

Why GOTV? What works? Who can do it?

Why Get Out the Vote?

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. This means that a small minority of citizens elected officials to decide policies that affect the community as a whole.

Thus, 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.

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 network members
- League affiliates, collaborators, and coalitions
- Other community institutions and organizations (e.g., schools, community colleges, and universities; government agencies, nonprofit organizations, chambers of commerce)