

Guide to Promoting VOTE411



Table of Contents

- [Introduction](#)
- [Getting Started](#)
 - [VOTE411 Brand Standards](#)
 - [Widget and QR Code](#)
 - [VOTE411 Messaging](#)
 - [VOTE411 White Label Page](#)
- [Paid Promotions](#)
 - [Creating Your Promotional Strategy](#)
 - [Traditional Media](#)
 - [Digital Ads](#)
- [Unpaid Promotions](#)
 - [Your League's Online Platforms](#)
 - [Spanish Promotion and Resources](#)
 - [Getting the Word Out](#)
 - [Press Releases & Media Interviews](#)
 - [League in Action](#)
- [Design Creation](#)
 - [Canva](#)
 - [Digital Graphics & Print Materials](#)
- [Appendix](#)

Introduction

This guide will provide you with ideas and resources for marketing your VOTE411 voter guide. This guide is not comprehensive, and some of these may have worked for other Leagues but might not work in your community. Think of it as a menu of options for your League to choose from.

This guide is split into five sections:

1. **Getting Started:** Background before starting promotions.
2. **Paid Promotions:** If you have a budget to spend on your promotions.
3. **Unpaid Promotions:** Activities that take time but don't cost marketing dollars, like posting VOTE411 on your website or emailing your members.
4. **Design Creation:** Tips and best practices.
5. **Appendix:** Templates, checklists, and examples from other Leagues.

The best place to find an up-to-date list of promotional resources is in our [VOTE411 Resources Toolkit](#) Find a Zoom background, a VOTE411-branded PPT, Spanish language materials, and more.

If you have questions, please reach out to us:

- VOTE411 Team: VOTE411Help@lww.org
- LWWUS Communications Team: communications@lww.org

Getting Started

The purpose of promoting VOTE411.org is to connect voters to the information they need to cast their ballot with confidence. VOTE411 helps voters get personalized election information, and it increases your League's visibility in your community.

VOTE411 Brand Standards

Brand standards are important for a consistent, trusted, and recognizable brand. These standards include set colors, fonts, and logos. Find the [VOTE411 brand standards and logos](#) on the League Management site.

It's important to note that the VOTE411 brand standards (colors and fonts) are different from the LWV brand standards. They are different because VOTE411 is a program of the League's, such as how Sprite is a product of the Coca-Cola Company and has different colors and logo on the soda can.

VOTE411 Widget and QR Code

Before you start promoting your guide, we want to highlight a couple of tools you can use in your VOTE411 promotions: the widget and the QR Code. Find them on [the League Management site here](#).

Widget

A website widget is embedded into the body of a website by copying and pasting a block of text, or code, into the site. It's an easy way to add important notifications and user information to the website without modifying the site's entire template. Think of an event countdown clock or a small box with the weather forecast on a website.

The code for the VOTE411 widgets can be added to any website: it can be used on your League's website and shared with partners to use. The widget makes it easier for people to get directly to your voter guide on VOTE411.

[The code for the widget](#) can be sent to your web manager for them to copy and paste directly into your website.

QR Code

A QR code is a machine-scannable code used for storing URLs. Each QR code is made up of dots and squares to represent information that you can easily scan with your mobile device, usually through the camera.

Placing a [VOTE411 QR code](#) on your marketing materials, like flyers or posters, can easily allow voters to go directly to VOTE411.org.

The VOTE411 QR code is pictured on the right. Here's how it works: Select the camera icon on your mobile device, and, without taking a photo, focus your device's screen on the QR code. It should recognize the code and show a notification that you can tap to open the link associated with the QR code (VOTE411.org). You may need to enable the QR scanning function in your settings, or if you have an older device, you may need to download a free QR scanning app.



VOTE411 Messaging

Launched by the League of Women Voters Education Fund (LWVEF) in October of 2006, VOTE411.org is a one-stop shop for nonpartisan election-related information. Since its launch, it has helped millions of voters find information about candidates, how to register to vote, polling locations, and much more.

It's easy to use! Head to [VOTE411.org](https://vote411.org), enter your address, and view the races and candidates that appear on your ballot as well as find additional state-specific election information.

Narrow Down Your Message

Consider which aspects of VOTE411 you would like to highlight in your promotions. While your League is likely promoting your voter guide, there are many features on VOTE411 that are useful for voters in your community.

We recommend going to VOTE411.org, scroll down to Explore Voting Information By State, and select your state from the list. On the left-hand side of the screen if you scroll down, you will see your state's voting information by topic. Choose a couple of those topics that need to be highlighted in your area, so when you promote the site, you can say, "Head to VOTE411.org to compare candidates that will be on your ballot, register to vote, and find your polling location."

The site has much more to offer than these three things, but we recommend narrowing it down to simplify your VOTE411 messaging.

Talking Points

We recommend your League's board of directors and spokespeople have a 20-30 second elevator speech about VOTE411, so they are ready for media interviews and speaking with partners, funders, and the public.

The LWVUS Communications Team created [election-related talking points](#) for you to use.

VOTE411 White Label Page

A benefit of participating in the VOTE411 program at the Entire State Coverage cost-share amount is receiving a white label page. A white label is a free, co-branded landing page with a unique link, such as LWV Missouri's page here: VOTE411.org/lwvmo.

You can link to your white label page on your website, on social media, in newsletters, through QR codes on printed materials, and anywhere else you include a link to VOTE411.org. If you have a communications chair, you can also share it with them to include in your League's communications.

The white label page has analytics attached to it, so you can see how voters interact with your page throughout the election cycle. You'll automatically receive the analytics in late November of each year.

Paid Promotions

Paid promotions, or marketing, for VOTE411 are a good way to extend your League's reach to more voters in your community. There are many ways to advertise, but this guide will focus on just a few.

Creating Your Promotional Strategy

Promoting your guide is most effective when you plan out your marketing strategy.

Target Your Audience

Always start with your target audience when building your marketing strategy. Knowing who your audience is will help identify where you want to advertise. Below are a few things to consider when determining target audience:

- Age
- Sex
- Geographical location
- Income level
- Race

When building your target audience, keep a diversity, equity, and inclusion lens in mind. What audience had a lower voter turnout in recent years? What voters have more barriers when they cast a ballot? What voters are you and other organizations not currently able to reach with your get out the vote strategies?

Set Your Budget

It's important to set your budget before creating your marketing strategy. Your budget will determine which platforms you will be able to advertise on. If you don't have a budget for promotions, please see the next section called "Unpaid Promotions" that includes cost-effective activities to promote VOTE411.

Choose Your Promotional Channels

Promotional channels are the ways you can place your advertisements, such as social media, email, direct mail, radio, TV, events, online ads, print media, and general publicity. Traditional media, like radio, newspaper, TV, and billboards, are still great tools to use to reach voters.

If you have a smaller budget, you might consider nontraditional media like social media, Google Ads, and digital newspaper ads to reach more voters at a lower cost. Decide which platforms you will use based on how you can reach your target audience within your League's budget.

Traditional Media

Many Leagues have built a relationship with their local newspaper or radio station, so this can be a great way to use this relationship to promote your voter guide, especially if you can get in-kind advertising (donation of paid media).

Newspaper

Newspaper ads are a great way to reach your community if this is the media that many consume in your area. Many voters trust their local news to provide them with their voting information, and your VOTE411 ad will be relevant there.

The cost for print newspaper ads can depend on the size of your ad, which section of the paper it runs, the frequency your ad runs, and whether or not you use color in your ad. Reach out to the publication's advertising department for a rate kit, and they can walk you through the process of setting up your ad. Most newspapers also offer digital advertising options for readers who read the paper online.

Radio

Radio ads are usually less expensive than TV ads but can still have a wide reach. They usually run in 15-, 30-, and 60-second increments, and the radio station can help you record your ad. You will need to bring your target audience information to the radio sales representative, and they can help you from there.

TV

TV advertising is a great tool to raise visibility. Contact your local television station's sales representative to get the process started. They will be able to walk you through your ad creation, production, and placement.

Billboards

Billboards are a great way to build awareness about VOTE411 in your community but can be costly. Most billboard advertising companies offer both digital and print billboard advertising. When creating a budget for print billboards, keep in mind that you will be charged an additional service fee.

When designing billboards, here are a few things to keep in mind:

- Ad copy
 - Traditionally, billboards are viewed by drivers. We recommend using quick messages to grab audience attention.
 - Include a call to action. For VOTE411 the call to action would be for viewers to visit VOTE411.org
 - We don't recommend adding a QR code to the billboard design. People will be driving quickly, and the QR code will likely be too small to scan.
- Accessibility
 - Avoid using very bright colors and white in the design to ensure the ad is easy to read for all viewers
 - Always include a logo and web address
- Include a "Paid for by..." line
 - Advertisers require that advertisements with political content include a "Paid for by" line. Your design should include: "Paid for by [League name]." The size dimensions for this line are determined by the billboard vendor.

Reach out to your local billboard companies for pricing and availability.

Digital Ads

Digital advertising is any ad that appears online, such as through websites, streaming services, and social media. The best part about digital ads is that you can reach people who haven't heard of the League. They can also be less expensive, and you can easily select your target audience.

Social Media

Social media ads can be a great way to reach your target audience with voting & election information. For more information on how to use social media to promote VOTE411, check out the [LWV Social Media Guide](#).

Google Ads

LWVUS runs nationwide Google search ads for VOTE411 year-round. To save your budget and to avoid duplicating efforts, we recommend state and local Leagues don't create their own Google search ads. Instead, we recommend focusing your local efforts on other promotional means to compliment the Google ads run by LWVUS.

If you are still interested in running Google ads in your community, please contact LWVUS staff first to talk about the process.

Video Streaming Service Ads

A video streaming service is where you can use the internet to play videos on your devices, like your TV or phone. A common example of a video streaming service is YouTube. Most of these services offer video advertising, so you would need to factor in your production cost to create the ad and the air-time cost for purchasing the ad time.

Audio Streaming Service Ads

An audio streaming service is where you can use the internet to play audio content, like music or podcasts, on your devices, like your computer or phone. These audio streaming services are a great way to get your VOTE411 message out to a younger audience that streams music. Pandora and Spotify are examples of popular audio streaming services.

Pixels

If you are using Meta ads and would like to add tracking pixels to VOTE411 to track how those ads are used by the voters, please reach out to VOTE411help@lwv.org many weeks in advance of your ad campaign launching. There is a process to add the pixels to the site, as well as a cost associated to adding the pixels, and the VOTE411 team can

walk you through the process.

There are other tracking processes outside of pixels, including UTM codes, that the VOTE411 team can share with you if you're unable to get in touch with us in advance for the pixels or if you can't pay the fee to add the pixels to the site.

Unpaid Promotions

Promoting your voter guide involves letting voters know that VOTE411 is a useful tool for your upcoming election. There are many ways you can do this without spending money, such as through a press release, email to members to share VOTE411, posting on your Facebook page, and more. Below we'll outline some options for you to consider that take time but minimal funding.

Your League's Online Platforms

One of the first steps to getting the word out about VOTE411 is letting people know across all the platforms you use. First up, is your website.

Website

Your website is a great place to add a landing spot for VOTE411, so when someone is checking out your site, they can learn more about your voter guide. Below are some examples of state Leagues that have added a VOTE411 page or section to their website. League websites all look different, so choose the format that works best for you!

- [League of Women Voters of Utah](#)
- [League of Women Voters of Florida](#)
- [League of Women Voters of Minnesota](#)
- [League of Women Voters of North Dakota](#)
- [League of Women Voters of North Carolina](#)
- [League of Women Voters of South Carolina](#)
- [League of Women Voters of Texas](#)

If you need more ideas, check out the [LWWUS VOTE411 page](#).

Facebook

Your League's Facebook page is a prime way to get VOTE411 information out to voters due to the share-ability of posts. Here are some resources to share on your League's Facebook page and other social media sites:

- [VOTE411 Graphics & Sample Posts](#)
- [VOTE411 Messaging Resources](#)
- [LWWUS VOTE411 Facebook Page](#)
- [VOTE411 YouTube Videos](#)

Instagram

Instagram is a great way to get information about VOTE411 out to voters and reaches a different audience than Facebook.

You can use hashtags at the bottom of your posts to help get your message out. Hashtags start with the # symbol and have keywords or phrases listed after without any spaces. These help categorize posts, and Instagram users can search by specific keywords to find posts. You want to keep these short, like #2026Election or #TexasVotes.

You can use the LWWUS resources above or create your own content for your Instagram. Here are some ideas:

- Photos of members with a quote about using VOTE411
- Someone speaking about VOTE411 in front of a group
- Picture of your President speaking to media, like in the radio booth, about VOTE411
- Photo of your volunteers helping stuff envelopes or hang posters

A League doing a great job in promoting VOTE411 on Instagram is the LWW of Texas. Follow them to see what content they are creating for followers! You can also follow the [VOTE411 Instagram account](#) to see what LWWUS is posting.

Please tag @VOTE411 when you make Instagram posts about VOTE411.

X (formerly known as Twitter)

If your League has an X (Twitter) account, you can follow [the VOTE411 account](#) to share content about VOTE411. Find sample language for Twitter on [the League Management site](#), and please remember to tag @VOTE411 in your posts.

Tik Tok

TikTok is a video-sharing app where all users can create and share short-form videos of up to three minutes. This is a popular social media site for young people to express themselves, especially with singing, dancing, and silly antics. You can check out the [LWWUS' Tik Tok](#) to see how the site is being used for voting & election information.

To learn more about starting a Tik Tok channel or making content around VOTE411, please check out the [LWWUS Social Media Guide](#).

Spanish Promotion and Resources

VOTE411 is also available in Spanish at VOTE411.org/es, so don't forget to promote the Spanish site alongside VOTE411.org! This section includes Spanish and bilingual materials you can use to promote VOTE411 and reach Spanish-speaking voters in your community.

Check out the resources below for graphics, social posts, video PSAs, radio ads, and more. We'll continue adding new materials as they're created, so check back regularly on our [VOTE411 Resource Toolkit page](#) for updates.

- [Spanish Logo Files](#)
- [Spanish VOTE411 Business Cards](#)
- [Spanish Graphics](#)
- [Spanish Video PSAs](#)
- [Spanish Radio PSAs](#)
- [Bilingual Plan Your Vote Materials](#)
- [Bilingual VOTE411 Door Hangers](#)
- [Engaging Spanish-Speaking Voters with VOTE411](#) (Passcode: &jN4rswz)

Getting the Word Out

League Members = VOTE411 Champions

Your League members are one of your best ways to get the word out about your VOTE411 voter guide, since they are supporters of the League and our mission of empowering voters. Here are some ways to engage them:

- **Keep members updated.** Send them emails that you are using VOTE411 this election season and your expected timeline for publishing your guide.
 - Email them when your guide goes live and encourage them to share it with friends and family.
 - Schedule a Zoom meeting to show them how it works and explain why the site is so useful and powerful for empowering voters.
- **Recruit them as volunteers.** When someone works on a project, they become even more invested in it. Here are some ways members can help:
 - Admin your VOTE411 account and help with updating data
 - Stuff envelopes to send invite letters to candidates to fill out the guide
 - [Contact candidates](#) who have not yet responded to the candidate questions
 - Hang posters and give flyers to businesses and organizations
 - Table at events and share VOTE411 information
 - Speak to groups in town about VOTE411

- Take a photo of themselves for social media with a quote about why they love VOTE411
- **Continue the updates.** In every email you send out until the election, remind them to share VOTE411 with friends and family.
 - Send them a Facebook link that they can share with friends. Keeping them updated on the project will really keep them invested.
 - Thank them for being VOTE411 champions.

Organizations & Businesses

Notifying businesses and organizations is a great way to get the word out because they have a network of people in your community. If you are interested in learning more about forming partnerships and reaching out to businesses in your community, please check out this [LWVUS Partnership Guidance Resource](#).

Key Partners

Key partnerships can be a great way to get the word out about your voter guide. These may be organizations you have worked with in the past and could share your voter guide. Here are some examples to work from:

- **Organizations you have worked with.** Make the ask for them to share VOTE411 with their network. Email them when your voter guide is published and share a social media graphic and messaging for them to use. You could also attach printable materials like a poster or handouts.
- **Public and university libraries.** Libraries are amazing partners to get information out to people. They are constantly interacting with the public, so head to the library and get your local librarians excited about this easy, accessible tool for voters. See below for how to create a Libby Voter Guide.
- **University students.** If your state has a student association, connect with their president who will get the word out to other university student body presidents. If your city has a university, connect with the student government and student associations that might be interested in a voter guide (i.e. College Dems/Rep, Women & Gender Studies, DEI groups, LGBTQ+ group, political science). Their contact information is usually on the university website.
- **Election officials.** Make sure to let your city, county, and secretary of state know that you have a voter guide. If you can get them excited, they will help champion your voter guide for you.
 - In Bismarck, ND, the city election manager requested flyers and posters and made sure county candidates knew to fill out the guide. Many election officials want to get this information to voters as much as you!

Facebook Groups

A Facebook group is a place to communicate shared interests with other people who join that group. It's different from a Facebook Page, because members of the group can post in the group themselves. Groups are more like a community bulletin board and chat space. The group messages will also show up higher in group members' newsfeeds than the posts you create on your League's Facebook page.

Some examples of Facebook groups that might appreciate VOTE411 information is:

- Young professionals groups
- Moms groups (type in your city's name and "Moms")
- City community group (Type in your City and see if anything comes up in the suggested search below it)

You can share a post about VOTE411 in the group from your own League's Facebook page and create a caption when you share it, like: "The League of Women Voters of [League Name]'s voter guide is live on VOTE411.org! Enter your address to see the candidates who will be on your ballot in the ELECTION DATE primary election. Happy voting!"

You can tag your League's page (create a link to your profile) in the post by typing the symbol @ and the name of your League's page.

If you'd like to personalize the post to the group, you can always add something extra. Example: for a moms' group, you can write "We at the League know that parents are busy, and we want to make voting information easy to track down."

Email Newsletters

If you would like to start a regular email newsletter that is free and easy to use, we recommend MailChimp. It has easy-to-use email templates to help you get the word out about VOTE411 and your programs.

Reddit

Reddit is an online social media platform and forum where users share content, post questions, and join topic-specific discussion groups called subreddits. Many communities have their own subreddit, and you can post in the subreddit to share your VOTE411 voter guide with a new audience.

Poster Hanging Tips

If your League has never hung posters, we wanted to give you a place to start. Below are some places you could consider hanging them up and other tips for when your volunteers head out.

If you know someone in a local band or someone who holds events regularly, contact them. They will likely know the best places in your community to hang up posters.

Some ideas for hanging posters:

- Coffee shops
- Grocery stores & convenience stores
- Shops downtown
- Restaurants
- Employee break rooms in businesses like banks
- Assisted living homes
- Community centers
- Universities & colleges
- Libraries
- Food pantries & homeless shelters
- Nonprofits
- Shopping malls

If you go into a shop, ask if they have a community bulletin board. It can be a great way to tell the worker about VOTE411 when you're hanging up the poster. Don't forget to bring your own tape!

Libby Voter Guide

Leagues participating in the VOTE411 program can create a voter guide and add it to the Libby App as an eBook or audiobook to reach new audiences with their candidate and ballot measure information. The Libby app is used by local libraries across the country, offering millions of eBooks and audiobooks that people can borrow for free with a library card.

[We have a guide](#) on how to add your voter guide to the Libby app. In it, you'll find the benefits of adding your voter guide to Libby, instructions on creating both an eBook and audiobook, and templates from LWVUS and other Leagues.

Press Releases and Media Interviews

Press Release/Op-Ed/LTE Template

If your League doesn't send press releases regularly, add this one to your arsenal. You will need a list of media contacts, like those for local newspapers, radio stations, and TV stations.

Find [Tips for Op-Eds and Letters to the Editor](#) on the League Management site. We also have template language:

- [VOTE411 Candidate Pressure LTE](#)
- [PSA Scripts](#)
- [Press Release Template](#)

We recommend sending out a press release right after you publish your voter guide to let the media know that the resource exists.

Media Interviews

Media interviews about VOTE411 are a great way to get free promotions for your voter guide. Whenever your League's president or spokesperson speaks to the media about another topic, ask them to mention VOTE411.org during the interview. Media requests from national media outlets must be coordinated with the LWVUS Communications team. If you receive a request, email communications@lww.org.

League in Action

League in Action is a digital relational organizing and supporter management tool enabling Leagues to recruit, manage, and mobilize supporters through one platform.

Through League in Action, Leagues can expand and diversify their volunteer and membership recruit efforts by establishing a starting point for anyone interested in learning more about the League of Women Voters. Leagues can create customized ladders of engagement for supporters while adding capacity with automotive and pre-scheduled actions.

With over 100 state and local Leagues incorporating League in Action into their voter services, advocacy strategies, and volunteer recruitment efforts, the possibilities for your state or local League depend on your biggest needs and challenges.

League in Action & VOTE411

League in Action provides an accessible platform for voters, regardless of background, to easily engage with customized VOTE411 voting information and prewritten language to share with their networks on one platform.

We know people trust people they know more. League in Action allows Leagues to leverage the preexisting relationships within our communities to do organic VOTE411 promotion and voter education outreach.

If you would like to know more about League in Action and a digital VOTE411 promotion strategy, email the LWWUS Organizing Team at organizing@lww.org.

Design Creation

Canva: A Free Graphics Creator

What Is Canva & Why It Is Your Best Friend

If you've been working on your League's social media platforms, you may have heard about a site called Canva. Canva is a free online graphic design platform where you can easily make graphics for social media, print materials, and more.

The site has free templates and features that can make anyone an amateur graphic designer. You can also add a monthly or yearly paid subscription if you want to access more of their photos or templates, or if you want to easily resize your designs.

Canva can be your best friend for creating VOTE411 posts for your social media sites. It is easy to use and when you have the graphic creation process down, you will find you can create posts quickly for anything you would like to post. [Learn more about Canva.](#)

Digital Graphics and Print Materials

Digital Graphics

The designs you create can draw voters to VOTE411. A design doesn't have to be fancy, but a visual does serve to catch the eye, especially in the digital world. You might not have the marketing experience of someone who has gone to school for design, but you can create some beautiful designs using Canva.

Below is a simple graphic with words and an image of Texas that LWWUS created for the [VOTE411 Facebook page](#) that draws the eye to the photo caption: "Before heading to the polls today, make sure to visit VOTE411.org to find your polling location and learn what's on your ballot!"



Social Media Design Strategy

Social media users tend to scroll quickly through their newsfeeds. Here are some tips to increase engagement with your posts and ads:

- **Use the [VOTE411 Brand Standards](#) to guide you on colors and fonts.** Note that these are different from the LWW colors and fonts.
- **Keep the text to a minimum.** Focus on a single message, such as: “Find your Houston candidates here!” “Hear from your mayoral candidates at [VOTE411.org](#).” “Election information you need.”
- **Make the text readable.** If you have text on your graphic, make sure it shows up, like white on a dark color or dark on a light color.
- **Photos can grab the eye on social media.** You can use your own photos but make sure they are high quality and show peoples’ faces clearly. Or you can use the [LWW Flickr site](#) for photos for your posts.

We encourage you to experiment with posting and advertising on social media. For template posts and language, check out our [Social Media Guide](#) or find more in the Appendix below.

Templates for VOTE411 Promotions

LWWUS has developed promotional templates and sample language. You can access them at any time on the League Management site:

- [VOTE411 Social Media Templates](#)
- [VOTE411 Merch](#)
- [VOTE411 Messaging](#)
- [VOTE411 Resources Toolkit](#)

Appendix

Sample Checklist for Promotions

Paid Promotions:

- ☐ Budget for promotions created
- ☐ Target audience decided
- ☐ Paid ads/placements decided

Platforms Ready:

- ☐ VOTE411 info on website
- ☐ VOTE411 widget on website
- ☐ Facebook/Instagram/Twitter post to introduce VOTE411.org when published
- ☐ Actions created for your League in Action

Unpaid Promotions:

- ☐ Press release sent to media ([template press release](#))
- ☐ Spokesperson(s) prepared with VOTE411 talking points for interviews
- ☐ Members emailed regularly about VOTE411, especially after you publish
- ☐ Email sent to organizations & businesses & key partners
- ☐ Share VOTE411 in your newsletter
- ☐ Post about VOTE411 on your area subreddit
- ☐ Reach out to your public library
- ☐ Reach out to area universities
- ☐ Share VOTE411 with local Facebook groups
- ☐ Posters and flyers printed & volunteers ready to hang them up and hand them out at candidate forums, tabling, and presentations

Post-election:

- ☐ Track data, such as volunteer hours, dollars spent, and ask LWWUS for VOTE411 user numbers

- ❑ Share your impact - like your user numbers - on your social media and in your newsletter

Promotional Materials

- Printables:
 - [Poster Template](#)
 - [Postcards, Business cards, and Plan Your Vote Cards](#)
 - [Bookmark](#)
 - [Retractable Banner](#)
 - [Yard Signs](#)
 - [Door hangers](#)
- LWV Merch Portal:
 - [Table Cloth](#)
 - [Buttons](#)
 - [Stickers](#)
- Other Materials:
 - [VOTE411 T-shirt](#)
 - [PPT Template](#)
 - [Zoom Background](#)

Sample Radio Ad

The November General Election is right around the corner. Do you know who will be on your ballot? Don't worry! The League of Women Voters of [League Name] has got you covered! Head over to [VOTE411.org](https://vote411.org) and enter your address to see the races and candidates who will be on your ballot. You can hear from candidates in their own words on the issues that are important to you. It's easy! Head to [VOTE411.org](https://vote411.org) for the nonpartisan election information you need for the November election.

Template Email to Organizations, and Businesses

Good morning!

The League of Women Voters of {League Name} is excited to provide a voter guide covering all [City/County/State] candidates for the [Election Date] election.

Voters can head to [VOTE411.org](https://vote411.org), enter their address, and see the list of races that will be on their ballot and compare the candidates within those races.

Candidates fill out the voter guide information themselves, so they are able to speak directly to voters about the issues that are important to them. We are thrilled to offer this simple, helpful tool to [City/County/State] voters.

Please let me know if you have any questions about VOTE411!

[Your Name]

Newsletter Example

September 15th is National Voter Registration Day. Our local Leagues register voters at high schools, colleges, naturalization ceremonies, community events, libraries, and anywhere Texans gather. But registering to vote is only the beginning. Voters also need to know when and where they can vote, what is on their ballot, and where they can find reliable, nonpartisan information about the candidates and issues they will be voting on.

That's why our work doesn't stop at registration. Through [VOTE411.org](https://vote411.org), voter education, social events, and community outreach, we help people understand what they're actually voting on.

VOTE411 is the League's nonpartisan voter resource, giving Texans personalized information about their ballot and providing candidate information in one place. For a voter who has never participated in an election, or someone who simply doesn't have time to sort through dozens of websites, it can turn a confusing process into a manageable one. That's why I want VOTE411 to become a household name in Texas.

As we inch closer to early voting in October, don't wait to tell someone about VOTE411. Share it now. Send it to your family, friends and colleagues. Encourage your local organizations and community partners to share it with their networks.

At a time when voters are facing conflicting information and efforts to discourage participation, each of us has a role to play. Spread the word and share trusted information to help build a more informed and engaged electorate in Texas!

In League,

Tae Mi Lee
President, LWV Texas

Partner Email Example

Subject Line: VOTE411 voter guide is live!

Hello Community Partner,

We're excited to share that our nonpartisan statewide voter guide is live on VOTE411.org for North Dakota's June 9th election. Voters can enter their address on the VOTE411 homepage to see the races and candidates that will be on their ballot and compare candidate responses to questions.

We hope you'll share VOTE411 with your network, supporters, and community to help voters cast their ballot with confidence. You can share [our Facebook post](#) or use the attached graphic for social media or your newsletter. Here's sample language:

- Cast your ballot and let your voice be heard this Election Day! Visit VOTE411.org to get personalized ballot information and make your plan to vote in North Dakota's June 9th election.
- Your vote matters. Your vote is your power. Head to VOTE411.org to prepare for Election Day and stand up for what matters to you.
- Election Day is June 9, 2026! Visit VOTE411.org to get ready to vote and learn more about the candidates that will be on your ballot.

I've also attached a VOTE411 poster and palm cards for you to print and share in your community. Thank you for empowering North Dakota voters!

Whitney
LWVND, Voter Engagement Volunteer

Sample General Election Promotional Calendar

Each state will have a different timeline for their promotion that varies depending on the election dates/deadlines in your state, as well as when the candidate information is published on VOTE411 from your state. Below you'll find a sample General Election calendar for promotions that you can use for your state, but please feel free to change dates as needed!

Some of these items are better geared toward social media sharing, and others would be great for posters or bookmarks, so think about what options work best for the types of promotion you're interested in. Take a look at the [Election Season VOTE411 Graphics page](#) for sample messaging text.

August

- **Poll worker recruitment:** Link to VOTE411.org for information on how to sign up to become a poll worker. We put an alert up at the top of the homepage.
- **Check voter registration:** Link to vote411.org/check-registration

September

- **Voter Registration:** Link to vote411.org/register to encourage registration.
- **Check Voter Registration:** Link to vote411.org/check-registration to check registration status.
- **National Voter Registration Day:** Promote VOTE411 and encourage registration.
- **Candidate Information Published:** As soon as you publish your content on VOTE411, promote it and continue regularly through Election Day.

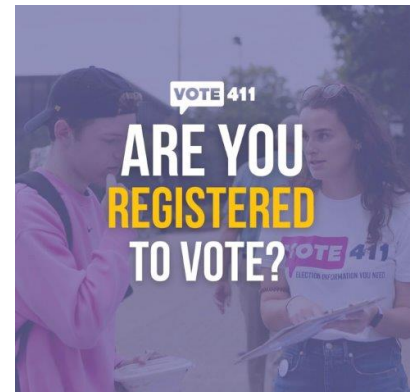
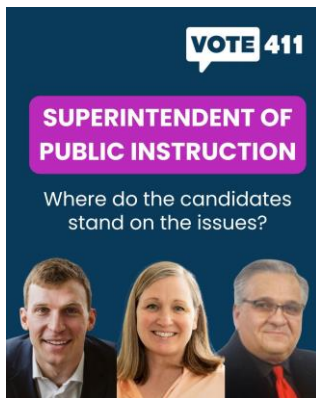
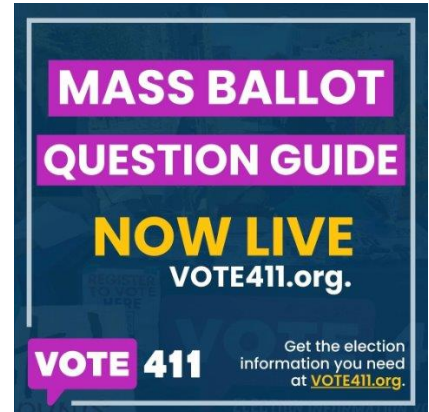
October

- **Candidate Pressure Campaign:** Encourage voters to contact candidates who haven't yet answered your questions vote411.org/candidate-contact
- **Make a Voting Plan Checklist:** Ensure voters feel prepared to vote vote411.org/make-your-plan
- **Voting Rules State By State:** Share vote411.org/voting-rules to make sure voters know the rules in your state. If you'd like, you can promote specific topics (ID needed for voting, absentee/early voting, disability voting, etc.).
- **Candidate Information Published:** Share again about your voter guide.
- **Polling Locations:** Enter your address and find your polling place.
- **Request Absentee Ballot:** Share our absentee ballot request tool at absentee.vote411.org/vote/VoterInformation.htm so people can request their absentee ballot.
- **Early Voting:** Does your state have early voting? Go to VOTE411 to find out! Tie into Vote Early Day.

November

- **Plan Your Vote:** Go to VOTE411 to find all the information you need to successfully cast your ballot and make your voting plan.
- **Election Countdown:** Daily posts counting down to election day, build excitement.
- **Election Day:** VOTE411 has everything you need on Election Day!
- **Official Results:** Each state has information on how and when official results are released. Share to show voters the process is working how it should.

Examples from Leagues



Early Voting in Connecticut

Election 2024

14 days of Early Voting



October 21 – 31
November 1 – 3
10 am to 6 pm
at your Early Voting location

Extended Hours
October 29 and 31
8 am to 8 pm

Election Day

November 5
6 am to 8 pm
at your regular polling place



For more questions about
Early Voting? Visit
VOTE411.org or scan the
code to look up your local
election officials' contact info.



VOTE 411
ELECTION INFORMATION YOU NEED



North Dakota Elections:
June 11, 2024
November 5, 2024

Apply for an
absentee
ballot

LWV LEAGUE OF WOMEN VOTERS
OF COLORADO



VOTE 411
ELECTION INFORMATION YOU NEED

Get personalized ballot
information at VOTE411.org

VOTE 411.org

ADDITIONAL RESOURCES

LWV LEAGUE OF WOMEN VOTERS
OF COLORADO

The League offers the nonpartisan election **ONLINE** resource VOTE411.org. This "one-stop shop" for election information provides all voters with simple, accessible tools to help them navigate the voting process.

VOTE411 provides personalized candidate information, voter registration details and polling place locations for all voters nationwide including all League sponsored candidate forums and election events.



To access Personalized Voting Information:

1. Go to VOTE411.org
2. Enter your residential address
3. Click SUBMIT to build your sample ballot.

"This sample online 'ballot' is a reference tool and **DOES NOT** take the place of your official voting ballot.

To view Voting Information for another State:

1. Scroll to 'Explore Voting Information'
2. Select a STATE

VOTE411 is the nation's premier online election resource that provides voters with the resources they need to make an informed vote.

COUNTY CLERKS' OFFICES
Contact information online at
sos.state.co.us/pubs/elections/Resources/CountyElectionOffices.html

SECRETARY OF STATE ELECTIONS
sos.state.co.us 303-894-2200
coloradosos.gov
sos.state.co.us/pubs/elections/Candidates/PoliticalPartyDirectory.html
GoVoteColorado.gov

POLITICAL PARTIES

MAJOR PARTIES

Democratic Party	303-623-4762
coloradodems.org	
Republican Party	303-758-3333
cologop.org	

MINOR PARTIES

American Constitution Party	303-399-5067
americanconstitutionparty.com	
Approval Voting Party	720-439-6000
approvalvotingparty.com	
Green Party	970-697-0022
coloradogreenparty.org	
Libertarian Party	303-837-9393
lpcolorado.org	
Unity Party of Colorado	
unitypartyofcolorado.com	
Colorado Center Party	970-215-6755
coloradocenterparty.org	
No Labels Party	202-588-1990
nolabels.org	

**YOUR VOICE,
YOUR VOTE!**

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Election
Information You
Need

.....



lwvcolorado.org

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