person's chances of voting.¹³ Have information available at your table to educate potential voters on the voting process including when, where and how to vote, or have them sign voter pledge cards. This may also be a good time to recruit more volunteers for your community's voter turnout activities

¹² <https://www.nonprofitvote.org/documents/2016/05/united-way-voter-engagement-toolkit.pdf/>

¹³ Gerber, Alan S and Green, Donald P. Get Out The Vote. Washington, DC: Brookings Institution Press, 2015. (9)



over the coming weeks. Learn more about how promote and conduct voter turnout by reading the [Voter Turnout section](#) of this toolkit.

Following your voter registration event:

- **Thank your volunteers:** Take the time to appreciate the people who took time out of their day to help with your voter registration event and let them know how much of an impact they've made.
- **Turn in registration forms:** Make sure you turn in completed registration forms to the registrant's local election office promptly. It is best to return the forms in person rather than by mail. Make sure to [check your state's turn-in policies](#) following voter registration drives as many have required deadlines from when the form is signed and dated.
- **Let the RAC know how your event went:** We are more powerful when we are working together, and with the full force of the Reform Movement behind this Civic Engagement Campaign, our impact grows exponentially! Let us know how your voter registration event went by [submitting this short form](#).
- **Plan voter education and turnout efforts:** Voter registration is an important first step to voting and should be followed up by encouraging those who you registered to actually turn out to the polls. Make sure to follow up your registration event(s) with voter education and turnout efforts, which you can learn more about in the [Voter Turnout section](#) of this toolkit.

TABLING IN YOUR BROADER COMMUNITY

Your community may also want to consider registering people outside your Reform Jewish community. While the information in the above section still applies, below are some additional helpful tips for tabling in your broader community:

- Consider partnering with another local organization or religious community to add to your volunteer base. The best partners are those you know and where a relationship already exists. This work can be an excellent way to strengthen those connections. If your congregation or Reform Jewish community does not have a ready partner with whom to register voters, the RAC may be able to help connect you with a local organization across lines of difference. To explore this option, [please fill out this short form](#).



- Set up your table in highly frequented public spaces such as a shopping center, grocery store, farmers market, football game, community event or concert. Once you determine where you will be tabling, call to get permission and reserve space (there is usually not an associated fee).
- When promoting your registration event, make sure to target a broader audience by putting up flyers and using outlets including local newspapers and social media.
- Make sure your main messages and talking points are tailored to your audience. For example, outside of your Reform Jewish community, it is less appropriate and persuasive to be talking about the importance Judaism places on civic engagement as a reason to register to vote. Consider why voting is important to the people you hope to register, and make sure these messages stay nonpartisan.
- Stand up and move beyond your table. Volunteers should be proactive and move around the space or event with a clipboard. Engage with people and encourage them to approach your table by presenting a positive and confident attitude.¹⁴
- Keep track of the voters you register so that you can contact them later during your [turnout efforts](#).

¹⁴ <https://www.nonprofitvote.org/documents/2015/07/tips-active-tabling.pdf/>



INTRODUCTION TO VOTER TURNOUT

As important as registering to vote is to the voting process, a registered voter is not a guaranteed voter. In the 2016 election, nearly 40% of the United States' 231 million eligible voters did not cast ballots.¹⁵ Many registered voters still lack the confidence, knowledge and the habit of voting to take the time to vote in an election. With some help, education, and encouragement, people are more likely to get out and vote. When you encourage one person to vote, you increase the likelihood that others in their family or friend group will vote. And studies have shown that voting is habit forming: casting a ballot for the first or second time can instill a lifelong voting habit.¹⁶

Reform Jewish communities can help ensure the voices and values of their community members are heard at the polls by leading turnout efforts including educating voters on the voting process and encouraging them to show up at the polls.

PRINCIPLES TO GUIDE VOTER TURNOUT EFFORTS

The more personal, the better: For voter turnout efforts, the messenger matters! Voter mobilization research shows that people are more likely to participate when contacted personally, including by people associated with groups they trust like your Reform Jewish community!¹⁷ This is why the most effective get out the vote tactics are those that maximize human interaction and foster a sense of community and personal connection, whether this is face-to-face or over the phone.¹⁸ This is also why once you reach one voter, your message is likely to spread and influence at least one additional person in their family or friend group.

Repeated contact makes the difference: In addition to contact with a voter being personal, it also should be done multiple times. Studies show that phone banks from which callers contact the same potential voters twice are especially effective in creating committed voters.¹⁹ Also keep in mind

FOR EXAMPLE

Contact #1 could be meeting someone at a voter registration table in-person and having them sign a voter pledge card, contact #2 could be speaking to them during a phone bank, contact #3 could be mailing them back their pledge card to remind them of their commitment to vote and contact #4 could be texting them the day before Election Day reminding them to vote.

¹⁵ <https://www.nonprofitvote.org/documents/2017/03/america-goes-polls-2016.pdf/>

¹⁶ <https://www.nonprofitvote.org/outreach-unlikely-voters-creates-voters/>

¹⁷ <https://www.nonprofitvote.org/documents/2012/04/seven-principles-of-getting-out-the-vote.pdf/>

¹⁸ <http://staging.nonprofitvote.org/documents/2016/04/2014-gotv-recommendations.pdf>

¹⁹ https://www.washingtonpost.com/news/monkey-cage/wp/2014/07/15/how-to-mobilize-reluctant-voters/?noredirect=on&utm_term=.c6457f764c44



that attempting to contact a voter is different than doing so (calling and getting an answering machine v. calling and speaking to someone on the phone). Your voter turnout efforts should involve a plan to reach voters multiple times.

Keep track of who you contact: It is important that from the start of your civic engagement work you are keeping track of every person you contact, the method by which you contact them and the result, so that you can reach out to people that haven't yet been contacted, and also follow up with people you already contacted about voting, so that your communication with them is repeated. One way to do this is to create a shareable spreadsheet or database (with software such as Excel or Google Drive) from your congregation's/group's membership list so that you can easily enter information about each contact. Use this [sample voter contact spreadsheet](#) to help you create your own!

Make sure voters know when and where to vote: Although they are interested in participating in elections, many first-time voters aren't confident due to uncertainty about the where, when and how of voting, including what will be on the ballot. By educating voters, Reform Jewish communities can demystify the voting process, remove participation barriers that exist and instill confidence in voters, all of which can help increase voter turnout. Read the ["What Voters Want to Know"](#) section of this toolkit to learn more about what information voters are looking for leading up to an election.

Timing is important: Voter turnout efforts have the greatest impact in the final weeks and days leading up to an election when there is peak citizen interest, especially by voters who are less likely to turn out.²⁰ During the two to three weeks before an election, your community's strong encouragement of voting will help make people you communicate with more likely to vote.²¹ You can contact voters before this period to prime the pump, but the early contact will only be effective if there is follow up contact during the final days and weeks before the election. States that allow early voting options require earlier voter outreach – you don't want to confine your voter outreach to the week before an election if a significant number of voters will have already voted through early voting options or absentee ballot.

Use messages that work: Though research shows that it is the messenger rather than the message that drives people to the polls most, when you are encouraging people to vote, use messages that have been proven to be effective. Also keep in mind that it is hard to hold the attention of voters for more than a few moments, so it is best to stick to a single message that is brief, accessible, and memorable rather than try to incorporate too many into one phone call or email.²²

²⁰ <https://www.nonprofitvote.org/documents/2012/04/seven-principles-of-getting-out-the-vote.pdf/>

²¹ <https://www.nonprofitvote.org/documents/2010/08/a-voter-participation-starter-kit.pdf/>

²² Gerber, Alan S and Green, Donald P. Get Out The Vote. Washington, DC: Brookings Institution Press, 2015. (34, 154).



Social pressure and accountability: Experiments have shown that the decision to vote is strongly shaped by someone's social environment and that social pressure is one of the most reliable messages for voter turnout. People want to be praised for doing the correct/normative thing (voting) and want to avoid being "punished" for failing to do so.²³ Social pressure makes voters feel that they will be held accountable for their actions. One example of a gentle social pressure tactic is to show/tell people that others like themselves have committed to being voters.²⁴ In addition to saying this over the phone, show a list of committed voters in your community on a bulletin board or in your service booklet at Shabbat.

Making a commitment: Making a commitment is the first step to keeping a commitment. One way to help increase the accountability of voters to themselves, friends, family and/or your Reform Jewish community (especially if your goal is 100% voting) is by asking people to fill out a voter pledge card. In one study, filling out pledge cards increased turnout by 3%. While that may not seem like a lot, a few percentage points can have a big impact, especially on local races.²⁵ The RAC has created a voting pledge for Reform Jewish communities, which you can access and learn more about here. And, by sending voters their pledge cards in the mail close to the election, you have made additional contact with them!

Creating a voting plan: People are more likely to vote if they visualize their plan to do so and share that plan with another person.²⁶ Close to the election, have people talk through the logistics of when, where and how they will vote. Ask questions such as "will you be voting by mail, early or on Election Day?" "Where will you be coming from?" "How will you get there?" "What time do you plan to vote?"²⁷ This is an easy conversation to have and will help ensure that the voter is confident about the voting process.

Reasons for voting: New voters are especially looking for reasons why they should vote, and it can also be helpful when mobilizing voters to have them explain their reasons for voting.²⁸ When working with your Reform Jewish community, cite reasons that connect voting to Jewish text and tradition and to your congregation/community's efforts, which can be found in [this resource created by Reform Movement rabbis](#). You can find reasons for voting in the [sample call script for phone banks](#).

Positivity: Negative messaging such as "if you don't vote, you can't complain" can be counter-productive to turnout efforts.²⁹ Use positive messages that encourage people and motivate

²³ Gerber, Alan S and Green, Donald P. Get Out The Vote. Washington, DC: Brookings Institution Press, 2015. (145-157)

²⁴ <http://staging.nonprofitvote.org/documents/2016/04/2014-gotv-recommendations.pdf>

²⁵ <https://changemediagroup.com/value-pledge-cards-brief-overview/>

²⁶ <https://www.nonprofitvote.org/documents/2012/04/seven-principles-of-getting-out-the-vote.pdf/>

²⁷ <http://staging.nonprofitvote.org/documents/2016/04/2014-gotv-recommendations.pdf>

²⁸ <https://www.nonprofitvote.org/documents/2010/08/a-voter-participation-starter-kit.pdf/>

²⁹ <https://www.nonprofitvote.org/documents/2012/04/seven-principles-of-getting-out-the-vote.pdf/>



people to vote, which can include connecting the election back to its importance to your Reform Jewish community or community at large.

Keeping the principles above in mind, including the need for multiple contacts rooted in real interaction, below are some suggestions for ways your Reform Jewish community can increase voter turnout:

- Organize a voter phone [bank](#).
- Organize a voter text messaging bank to voters with whom you have already engaged.
- Have voters sign voter pledge cards, call the signers and then mail the cards to them right before the election. The RAC has made these pledge cards with instructions for your community to use.
- Talk to people in your community about voting where they already are, for example before or after services, at sisterhood events or during religious school pick up and drop off.
- Though email is the least effective voter outreach method when used alone, it can be useful as a supplement to other more interactive voter engagement methods. Send reminders about the upcoming election, information about the voting process and sample ballots to your congregation by email or in the mail. You can find more information about what to include in the [“What Voters Want to Know”](#) section of this toolkit.
- Run an educational program on the importance of civic engagement and its connection to Judaism, and have people create voting plans and sign voter pledge cards. A sample program for youth can be found on the RAC’s [Voter Engagement website](#).
- If your community runs a regular Torah or text study group, consider devoting one session to the importance of civic engagement and its connection to Judaism. Use [this resource created by Reform Movement rabbis](#) to help.
- Talk about pledging to vote and create and share individual voting plans at staff, board or other meetings in your Reform Jewish community.
- In addition to contacting voters, create a webpage on your congregation or community’s website with information that voters are looking for prior to the election. You can find this information in the [“What Voters Want to Know”](#) section of this toolkit.
- Put up flyers or advertise in your newsletter or on social media information about the election and voting to enhance your more personal voter engagement efforts. The RAC has put together [social media recommendations](#) for civic engagement work and a [sample flyer](#) to help!
- Organize a group of volunteers to help drive people to their polling place on election day.



- Create a “voter honor roll” for your community for people to sign after they vote. Display it proudly!
- On election day, have people take pictures with this printable [“I am a Reform Jew and I vote because”](#) signs and post them on social media using #ReformJewsVote, and use these [shareable graphics](#). These resources and additional sample social media posts and tips can be found here.
- On election day, hold a party or festival!

Your Reform Jewish community’s voter engagement plan should include more than one of these tactics. Make sure the main emphasis of your work is to have conversations in person or by phone with the people you want to turn out to vote and that other, less interactive voter engagement methods are supplemental, rather than the primary way you are doing outreach. The main conversations should take place in the weeks before the election, and you should have a separate plan to remind everyone with whom you engaged (and those you haven’t been able to reach) about voting during the few days before the election. This plan for the few days leading up to Election Day is called Get Out the Vote (GOTV).

It is important that as 501(c)(3) organizations, your Reform Jewish community remains nonpartisan while doing voter engagement work. For more information and general guidelines, refer to the RAC’s [“The Do’s and Don’ts of Civic Engagement Work: Rules for Non-Profits”](#) resource.

ORGANIZING A PHONE BANK

One way to contact voters and increase turnout on Election Day is to organize a phone bank. Phone banks provide a way to engage a group of volunteers of any size, have personal conversations about voting with people you previously registered or who signed voter pledge cards and explain to them the voting process and assist them with coming up with a voting plan without having to hold an event or go door-to-door. This section of the toolkit includes ideas to keep in mind when planning a voter turnout phone bank. Some of these suggestions are specific to turning out voters in your Reform Jewish community, but many can be applied to phone banks for your broader community.

Preparing for your Phone Bank:

- **When and where to have your phone bank:** You should talk to voters at a time that makes sense for them to be thinking about voting. For most people, this is in the weeks and days leading up to Election Day. If you plan to talk about absentee voting or early voting, adjust



your timeline accordingly.³⁰ Although phone banks can take place at any location, it is best for volunteers to be together in one central site such as your congregation or someone's home. While callers may prefer to make the calls from their own homes, experience has shown that the calls are much more likely to get made if people come together to make them. For many communities, the best calling hours are Sunday-Thursday evenings between 5:00-9:00pm,³¹ but it is important to consider what is best for your own community. You will want to schedule a phone bank over several nights and weeks to reach the most people.

- **Recruit volunteers:** In addition to the leader/small group of leaders organizing your voter engagement efforts, you will want help from additional volunteers. This not only helps your phone bank to reach more voters but helps engage and mobilize people within your community around civic engagement work. Recruit a diverse group of volunteers as the more personal the call, the better. For example, young people who are not yet eligible to vote are looking for ways to get involved—provide them an outlet and recruit teens in your youth group to staff the phone bank and call their peers who are of voting age. Make sure to over recruit volunteers so that you have enough people and make reminder calls the night before. In states with many groups reaching out to voters, people may be less likely to respond to calls the closer you get to Election Day. In this case, it will take more volunteers to reach the same number of voters.³²
- **Gather and prepare lists of who to call:** Before your phone bank, set a goal of how many people you want to call. For example, your goal may be to contact 250 people to help them make a voting plan. Keeping good lists of voter contacts is essential. You can start your call list with the voters you registered, people you interacted with at registration or other civic engagement events your community has held, and people who filled out a voter pledge card. If this information isn't available or does not constitute enough people, you can also use your congregation or community member list. If you have the ages of voters available to you, make sure to separate out young voters (18-24) so that they are sure to be called by a peer.
- **Gather and prepare supplies:** Make sure you have everything you need for a successful phone bank. This may include: printed contact lists to divide up among volunteers, a way to track and record data from phone calls, and printed call scripts and information sheets about the voting process in your state/county. Ask volunteers to bring their cellphones and

³⁰ <http://staging.nonprofitvote.org/documents/2016/04/2014-gotv-recommendations.pdf>

³¹ <http://bcbp.thepraxisproject.org/node/4#3>

³² <http://staging.nonprofitvote.org/documents/2016/04/2014-gotv-recommendations.pdf>



chargers with them. Providing pizza, soda and sweets sets a festive and fun tone for the phone bank.

During your Phone Bank:

- **Train volunteers:** At the start of your phone bank each evening, provide training to volunteers. A sample training agenda may include: rooting voter engagement in Jewish values through a [text study](#), why [voting/conducting voter turnout efforts is important](#), your nightly call goal, [staying nonpartisan](#), doing a role play using your [call script](#), knowing the [answers to questions voters may ask](#), how to [keep track of who you call](#), and getting the group motivated. The most important part of the training is to have people pair up and role play the calls. This gives people a chance to work out their jitters and uncertainties, and it gives you a chance to see which members of the phone bank team will need more support.
- **Use a script:** Provide a script that volunteers can use to guide their conversations on the phone. Remind volunteers to stay positive and keep their conversations on message and nonpartisan. Scripts should be brief and as to the point as possible. Use [this sample script](#) as a template, and remember when finalizing your own, to tailor your talking points to your target audience. Callers do not need to stick to the script word-for-word – it is better if they add personal touches – but they should keep to the general framework.
- **Know the information voters will be looking for:** Make sure that you and your volunteers know the answers to information that voters are often looking for in advance of election day, which you can find in the [“What Voters Want to Know”](#) section of this toolkit. Your callers should know when and where your voters can vote, but they don’t need to be experts on every candidate and issue. It is best to stay away from conversations about candidates as to not risk straying from the nonpartisan purpose of the phone bank.
- **Stay nonpartisan:** As 501(c)(3) non-profits, Reform Jewish congregations and communities and their volunteers may not suggest a candidate or party to support, or how to vote. For more information and guidance on how to keep your voter engagement work nonpartisan, read the RAC’s [“Do’s and Don’ts for of Civic Engagement: Rules for Non-Profits”](#) resource.
- **Be available to answer questions:** Volunteers will often have questions once they begin to make calls. Make sure that at least one person leading your phone bank is not making their own calls but is monitoring the calls and answering volunteers’ questions throughout the night.



- **Keep track of who you call:** Make sure that each of your callers is keeping track of who they call, and what the outcome of the call is. And remember that attempting to contact a caller is not the same as actually speaking to them. If someone is not home, it should be recorded and after your volunteers have called everyone on the entire list, you can re-try calling the people you weren't able to reach during the first round. It is helpful to come up with a coding system that everyone can use. Some examples are: AV-already voted, Y=yes will vote, U-undecided (on voting), N-not voting, R-refused, LM-Left Message, NH-not home and WN-wrong number or moved.³³

Following your Phone Bank:

- **Thank your volunteers:** Take time to appreciate the people who took time out of their day to help with your phone bank and let them know how much of an impact they've made by adding up the number of people they called collectively. Give volunteers the opportunity to make calls another night and encourage them to invite their friends.
- **Organize your data:** Collect volunteers' call sheets with codes of how the call went and transfer the information to wherever you are keeping track of everyone you engage during your community's civic engagement work. Keeping your list of voter contacts current is essential for successful voter engagement efforts.
- **Let the RAC know how your event went:** We are more powerful when we are working together, and with the full force of the Reform Movement behind this Civic Engagement Campaign, our impact grows exponentially! Let us know how your phone bank went by [submitting this short form](http://bcbp.thepraxisproject.org/node/9).

³³ <http://bcbp.thepraxisproject.org/node/9>



ORGANIZING A TEXT MESSAGE BANK

In addition to organizing a phone call bank, your community may choose to incorporate a text message bank into its voter turnout efforts. Text messages are not as personal or interactive as a phone call, and thus not as effective alone. But text messages can be an effective contact with voters with whom you have already had conversations, reminding them to vote the day before Election Day.³⁴ You may want to consider using the cellphone numbers collected through your voter pledge cards. Text messages should briefly introduce the texter and the organization they are with (your Reform Jewish community), remind the person about when the election is, a reminder to please vote and if possible, provide their polling place and its hours. For example: Hi (Name), my name is (Name) with (Community Name) helping people vote. There is an important election on (tomorrow, Date). (Insert polling place and hours if possible). Hope to be able to thank you for voting. Please vote!³⁵

³⁴ <http://staging.nonprofitvote.org/documents/2016/04/2014-gotv-recommendations.pdf>

³⁵ <https://www.dropbox.com/s/6cx98kz0mssctdd/NGC-%20Results%20from%202017%20Virginia%20Text%20Message%20Experiment.pdf?dl=0>



APPENDIX A: VOTING LAWS IN YOUR STATE

Each state has different laws regarding voting, especially around voter registration and voter registration drives. Below is a list of resources to access specific information about the state where you plan on doing voter engagement work:

- [National Voter Registration Day's Rules for Voter Registration Drives in your State:](#) Each state resource includes links to obtain state-specific voter registration forms, regulations for handling registration forms and other pertinent state laws for conducting voter registration drives.
- [Fair Elections Legal Network's State Specific Guides:](#) Each state guide summarizes important registration and voting information for each state including deadlines, voter ID requirements, polling place locators, options to cast a ballot and student specific voting information.
- [Nonprofit Vote's Voting in your State: A 50 State Guide:](#) Access current state-specific voting information including eligibility, how to register and check your registration status, upcoming deadlines and more.
- [Dates and Deadlines:](#) Find registration deadlines and election dates on your state's election website.
- [Pre-registration:](#) Some states allow pre-registration for youth ages 16 and 17 who won't be 18 by the next election.
- [Absentee Voting:](#) Learn your state's laws around registering and voting absentee, which is especially relevant when working with college students, by scrolling down to the "jump directly to your state" section of the website.
- [Nonprofit Vote's Voting in your State Resource Library:](#) This resource library includes information regarding state-specific laws around voting with a disability, voting and homelessness, voting privacy and domestic violence and voting with a past felony conviction.



APPENDIX B: SAMPLE VOTER REGISTRATION SCRIPT

Below is a sample script to help guide conversations during a voter registration event and for training volunteers. When writing your own script, always tailor your message to your targeted audience. For example, we have included talking points about Judaism's teachings on civic engagement, but you should remove this piece if you are registering voters outside your Reform Jewish community.

Intro:

Hi! How are you? My name is (name). (Congregation/Community name) has a goal this year to be an 100% voting congregation/community. We believe that our democracy is strongest when everyone participates, and it is important to make sure that Jewish voices are present in the public square, regardless of political party. That is why we are helping people to register or update their voter registration. Can I help you with this today?

If Yes:

- That is great! Here is a voter registration form, please let me know if you have any questions. (hand them registration form, collect and check completed form, and move to closing).

If already registered:

- That is great! Can I ask if you've moved recently?
 - If yes: I can help you update your registration so that you are all set for the upcoming election. This will only take a minute! (hand them registration form, collect and check completed form and move to closing)
 - If no: Great, you are all set for the upcoming election! (engage them in secondary activity and move to closing)

If no:

- I don't have time: I understand you are very busy. Filling out this form will take less than five minutes and I will make sure it gets turned in for you. You can save yourself time by registering with me today. (Share a reason to register to vote from below) Just to let you know, I will be here on (insert dates you are tabling) if you change your mind about registering to vote. Thanks so much for stopping by!
- I don't vote/I am not interested: I understand. (share reason to register to vote from below) Just to let you know, I will be here on (insert dates you are tabling) if you change your mind about registering to vote. Thanks so much for stopping by!



Reasons to register to vote:

- We are trying to get our congregation/community to 100% voting, and we cannot do this without your registration!
- Civic engagement is important to Jewish tradition. The Talmud states that “A ruler is not to be appointed unless the community is first consulted.” By registering to vote, you are ensuring that you can be consulted. (*Talmud, Brakhot 55a*)
- There is power in numbers. When we vote and get those close to us to vote, we can impact outcomes and change the debate on issues we care about.
- We want to register everyone in our community because it’s important that our voices are heard.
- If our congregation/community votes in large numbers, it helps us and the entire Reform Movement advocate for issues we care about. We will have better access to elected officials and increased clout.
- When communities register and vote, they are more likely to elect representatives that reflect the diversity and interests of their community.

Look at the [Voter Registration Frequently Asked Questions](#) section of this toolkit to see how to answer questions that are commonly asked during voter registration drives.

Secondary Ask/Activity:

Make sure you have a secondary way to engage with your registration drive for people who are already registered to vote such as asking people to pledge to vote on election day. Use the RAC’s voting pledge resources to help facilitate this. If you are registering people to vote outside your Reform Jewish community, consider making a similar pledge to vote card to have on hand.

Closing

Thank you for (registering to vote/updating your registration/pledging to vote/being an engaged citizen). You have brought our congregation/community one step closer to achieving our goal of 100% voting!

- If applicable: We will submit your registration form right away to our local election office and then you should be all set for the upcoming election on November 6th. Once your registration has been processed, you will receive an acknowledgement card in the mail.
- Hand out any voter reminder cards, information about the election, or let them know about upcoming civic engagement related events in your community such as a candidate forum.

Have a great day!



Before the voter leaves, be sure to look over the form and check that all required fields are completed and are legible. If the voter does not provide a phone number on the registration form, make sure to ask for it. Similarly, even if someone didn't need to register, make sure you collect a name and contact information. This will help you with future turnout efforts.

You may also direct people to other ways to engage with your voter registration event such as social media ([use these tips](#) and the hashtag #ReformJewsVote), a photo booth ([use these signs](#)), or a poster to sign that will be hung up in a prominent space in your community.

This script was developed with the help of resources from [Nonprofit Vote](#) and [National Voter Registration Day](#)



APPENDIX C: VOTER REGISTRATION FREQUENTLY ASKED QUESTIONS

Someone is more likely to register to vote at your event if you can answer their questions. Below are answers to questions that are commonly asked at voter registration drives:

- **How can I check if I am registered to vote?** You can check to see if you are registered to vote through [this tool from the National Association of Secretaries of State](#). Depending on your state, you may need to enter your date of birth, county, and other identifying information. You can also check your registration by calling your local election office.
- **I just moved, do I need to re-register?** If you have changed your address, name, or want to change your political party, you must re-register to vote. When you send in a new voter registration form, there is a place to indicate that you are changing your address. You do not need to “un-register” your previous registration.
- **If I didn’t vote in the last election, do I need to register again?** No, even if you did not vote in the last election, you are still registered and do not need to register again.
- **Can I register to vote using my school’s address? Can I use a PO Box address or a school mailbox address as my permanent address?** Yes, even if you were previously registered at your home address, you can register using your school address, including if you are living in a dorm room. However, you cannot use a PO Box as your permanent address. You should instead list the street address of your dorm and specify the floor or apartment you occupy.
- **Do I need to list my phone number?** Listing your phone number is not a required field, but it is very helpful in case the local board of elections has a problem with your registration and needs to get in contact with you.
- **Does voter registration cost anything?** No, voter registration is free.
- **How can I find out if my registration was processed and accepted?** Once your voter registration is processed, you will receive a registration acknowledgement card in the mail from your local election officials. In most states, you can also check your registration status online through your state’s online voter registration portal. You can also check by calling your local elections office.
- **What kind of identification do I need to vote?** About 30 states have voter ID laws, and half of these require a photo ID. The majority of photo ID states allow voters without the correct ID to vote a provisional ballot or sign an affidavit and vote a regular ballot. Some states also ask for some form of ID from first time voters who vote in person. You can find your state’s voter ID laws by using resources from the Voting in Your State section of this toolkit.



- **How do I find out where to vote?** To find your polling place, you can contact your local elections office. In most states, you can also look this information up online. Tools for doing this can be found in the Voting in Your State section of this toolkit.
- **How can I vote absentee?** As long as an absentee ballot is postmarked by Election Day, it has to be counted, but advanced planning is encouraged because in some states the deadline for applying for an absentee ballot is a few weeks in advance of Election Day. You can find information about absentee voting by using [this resource from Vote.org](#) or the government's [Voting Assistance Guide](#).
- **Can people with a past felony conviction register and vote?** Each state is different: Maine and Vermont have no restrictions, 14 states restore your right to vote immediately upon release from jail or prison and many others only restore the right after a “full sentence” including probation and parole has been served. More information about laws in your state can be found on [Nonprofit Vote's website](#).
- **Can homeless people register to vote?** It is recommended that a homeless person uses the address of a shelter or other nonprofit for their registration and mailing address. In most states, a person can also mark a cross street on the form to indicate the place where they usually sleep. More information can be found on [Nonprofit Vote's website](#).
- **Can a survivor of domestic violence keep their current address private?** In most states, yes. Address Confidentiality Programs and Confidential Voter Listings are programs administered by states that enable survivors of domestic violence to register while maintaining the confidentiality of their address.
- **If I register to vote, am I going to be called for jury duty?** No, it is against the law to use the voter rolls to determine jury duty.

This list of frequently asked questions was compiled with the help of the following resources:
<https://www.nonprofitvote.org/documents/2015/07/faq-voter-registration-state.pdf/>,
<https://www.rockthevote.org/voting-information/voting-faqs/>,
<https://www.rockthevote.org/wp-content/uploads/publications/field/voter-registration-how-to.pdf>, http://www.advocacyandcommunication.org/wp-content/themes/acs/docs/resources/eadvocacy/ACS_Voter_Registration_Guide3.pdf



APPENDIX D: SAMPLE PHONE BANK SCRIPT

Below is a sample script to help guide conversations during a phone bank to increase turnout in advance of Election Day and for training volunteers. When writing your own script, always tailor your message to your targeted audience. For example, we have included talking points about a Reform Jewish community's goal of achieving 100% voting, but you should remove this piece if you are calling voters outside your Reform Jewish community. You may also want to adapt your script for when you call young voters or college students.

Remember that scripts should be used as a guide rather than recited word-for-word

Intro:

Hi! My name is (name) and I am a volunteer with (congregation/community name). May I please speak with (insert name)?

Earlier this Fall you (registered to vote/signed a voter pledge card). Our congregation/community has a goal of achieving 100% voting in the upcoming election, so are calling to urge you to vote on (insert election date). We believe that our democracy is strongest when everyone participates, and it is important to make sure that Jewish voices are present in the public square, regardless of political party. Can we count on you to vote in this election?

- **If yes and there is an early voting opportunity:** Great! We also want to let you know that (insert state/county) offers convenient opportunities to vote early. Can I tell you a little more about how early voting works? (Insert details about early voting). What is your plan to cast your vote [get them to state the time and place of voting]? Thank you for your commitment to vote in this election, have a great night!
- **If yes and there is no early voting opportunity:** Great, thank you for making sure your voice is heard and bringing our congregation/community closer to our goal of 100% voting. Do you know when you will go to vote? Do you have a plan for getting there? [get them to state the time and place of voting. Share information about the location of their polling place if they need it] Thank you for your commitment to vote in this election, have a great night!
- **If undecided:** I hope you will decide to vote. (share reason to vote from below). Is there any information I can provide you with to make it easier for you to vote this year? (provide information if needed.) Thank you for your time. If you change your mind or would like more information about the voting process, you can contact (Local Board of Elections or someone leading your voter engagement efforts). Have a good night!



- **If no:** I'm sorry to hear that. (share reason to vote from below). Thank you for your time. If you change your mind or would like more information about the voting process, you can contact (Local Board of Elections or someone leading your voter engagement efforts). Have a good night!

- **Reasons to vote:**
 - We are trying to get our congregation/community to 100% voting, and we cannot do this without your participation!
 - Civic engagement is important to Jewish tradition. The Talmud states that "A ruler is not to be appointed unless the community is first consulted." By showing up at the polls, you are fulfilling your responsibility of being consulted. (Talmud, Brakhot 55a)
 - There is power in numbers. When we vote and get those close to us to vote, we can impact outcomes and change the debate on issues we care about.
 - We want everyone in our community to vote because it's important that our voices are heard.
 - If our congregation/community votes in large numbers, it helps us and the entire Reform Movement advocate for issues we care about. We will have better access to elected officials and increased clout.
 - When communities vote, they are more likely to elect representatives that reflect the diversity and interests of their community.

This script was put together with the help of resources from [The Praxis Project](#) and [Advocacy and Communication Solutions](#)



APPENDIX E: WHAT VOTERS WANT TO KNOW

An educated voter is a more likely voter! Make sure that wherever you provide voters with information, that you are addressing the following:

The voting process - when, where and how to vote:

- **Election dates and deadlines:** Voters want to know the date of elections, and deadlines for things including registration, absentee requests and ballot return deadlines. You can find this information on your [state's election website](#).
- **Polling places and hours:** Voters will be looking for Information about polling places and hours. You can find this information by using [Nonprofit Vote's 50 State Guide](#) or the [Fair Election's Legal Network State Specific Guides](#), or by going to your state and local elections websites.
- **Early voting and voting by mail:** Early voting is growing rapidly, both in person and by mail. It allows voters to avoid lines and provides additional flexibility. Prepare to answer questions about if these options are available in your state and how to take advantage of them by using [Nonprofit Vote's 50 State Guide](#) or the [Fair Election's Legal Network State Specific Guides](#).
- **Absentee voting:** Especially when working with college students, voters will want to know how to request a ballot and vote absentee. You can find this information by scrolling down to the "jump directly to your state" section on [vote.org](#).
- **Identification needed:** Especially for first time voters and in states with stricter laws, voters need to know what type of identification they should bring with them to vote. You can find information about voter identification by using [Nonprofit Vote's 50 State Guide](#) or the [Fair Election's Legal Network State Specific Guides](#).



Getting help on election day

- **Election day hotlines:** Provide voters with your local Board of Elections phone number in addition to the following national hotlines in case they experience problems on Election Day:
 - 866-OUR-VOTE (866-687-8683)
 - 888-VE-Y-VOTA (Spanish)
 - 888-API-VOTE (Asian multilingual assistance)
 - 844-418-1682 (Arabic)
- **Rides to the polls:** If your community, or another organization with whom you partner, is working to provide voters with rides to their polling place, make sure that information on how to take advantage of this service is available!

Sample Ballots: Seeing a sample ballot helps voters familiarize themselves and gain confidence prior to casting their own ballot on Election Day. You can access sample ballots to make available by going to your state and local elections websites, which you can find by using [Nonprofit Vote's 50 State Guide](#).

To further educate your community on the candidates that will appear on the ballot, you may consider leading candidate engagement efforts, which you can learn more about with the [RAC's Candidate Engagement resources](#).

If you are working with your broader community or across lines of difference to turn out voters, consider having translated information and materials on hand.

This resource was put together with help from the following resources from Nonprofit Vote: [Nonprofit Vote's Voter Participation Starter Kit](#), [10 Things to Do from Now until Election Day](#)



APPENDIX F: SAMPLE VOTER CONTACT SPREADSHEET

Use this sample voter contact spreadsheet to help you create your own to keep track of your voter engagement efforts in your own community. One place to start is to add names from your congregation's/group's membership list so that you can easily enter information about each contact, in addition to adding in other people you interact with throughout your efforts. You can also [view this spreadsheet in Microsoft Excel](#).

First	Last	Phone	Email	Filled Out Pledge card	1st Contact	2nd Contact	3rd Contact	Additional Contact	Additional Contact	Notes
Nathan	Zuckerman	111-111-1111-	GhostWriter@gmail.com	7/10/2018	Conversation after services	Phone call 9/15	Send back pledge card 10/27	Text 11/4		
Alexander	Portnoy	222-222-2222	Pcomplaint@gmail.com	9/6/2018	Phone call 10/15	Send back pledge	Text 11/4			
Neil	Klugman	333-333-3333	GbyeColumbus@gmail.com		registered to vote	Phone call 10/15	Conversation after	Text 11/4		
Mickey	Sabbath	444-444-4444	MyTheater@gmail.com	10/1/2018	Phone call 10/2	Send back pledge	Text 11/4			