



2017

Get Out The Vote

TOOLKIT

2017 GOTV Toolkit

for Traditional and Social Media

Constitutional Amendment Election.....	1
Introduction.....	2
Talking Points.....	3
Website & Social Media.....	4-5
<i>Snapchat / Instagram.....</i>	4
<i>Facebook / Twitter.....</i>	5
Email.....	6-8
Related Topics.....	9-10



Dear AACT Partners:

On November 7, 2017 a very important election will take place. We urge you to ask your affiliates to vote and for them to also encourage their networks to get to the polls as well. Your Vote is Your Voice!

Only a small percentage of eligible voters actually vote in non-presidential elections – where the decisions are made that most directly affect the voter’s everyday life. Voting is so important that AACT has developed this voter toolkit to make your GOTV efforts as successful as possible. It includes: background, talking points of why voting matters, how to find out if you are registered, polling dates and locations, information on voting by mail, sample ballots, sample social media posts, email templates, and additional resources or detailed information.

Now more than ever, we firmly believe that the informed participation of all eligible voters of our communities will benefit your organization, our valley, state, and even our entire nation.

We hope you will join us by using and passing along the information provided in this toolkit to encourage voters to exercise their greatest power and right, the right to VOTE!

Sincerely,

AACT Staff

Introduction

Purpose

The purpose of this GOTV Toolkit is to serve as a resource for Getting Out The Vote. All information is nonpartisan and does not advocate for any particular candidate, point of view, or party affiliation. The sole objective is to urge more people to vote, not to influence opinions on specific policies, politicians, or political parties.

Background

AACT is a nonprofit nonpartisan organization dedicated to voter education, registering voters, and increasing voter turnout in the Rio Grande Valley of South Texas through community partnerships.

Goals

- Educate the public about voting
- Engage people in the voting process
- Empower our community through voter participation

IMPORTANT DATES:

2017 Constitutional Amendment Election

Early Voting: Oct. 23rd – Nov. 3rd

Election Day: November 7th

In this section, we have provided materials and tools that can be shared with others at presentations, staff meetings, trainings, events, on social media posts, emails, and on your website, etc. Also, below are some talking points you can use throughout the election period to maximize your efforts. Keep in mind that social media posts and email templates can be modified, but we recommend the use of positive messaging that encourages and inspires people to vote. You can also refer people to our website (aactnow.org) and always include the hashtag **#WeVoteWewin2017**. Graphics for your messages are provided in the complimentary toolbox.

Talking Points

- Voting is more than just electing a candidate. It's choosing the right policies and people who will have your best interest when making decisions that will affect your community **VOTE! It's your right.**
- Voting gives you the power to choose how your city, state, and country will be run. Take several minutes to vote and decide on the laws that will affect you, your family, and your community.
- Higher voter participation rates mean a better chance of securing state and national level attention in the forms of funding and resources that our communities need and deserve. Help us positively change the culture of voting in South Texas so that together, we can make the next generation better than the last.
- Without a doubt, there is no greater power than the right to vote. By increasing voter participation, we can increase our area's influence in state and national politics. With a strengthened voice, we can make sure the issues that matter to our communities are addressed secure more funding and resources, and ultimately improve the quality of life for the people of the Rio Grande Valley.
- Voter mobilization research shows that people are more likely to participate in voting when they are personally contacted by someone they know and trust. Help us spread the word by reminding your family and friends to **VOTE!**
- The leaders you elect represent all people and make decisions that affect your job, your healthcare, your education, and the rest of the issues that matter to you. Make your voice heard. **Be a Valley Voter!**
- **Voting is Easy!** Get your family and friends involved too!

Website

- Refer others to www.aactnow.org. Under the GOTV tab, they can find this toolkit along with other assets useful to help people vote.
- You can help AACT promote your efforts through your website by:
 - Adding a link to aactnow.org
 - Creating a banner informing people about the November Election
 - Advertising any effort you are making to promote voting

Social Media

All partners are encouraged to use the official Election 2017 hashtag **#WeVoteWeWin2017** across their social media platforms. Also feel free to use any sample post included in this toolkit or get creative and make your own to enhance your campaign.

Snapchat

Get creative with funny filters on Snapchat to show people you're really passionate about voting. This is the time to be spontaneous, creative, and funny in promoting voting. Send us a shout out with your posts at your events using the hashtag **#WeVoteWeWin2017**. Our Snap Chat username is: **@AActNow**

Instagram

On Instagram, you can find photos of our partners participating in the process of voting. Keep in mind that the Instagram audience is mainly young people therefore, keep your posts fun and exciting to motivate people to participate in voting. You can view the photos that use **#WeVoteWeWin2017** in their posts at **@AActNow**.

Sample 1

The Constitutional Amendment Election is here. Are you Vote ready? **#WeVoteWeWin2017**

Sample 2

You can make a difference in your community by voting. **#WeVoteWeWin**

Sample 3

Each year, more and more people vote. Help us reach our 65% voter turnout goal in the RG. **#WeVoteWeWin**

Facebook

The AACT Facebook page engages users by providing information and reminders relevant to voting and elections. Take a quick minute to like our page. For a successful Facebook campaign include a picture or embed a video on Facebook for maximum views. We also strongly recommend using Facebook Live whenever possible to engage your audience and encourage them to comment on your posts (shares and comments can ensure a lot of people will view your post). <https://www.facebook.com/AACTNow>

Sample 1

No Vote Means No Voice! Join [your organization's name] and AACT in making our voices heard this November. www.aactnow.org #WeVoteWeWin2017

Sample 2

[Your organization's name] and AACT want to remind you that Every Vote Counts! Together, we can better South Texas!

Sample 3

Take AACTion in the decisions affecting YOUR community! Every vote is a voice. Use yours to say something. #aactnow #WeVoteWeWin2017

Sample 4

Voting at higher rates means more attention from our state and national leaders that can help provide our region with more funding and resources to improve our communities. Vote! #aactnow

Twitter

The AACT Twitter handle engages partner organizations and individuals in conversations about voting. Young people as well as journalists get their information from Twitter. Feel free to use our sample tweets or create your own. For successful Twitter posts include a picture, video, or memes. The AACT Twitter handle is: @AACTNow

Sample 1

We're a proud partner of AACT. Get involved with us in improving our communities through voting. #WeVoteWeWin2017

Sample 2

It's our civic duty. Vote in the important elections this November! #aactnow #WeVoteWeWin2017

Emails

Below are some sample emails that you can use to inform your staff and affiliates about the importance of voting this November.

Sample #1

Suggested Subject Lines:

- November – 2017 Constitutional Amendment Election
- [Organization Name] and AACT Partner in the November Election
- Vote in November

Body of the Email:

We're excited to Get The Vote Out in a nonpartisan way.

Why vote you may ask? Voting at higher rates allows for our region to receive more attention from our state and national leaders that in turn, can secure more funding and resources to benefit our quality of life. This election is a perfect opportunity to get involved no matter what party you support or which issues matter to you. I invite you to get informed about who and what you'll be voting for and exercise your right not only in this election, but in every election to come.

Help us spread this awareness about the importance of voting to your family, friends, neighbors, and everyone you know. Thanks so much for your support.

For more information visit aactnow.org.

Sincerely,

[Name]

[Organization]

Sample #2

Suggested Subject Lines:

- Celebrate Democracy – Vote!
- Join the Movement

Body of the Email:

We're committed to improving our communities by increasing voter participation. Not only is it important, but it can be fun. Make sure to weigh in on the upcoming elections and have your voice heard. If you're not registered to vote, help someone who may be. Thank you in advance for supporting our cause and truly believing that we can make a positive difference for ourselves and our loved ones when we vote. For more information visit aactnow.org.

Upward and onwards,

[Name]

[Organization]

Sample #3

Suggested Subject Lines:

- Please Vote!
- Helpful Voting Information

Body of the email:

There is an important election Tuesday, November 7th.

Our company/community depends on elected officials to support our issues, services, and funding. It makes a difference if we can say all our staff are voting.

We encourage you to make your voice heard!

Visit <http://voterlookup.aactnow.org/> to check your registration status.

Early Voting: October 23rd - November 3rd

Election Day: November 7th

Thanks again for your service to [our company/local community] and for being an active voter.

Sincerely,

[Name]

[Organization]

Related Topics:

How To Check If You Are Registered

Contact your local elections department or check online at <https://www.votetexas.gov> or <http://www.aactnow.org>

How To Find Your Polling Place:

Go to www.aactnow.org or contact your county elections department.

Hidalgo	956-318-2570
Cameron	956-544-0809
Starr	956-716-4800
Willacy	956-689-5341

What To Bring To The Polling Place

Don't forget bring one of the seven forms of approved photo ID.

1. Texas driver license issued by the Texas Department of Public Safety (DPS)
2. Texas personal identification card issued by DPS
3. Texas handgun license issued by DPS
4. United States military identification card containing the person's photograph
5. United States citizenship certificate containing the person's photograph
6. United States passport
7. Free Texas Election Identification Certificate issued by DPS

If a voter does not possess one of the seven forms above, and cannot obtain one due to a reasonable impediment, the voter may still cast a regular ballot by presenting a supporting form of ID and executing a Reasonable Impediment Declaration.

Here is a list of supporting forms of ID:

Valid voter registration certificate
Certified birth certificate (must be an original)
Copy of or original current utility bill
Copy of or original bank statement
Copy of or original government check
Copy of or original paycheck
Copy of or original government document with your name and an address (original required if it contains a photograph)

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- Copy of or original government check
- Copy of or original paycheck
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How To Vote – In Person, by Provisional Ballot, or Absentee Ballot

You must vote in person at your assigned polling place while the polls are open. You may request a provisional ballot at your polling place if there is a question about your eligibility to vote at the polling place. If you meet specific criteria and are unable to vote at your polling place, you may request an Absentee Ballot. The last day to request an absentee ballot for the Constitutional Amendment Election is Friday, October 27, 2017. The elections department must receive your absentee ballot by November 7th or your vote will not be counted.

**A Get Out The Vote Guide
For AACT Partners**



Advocacy Alliance Center of Texas

www.aactnow.org

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