



LEAGUE OF WOMEN VOTERS  
OF TEXAS EDUCATION FUND

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# Tactics That Work

Research-Based Tactics for Effective  
Voter Education

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# Preface

## Welcome!

- This tutorial will help you choose effective voter education tactics.
  - To understand the principles behind effective GOTV campaigns, see *Evidence-Based Practices for Voter Education*
  - For talking effectively with voters, see *What to Say: Talking About Voter Registration*
- The single most important element of any voter education tactic is speaking with voters in language they understand to provide them with “the right information in the right format at the right time.”

# 1. TACTICS THAT RAISE AWARENESS AND INFORM



- Presentations
- Newspapers
- Radio and television



# Awareness & information

## Presentations



- Respond to community organization requests with a customized presentation on their requested topic related to elections and voting.
- Publicize your speakers bureau and suggested topics on your website and at public gatherings.

## Packaged presentations

### Grab n' Go!

- PowerPoint
- Script
- Short video





# Awareness & information

## Newspapers

- Publicize events through press releases.
- Ask local newspapers to insert your voters guide.



# Awareness & information

## Radio and television



- Arrange to be a guest on a local talk show to discuss focused, nonpartisan election and voting topics.





## 2. TACTICS THAT HELP VOTERS PLAN

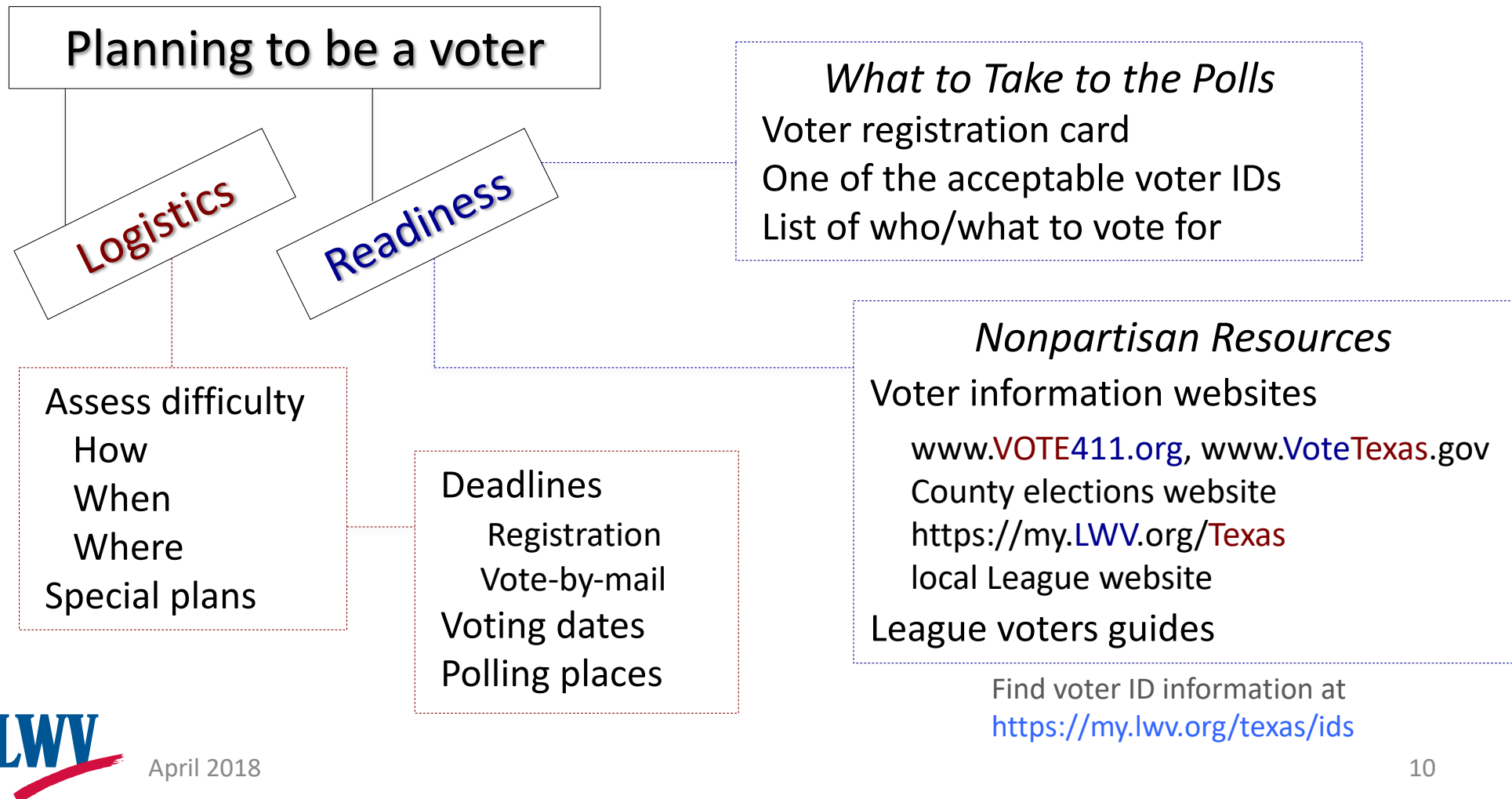


- Brochures
- Bookmarks
- Cards
- Flyers
- Mailings

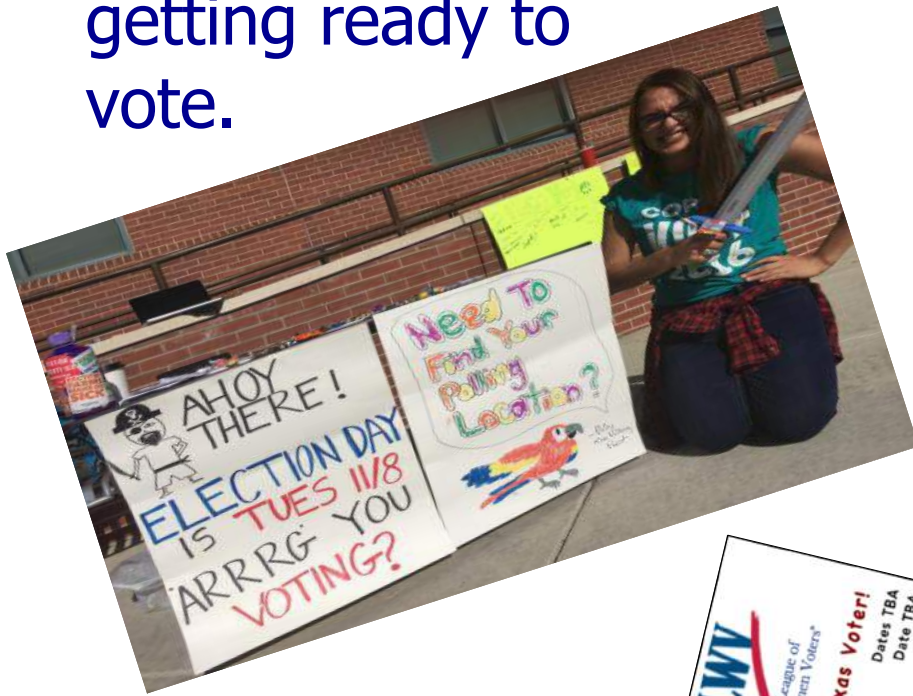


# Help make a plan for voting

Getting potential voters to think through the steps they need to take makes them more likely to act on their intent to vote.



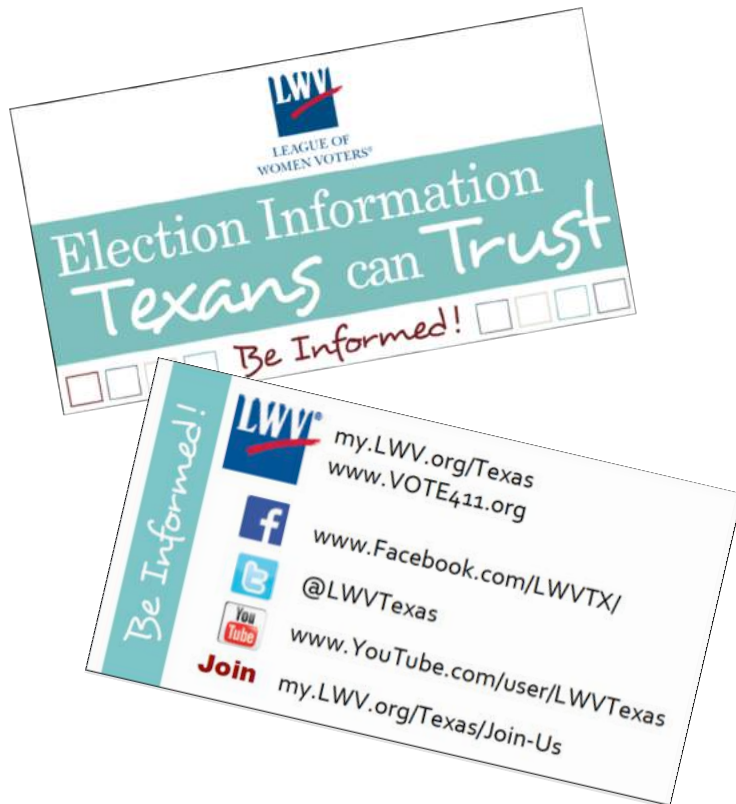
Assist voter in getting ready to vote.



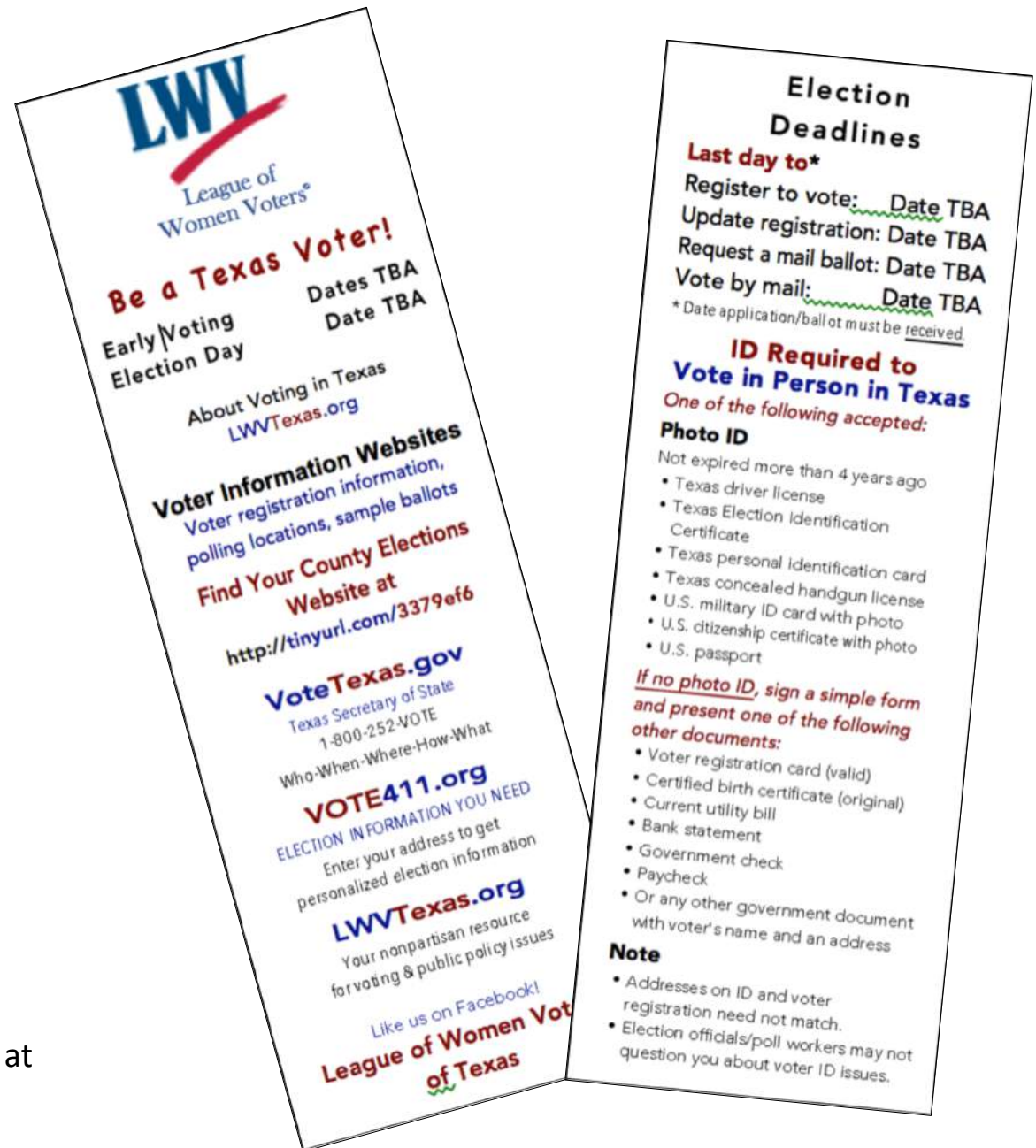
- Distribute printed materials at events and public places
- Arrange to include voter education inserts into regular mailings by utility companies



# Bookmarks and cards



LWV-TX social media business card available at <https://my.lwv.org/texas/get-out-vote-0>



Bookmarks individualized for each local League available at <https://my.lwv.org/texas/vote-it-counts>



April 2018



# Voter Checklist

## Bookmark or handout



**Know who/what's on the ballot**

- ✓ Voter registration card lists your candidate districts and precincts
- ✓ Review a sample ballot
- ✓ Study a voters guide
- ✓ Attend a candidates forum

**Know where to vote**

- ✓ Early voting: Vote at any polling place in your county
- ✓ Election Day: Vote at your precinct polling place (or county vote center if county vote centers in effect)

**Vote at your convenience**

- ✓ *To avoid the crowds:* Vote during early voting. Vote between 10-11:30 am or 1:30-3:30 pm
- ✓ Vote by mail if you are 65+, disabled, or absent from the county on all voting days
- ✓ Curbside voting available for persons with a disability

**Take with you a**

- ✓ Voter ID
- ✓ Sample ballot
- ✓ Friend or loved one
- ✓ Someone to assist you if you need help voting

Find election dates and your nonpartisan voters guide as well as your polling place at [www.VOTE411.org](http://www.VOTE411.org)

**www.VOTE411.org**  
ELECTION INFORMATION YOU NEED  
Supported by the League of Women Voters Education Fund

**ID Required to Vote in Person in Texas**  
One of the following accepted:  
**Photo ID**  
Not expired more than 4 years ago

- Texas driver license
- Texas Election Identification Certificate
- Texas personal identification card
- Texas concealed handgun license
- U.S. military ID card with photo
- U.S. citizenship certificate with photo
- U.S. passport

*If no photo ID, sign a simple form and present one of the following other documents:*


- Voter registration card (valid)
- Certified birth certificate (original)
- Current utility bill
- Bank statement
- Government check
- Paycheck
- Or any other government document with voter's name and an address

**Note**

- Addresses on ID and voter registration need not match.
- Election officials/poll workers may not question you about voter ID issues.

For more voter information go to [www.LWVTexas.org](http://www.LWVTexas.org)

**LWV**  
League of Women Voters® of Texas  
National Voter Assistance Hotline 1-866-OUR VOTE (1-866-687-8683)



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**League of Women Voters of Texas**



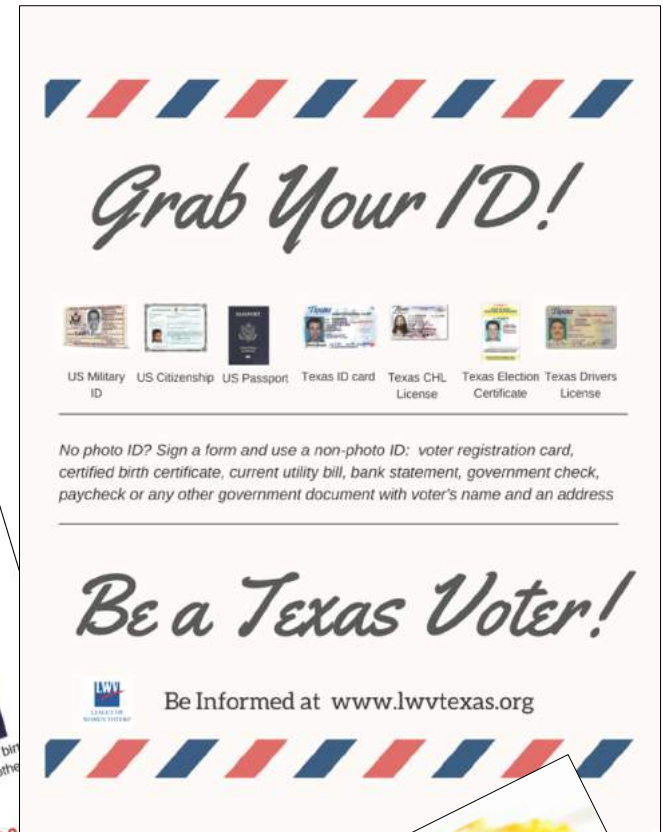
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1-866-OUR VOTE (1-866-687-8683)

<https://my.lwv.org/texas/get-out-vote-0>



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# Brochures Posters, Flyers, Graphics



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<https://my.lwv.org/texas/voter-education-media>



### 3. TACTICS THAT HELP VOTERS TAKE ACTION



#### Websites

that answer voters' questions lead to confident voters who show up at the right place with what they need to know to vote.



A 1<sup>st</sup>-time voter asks:

**What is voting  
like?**



A long-time voter asks:

**What's new in  
voting?**

# Make voting easy with...

[www.VOTE.org](http://www.VOTE.org)

- Sign up for reminders about
  - registration deadlines
  - upcoming elections



*Voting should fit the way we live.*

# Make voting easy with...



**Enter Your Address**

Enter your address for personalized voting information.

Street \*

City \*

State \*

- Select - ▼

Zip \*

**Enter**

**Enter your address to find your polling place, build your ballot with our [online voters' guide](#) and much more!** With our voters' guide you can see the races on your ballot, compare candidates' positions side-by-side, and print out a "ballot" indicating your preferences as a reminder and take it with you to the polls on Election Day. [Check out](#) our resources for military and overseas voters!



**REGISTER TO VOTE**

Register yourself and encourage others to register to vote.



**SEARCH BY STATE & TOPIC**

Find voting information by state or by topic.



# WEBSITE RESOURCES



- Local League Website Elections Information Checklist
  - A checklist on what elections information to provide on a local League website
- [ElectionTools.org](http://ElectionTools.org)
  - Has simple images and tools to use on election websites
- [TechAndCivicLife.org](http://TechAndCivicLife.org)
  - Has step-by-step guides on technology tools to better service voters, candidates, and poll workers

## 2. TACTICS THAT KEEP THE CONVERSATION GOING



### Social media

Use social pressure to increase voter turnout among your friends through a series of chatty posts during Early Voting.





# SOCIAL MEDIA RESOURCES

[my.LWV.org/Texas/Get-Out-Vote-0](http://my.LWV.org/Texas/Get-Out-Vote-0)



- **Graphics** (found under Printed Materials)
  - Posters, flyers, graphics
  - Photos to download and post or use in print materials
- **Social Media & Websites**
  - Links to LWV-TX social media sites
  - Social Media Content Examples
  - Promote Voting and Elections With Social Media (48 min. webinar)

# 5. References

- Center for Civic Design. (2014a). *Choosing how to communicate with voters: Field guides to ensuring voter intent (Vol. 05; 2nd ed.)*. High Bridge, NJ: Author. Retrieved from <http://civicdesign.org/fieldguides/>
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- U.S. Election Assistance Commission. (2014). *Strengthen voter education programs*. Silver Spring, MD: Author. Retrieved from <https://www.eac.gov/election-officials/quick-start-guides/>