



100% VOTING CONGREGATIONS AND PROPOSITION 1

The election is coming up quickly – does your congregation have its 100% voting plan? Are you prepared to talk about Proposition 1 the \$4 Billion Housing Bond Measure that will provide affordable housing for homeless and low- and moderate- income people? Whether your answer to these questions is yes or no, RAC-CA is ready to support you. – choose any or all of these four areas: 100% voting congregations, matching your membership list with the voter list, CA Pledge Cards, and the Prop 1 webinar. All are explained in detailed below

Developing a 100% voter plan for your congregation

While Reform Jews vote at a rate greater than the national average, we are still a long way from our goal that 100% of Reform Jews voting. The latest research shows that getting new and infrequent voters to go to the polls requires three things:

- 1) Relational contact –have 1:1 conversations with people
- 2) Repeated contact – one conversation is not enough – we need to talk to people three times
- 3) Using lists – keep track of our contacts and be systematic about speaking to everyone three times

A 100% voting plan for your congregation or community will detail how you plan to have repeated, relational contacts with your members and how you will keep track of those contacts. 100% voting campaigns are nonpartisan; they do not support candidates or parties and it is perfectly legal and appropriate for congregations to engage in them. The RAC has resources to help you design and carry out your 100% voting plan:

- Watch the two-part voter engagement webinar at www.rac.org/votervideo and <http://www.rac.org/CAvotervideo>.
- Read and download the RAC voter engagement guide and additional resources (sample phone bank scripts and more) at www.rac.org/voterresources.
- Ask for coaching from your RAC staffers: lwinkelman@rac.org for SoCal and jsaxe-taller@rac.org for NorCal.

You can talk about Proposition 1 The \$4 Billion Housing Bond Measure– RAC-CA’s priority ballot measure – when you are talking to potential voters. Increasing the amount of affordable housing is a compelling reason to go to the polls in November. Unlike support for candidates and parties – which congregations should not do – it is legal and appropriate for congregations to support ballot measures in keeping with their Jewish values. Find a Prop 1 Fact Sheet at www.rac.org/CAprop1.

Finally, please let us know about your congregation’s voter plan at www.rac.org/CAplan. A simple list of your plans or a couple of sentences will be very helpful for us.

Matching your membership List to the voter file

You can match your congregation’s membership list with the voter list to find out the percentage of your congregation registered to vote and voting in the 2014 mid-term election. You can use these

numbers to make your goals concrete and public, and to promote excitement in your congregation. Then after the election, you can match again to find out how the numbers have changed because of your work. The purpose of matching your membership list is not to spy on your members but to use the information to inspire progress.

Our partner in the match is LA Voice. For every congregation, LA Voice will sign a memorandum of understanding that they will not save, share or use your membership list in any way except to provide you with a match. Reform congregations have gone through this match with LA Voice before and found it helpful, secure and problem-free.

To match, you need to:

- Get a clergy member, board president and other social justice lay leader from your congregation or community to sign this memorandum of understanding at www.rac.org/CAMoU.
- Make sure your membership list is in an Excel or CSV file with first name, last name, street address, city, state and zip each in separate fields, as shown in this list template at www.rac.org/CAtemplate.
- Fill out the matching form at www.rac.org/CAmatch – you can upload your signed memorandum of understanding and membership list there.
- Determine how much your congregation will contribute to offset the costs of the match in LA Voice staff time and resources. LA Voice and RAC request a contribution of \$200 to offset costs of the match, but we do not want this contribution level to be an obstacle for congregations or communities to match their membership lists with the voter file. If congregations and communities are unable to pay \$200 for the match, they should pay what they can. Please make your check out to LA Voice and send it to 3660 Wilshire Blvd #602, Los Angeles, CA 90010. Please indicate in the memo line that the check is for a RAC-CA match.

RAC-CA staff are available to help you navigate this match process if you have questions or concerns.

CA Pledge Cards

Research shows people are more likely to vote if they have publicly pledged to do so. Order copies of the RAC's CA-specific voter pledge postcard at www.rac.org/CAorder and use it to help turn out your congregants and community members to vote. View a copy of the pledge at www.rac.org/CApledge. These pledge cards provide a great opportunity to have a conversation with members of your congregation or community. When people fill them out, you can add their contact information to your list. The pledge cards are also self-addressed postcards, so you can mail them back to the people who signed them the week before the election.

Prop 1 Webinar

Prop 1 the \$4 Billion Housing Bond Measure is a major effort to address the housing crisis and homelessness by raising a significant amount of money for affordable housing by issuing a housing bond. Many congregations will choose to integrate support for Prop 1 into your Voter Engagement Campaign. On Thursday, August 23 at 7:00 pm, RAC-CA will hold a webinar on Prop 1 and how you can build support for the measure in your congregation. The webinar will feature a policy expert from Housing California who will answer your questions about the measure. We will also talk about how to hold a ballot measure forum or other educational event in your congregation. Sign up for the Prop 1 webinar now. At www.rac.org/CABallotMeasureWebinar. And find a Prop 1 Fact Sheet at www.rac.org/CAprop1.