



**2018
Primary Election
GOTV Toolkit**



2018 GOTV Toolkit

for Traditional and Social Media

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AACT's Message

Dear AACT Partners,

Numerous races in Texas will be decided in the March 6th Primary Election. We have an opportunity to help form a more representative electorate by engaging our communities and giving them a voice in the political discussion. We urge you to ask your affiliates to vote and for them to also encourage their family and friends to get to the polls as well.

In making sure the American electoral process leaves no one behind, AACT has compiled this voter toolkit to make your Get-Out-The-Vote efforts as successful as possible. It includes: talking points of why voting matters, how to check your voter registration status, sample social media posts, email templates, and additional resources of detailed information to help engage people to become active voters.

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 nation.

We hope to count on you to help us build a better democracy by using and passing along the information provided in this toolkit.

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. Its 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 electoral process
- Empower our community through participation

Important Dates and Election Info:

2018 Primary Election
Early Voting: Feb. 20th – March 2nd
Election Day: March 6th

For information on candidates visit www.vote411.org

For a list of polling locations visit www.aactnow.org



Why Voting Matters

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, included 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 www.aactnow.org and always include the hashtag **#iWillvote2018**. Graphics and other resources for your messages will be 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 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 to our area, 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!

Digital Platforms

Website

- Refer to 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 direct people to aactnow.org
 - Creating a banner informing people about the Primary Election
 - Advertising any effort you are making to promote the spirit of voting

Social Media

All partners are encouraged to use the official Primary Election hashtag **#iWillVote2018** 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.

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 www.facebook.com/ACTNOWRGV. 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).

Sample 1

No Vote means No Voice! Join [**your organization's name**] and AACT in making our voices heard this March. www.aactnow.org **#iWillVote2018**

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 #iWillVote2018**

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 #iWillVote2018**



Snapchat

Get creative with funny filters on Snapchat to show people you're really passionate about voting. If you are hosting a polling location or simply want to be creative and festive, design a filter on snapchat and even a geofilter that everyone in your organization can use by clicking this link

<https://www.snapchat.com/geofilters>. This is the time to be spontaneous and funny in promoting voting. Send us a shout out with your posts at your events using the hashtag **#iWillVote2018**. Our Snapchat 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 **#iWillVote2018** in their posts at **@AACTNow**.

Sample 1

The Primary Election is here. Are you Vote ready? **#iWillVote2018**

Sample 2

You can make a difference in your community by voting. **#iWillVote2018**

Sample 3

Each year, more and more people vote. Help us reach our 65% voter turnout goal in the RGV.
#iWillVote2018

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.
#iWillVote2018

Sample 2

It's our civic duty. Vote in the important elections on March 6th! **#aactnow #iWillVote2018**

Emails

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

Sample 1

Suggested Subject Lines:

- November – 2018 Primary Election
- [Organization Name] and AACT Partner in the March Election
- Vote in March

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, March 6th!

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 is voting.

We encourage you to make your voice heard!

Visit www.voterlookup.aactnow.org to check your registration status.

Early Voting: February 20th – March 2nd

Election Day: March 6th

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

Sincerely,

[Name]

[Organization]

Detailed Info

Related Topics

How to check if you are registered:

Contact your local elections department or check online at <http://www.votetexas.gov> or <https://voterlookup.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 to bring one of the seven forms of approved photo ID.

1. Texas Drivers 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 displaying the person's photograph
5. United States Citizenship Certificate displaying the person's photograph
6. United States Passport
7. Texas Election Identification Certificate issued by DPS



Alternative Forms of ID

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 original bank statement
- Copy of or original government check
- Copy of or original paycheck
- Copy of or original government document with your name and address (original required if it contains a photograph)

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 apply for ballot by mail is Friday, February 23, 2018.** The **elections department must receive your absentee ballot by March 6th** or your vote will not be counted.

Other Links and Resources

Texas Secretary of State's Office - <https://www.sos.state.tx.us/>

Hidalgo Co. Elections Dept. <https://www.hidalgocounty.us/105/Elections-Department>

Cameron Co. Elections Dept.

http://www.co.cameron.tx.us/administration/elections_voter_registration/index.php

Starr Co. Elections Dept. http://www.co.starr.tx.us/default.aspx?Starr_County/Elections

Willacy Co. Elections Dept. http://www.co.willacy.tx.us/default.aspx?Willacy_County/Elections

You can also call the dedicated hotlines if you encounter any problems when voting:

1-866-OUR-VOTE (1-866-687-8683) For English

1-888-VE-Y-VOTA (1-888-839-8682) For Spanish



Advocacy Alliance Center of Texas

612 Nolana Avenue, Suite 430 - McAllen, Texas 78504

(956) 664-2228 www.aactnow.org / info@aactnow.org