
Building Coalitions for Voter Engagement

LWV-TX Convention

March 12, 2016

#lwvtx2016.

WELCOME

Grace Chimene, LWV-TX Director
Elizabeth Erkel, LWV-TX Director

*“The League of Women Voters of Texas provides information about elections, voting and issues important to Texans. LWV-TX does not support or oppose any candidates or political parties.” -
lwvtexas.org*

COLLABORATING FOR VOTER ENGAGEMENT

Does it ever seem like you are working by yourself to promote voting in Texas?

1. Gather Collaborators
2. Promote voting!
3. Share what is and isn't working in your community.
4. New technology & social media

WHO VOTES?

Voters

- ❖ Older citizens
- ❖ Higher income citizens
- ❖ Whites
- ❖ African Americans

Non Voters

- ❖ Young citizens
- ❖ Lower income citizens
- ❖ Latinos
- ❖ Asian Americans

WHY TEXANS DON'T VOTE

- ❖ Texans won't vote if they don't have enough information
- ❖ Voting is a learned activity

WHY TEXANS SHOULD VOTE!

- ❖ Voting is good for you and for your community
- ❖ Elected officials know who votes!

TEXANS WANT VOTING & ELECTION INFORMATION

- ❖ Leagues are the trusted voting & election experts
- ❖ Leagues are the natural leaders to promote voting in their communities
- ❖ If Leagues ask, community organizations will promote voting

FIND OTHERS TO PROMOTE VOTING IN YOUR COMMUNITY



NONPROFITS ARE EXCELLENT MESSENGERS TO PROMOTE VOTING!

- ❖ Communities trust nonprofits
- ❖ Nonprofits work in communities with low voter turnout
- ❖ Nonprofits work with a diverse population
- ❖ Nonprofits are allowed and encouraged to promote voting



89 South Street, Suite 203, Boston, MA 02111

www.nonprofitvote.org

NONPROFITS CAN PROMOTE VOTING!

Be Aware

A 501(c)(3) nonprofit organization may not support or oppose a candidate for public office or a political party

Be Careful

A 501(c)(3) may not endorse candidates or give candidates money or resources



www.nonprofitvote.org/nonprofits-voting-elections-online/
<http://bolderadvocacy.org/>



NONPROFITS IN YOUR COMMUNITY

Direct Service Nonprofit

- ❖ Community Clinics
- ❖ Food banks
- ❖ YMCA
- ❖ SPCA

Advocacy Nonprofit

- ❖ Sierra Club
- ❖ AARP

COMMUNITY ORGANIZATIONS

- ❖ Hispanic Chamber of Commerce
- ❖ Businesses
- ❖ Churches
- ❖ Sports



GOVERNMENT ORGANIZATIONS

- ❖ Schools
- ❖ Community Colleges
- ❖ Universities
- ❖ Libraries
- ❖ County Government
- ❖ Parks and recs
- ❖ WIC
- ❖ County Election Officials
- ❖ Head Start
- ❖ DPS

“The National Voter Rights Act requires voter registration services to be provided through venues where citizens regularly interact with their government: motor vehicle offices, public assistance agencies, and other government outlets.”



THE MEDIA WANTS TO HELP

- ❖ Univision
- ❖ El Mundo
- ❖ Local Radio Stations
- ❖ Local Community Stations
- ❖ Small local newspapers

GATHER YOUR RESOURCES

- ❖ Create a resource list of collaborators for your community.
 - Communicate
 - Social media
 - Voter engagement strategy meeting

POSSIBILITIES FOR COLLABORATION

1. Flyers
2. Provide voter registration cards
3. Social Media
4. Link to League website
5. Events include voter promotion
6. Share LWV Voter Guides
7. Staff trained VDR
8. Candidates forums
9. Collect pledges to vote
10. Check voters' plan to vote

Celebrate
Election Day!



BE A TEXAS VOTER TIMELINE

January-March

- ❖ Find a lead to coordinate GOTV campaign
- ❖ Get management & staff support
- ❖ Find partners!
- ❖ Create timeline & goals for
 - March primaries (even years)
 - May local elections
- ❖ Get Volunteer Deputy Registrars trained
- ❖ Learn Texas' voting rules
 - www.vote411.org
 - www.votetexas.gov
 - www.nonprofitvote.org webinars

March-May

- ❖ Conduct GOTV campaign for March primaries, May local elections, & run-offs

June

- ❖ Kick off Be A Texas Voter Campaign for November election
- ❖ Start summer voter registration events

July & August

- ❖ Have a Be a Texas Voter table at events
- ❖ Turn in voter registration cards
- ❖ Collect a pledge cards

September

- ❖ Best time to start promoting Be a Texas Voter!
- ❖ Registration activities intensify!
- ❖ Post flyers
- ❖ Promote voting in emails, website, social media

October

- ❖ Promote Early Voting
- ❖ Promote LWV-TX *Voters Guide*

November

- ❖ Plan for rides to vote
- ❖ Reminder calls to check if clients' plan to vote
- ❖ **Celebrate Election Day - Have a party!**

December

- ❖ Review the year and prepare for the next.

www.nonprofitvote.org

IMPORTANCE OF COMMUNITY PROMOTION

Austin Collaborators Drive 33,000 to LWV-TX Website to Download Voter Guide

❖ Travis County	7118	❖ San Marcos Mercury	60
❖ Facebook	4721	❖ ACC	43
❖ Reddit	665	❖ Hill Country portal	39
❖ LWV Texas	540	❖ Austin Nesties Proboard	37
❖ KUT	250	❖ Allandale Neighbors	35
❖ Fox	194	❖ Gallaher Candidate	26
❖ KXAN	164	❖ Keep Austin Wonky	19
❖ LWVUS	163	❖ Giving City Austin	16
❖ Twitter	82	❖ KVUE	14
❖ Chantal	67		

As of March 2016

LEAGUE WEBSITE IS THE VOTER AND ELECTION RESOURCE!

Constitutional Amendments

Oct 2015: 96,902
VG English 100,175
VG Spanish 355

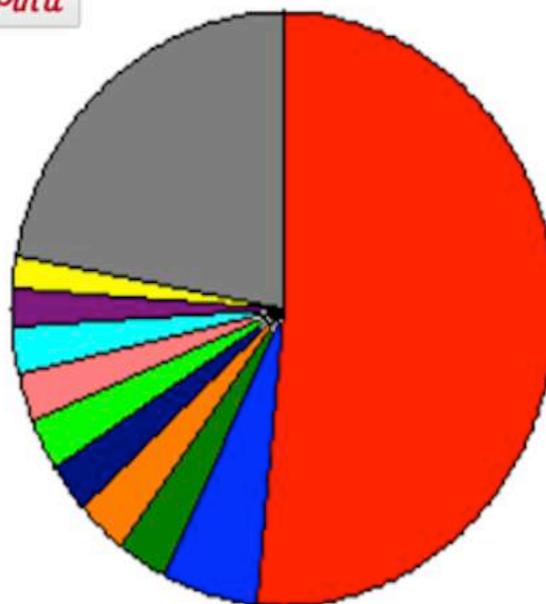
Texas Primaries:

Feb 2016: 429,255
Mar 2016: 81,526

VG English 382,772
VG Spanish 2,984

Where website hits come from!

Pin it



- https://www.google.com/
- http://m.facebook.com/
- http://www.luvcollin.org/
- http://www.bing.com/
- http://luydenton.org/
- https://www.bing.com/
- http://www.google.com/
- https://www.facebook.com/
- http://r.search.yahoo.com/
- http://www.co.mclennan.tx.us/
- Other

The wedges are plotted by the number of requests.

Amazing!

COLLABORATE THROUGH TECHNOLOGY

Use your League's online presence & social media:

- ❖ Website
- ❖ Facebook
- ❖ Twitter
- ❖ YouTube
- ❖ Share FB posts & tweets
- ❖ Include photos / graphics
- ❖ Email
- ❖ Post flyers



FUTURE TECHNOLOGY

POWERED BY
 TurboVote



We make voting easy.

We also send text and email reminders so you won't miss elections. So what are you waiting for?

LOG IN

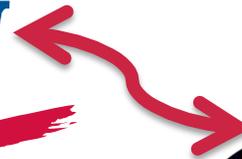
GET STARTED 

IN ENGLISH | EN ESPAÑOL





GOTV COMMUNITY ENGAGEMENT STRATEGIES IN COLLIN COUNTY



TALKING ABOUT VOTING

Collaborate – voters service activities

Scope



Training

Education

Registration

Strategies

GOTV
Project

Talking About Voting

Making Democracy Work

Voter
Registration

GET-OUT-THE-VOTE PROJECT



- Training (2 hours)
 - Evidence-based message map
 - Talking points
- Fieldwork (3 hours)
 - 3 home visits
 - Personalized conversations
 - GOTV kit

TALKING ABOUT VOTING

- 1-hour discussion
 - Being a voter
 - Engaging the voter
 - Planning to be a voter
- Leader uses evidence-based message map
- GOTV kit



MAKING DEMOCRACY WORK



Speakers Bureau

- 30 min. presentation
 - Importance of being a voter
 - Voter turnout
 - Texas election cycle
 - What's on the ballot
 - Information resources

4013 TWITTER FOLLOWERS

❖ @lwvhouston	❖ 2567
❖ @lwvtexas	❖ 504
❖ @lwvatx	❖ 351
❖ @lwvkerrville	❖ 177
❖ @lwvsaa	❖ 166
❖ @lwvdallas	❖ 137
❖ @lwvrichardson	❖ 111

7885 FACEBOOK FOLLOWERS

- ❖ 3453 [LWV Houston](#)
- ❖ 1160 [LWV Texas](#)
- ❖ 603 [LWV Austin Area](#)
- ❖ 497 [LWV Denton](#)
- ❖ 433 [LWV San Antonio](#)
- ❖ 317 [LWV Tarrant County](#)
- ❖ 267 [LWV Collin County](#)
- ❖ 228 [LWV Dallas](#)
- ❖ 220 [LWV Rio Grand Valley](#)
- ❖ 134 [LWV Amarillo](#)
- ❖ 118 [LWV Hays County](#)
- ❖ 433 [LWV Comal Area](#)
- ❖ 433 [LWV Wichita Falls](#)
- ❖ 433 [LWV Midland](#)
- ❖ 64 [LWV Sherman/Grayson](#)
- ❖ 63 [LWV Hill County](#)
- ❖ 60 [LWV Lubbock](#)

#lwvtx2016



She will “Be a
Texas Voter” when
she grows up.
Show her how!

www.LWVTexas.org

#lwvtx2016

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when she grows up. Show her
how.

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Nonprofits and Voter Engagement go Hand in Hand



#lwvtx2016

*Create a tradition of
voting in your
family.*

LWVTexas.org

**Promote
voting!**

#lwvtx2016



VOTE IN THE TEXAS
PRIMARIES MARCH 1,
2016



BE A TEXAS VOTER

VOTE EARLY FEBRUARY 16-26TH

WWW.LWVTEXAS.ORG

**Collaborate
to create a
tradition of
voting in
your
community!**

ONLINE RESOURCES FOR COLLABORATORS

National

- ❖ www.VOTE411.org
- ❖ www.LWV.org
- ❖ www.nonprofitvote.org

Local & State

- ❖ County election Officials
- ❖ www.votetexas.gov
- ❖ www.LWVTexas.org
- ❖ Local LWV Leagues



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