

Each election, each potential voter, and each get-out-the-vote effort is unique. Thus it is critical to tailor your message. Always focus on voting, be positive and enthusiastic, and share a voting story of your own.

## Tips for Voter Education

- ✓ Answer voters' questions before providing additional information.²,p14-15
  - Most frequently asked 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? What are the deadlines for voter registration and absentee ballots?

- ✓ Let voters know:
  - Who you vote for is secret, but whether you vote goes in the public record.<sup>3,4</sup>
  - Businesses are required to let their employees vote.<sup>5</sup>
- √ Have voters sign up to get text or email reminders.¹,

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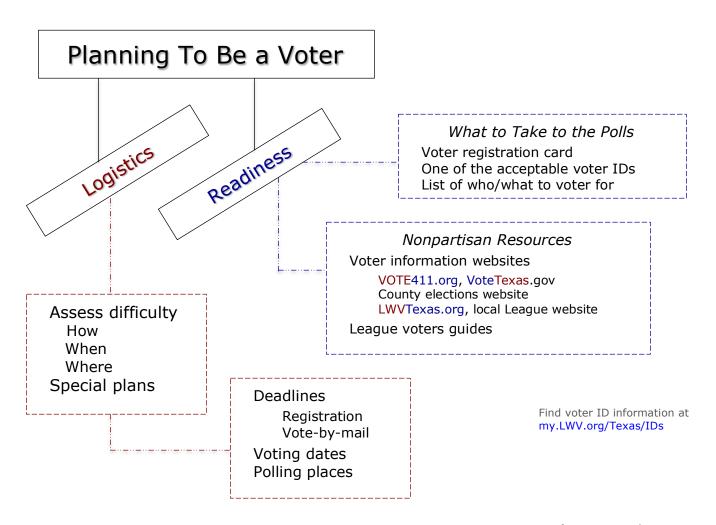
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- ✓ Help make a plan for voting.<sup>6</sup>



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