

Tactics That Work in Voter Education

Get Out the Vote – Your voter education resource

Tactics that raise awareness and inform

✓ **Presentations**^{2,p3}

- Respond to community organization requests with a customized presentation on their requested topic related to elections and voting.
- Publicize your speakers bureau and suggested topics on your website and public gatherings.

Grab n' Go
Packaged Presentations to Take With You

POWERPOINT—SCRIPT—TEASER VIDEO

- *Vote It Counts!*
- *Get in the Game: Vote!* (for college students)
- *Vote by Mail: Step by Step*

✓ **Newspapers**^{1,p6;2,p3}

- Publicize events through press releases
- Ask local newspapers to insert your voters guide

✓ **Radio and television**^{1p6}

- Arrange to be a guest on local talk show to discuss focused election topics.

Tactics that help voters plan

✓ **Brochures, Booklets, Flyers and more...**^{1p6}

- [Handy Dandy Guide](#) (trifold brochure)
- [Voter Checklist Bookmark](#) [Voter Checklist Handout](#)
- [Bookmarks](#) (individualized for each local League)
- [Be a Texas Voter Posters, Flyers, and Graphics](#)

✓ **Mailings**^{2,p3}

- Arrange to include voter education inserts into regular mailings by utility companies. (e.g., bookmarks, flyers)

Tactics that help voters take action

✓ **Websites**^{1p6}

- [Local League Website Elections Information Checklist](#)
- [ElectionTools.org](#) has simple images and tools to use on election websites.

Tactics that keep the conversation going

✓ **Social media**^{1p6}

- [Links](#) to LWV-TX social media sites
- [Be a Texas Voter! Social Media Content Examples](#)
- [GOTV Photos](#) to download and post or use in print materials
- [Promote Voting and Elections With Social Media](#) (48 min. webinar)

¹Center for Civic Design. (2014). *Choosing how to communicate with voters* (2nd ed.). High Bridge, NJ: Author.

²U.S. Election Assistance Commission. (2014). *7 tips to strengthen voter education programs*. Silver Spring, MD: Author.