

Tactics That Work in Voter Education

Get Out the Vote – Your voter education resource

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

Tactics that raise awareness and inform

✓ **Presentations^{2,p3}**

- 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 public gatherings.

Presentations to Grab n' Go

POWERPOINT—SCRIPT—TEASER VIDEO

- *Vote It Counts!*
- *Vote by Mail: Step by Step*
- *Get in the Game: Vote!* (for college students)
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✓ **Newspapers^{1,p6;2,p3}**

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

✓ **Radio and television^{1p6}**

- Arrange to be a guest on local talk show to discuss focused election topics.

Tactics that help voters plan

✓ **Brochures, Booklets, Flyers and more...^{1p6}** Find them at <https://my.lwv.org/texas/get-out-vote-0>

- Be a Texas Voter bookmarks (individualized for each local League)
- Social media business card
- Be a Texas Voter guide (trifold brochure)
- Graphics—hundreds of GOTV images & lots of GOTV posters

✓ **Mailings^{2,p3}**

- Arrange to include voter education inserts into regular mailings by utility companies. (e.g., bookmarks, flyers)

Tactics that help voters take action

✓ **Websites^{1p6}**

- Local League Website Elections Information Checklist <https://my.lwv.org/texas/get-out-vote-0>
- <http://electiontools.org/> has simple images and tools to use on election websites.

Tactics that keep the conversation going

✓ **Social media^{1p6}** Find these at <https://my.lwv.org/texas/get-out-vote-0>

- Links to LWV-TX social media sites
- Evidence-based GOTV social media messages ready to post
- Promote Voting and Elections With Social Media (48 min. webinar)

¹Center for Civic Design. (2014). *Choosing how to communicate with voters* (2nd ed.). High Bridge, NJ: Author. Retrieved from <https://civicdesign.org/fieldguides/>

²U.S. Election Assistance Commission. (2014). *Strengthen voter education programs*. Silver Spring, MD: Author. Retrieved from <https://www.eac.gov/election-officials/quick-start-guides/>