

Guide: Making a Voter Engagement Plan

The best way to prepare for an Election is to create a plan for your nonprofit! The following questions can help determine the important who, when, where, and why questions that come up when building any plan.

CAPACITY

1. How will you get buy-in from organizational leadership for voter engagement?
2. Who on staff can involve and motivate other staff and volunteers?
3. Who among the people you serve can be involved in developing and implementing plans?
4. Which community partners can you engage in this work and what assistance can they provide?

During a...	1-1 meeting	Staff meeting	Board meeting
The “why”	Connected to mission	To bolster advocacy	To empower clients

KNOWLEDGE

1. What is the number for your local elections office? Call them and develop a contact there.
2. Where online can you and voters find information about local elections, including how to check registration status, request an absentee ballot, and find a polling place?
3. What are the major dates in your area for elections?
4. What's on the ballot in your locality and state for the upcoming election? Visit Vote411.org

Election	Date	Registration Deadline	Mail ballot request deadline
Primary			
Run off/special			
General			

DEFINING GOALS

1. Who is your target audience – clients, constituents, staff, your local community?
2. When will activities take place?
3. What are your goals? How many people do you want to engage overall and how will you track engagement?

Choose all that apply:

At intake/in the waiting room	During daily services	In classes or trainings
As a project for a youth group	During community outreach	Via digital communications
Via texting or phone banking	Drop offs/mailers	Other?

VOTER REGISTRATION

1. How will you offer voter registration aligned with New York State's procedures?
2. On what days and times will registration be offered, or when will messages be included in communications or drop offs?
3. Who will be responsible for training staff and disseminating and collecting applications?

Registration applications:	Print in house	Pick up at election office	Online registration
Training or certification:	Required	Available, not required	Not available
In language materials:	State application	Federal application	In person translation
Deadline for submitting completed applications:			

ENGAGING CANDIDATES & BALLOT MEASURES

1. Identify one or more races that's important to your community, it could be a primary race.
2. Decide your approach: Candidate Forums, Candidate Appearances, Sharing Research, Candidate Questionnaires, or Asking Questions at events
3. Find out if any ballot measures, amendments, or other questions are on the ballot
4. Decide your approach: Will you take a position for or against the issue? Or will you stay neutral and share nonpartisan information highlighting both sides of the issue?

GET OUT THE VOTE AND ELECTION DAY

1. Craft social media and other digital messages for promoting early voting (by mail or in-person), relevant links, and hotlines for voters. Schedule messages to run at least weekly during October (or month before a primary election date) and daily the week before the election.
2. How will you provide personal reminders? Consider if they will be in-person, by mail, or over the phone/text.

Source: [Nonprofit VOTE](#)