

Get-Out-the-Vote Action Program

Goal: Encourage informed and active participation in government by facilitating voter engagement

Objective: Increase voter turnout in Texas by 5% from 2012 to 2020

Strategies and Projected Tactics:

What works? Evidence-based voter mobilization methods!

It is the dynamic interaction of authentic person-to-person contact that is most important in determining whether a method will successfully mobilize voters.

- Personalized methods and messages work better.
- Social networks and interpersonal influence can be powerful mobilizing forces.
- The content of mobilization messages is not as important as the quality, timing, and delivery of messages.

Who can do it? Engaged activists!

- Local Leagues
- Voter engagement stakeholder network members
- League affiliates, collaborators, and coalitions
- Other community institutions and organizations, for example: schools, community colleges, and universities; government agencies, nonprofit organizations, chambers of commerce, and others

How to do it? Go vote! Here's how!

- Coordinate and maintain statewide outreach and resources contact list.
- Establish and facilitate a voter engagement stakeholders network of organizations that are invested in voter registration, education, and turnout.
- Encourage increased collaboration by local Leagues with other groups to promote voter turnout.
- Develop and provide:
 - Webinars, workshops, and presentations on voter engagement and effective voter mobilization methods
 - Templates for get-out-the-vote materials that local Leagues, nonprofits, and other community organizations and institutions can tailor to their target audiences
 - Get-out-the-vote news release/PSA templates for local Leagues to use with traditional media (radio, television, newspaper) to increase voter turnout
 - Get-out-the-vote messages that local Leagues and stakeholder network members can post on social media
 - Effective voter registration messages to high schools, Department of Public Safety offices, offices providing public assistance, and offices providing services to persons with disabilities in order to facilitate increased implementation of 2 TEX. EL. CODE § 13.046 and the National Voter Registration Act of 1993.

Rationale:

Citizens influence government policies and decisions that affect their lives by participating in politics--voting and contacting their elected officials. While 84% of the estimated voting eligible population in Texas was registered to vote in 2014, only 34% of registered voters cast ballots in the November 2014 midterm/gubernatorial election. Thus a small minority of citizens elected officials to decide policies that affect the community as a whole. The problem is not voter registration, but low voter turnout! Low voter turnout decreases government accountability and increases political dissatisfaction within our communities. Using evidence-based methods to increase voter turnout among low-turnout populations is key to meeting the League mission to encourage informed and active participation in government.

LWV-TX Position: Election Laws and Voting Rights, 1999 (rev), 2010

The League of Women Voters of Texas supports election laws that facilitate citizen participation and voter convenience, as well as voting procedures that may increase voter participation.