



VOTER ENGAGEMENT PLEDGE CARD: BRINGING OUR VALUES TO THE BALLOT BOX

What are these pledge cards?

Voter engagement pledge cards are a tool designed to increase voter turnout. Research shows that tools like this encourage conversations within communities, increase pledges to vote, and hold people accountable to that commitment. These pledge cards can be used as a tool on their own or as part of a larger effort to commit the entire community to 100% voting.

How do we use them?

Research shows that one conversation is not enough to get a new or infrequent voter to the polls. Multiple contacts—and multiple forms of contact—are necessary. These pledges card are designed to facilitate three contacts with a voter:

Contact 1: Conversation with person, where they fill out card, including their voting plan and self-address the card

Contact 2: Use contact info on the card (track who has signed using our [Voter Engagement Contact Spreadsheet Template](#) available at RAC.org/voterengagement) to email, text, call, or organize reminders to everyone who pledged. If you prefer to send the completed cards back to the RAC for data entry, please mail them to 2027 Massachusetts Ave, NW, Washington, DC 20036 and we will send you a spreadsheet with your data.

Contact 3: Drop postcards in mail 2 weeks prior to election day so people receive their pledge statement as a reminder of the commitment they made. The blessing on the front of each card can be said in the voting booth to mark the sacred civic moment of voting.

Who should be involved?

The voter pledge cards are a great way to involve your entire Reform Jewish community in civic engagement. The cards are appropriate in many settings and with people of all ages. Ideas:

- Passing out cards and collecting pledges



- Get people at Oneg Shabbat to sign them after the rabbi discusses it from the bimah
- Walk through the religious school carpool line, talking with members of community and helping them make a voting plan
- Sending reminders
 - Organize a phone bank or event at your congregation to bring people together to send reminders to those who made commitments
- Future and first time voters (under 18)
 - There are several ways teens and young leaders can be involved in your voter engagement efforts. They can fill out pledge cards as reminders to tell their parents/friends/family to vote, address their cards to someone else, or pledge to register/pre-register when they are old enough. They can also take part in the effort to send reminders to those who pledged.

When do I use these cards?

The pledge cards can be used anytime until November 6, 2018 (Election Day!). In order to ensure that people get all three voter contacts, it is best to make sure the cards have been signed and collected by mid-October.

More questions? [Post your questions in the Social Action group in The Tent](#) with the hashtag #CivicEngagement2018