

Tips for Voter Education

✓ **Answer voters' questions before providing additional information.**^{1,p14-15}

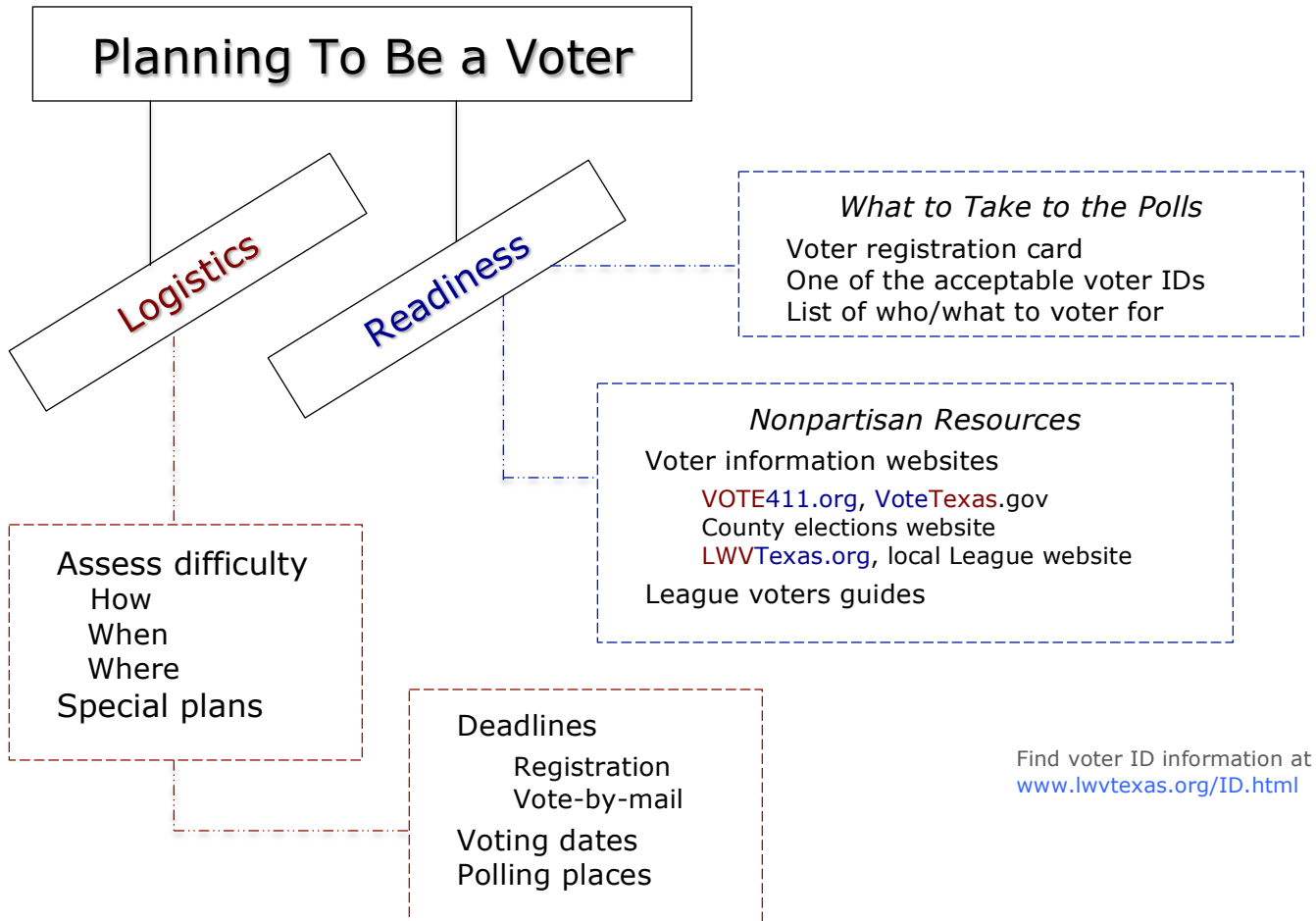
- Most frequently asked questions:
What's on the ballot? When/where/how do I vote? How do I get a sample ballot? What happens at the polling place? What are the deadlines for voter registration and absentee ballots?

✓ **Let voters know:**

- Who you vote for is secret, but whether you vote goes in the public record.^{2,p2}
- Businesses are required to let their employees vote.³

✓ **Have voters sign up to get text or email reminders.**^{2,p2}

✓ **Help make a plan for voting.**⁴



1. Center for Civic Design. (2014). *Choosing how to communicate with voters: Field guides to ensuring voter intent* (Vol. 05; 2nd ed.). Retrieved from <http://civicdesign.org/fieldguides/>
2. Analyst Institute. (2016a). 2016 sample GOTV language and scripts. *Mobilization and turnout*. Retrieved from <https://analystinstitute.org>
3. Kelsheimer, M. (2015, October 19). Employment law 101: Voting rights. *Texas Employer Handbook*. Retrieved from <http://www.texasemployerhandbook.com/2015/10/voting-rights/>
4. Analyst Institute. (2016b). GOTV checklist. *Mobilization and turnout*. Retrieved from <https://analystinstitute.org>