

Evidence-Based Practices for Voter Education

Research-Based Principles for Effective
Voter Education Campaigns

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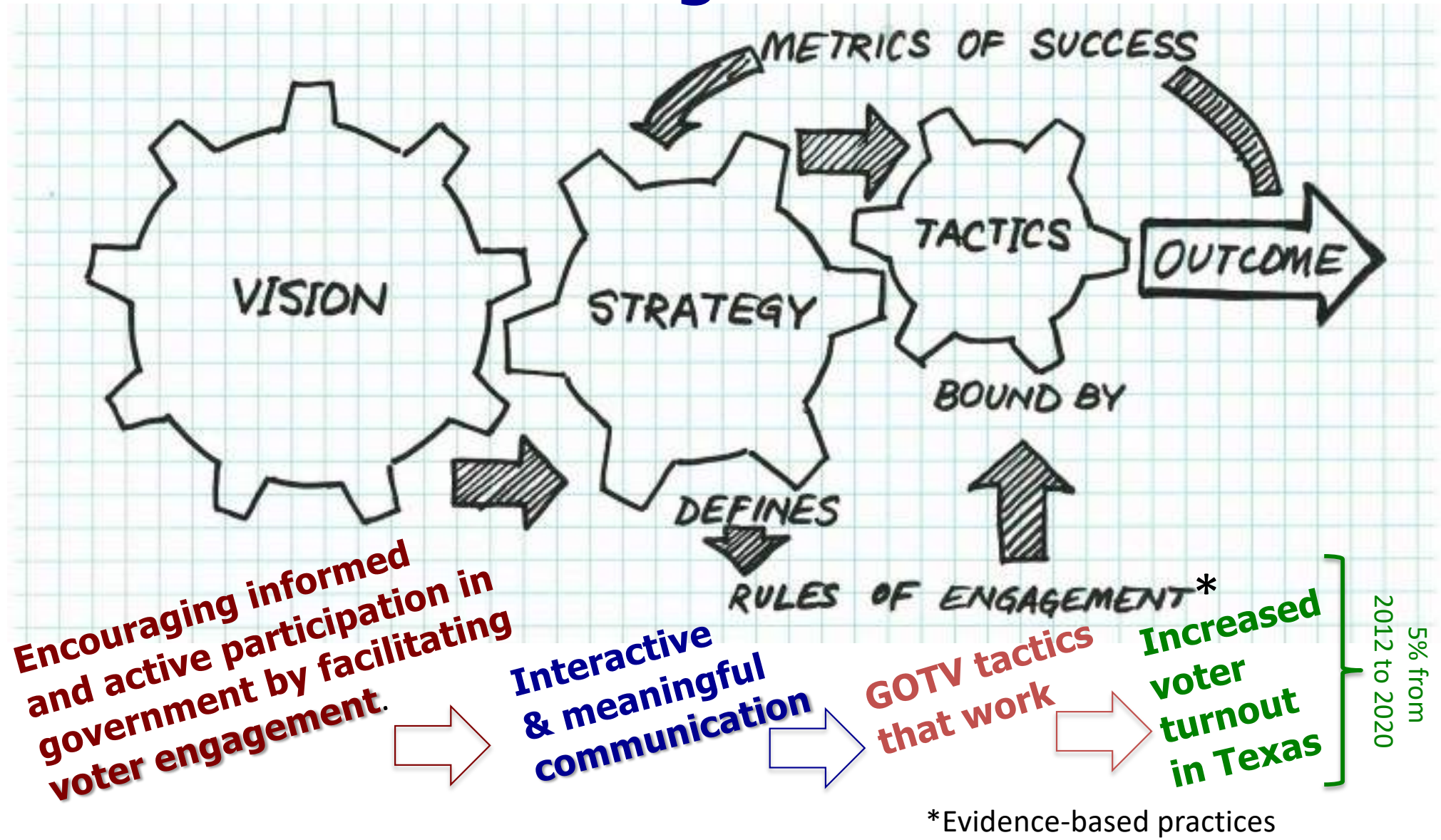


Preface

Welcome!

- This tutorial will help you understand the principles behind effective voter education campaigns.
 - For what works, see *Tactics That Work for Voter Education**
 - For talking effectively with voters, see:
*What to Say: Talking About Voter Registration**
- Each election, each potential voter, and each get-out-the-vote (GOTV) effort is unique.
 - Thus it is critical to tailor your message.
 - Regardless of the type of GOTV activity and your audience, your efforts will be more effective if guided by evidence-based practices.
- GOTV action involves vision, strategy, and tactics as depicted on the next page.

GOTV Action Program



1. UNDERSTAND YOUR VOTERS & PERSONALIZE PROVISION OF INFORMATION

The effectiveness of voter education depends on the message resonating with the voter.

resonate | craft visual stories that transform audiences

Craft a visual story that takes the audience on a journey from WHAT to WHY to HOW.

Nancy Duarte
(as cited in Moore, 2010)

Consider:

- Learning styles of voters
- Cultural relevance of information to voters
- Availability of information
- Accessibility of information

Understand your voters

Personalize information



Learning styles

Different voters prefer learning by different ways –

- In person
- Print
- Website
- Social media
- TV
- Radio

Understand your voters

Personalize information



Cultural relevance

Modify voter education approaches to accommodate the

- Geographic & cultural roots
 - Values
 - Traditions
- of the target group.

Understand your voters

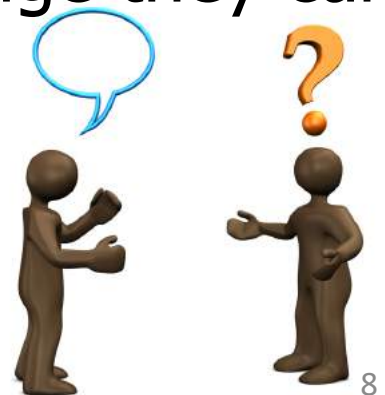
Personalize information



Availability

When voters look for election and voting information, they want it

- in their favorite format
 - Print
 - Online
 - In person
- and in language they can understand.



Understand your voters

Personalize information

Provide information where voters hang out –

- Events
- Places
- Social media



Accessibility

Assign knowledgeable people to interact with voters –

- In person
- By telephone
- Online



2. MAKE VOTER EDUCATION A CONVERSATION



Be polite, personable, and positive in all methods of voter education.

Conversational

Choice of words



Diction

- A writer's choice of words, particularly for clarity, effectiveness, and precision.
- Choosing the "right" word
- **EXAMPLE**
 - "Three blind mice,/ See how they run."
 - "Three rodents with defective vision, Observe their rate of motion."

Use informal, everyday language that avoids election jargon and legalese –

- Simple words
- Short sentences & paragraphs
- Positive phrases
- Personal pronouns

E.g., "You can ask a poll worker for help in using a voting machine."

Conversational Voice



- Communicate so that the voter performs the activity.
 - In instructions, the voter can be implied.
I.e., think of the voter as 'you.'

E.g., "Find where to vote at..."

3. PRIORITIZE THE PRESENTATION OF INFORMATION



But...



Prioritize

Address voters' most frequently asked questions before providing additional information.

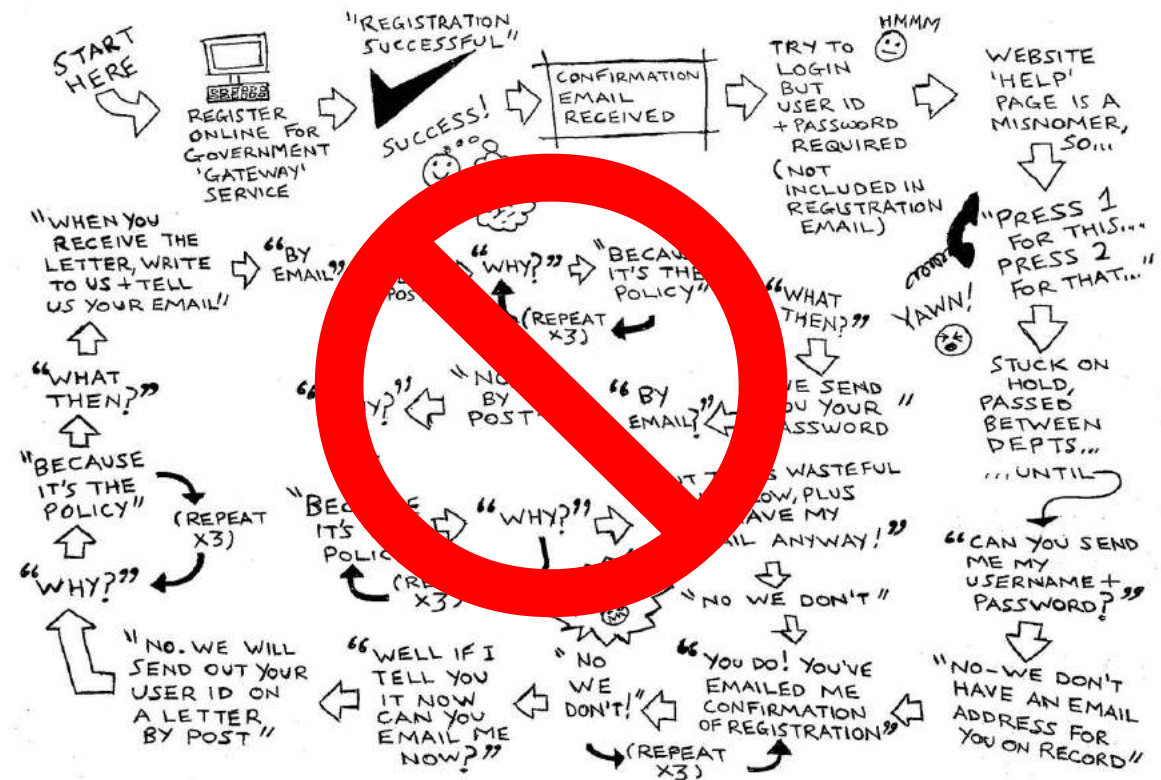


Voters' top questions:

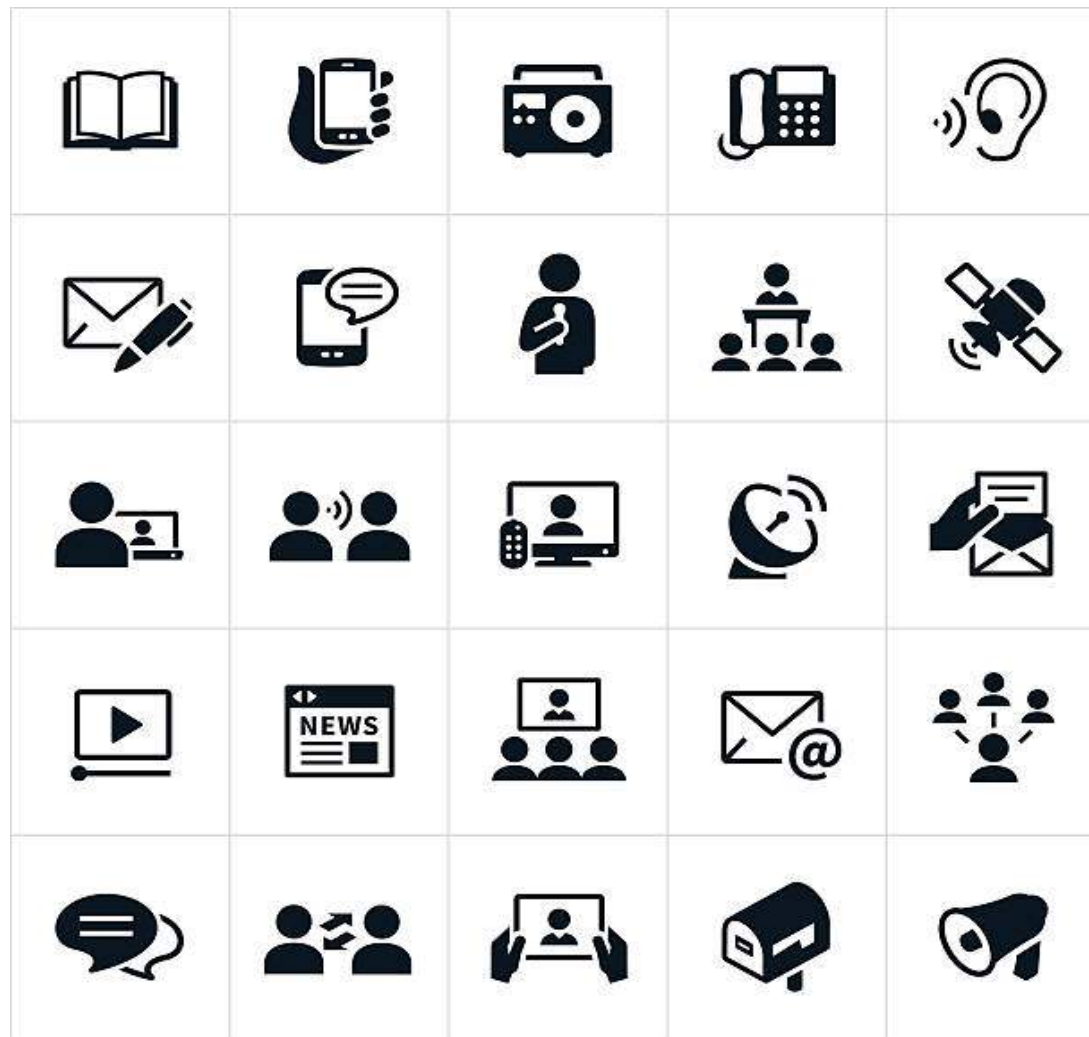
- What's on the ballot?
- When/where/how do I vote?
- How do I get a sample ballot?
- What happens at the polling place?
- Who do I contact if I have a problem?
- What are the deadlines for
 - Voter registration?
 - Absentee ballots?

Prioritize

Eliminate
unnecessary
details that make
voting sound
complicated.



4. COORDINATE USE OF A VARIETY OF COMMUNICATION TOOLS



Coordinate



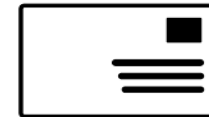
Use different approaches
for different audiences

- Young voters
 - Social media, texts, & mobile apps
- Older voters
 - Traditional media
- Community organizations
 - Presentations

Coordinate

Deliver the information in multiple formats, adjusting the level of detail.

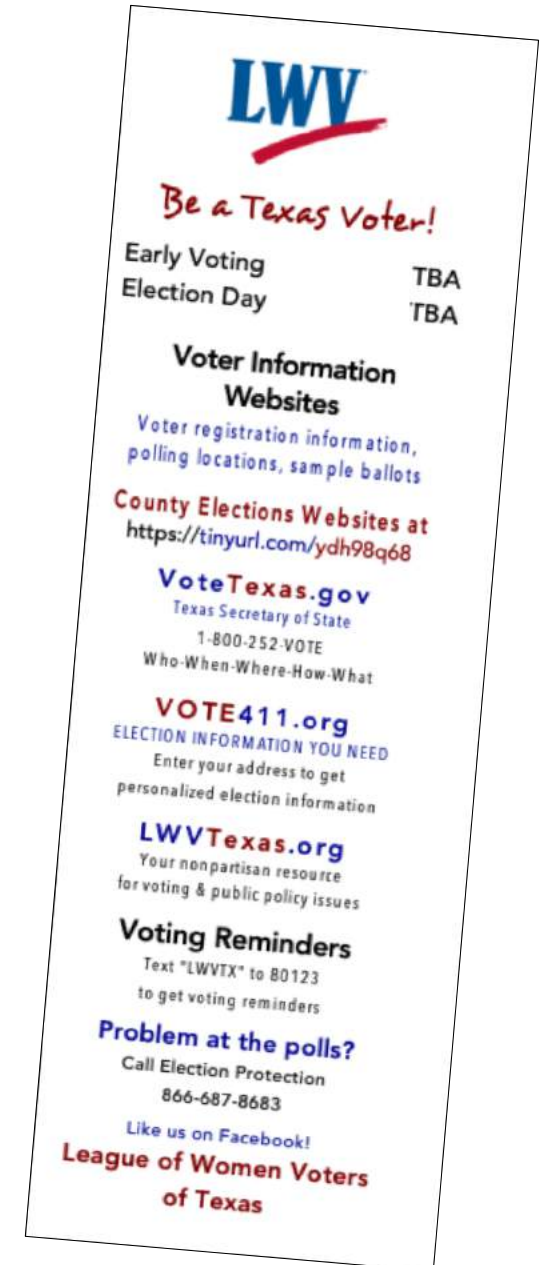
- Provide your voter toolkit and voters guide both in print and online.
- Deliver reminders via email, Twitter, Facebook, and postal mail.



Coordinate

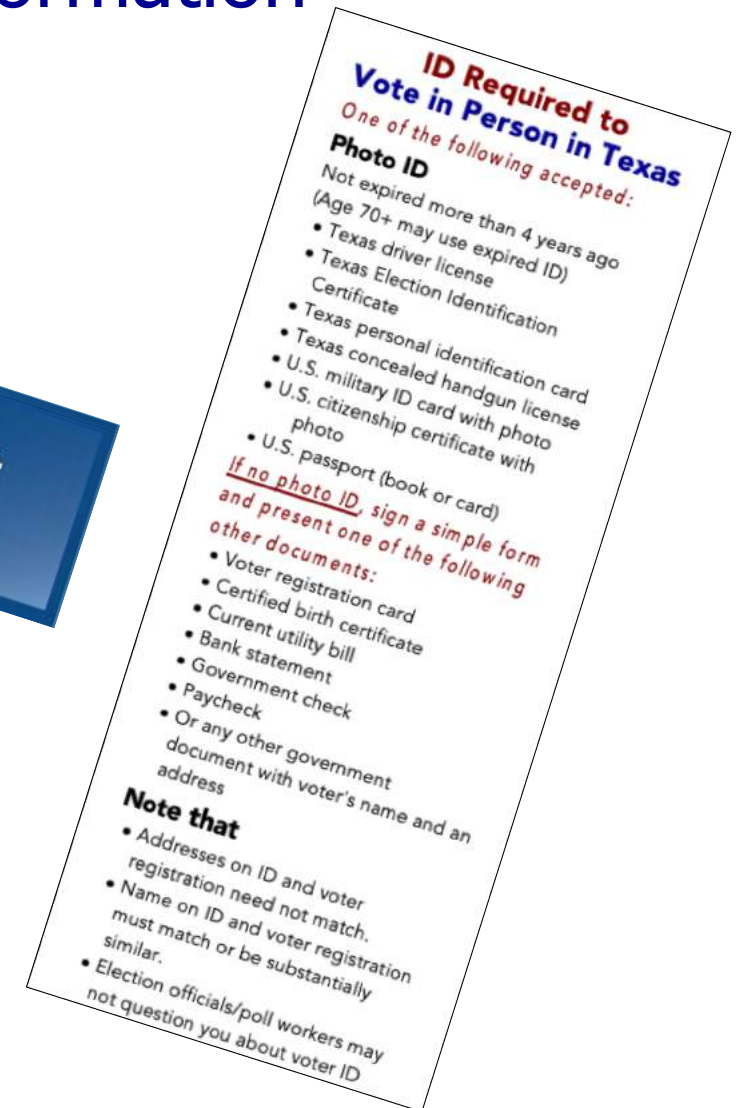
Make it easy
for voters to
navigate
among various
resources.

- Provide contacts for more information
 - Telephone numbers
 - Website addresses
 - Social media accounts
- Check accuracy of contact information each election cycle and update materials as needed.



5. KEEP INFORMATION CURRENT

Update voter education information early and often.



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