



Seven Tips on Getting Out the Vote

Use these tested and studied strategies to promote voting

1 Make it Personal

Voter mobilization research shows that people are more likely to participate when contacted personally by someone they know. Voters respond best to other people, especially friends, neighbors, and community-based agencies that are familiar and trusted. Rather than focusing on impersonal handouts or mass emails, look for opportunities to initiate conversations about voting while delivering services, in meetings, on the phone, or at trainings and events.

2 Make it Easy

Voters can let little things keep them from the polls. Not having basic information about the election—like when the polls are open, how to find your poll location if you've recently moved, or what kind of identification is necessary—can create participation barriers. Fortunately, nonprofits are well equipped to help voters get the information they need to vote with confidence.

3 Raising the Stakes

Voters respond to urgency. If the election seems important, people are more likely to turn out because they believe that their vote will make a difference to promote or protect an issue or community they care about. Use your mission and core issues to highlight what's at stake.

4 Competition Counts

Competition drives turnout. Voters respond when they perceive that an election is competitive or high profile. You can encourage this by highlighting closely contested candidate races or ballot measures.

5 Timing is Everything

Get-out-the-vote efforts have the greatest impact in the final weeks and days leading up to the election when voters who are less likely to turn out pay more attention. Designate a day for a big early voting push. Then pump up the volume in the final week and on Election Day itself!

6 Picture It

People are more likely to vote if they visualize their plan to do so. Will they request a mail ballot or vote early in person? What time will they head to the polls on Election Day? Ask people to think specifically about when and how they plan to vote.

7 The Power of Positivity

Negative messaging—like “If you don’t vote, don’t complain” can be counterproductive. Use positive messages that encourage people to vote by connecting the election back to your community’s future and your organization’s issues.



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Learn more at:

www.nonprofitvote.org/all-resources

GET-OUT-THE-VOTE EFFORTS PAY DIVIDENDS

Voting is contagious. Research shows that if you persuade one person to vote, they will likely influence at least one additional friend or family member to vote too. **Voting is habit-forming.** Casting a ballot for the first or second time can instill a lifelong voting habit.