Effective Get Out the Vote Strategies and VOTE411.org

The League of Women Voters
Get Out The Vote!

Direct voter contact is key to voter turnout—especially young people and first-timer voters.

Typical methods: door knocking, mailing, phone banking, texting, robocalls, email.

LWVEF investment in GOTV for 10+ years via grant programs, Vote411 marketing, research & partner opportunities.
What GOTV strategies are you/your Leagues using?
Why now?

IT WORKS!
GOTV can increase turnout by double digits!

Helps us directly leverage voter registration, voter guide, VOTE411 investments

Our local/off-year efforts can make a BIG turnout difference

Sky is the limit; quick volunteer opportunity, huge growth potential
Known Most Effective Methods

- Door knocking
- Live Phone banking
- Mailing
Follow up with Voters after registration events!

I will vote this Election Day to stand up for what matters most to me, my family and my community.

I, __________pledge to vote this year.

Please send me reminders about upcoming elections:

Email: ________________________________

Cell: ________________________________

LWV LEAGUE OF WOMEN VOTERS®
LWVNJ/LWVEF Primary Election Pilot

Why?
- They have 2019 elections
- They’re a strong VOTE411 user – lots of good info for voters
- They said yes!

What?
- Pilot joint LWVEF/state League voter outreach
- Postcard send just before primary
- League volunteer phonebanks

How?
- Funded through budget & donor support
- LWVEF acquired VAN technology
- LWVEF trained 50 LWVNJ volunteers
- LWVEF provided hands-on support
NJ Case study: Who did we target?

- Registered voters
- Under 45
- Who voted in 2018 or 2017
- In 3 contested state legislative districts
- Compared against a control group of voters who receive no contact from LWV
Postcard Examples

BE A NEW JERSEY VOTER!
Visit VOTE411.org for important primary election information.

VOTE
JUNE 4, 2019

LWV LEAGUE OF WOMEN VOTERS™
104 West State St
Trenton, NJ 08608
NJ Case Study: What we accomplished

• 35,000 postcards sent
• 60 NJ volunteers recruited & trained
• 762 successful calls (spoke to or left msg)!
NJ Case Study: What was our Impact?

Statewide turnout: 7.7%

Turnout for our control group (underrepresented voters receiving NO League contact): 6.3%

Turnout for underrepresented voters receiving ONE League contact method: 6.9%

Turnout for underrepresented voters receiving TWO League contact methods: 7.3%
Bottom line: Receiving a League contact had a demonstrable positive effect – up to an entire percentage point increase - on voter turnout and we should keep investing in this work!
How is LWVEF investing in this?

- 150,000 Postcards in CO, NJ, and VA (2019)
- LWVEF-supported phonebanks in the general election in New Jersey
- Continued growth of GOTV efforts with the League
- Incorporation of GOTV into EVERY grant program
- Creation and distribution of a ‘Best Practices’ guide!
Steps You can Take

Make the most of your investments in voter reg, VOTE411, voters’ guides: INCLUDE GET OUT THE VOTE!

All Leagues should be gathering contact info from new registrants – and using it!

ASK US/Check Update for help, ideas, scripts

Think about how else you can access voter file data
National Voter Registration Day: Key Opportunity!
Q&A
ELECTION INFORMATION YOU NEED

Brought to you by The League of Women Voters Education Fund

PERSONALIZED VOTING INFORMATION

- See What’s On Your Ballot
- Check Your Voter Registration
- Find Your Polling Place
- Discover Upcoming Debates In Your Area
- And Much More!

Enter Your Address to Get Started:

Street address
City
Select a state
Zip code
Submit
EXPLORE
VOTING
INFORMATION
BY STATE

Select a State

FIRST TIME VOTER?
Don't worry, we've made a checklist to make voting for the first time stress free!

See Our Checklist

ELECTION DAY PROBLEMS?
Report an election issue by calling:

1-866-OUR-VOTE (866-687-8683)
1-888-VE-Y-VOTA (en Español)
1-888-API-VOTE (Asian multilingual assistance)
1-844-YALLA-US (Arabic)
ELECTION INFORMATION YOU NEED

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Register to Vote

Check Your Voter Registration Status

Find What’s on Your Ballot
Click here to visit the LWVUS Merch Portal, where League leaders may order materials for their work across the country.
Additional questions about VOTE411 Redesign?

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Thank you!