

WOMAN-TO-WOMAN VOTER TURNOUT

A Manual for Community-Based Campaigns
to Mobilize Women to Vote

Third Edition



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FOREWORD

The American Association of University Women (AAUW) has been the nation's leading voice promoting education and equity for women and girls since 1881. Today, with more than 100,000 members and donors, 1,000 branches, and 600 college and university partners, AAUW contributes to a more promising future and provides a powerful voice for women and girls.

For more than 130 years, AAUW has influenced legislative debate and taken positions on the fundamental issues of the day—educational, social, economic, and political. Our commitment to our mission is reflected in all aspects of our work. Critical issues—educational equity, retirement security, a fair and balanced judiciary, civil rights, workplace equity, reproductive rights, health care reform, and equal pay—are at stake each time Americans go to the polls. AAUW's voter education campaigns encourage women voters to get involved in the political process and show the impact congressional action has on their lives and the lives of the people they love.

The AAUW tradition of actively pursuing equity dates back to our earliest days. In 1917, our members stood vigil outside the White House protesting the fact that women could not vote. In doing so, they became the first group ever to picket the White House for a political cause.

AAUW's voter education campaigns aim to increase the political influence of women and educate voters on issues that are important to women and girls. These targeted efforts help increase the number of women voting in national elections. AAUW has

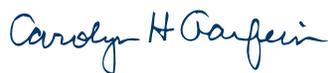
conducted voter education and voter turnout activities in almost every state since 1995.

AAUW's voter education campaigns have achieved success in educating women on the issues at stake as well as expanding their activism nationwide, recruiting and retaining AAUW members, forging new partnerships, increasing visibility, and fostering leadership development. This third edition of *Woman-to-Woman Voter Turnout: A Manual for Community-Based Campaigns to Mobilize Women to Vote* will help AAUW members and branches increase the turnout of women voters and

- Develop effective, user-friendly voter turnout campaigns that fit available resources
- Conduct year-round voter education activities to enhance voter turnout efforts
- Build on AAUW's natural asset—our members—to foster relationships that encourage drop-off voters to re-engage in the political process

In 2012, this edition is also being used as the training text for the AAUW Action Fund campaign, *It's My Vote: I Will Be Heard*.

We thank the state leaders and members who are working to get out the vote. We know this manual will encourage even more people to get involved. Please use these tools, strategies, resources, and best practices to help transform our nation's electorate in a way that continues to break through barriers for all women and girls.



Carolyn H. Garfein
AAUW President

March 2012



Linda D. Hallman, CAE
AAUW Executive Director



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CHAPTER 1. INTRODUCTION

The Women's Vote

Women wield great power in U.S. politics. Although women gained the constitutional right to vote nationwide only in 1920, they now constitute an important bloc of voters. More women than men are registered to vote, more women than men vote, and a higher percentage of women than men vote (Center for American Women and Politics, 2004; File and Crissey, 2010, p. 4).

While all women do not vote in lockstep, women tend to vote as a bloc. Women have voted in greater numbers than men in every U.S. presidential election from 1964 to 2008, and a gender gap has existed in every presidential election since 1980 (Center for American Women and Politics, 2011).

The gender gap is the “difference in the percentage of women and men who support a given candidate.” Since 1980, a higher percentage of women than men have voted for the Democratic Party presidential candidate (Center for American Women and Politics, 2011). Because of the potential for the women's vote to determine the outcome of elections, Republicans and Democrats now court women voters, and issues important to women receive more attention during campaigns.

Issues drive the gender gap, but the issues have changed since 1980. Women's greater concerns with education, health, and

retirement issues helped drive the gender gap in the past. Following the September 11, 2001, terrorist attacks, however, women's interest in national security grew dramatically and was a factor in the 2004 presidential election (Lake, Conway, and Whitney, 2005).

One important strategy for making progress and protecting hard-fought gains on issues important to women is for women to continue to capitalize on their reliable voting bloc. If the size of that bloc increases, women's influence in politics will increase, and politicians will be forced to respond to the interests of women voters.

This manual presents a plan for AAUW members, branches, and coalition partners to maintain and grow the women's vote and maximize civic participation in their communities. As a non-partisan organization with more than 1,000 branches around the country, more than 100,000 members and donors, and more than 600 college and university partners, AAUW has the community presence to make personal connections to mobilize women to vote.

Woman-to-Woman Voter Turnout

The purpose of this manual is to help AAUW branches reach out to women and mobilize them to vote. Chapter 2 describes the basic elements of an effective voter turnout campaign. Chapter 3

Warning: Voting May Be Habit-Forming

Voting is a habit. People who vote have a pattern of voting (Gerber, Green, and Shachar, 2003). Regular voters also fit a profile. They are members of a social network of voters. Their friends, co-workers, family members, and neighbors also vote regularly. On the flip side, people who do not have the habit of voting are often members of a network that does not include many regular voters. AAUW branches can increase the number of regular voters by bringing nonvoters into their network—woman to woman.

gives instructions on planning a campaign, chapter 4 offers tips for recruiting and keeping volunteers, and chapter 5 discusses building coalitions. Chapters 6 and 7 focus on targeting. Chapters 8 through 11 present additional activities to consider once you have mastered voter turnout: conducting a voter registration campaign, preparing voter guides, hosting issue and candidate forums, and gaining exposure for your branch's work. Chapter 12 includes AAUW policies to which each campaign must adhere.

The Woman-to-Woman Voter Turnout Campaign method is based on statistically valid research on effective voter turnout techniques. In general, the findings reveal that personal contacts, such as informal conversations about voting, are more effective than impersonal techniques, such as prerecorded phone calls or mass mailings (Green and Gerber, 2008, pp. 9–10). Research has also shown that it is difficult for paid campaign workers to achieve the same results that volunteers achieve when doing voter turnout work because without training, professionals do not project the same genuineness and enthusiasm that volunteers project (ibid., pp. 75–76).

Regardless of its size, your branch can implement a campaign that targets women who need encouragement to become regular voters, and branch members can systematically contact those women to urge them to vote. This manual shows you how to

create a plan that fits the number of available volunteers so that branches large and small can become involved in this critical effort. Every vote counts, and there is power in one vote.

This manual does not guide you to do a one-time get-out-the-vote campaign blitz. It directs you to do careful targeting, keep records, and contact target voters each election cycle to build relationships between your branch members and other women in your community. This process builds and maintains the women's vote for the long term and also garners valuable exposure for AAUW and your branch.

As you conduct the Woman-to-Woman Voter Turnout Campaign, women in your community will build relationships with AAUW members and learn about AAUW. Your branch is likely to add new members as a result.

Make Your Plans to Fit Your Resources

Don't feel overwhelmed by the ambition of implementing the Woman-to-Woman Voter Turnout Campaign. Plan an effort that fits the budget, time, interest, and volunteer base of your branch. Start small. Celebrate and build on your successes. Keep track of your progress along the way—what works and what doesn't—and share that valuable information with other branches and AAUW national office staff.

Mobilize Voters and Recruit Members

In 2008, members of the AAUW Escanaba Area (MI) Branch coordinated a voter registration drive at the Escanaba Area High School, during which they distributed AAUW presidential voter guides. That same election cycle, the branch co-sponsored a general election candidate forum featuring candidates for the U.S. House of Representatives 1st District, the Michigan House of Representatives 108th District, the Delta County Commissioners 4th District, and the Delta County treasurer race. Local radio and television aired the forum live.

Start with a Plan That You Know You Can Accomplish

Year 1: Register women to vote. Contact each new voter the week before Election Day to urge her to vote.

Year 2: Work to canvass and call all drop-off women voters in the precinct with the lowest voter turnout. The goal is to contact each drop-off voter twice.

Year 3: Invite people from the original target list to an issue forum, and continue to target drop-off voters with visits and phone calls.

Year 4: Join coalition partners to reach out to diverse communities. Plan to register voters early in the year and hold an issues forum and a candidate forum while still focusing on drop-off voters. Cover the whole county.

Year 5: Participate in statewide voter education campaigns in which several branches coordinate.



Use the AAUW Power of One Vote logo to brand posters, voter guides, flyers, and door hangers. You can download the logo from the AAUW website at www.aauwnational.files.wordpress.com/2008/07/po1v.jpg.

What You Can Accomplish!

In 2006, the AAUW Memphis (TN) Branch produced voter guides for the Senate and two House races and called more than 1,000 drop-off women voters to encourage them to vote. The targets were identified through election commission records using methods from AAUW's *Woman-to-Woman Voter Turnout: A Manual for Community-Based Campaigns to Mobilize Women to Vote*.

CHAPTER 2. VOTER TURNOUT TECHNIQUES

The effectiveness of differing voter turnout techniques was sparsely studied for many years, and when it was studied, researchers did not use statistically valid methods, causing the results to misrepresent the effectiveness of the techniques. Since the late 1990s, researchers have conducted several experiments to produce statistically valid results. These experiments reveal that personal contacts are most effective at getting out the vote and impersonal contacts have little or no effect (Green and Gerber, 2008, p. 9). Personal contacts may be more effective because of peer pressure, or perhaps such contacts motivate people to vote because they believe that their doing so matters to someone. This chapter summarizes the most effective voter turnout campaign techniques.

Stop By and See Me Sometime

Long before political campaigns used newspaper, television, and radio advertising to get out the vote, they did it the old-fashioned way: door to door, voter by voter. This process is called canvassing. Canvassing requires a large team of volunteers to reach the number of people sufficient to achieve an increased voter turnout that makes a difference in an election. The use of canvassing in political campaigns declined for many years but has had a recent resurgence in recognition of its effectiveness. The decline of canvassing was unfortunate because it is the most effective technique to get out the vote.

In canvassing, volunteers have unhurried, face-to-face conversations with targets and urge them to vote. Canvassing is effective because it is the most personal form of voter contact. The campaign volunteer's very presence demonstrates how important it is for people to vote. A volunteer's warmth and friendliness also help build a relationship. The turnout rate of canvassing

campaigns varies, but the average is one additional voter for each 14 contacted (*ibid.*, p. 38).

Call Me

Phone calls have the second highest voter turnout effect. With phone calls, volunteers have an advantage over paid callers, who must be trained to talk in the same genuine, enthusiastic tone and at the same pace as volunteers to get the same level of results. Effectiveness varies depending on when calls are placed in relation to the upcoming election and the degree of sincerity of the appeal. Different experiments on the effectiveness of phone calls have produced different results. One series of experiments that measured a high rate of effectiveness produced an average voter turnout increase of 4.5 percentage points (Nickerson, 2004). An average of several experiments found that calls placed during the week before the election and delivered in a friendly and conversational tone typically get out the vote at a rate of one additional voter for every 35 called (Green and Gerber, 2008, p. 93).

While phone calls placed by volunteers are effective, automated, prerecorded phone calls—sometimes called robo-calls—are not (*ibid.*, p. 91). People receiving robo-calls don't believe that their vote is important to the person who recorded the message. Likewise, phone calls delivered quickly and in a mechanical tone, such as professional telemarketers tend to do, are ineffective (*ibid.*, pp. 92–93).

Leafleting

Closely related to canvassing, but not nearly so effective, is leafleting. In leafleting, volunteers leave a flyer or leaflet at the target's door but do not attempt to personally contact or speak with her. Nonpartisan leafleting campaigns, on average, have a

success rate of only one voter per 189 leaflets distributed (Green and Gerber, 2008, p. 51). Leaving leaflets when a canvassing target is not home, however, will have some effect on mobilizing voters who cannot be reached through canvassing.

It's in the Mail

Direct mail is similar to leafleting, except the postal service delivers the leaflet. It should not be surprising, therefore, that nonpartisan direct mail has, on average, the same turnout effect as leafleting, getting out the vote at a rate of one per 200 leaflets mailed (Green and Gerber, 2008, p. 68).

Print and Broadcast Advertising

Print and broadcast advertising dominates political campaigns. Candidates and interest groups use ads to persuade voters and to get them to vote. Print and broadcast advertising is alluring because, despite the expense, it is quick and easy to organize, and it reaches the largest possible audience. A 2006 study found that the volume of television ads bought by candidate campaigns had no effect on increasing or diminishing turnout (Krasno and Green, 2008, p. 245). In contrast, a study of nonpartisan television ads targeted at 18- to 24-year-olds showed a small increase in voting turnout (Green and Vavreck, 2006).

E-mail

Sending e-mails to encourage registered voters to vote may seem like an appealing option because sending e-mails incurs only marginal costs (assuming you already have the e-mail addresses) and because Internet access is inexpensive. But as appealing as e-mail may be, studies show that there isn't much point using it for getting out the vote. Research conducted on the use of e-mail

to encourage voting showed no effectiveness whatsoever (Green and Gerber, 2008, p. 98).

Multiple Contacts

Many successful voter turnout campaigns make multiple contacts with each targeted voter before Election Day. One experiment that was designed to test the optimal number of nonpartisan mailings to get out the vote found that voters who received up to six mailings were more likely to vote. After six mailings, the turnout rate did not increase (*ibid.*, p. 69). Multiple contacts will improve results. Combinations of contact types, for example canvassing and calling the same targets on the phone, will generate results better than using just one type of contact (*ibid.*, pp.141–42).

What Does It All Mean?

Women who don't already have the voting habit must be urged to vote through a personal appeal. The more personal the contact with a voter, the more likely she is to vote. Types of contact range from the most personal, such as face-to-face contact during canvassing or a two-way conversation during a phone call; to less personal, such as leafleting and mail; to completely impersonal, such as e-mail and advertising.

These conclusions about the effectiveness of different voter turnout techniques are based on several experiments, but many of them were conducted without doing any targeting. By carefully targeting the women who are most in need of encouragement to turn out on Election Day, a voter turnout campaign will likely achieve better results using the most effective methods cited above.

CHAPTER 3. SHE WHO FAILS TO PLAN PLANS TO FAIL

To run a successful campaign, you must have a plan. Create a time line that leads up to Election Day and shows each task that must be accomplished, the deadline for accomplishing it, the person responsible, and any costs associated with it. Start from Election Day and work backward. Set reasonable goals for your campaign. Monitor your progress. Adjust your goals and time line as you go.

This chapter lists the tasks that must be accomplished and an estimated deadline for each. Develop your own plan, taking into account the unique resources and abilities of your branch and volunteers. Each person who will work on your campaign should have a time line and list of tasks for which she is responsible.

Watch Out for Early Voters!

Early and mail-in voting has dramatically increased in recent years. According to the U.S. Census Bureau, as many as 30 percent of voters cast early ballots in 2008, up from 4 percent in 1972 (U.S. Elections Project, 2010). Contact your state's election offices to determine whether your state allows early or mail-in voting. If so, incorporate the dates for the beginning and end of early and mail-in voting as you develop your time line.

Creating a Plan

1. Identify Election Day and the beginning of early voting in your state.
2. Set goals to be achieved by your target dates.
 - How many women will you contact?
 - How will you contact them (e.g., once by a canvasser and once by a phone call)?
 - What will you do on Election Day?

3. Set dates for completing the following tasks:
 - Appointing a campaign team
 - Recruiting volunteers
 - Acquiring voter registration files
 - Identifying drop-off women voters to target
 - Contacting targeted voters

After Election Day, hold a meeting with your campaign team to assess the success of your campaign. Write a report for future reference so that when the next campaign is being planned, you have a list of lessons learned and know what worked and what didn't. Send a copy of your report to the AAUW Public Policy and Government Relations Department at VoterEd@aauw.org.

Appointing a Campaign Team

This section describes the responsibilities of positions within the campaign team. Remember that members of your campaign team can be members of AAUW or coalition organizations.

Meet with your team to plan activities and divide responsibilities in a manageable way. Be flexible in your campaign-team structure—some responsibilities are much more involved than others. For smaller campaigns, consider having a single person fill more than one role. Each team member should read this manual to understand the scope of the project and how her responsibilities fit into the campaign.

Recruit each member of your team and prepare your plan at least four months before Election Day.

A successful Woman-to-Woman Voter Turnout Campaign needs volunteers to take responsibility for each of these roles:

- Campaign manager
- Voter file coordinator
- Volunteer coordinator
- Canvassing coordinator
- Phone coordinator
- Election Day coordinator

If you wish to expand your efforts beyond encouraging drop-off voters, you may want to include the following positions:

- Coalition outreach coordinator
- Voter registration coordinator
- Issue and candidate forum coordinator
- Public relations coordinator

Campaign Manager

The campaign manager should be someone comfortable creating plans and time lines and holding people accountable. She does the following:

- Recruits and assembles the campaign team
- Determines the number of women to target and the number of volunteers needed to meet goals
- Prepares a campaign plan that includes goals, responsibilities, and deadlines
- Works with the campaign staff to ensure that deadlines and goals are met
- Works with the campaign staff to make a plan to continue contacts and voter education efforts after election season
- Evaluates progress toward goals

Voter File Coordinator

The voter file coordinator should be someone comfortable manipulating data in a spreadsheet or database. Because this function is often performed for political campaigns, someone in your branch or coalition may already have experience. The voter file coordinator does the following:

- Acquires the voter registration file
- Acquires a list of polling places by precinct
- Analyzes voter files to extract drop-off women voters

Campaign Time Line

If your state allows early voting, replace “Election Day,” below, with “beginning of early voting.”



- Creates a contact history database
- Creates walk sheets and call sheets
- Enters feedback from canvassing and calling into the contact history database
- Maintains the contact history database to record contacts made after election season

The person in this position should acquire voter files at least three months before Election Day and have a target list of women identified at least two months before Election Day. See chapter 6 for information about working with voter registration files.

Volunteer Coordinator

The volunteer coordinator should be someone who is comfortable asking people to volunteer for the tasks that will be performed in the campaign. The volunteer coordinator does the following:

- Assesses volunteer needs with other campaign team members (especially the canvassing, phone, and Election Day coordinators)
- Develops a volunteer recruitment plan to meet phone, mail, and public relations needs
- Recruits and motivates enthusiastic participation from volunteers

- Reminds volunteers to show up for canvassing and phone banking
- Thanks volunteers for their help

The volunteer coordinator should identify several people to recruit volunteers; recruiters should be enthusiastic and able to motivate others. In addition, she should coordinate efforts with coalition partners. Start recruiting volunteers right away, with the goal of having them on board at least three months before Election Day. See chapter 4 for more information.

Canvassing Coordinator

The canvassing coordinator does the following:

- Plans and coordinates canvassing
- Trains canvassers
- Supervises canvassing
- Collects completed walk sheets to give to the voter file coordinator

The canvassing coordinator should have a plan prepared two months before Election Day. Canvassing should be conducted one to four weeks before Election Day. See chapter 7 for more information about canvassing.

Voter Registration Deadlines

While voter registration can be done at any time, it is important to know how soon before an election voters must be registered to take part in an upcoming election. Voter registration deadlines vary by state. Check with your state's election office for voter registration deadlines. A directory of websites and contact details for state election offices can be found at www.nased.org/NASED%20ROSTER%2010-27-2011.pdf.

Phone Coordinator

The phone coordinator does the following:

- Secures phone bank locations
- Communicates volunteer needs to the volunteer coordinator
- Trains phone callers
- Supervises phone bank operations
- Maintains phone lists
- Records progress of phone banks and at-home callers
- Collects completed call sheets to give to the voter file coordinator

On phone banking days, have fun. Make it a party. Decorate the area with AAUW banners or posters. Create a campaign atmosphere. You are doing vital work to ensure that women get to the polls on Election Day.

Canvassing and phone coordinators should get a list of available volunteers from the volunteer coordinator. Contact volunteers by making reminder calls about the date, location, and time of the phone banks or sending reminder postcards or e-mails confirming the time and place of training sessions, canvassing locations, or calling sessions. Each night of the phone bank, have someone make confirmation calls for the next campaign activity. Call every volunteer who is expected at the next calling session to confirm her attendance. See chapter 7 for more information about phone banks.

Election Day Coordinator

The Election Day coordinator manages Election Day activities as appropriate:

- Arranges rides to polling places
- Arranges babysitters at polls
- Organizes an Election Day phone bank to place reminder phone calls to targets on Election Day
- Arranges the after-voting party

Coalition Outreach Coordinator

Continued coalition building is essential for successful get-out-the-vote efforts. By working together, organizations avoid duplicating efforts by pooling resources, volunteers, and expertise. The coalition outreach coordinator does the following:

- Works with coalition partners to lend organizational names to the voter guides and co-sponsor candidate forums
- Recruits coalition participation in phone, mail, distribution, and public relations activities

See chapter 5 for more information.

Voter Registration Coordinator

Once your campaign has mastered targeting and contacting drop-off women voters, reach out to women who have not yet registered to vote. Conducting a voter registration drive can be a great way to let people know more about AAUW in your

A Powerful Statewide Effect on the Women's Vote

AAUW of Pennsylvania held a series of regional voter education and voter turnout trainings for AAUW branches and coalition partners around the state in early 2008. With 48 branches statewide, AAUW had a powerful effect on the women's vote in Pennsylvania in 2008 and helped set the stage for elections in 2010 and in the future. The training utilized AAUW's well-received *Woman-to-Woman Voter Turnout: A Manual for Community-Based Campaigns to Mobilize Women to Vote*.

Creating a Plan: Key Things to Remember

- To remind volunteers of their commitment, call them the night before they are scheduled to participate.
- Be prepared for a percentage of “no shows.” To consistently meet canvassing goals and fill a phone bank, you must recruit more volunteers than you need. For example, recruit eight callers if you want to fill five phones.
- Have all materials and workstations prepared before volunteers arrive. Don’t waste volunteers’ time.
- Welcome volunteers when they arrive and have them sign in. Be sure to get their names, addresses, e-mails, and day and evening phone numbers.
- Greet all volunteers and introduce them to each other. Make them feel important and needed. Volunteers are the key to the success of this project.
- Once volunteers arrive, give a brief overview of the scope and purpose of the project. Update everyone on the progress toward reaching the campaign goals (e.g., “We have reached 500 women voters so far and are well on our way to meeting our goal of reaching 2,000 women in the district”).
- Review scripts. Explain potential problem areas.
- Allow volunteers to review the scripts and instruction sheets before canvassing or calling. Allow plenty of time for questions.
- If volunteers are apprehensive, have them practice with a partner.
- Thank volunteers at the end of their shifts, check their work, and ask them to volunteer again for the next canvassing session or phone bank. If callers have a good experience, they will come back.

community while helping people take the first step in political empowerment and civic participation. See chapter 8 for more information.

Issue and Candidate Forum Coordinator

As a way of educating voters, consider working with coalition partners and branches to plan an issue or candidate forum. See chapter 10 for more information.

Public Relations Coordinator

One component of the campaign may be gaining exposure for the issues important to your branch and community. The public relations coordinator does the following:

- Coordinates efforts to gain exposure for events, such as a campaign kickoff party, issue or candidate forums, or debate-watching parties
- Organizes the submission of letters to the editor from AAUW members and coalition partners, if appropriate

See chapter 11 for more information.

CHAPTER 4. RECRUITING VOLUNTEERS

Volunteers are the lifeblood of this project because the number of volunteers determines the number of women who can be contacted. Create a plan to recruit volunteers. Volunteers can be AAUW branch members, national members, coalition partners, high school and college students, or others in your community.

As you recruit volunteers, complete a volunteer record (see page 13) for each one. You may also find it useful to create a database of volunteers to track their abilities and participation, thank them for their efforts, and recruit them again. This chapter helps you calculate the number of volunteers you will need, gives recruiting tips, and suggests roles that volunteers can fill.

How Many Do You Need?

Work with the people coordinating mail, phone, and public relations efforts to determine how many volunteers you will need for each activity. Recruit up to twice as many volunteers as you need; there are always some individuals who will not show up. Have additional work available in case you get an overwhelming turnout.

Recruiting Volunteers

- AAUW branch members: Initiate an e-mail or phone tree to ask for volunteers. Ask for volunteers in the branch newsletter.
- Coalition partners: E-mail a flyer to coalition partners in your area, and organize a group of members to follow up with a key contact in each organization. Ask coalition partners to pledge

10 volunteers to the effort. Invite them to a volunteer kickoff party. Chapter 12 gives guidelines on the types of organizations with which AAUW is legally permitted to work.

- Girls: Bring your daughters, granddaughters, or a friend's children. Have a special day where every volunteer brings a girl. Hold a brief discussion on political involvement and the issues that are at stake for women and girls.
- College women: Recruit young women from local campuses. Contact the women's center, the political science department, the women's studies department, campus-based women's organizations, professors, community service and student organizations, or sororities. Ask to speak or distribute volunteer flyers at organizational meetings. Offer young women an opportunity to develop their skills on the campaign.
- Chart your progress: Document how many volunteers you have recruited.
- Have fun. Recruiting volunteers for activities that you are excited about is easy—enthusiasm is contagious.

Roles for Volunteers Who Do Not Wish to Canvass or Make Phone Calls

Some volunteers are uncomfortable making phone calls or canvassing, and some may not do a good job. Find the best match between your volunteers' interests and abilities and the needs of the campaign. Additional roles may include the following:

- Recruiting other volunteers
- Soliciting phone bank locations

Legal Caution

Individuals who are volunteering for candidates or have access to "inside information" from campaigns or parties should not participate in AAUW voter education campaign activities.

- Assisting in preparations for each day of calling
- Ensuring an adequate supply of refreshments
- Confirming commitments of volunteers
- Preparing or distributing voter guides

Keep all volunteers involved in some fashion, and solicit their ideas for additional engagement.

Keeping Volunteers

- Greet them when they arrive and ask them to sign in (see the volunteer sign-in sheet on page 14).
- Give a pep talk, briefing, or training session to keep everyone invested in the campaign. Thoroughly explain the task and process. Define the job clearly, emphasizing its importance and its relationship to the overall goals of the campaign.
- Keep volunteers up to date on the success of the campaign. If they understand and feel some ownership for the project, they will probably enjoy their volunteer work more.
- Plan ahead. Try to strike a balance between too much and too little work. Volunteers should feel needed, not overburdened.

- Ask people to do things that they can do well.
- Give volunteers opportunities for increased responsibility. This develops new leaders.
- Welcome suggestions. Volunteers are most effective if they are involved in planning activities.
- If you treat volunteers well, they are likely to return, bring their friends, and join AAUW.
- Keep track of volunteers. Use the volunteer card (see the sample volunteer record on page 13) or create a computer database to note the date that the volunteer joined, her contact information, and her talents and interests. Use the information when deciding which volunteers to assign to which tasks.
- Thank volunteers. Remember, they are the heart of this effort. Consider having a small party or recognition event at the conclusion of the campaign to thank volunteers for their dedication, assistance, and work.
- Always have refreshments available.

Tip

The sample forms in this manual can be photocopied and used in your campaign.

Issue-Based Voter Turnout

The most intensive voter education and turnout work for the 2006 election was done by AAUW of Michigan in its campaign to defeat a referendum on an amendment to the state constitution. The referendum sought to prevent affirmative action programs from establishing equal opportunities for women and minorities. A year before the vote, the group began educating women statewide about the importance of affirmative action to women's opportunities in higher education and employment. AAUW and 10 other partners organized the Michigan Women's Summit, held simultaneously at three locations throughout the state and linked by video technology that allowed participants to interact with panelists. AAUW also held several house parties to educate women about their stake in affirmative action. Phone bank volunteers called 1,448 AAUW members, urging them to vote against the amendment.

VOLUNTEER RECORD

Name _____

Address _____

Home phone _____

Work phone _____

E-mail _____

AAUW member Yes No If yes National member Branch member Branch _____

Check Interest

- Volunteer recruitment
- Administration
- Social media coordinator
- Canvassing
- Voter guide mailing
- Voter files
- Phone bank caller
- Campaign visibility
- Other _____

Indicate Times Available

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|----------|--------|----------|--------|
| | | | | | | |

Times worked _____ Volunteer team captain _____ Thank-you note sent

VOLUNTEER SIGN-IN SHEET

Date: _____ **Activity:** _____

| | Name | AAUW member? | Phone | E-mail | Organization |
|-----|-------------|-------------------------|--------------|---------------|---------------------|
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CHAPTER 5. BUILDING COALITIONS

As your Woman-to-Woman Voter Turnout Campaign develops, you will discover that it has the power to affect a broad base of stakeholders in your community. Building coalitions among key groups and a range of community organizations not only helps with project planning but also extends the benefits, reach, and impact of your efforts.

By working together, organizations avoid duplicating efforts by pooling resources, volunteers, and expertise. If a coalition is already built, consider expanding it with a special emphasis on targeting diverse organizations. Campaign coordinators often say their greatest challenge in building coalitions is keeping partners engaged and involved in the project. This chapter provides suggestions for building effective coalitions and keeping members motivated.

Forming Coalitions with Community Partners

Building coalitions delivers important benefits. Coalitions can increase the number of volunteers and types of skills available for a campaign, help elicit endorsements and co-sponsors (boosting your outreach and credibility), inform specific groups of people about your work, and help you obtain needed funds, facilities, technical assistance, and other in-kind contributions.

Identifying Potential Coalition Partners

Early in your planning, identify and make a list of prospective coalition partners, both individuals and groups. Note assets that your campaign can offer to each, such as publicity, outreach, or enhancement of an existing project. Clarify what you would like each potential partner to bring to the project—skills, expertise, volunteers, or financial or other resources.

Approach organizations that your branch already works with and organizations that you haven't previously partnered with but that would have an interest in getting women voters to the polls. Before inviting a new coalition partner into your campaign, consider what's in it for them. Chapter 12 gives guidelines on the types of organizations AAUW is legally permitted to work with on election-related matters. These rules are critical because of AAUW's nonprofit, tax-exempt status.

Making Contact

Once your list is complete, do the following:

- To avoid duplication and inconsistency, designate one team member to coordinate contact with potential partners.
- Select a team member who has connections to the potential collaborators, such as someone who belongs to the other group, to contact the potential partners.

Colorado Women's Coalition Defeats Radical Anti-Reproductive Rights Amendment

In Colorado, the 2010 ballot included an amendment to the state constitution that would have defined life as beginning at conception—a so-called "fetal personhood" amendment. AAUW of Colorado played a critical role in building a strong coalition of women's groups to raise awareness about the damage a personhood amendment would have on women's access to necessary health care. The amendment was defeated by a healthy margin, thanks to the efforts of AAUW and this strong coalition.

- Have your designated person contact the potential collaborators—key officers or active members of the organizations—to discuss working together.

If possible, begin fostering an informal relationship with leaders or members of groups before you need their help on a specific issue. To help open channels of communication, send potential partners copies of your publications and invite their representatives to your meetings. Be prepared for members of other organizations to similarly investigate your branch.

Outlining a Strategy for Collaboration

Any successful coalition effort gives partners clear reasons to participate and is built around explicit, agreed-upon goals. Hold a small meeting for leaders of your group and potential coalition partners to discuss possibilities for support and involvement.

- Identify what specifically you want partners to do.
- Demonstrate how collaboration with or support for your group will benefit collaborators, your organization, and the community.
- Discuss problems that might arise from working together, including positions you or your group have taken that could raise areas of disagreement.
- Clarify limitations on the use of your group's name.

Once you have discussed participation with potential collaborators and decided to work together, formalize an agreement. You may reach different agreements with different coalition members. Some may wish to commit more or less than others. In each case, seek an agreement that is mutually beneficial to all. Affirm your agreement in writing. Some groups use letters of commitment; others draft formal contracts or memoranda of understanding. Regardless of the type of partnership you choose, include the following in your written materials:

- Commitments of the collaborative parties, such as staff or volunteer time, funds, meeting space, materials, and use of logos or trademarked materials
- The length of the agreement, which in many cases will be the duration of the campaign
- Signatures of parties who are authorized to sign the agreement and follow through on commitments

Inform team members about any agreements you reach. Make certain that everyone understands how the agreements may affect their actions. All parties should confirm agreements before publicizing them.

Terminating Ballot Propositions in California

AAUW of California mobilized its membership statewide in 2005 and campaigned with coalition partners against three ballot propositions: one on reproductive rights, another on school funding, and a third that would have extended the probationary period for new teachers. AAUW branches organized community forums on the propositions, and members wrote letters to the editors of local papers urging voters to oppose the propositions. All three ballot propositions failed.

Communicate regularly with coalition partners to keep them actively involved in the development of the campaign. Be sure they learn about your activities promptly and directly from you rather than through the grapevine or other parties. Consider including coalition members on an advisory committee to your campaign team.

Recognize when it is in your interest to help coalition partners achieve their goals. Help when it's the right thing to do, even if it doesn't directly benefit your team. Developing a track record of support will benefit your team and community in the long run.

As you become involved in collaborative work, you will find that coalition building is a dynamic process. Collaborations change. The coalition may disband after the campaign, or it may grow and perhaps become an independent organization with its own structure. As you begin to build a coalition in support of your project, imagine what the coalition might look like in five years. Will it exist? If so, what form will it take? How will it grow?

Keeping Women Involved

With assistance from the WAGE Project, AAUW of Connecticut has created a WAGE hub to support programming around the state that trains women to advocate for pay equity and negotiate fair salaries. Ongoing programs that use AAUW's Pay Equity Resource Kit help keep these issues at the forefront when women go to the polls and remind them to stay engaged and be constituent advocates after the campaign season ends.

Stir the Pot

Borrowing a simple idea from our coalition partner the AFL-CIO and its affiliate Working America, you can educate women in your community by organizing informal gatherings in your home or at the local coffee shop. You can "stir the pot" by talking about issues that are important to women in the upcoming election. For conversation starters, use the AAUW Action Fund's *Congressional Voting Record* (www.aauwaction.org), the AAUW issue pages (www.aauw.org/act/issue_advocacy/actionpages/index.cfm), or one of AAUW's research reports (www.aauw.org/research).

CHAPTER 6. TARGETING

Targeting is the most important part of your Woman-to-Woman Voter Turnout Campaign. If you conducted or participated in previous voter turnout campaigns without first creating a target list, you were, in all likelihood, contacting many women who already voted regularly. Untargeted contacting does little to get out the vote. If you focus your efforts and resources on the women who need encouragement and who are also most likely to respond, your efforts will have the maximum possible effect. This chapter describes techniques to identify women in your community who may need encouragement to vote.

Drop-off Women Voters

The Woman-to-Woman Voter Turnout Campaign is targeted primarily at drop-off women voters—women who are registered to vote and who have voted in the past but haven't turned out for recent elections. Drop-off women voters are more likely to become regular voters than are women who have no history of voting. Identify drop-off women voters by analyzing voter registration files, which typically record the voting history of each registrant. A later section of this chapter describes how to acquire voter registration files to extract drop-off women voters.

Newly Registered Women Voters

As you select targets, you may discover that you have the resources to contact more than just the drop-off women voters in your community. If so, add newly registered women voters to your target list. Newly registered voters have registered since the last election and have not, therefore, had the opportunity to

Keep Your Campaign Manageable

If the voter registration file is extremely large, consider planning a campaign to reach a smaller segment of women. Pare down your list. Perhaps you could target women in a limited number of precincts or just young women.

vote. They appear without a voting history in the voter files. They may have registered as part of a voter registration drive conducted by your branch and may not become regular voters without encouragement from campaign volunteers.

Registering Voters

If you have been registering voters, include the women you have registered in your campaign target list. Citizens can register to vote at any time, not just during election season. Since voter registration deadlines in most states precede Election Day by weeks or even a month, a systematic voter registration campaign can be conducted without interfering with your voter turnout campaign. Chapter 8 provides guidelines for conducting a voter registration campaign.

Working with Voter Registration Files

To identify drop-off women voters, acquire the voter registration file for your community. Voter registration information is public, and anyone has a right to view it. It is maintained by the municipal registrar of voters, which may be part of the city, town, township, borough, county, or parish government. You will probably be charged a fee for the voter registration file. The fee typically ranges from \$10 to \$50.

Computer Savvy and Registration Files

If no one in your branch has the computer skills to work with voter registration files, request a printout and use it to identify women to target. This may limit the number of women you can target, but you can still run an effective campaign. A second option is to register women to vote and then contact them the week before Election Day to urge them to vote. Finally, consider recruiting someone from outside your branch, such as a college student, or finding a coalition partner that has staff or members with computer skills.

Request the voter registration file on a CD-ROM. Although voter registration files are typically also available as a computer printout, an electronic format makes it possible to sort the records. Get the file in a format that is compatible with your database or spreadsheet software. The registrar of voters may be willing to extract just the records you want. Ask for a list of women who have not voted in one or more elections in the last four years.

You will need the following information from the file:

- Women voters' names
- Address
- Phone number
- Precinct (an election district within a municipality)
- Voter history
- Date of birth

Once you have the voter registration file, extract drop-off women voters and then extract women who have not voted in one or more elections in the last four years. Discard registrants who haven't voted at all in the last four years. They aren't drop-off women voters—they are nonvoters, or they may have moved or died. Save your targeted voters in a separate file. This will be the basis of your contact history database.

After you've extracted recent drop-off women voters, the list may be longer than you have the resources to contact. You can pare it down in any number of ways. For example, select one or a few precincts or target younger women (if your voter file contains date of birth). Include more targeted voters than you think you

Creating a Target List

- Acquire the voter registration file from the registrar of voters.
- Sort it to extract drop-off women voters.
- Save drop-off women voters to your contact history database.
- Include the names in your contact history database in your new target list.

can contact, because voter registration files typically list registrants who have moved or died. Many municipalities never or rarely purge their files, so their files contain many invalid registrations.

Keeping Records

Making repeated contacts requires keeping an accurate history of your contact attempts. Once you have extracted the targeted voters and saved them in a new file, add columns to your spreadsheet to record the results of contact attempts. These additional fields will note how, when, and by whom each target was contacted. This becomes your contact history database.

Reassessing Your Target List

Encourage targets to vote through subsequent election cycles until they have developed the voting habit. To determine when to drop a woman from your target list, periodically request updated copies of the voter registration file and check to see whether your targets have voted. When a woman has voted in three consecutive elections, you can drop her from your target list. Use the updated voter registration file to add new drop-off women voters or newly registered voters to your target list.

State Elections Offices

The National Association of State Election Directors maintains a directory of websites and contact details for each state elections office at www.nased.org/NASED%20ROSTER%2010-27-2011.pdf. Contact your state elections office to find your community's registrar of voters and other state resources.

CHAPTER 7. BUILDING RELATIONSHIPS WITH TARGETS

Making sustained, repeated contact and building both peer-to-peer relationships and relationships between your branch and drop-off voters are the most effective ways to encourage regular voting. Undertake these efforts both during and outside the election season. Local and state elections and the issues they affect are just as important as federal elections. School board elections and bond measures affect the lives of women in your community. This chapter describes how to conduct effective voter turnout campaigns during the election season and at other times of the year.

Mobilizing Women during Election Season

The best time to mobilize women to vote is in the weeks before an election. At least four months before the election or the beginning of early voting (see chapter 3), plan a campaign to contact targeted women. Because face-to-face contact results in the highest voter turnout, organize a canvassing campaign to have volunteers visit each target at her home one time during the weeks before the election. Telephone calls have the second highest turnout effect when made during the week before an election, so have volunteers call each target once that week. To maximize

Federal Laws Governing Elections

Four federal laws govern elections and voting:

- Voting Rights Act of 1965 (VRA)
- Uniformed and Overseas Citizens Absentee Voting Act of 1986
- National Voter Registration Act of 1993 (NVRA or Motor Voter)
- Help America Vote Act of 2002 (HAVA)

For information concerning individuals' federally protected rights, visit the U.S. Department of Justice website at www.usdoj.gov/crt/voting. The U.S. Election Assistance Commission also has information about HAVA and NVRA at www.eac.gov, as well as links to resources for state-specific voting restrictions.

Canvasser's Checklist

- Map
- Script
- Phone number of canvassing coordinator
- List of elections being held
- Voter registration forms (don't forget to ask if everyone in the household is a registered voter)
- Name, location (including directions), and hours of polling stations
- AAUW flyer or voting guide
- Fact sheet on voting laws (absentee ballots, VRA, HAVA)
- Good walking shoes

the personal nature of the contacts, have the same volunteer who visited the target make the phone call. Have a plan for Election Day, such as organizing child care at polling stations or driving women to their polling places. This assistance reduces barriers to women's voting and boosts turnout.

People Who Need People: Canvassing

To canvass targeted women, you need volunteers (in teams of two), walk sheets (a list of target names and addresses), maps of the area, and a script (see example, page 24). The best time to canvass is during daylight hours on a Saturday, when people are most likely to be home. Canvassing after dark can be intimidating for the canvassers and the women whose front doors they knock on. In many communities, particularly in rural areas, it would be considered rude to canvass on a Sunday, and you might not be received well.

Pair volunteers for their own safety and comfort. Encourage canvassers to split up once they are comfortable operating in a neighborhood so that they can finish their list faster. The goal is for canvassers to have a brief, friendly conversation with

targeted women about the importance of voting. If possible, assign canvassers to areas they live in or near. This takes advantage of canvassers' knowledge of an area and their comfort in walking in the neighborhood. It also adds a personal effect when a canvasser is talking to her own neighbors.

The number of women you can reach per hour varies widely by population density. If you are conducting a turnout campaign in a sparsely populated area where canvassing may not be practical, stick to phone calls to encourage voters.

To create walk sheets (see example on page 23), sort the voter files by precinct so that all the targeted registrants in each precinct are listed together. Sort precincts by street name and then by house number so canvassers can walk down each street and contact targeted women in the most efficient order. Walk sheets should contain each voter's name, address, and polling place. Also include space to record feedback (e.g., spoke with target, left message, encountered hostility).

Canvassers are most comfortable when they have information to share with targeted voters. Providing targeted women with information may also encourage them to vote. Create a flyer listing the locations of polling places, instructions for voting by absentee ballot, or a list of the issues on the ballot and the candidates for office. Consider including information about voting rights (e.g., many states require employers to give employees time off to vote).

The voter registration file indicates each voter's precinct. Get a list of polling places from the registrar of voters so that canvassers can give each targeted voter the location of her polling place. If your branch or state created voter guides (see chapter 9), have canvassers hand them out and discuss the issues with targets. Remind canvassers that the most important element of canvass-

ing is talking with each woman and encouraging her to vote. If a woman isn't home, canvassers should leave a flyer with a handwritten note or message, a voter guide (if you have prepared one), an AAUW membership flyer, or a flyer for a voter education forum or a candidate forum.

Combating Canvassing Anxiety

Some volunteers may be reluctant to canvass because they do not feel comfortable talking with strangers. If this is the case, try to pair them with someone more experienced. Suggest that the experienced partner take the lead until both volunteers are comfortable. Volunteers may make mistakes in the beginning, but don't be discouraged. People will raise questions that volunteers can't answer, and that's OK—they'll learn. Keep track of questions that arise often, and share them and the answers with all volunteers.

Training Canvassers

Training volunteer canvassers is critical and should be conducted in a warm and motivating atmosphere. Training sessions should take no more than an hour and should be held immediately

General Safety Considerations

- Work in pairs for safety and to prevent boredom.
- Carry a cell phone.
- Make sure someone on the campaign team always knows where you are.
- Consider your attire. Is it appropriate for the location? Try to fit in without attracting attention.
- Recognize your physical limitations.
- Walk with confidence and purpose. Look as if you know where you are going.
- Check in with the canvassing coordinator at regular intervals.
- If you feel threatened at any point, leave.

preceding canvassing. Provide volunteers with the big picture. Explain the goals and purpose behind the Woman-to-Woman Voter Turnout Campaign so that volunteers understand how the canvassing effort fits into the overall strategy. Talk specifically about their responsibilities, and provide them with a script and walk sheet. Allow volunteers to review the script and instruction sheets before canvassing. Allow plenty of time for questions. Have a couple of volunteers play roles from the script and answer questions. Discuss possible problems, such as handling hostile people. Prepare canvassers to answer questions about AAUW. Thank them for donating their time.

Remember these key actions:

- Call volunteers the night before they are scheduled to canvass to remind them of their commitment.
- Have materials prepared before volunteers arrive so you don't waste their valuable time.

Phone Calls

To create call sheets, use the same list of targeted women on each walk sheet, but print their phone numbers instead of their addresses. Ideally, the volunteer calling each targeted registrant should be the person who canvassed that registrant in person. This helps reinforce the friendly and personal nature of the phone call. At a minimum, the caller should know whether each targeted registrant on her call sheet was successfully reached by a canvasser. When a targeted registrant receives a follow-up phone

Cell Phone Banks

An alternative to finding a location with several phone lines or having callers phone from home is to set up a phone bank using cell phones. Since most cell phone calling plans offer unlimited free minutes on weekends, there is no cost to your volunteers to bring their own cell phones. A cell phone bank could be set up in someone's house.

If you are concerned about protecting your privacy, press *67 before each call to prevent your phone number from showing up on the caller ID display of the women you are calling. Cell phone services provide per-call blocking at no charge.

call from someone who seems unaware of the canvassing visit, the call could be alienating rather than friendly.

Phone banks are generally organized at one large, central location; at several smaller phone bank locations; or at volunteers' homes. One (or a series of) centralized phone banks is the easiest to manage because it allows you to closely supervise the quality of each call while ensuring that the necessary quantity of calls is completed. In addition, volunteers will feel less intimidated and have more fun working together toward a common goal.

Plan for volunteers to get through to an average of eight targeted women per hour. To calculate the number of phone calls your team of volunteers can make, multiply the number of volunteers by the number of hours they will be calling times eight. Use the same formula to calculate the number of hours needed to make phone calls or the number of volunteers needed if you set a contact goal for your campaign. Allow a half-hour in each phone session to cover introductions, breaks, and other time spent not calling. Thus, if the phone bank location is available for three hours, assume two and a half hours of calling.

How Many Phone Banks Do You Need?

The campaign team should work together to develop a calling plan that will reach drop-off women voters and fit your volunteer capacity. Once you determine a calling goal, use the phone bank scheduling worksheet (see page 25) to schedule the number of phone banks you need to reach your goal.

SAMPLE WALK SHEET

Canvasser(s): _____ **Date:** _____

| First | Last | Address | Contacted | Left message | Do not disturb | Incorrect address |
|-------|------|---------|-----------|--------------|----------------|-------------------|
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SAMPLE CALL SHEET

Caller: _____ **Date:** _____

| First | Last | Phone | Canvassed by | Contacted | Left message | Do not disturb | Incorrect number |
|-------|------|-------|--------------|-----------|--------------|----------------|------------------|
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SAMPLE SCRIPT FOR CANVASSING AND PHONE CALLS

This sample script is intended to help you get started on canvassing and voter turnout calls. Adapt it as necessary to fit the circumstances of the election on which you are working. Instruct volunteers to read the script at a slow pace, and encourage them to depart from the script to have a natural, easygoing conversation. Volunteers should pause to allow for questions.

Hello, my name is [caller's name]. I'm a member of the American Association of University Women in [name of your community]. May I speak with [target's name]?

[Once you verify that you have the target, reintroduce yourself, if necessary.]

This isn't a sales call, and the American Association of University Women is not affiliated with any particular political party or candidate. AAUW is a national organization dedicated to advancing education and equality for all women and girls.

The reason I'm [calling/visiting] is to thank you for registering to vote. You've taken the first crucial step to becoming a powerful voice in our democracy. Even more important, however, is that you vote on Election Day.

When women vote, politicians pay attention to women's needs.

[If applicable] Have you already voted via early voting?

I encourage you to vote in the upcoming election on Tuesday, [date of election], between the hours of [time that polls are open].

Do you know where your polling place is?

Your polling place is located at [name of building and address].

Would you like to have a ride to the polls on Election Day? Will you need child care?

Do you know what elections are being held and who is running? [Be prepared to tell her.]

Can we count on you to vote on [date of election]?

[If the target says that she is unable to vote, provide her with information about voting by absentee ballot.]

May I leave you information about AAUW [or an upcoming AAUW event]?

Thank you for your time.

Voice Mail Script

My name is [caller's name].

I'm calling with a message for [name of voter].

I'm a volunteer with the [name of your AAUW branch].

I'm calling you today because we are urging women to vote via mail-in ballot or at [polling place] on [date of election].

SAMPLE PHONE BANK SCHEDULING WORKSHEET

| Column 1 | Column 2 | Column 3 | Column 4 | Column 5 |
|------------------------------|-----------------------------------|--|--|---|
| Site and date | Number of phones available | Number of hours scheduled for calling | Number of calling hours (multiply column 2 by column 3) | Number of calls per phone bank (multiply column 4 by 8 calls per hour) |
| Chase car dealership, Oct. 4 | 6 | 2.5 | 15 (6 x 2.5=15) | 120 (15 x 8=120) |
| Berstein law offices, Oct. 3 | 15 | 2.5 | 37.5 (15 x 2.5=37.5) | 300 (37.5 x 8=300) |

Total calls scheduled: 420

PHONE BANK SCHEDULING WORKSHEET

| Column 1 | Column 2 | Column 3 | Column 4 | Column 5 |
|----------------------|-----------------------------------|--|--|---|
| Site and date | Number of phones available | Number of hours scheduled for calling | Number of calling hours (multiply column 2 by column 3) | Number of calls per phone bank (multiply column 4 by 8 calls per hour) |
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Total calls scheduled:

To ensure a successful phone operation, you will need to select suitable locations. As you think about the setting you need, consider these factors:

- Number of women who will be calling
- Number of phone lines needed
- Accessibility of the location to volunteer callers (including travel distance, access to public transportation, and physical accessibility of the building)

Union halls, car dealerships, real estate offices, law offices, and insurance offices are excellent locations for finding large numbers of installed phones or phone jacks. Ask such businesses to donate space and utilities for nonpartisan get-out-the-vote efforts.

The best times to call are generally between 5 p.m. and 9 p.m. on weekdays and 10 a.m. and 6 p.m. on weekends. Adjust this schedule depending on what works best in your area. **Phone calls of the type you will be making are not prohibited by state or federal do-not-call laws.**

At each phone bank session, a volunteer should call every volunteer who is scheduled to work during the next calling session to confirm her attendance.

Phone Bank Training

Training volunteer phone callers is critical. Sessions should take no more than an hour immediately preceding an hour or two

AAUW in 30 Seconds

Here's a quick way to describe AAUW: The American Association of University Women is a nationwide community working to break through educational and economic barriers so that all women have a fair chance. AAUW is a network of more than 100,000 members and donors, 1,000 branches, and 600 college/university partners.

of phone banking. When new volunteers who have not gone through the training come to phone banks, they should receive instructions from a supervisor and be paired initially with an experienced caller. When they feel comfortable, they can begin calling on their own.

Provide volunteers with a script and a call sheet. Allow volunteers to review the script and instruction sheets before calling.

Allow plenty of time for questions. Have a couple of volunteers play roles from the script and answer questions. Discuss possible problem areas, such as handling hostile people. Prepare volunteers to answer questions about AAUW. And remember these key actions:

- Call volunteers the night before they are scheduled to make calls to remind them of their commitment.
- Have materials and work spaces prepared before volunteers arrive so you don't waste their valuable time.
- Monitor callers to catch any problems.
- Make sure callers are tracking information correctly on their call sheets; accuracy and consistency are critical.
- Schedule breaks for callers. Unscheduled breaks tend to disrupt other callers. A 10-minute break in the middle of the phone session will allow you to use volunteer resources efficiently.

Calling from Home

While volunteers often prefer to call from home, it is impossible to monitor the quality of such calls. With no ill intentions, volunteers calling from home can deliver messages that do not reach the goals of the campaign. Volunteers at home can also be easily distracted by family responsibilities, personal phone calls, or background noise. While it seems easier to make calls from home than to travel to a phone bank, in practice it is usually easier to set aside a few hours to complete the calling.

If you must have volunteers call from home, it is even more important that they receive training and understand the goals of the campaign. Create a plan showing the dates and times volunteers will make their calls. Check to be sure that calls are being made. Set a deadline for the call sheets to be returned. Give your callers a deadline that is reasonable for them and the campaign.

Early Voting

In 2008, 30 percent of voters cast their ballots early, thanks to expanded early and mail-in voting laws in many states (U.S. Elections Project, 2010). As you reach out to women on your call list who have already voted, give them the opportunity to volunteer or otherwise help women vote early. Ask them to contact their friends and family and encourage them to vote, and invite them to be a part of any Election Day activities you may have planned to help turn women out to vote.

Election Day

Have a plan that helps get out the vote on Election Day. Women with young children often do not vote because they lack child care. Work with your election administration to set up child care at a polling place. Many polling places are in schools or churches, which are well suited for child care.

National Do Not Call Registry

Don't be concerned if a targeted woman tells a caller that she is on the National Do Not Call Registry. Because campaign callers are not selling anything, neither the national registry nor any state registry prohibits the type of calls you are making. If callers encounter this objection, they should not argue. They should politely say, "I'm sorry to have bothered you," and note on their call sheet to remove this person from the target list.

Make sure liability issues have been discussed and clarified to ensure that your branch is not the liable party. Promote the availability of child care, and tell targeted women if it will be available at their polling place. Make voting a social event by having volunteers go to the polls with targeted women or offer them rides to their polling place. If you organize rides to polls, ask targeted women if they need a ride. Record the information and follow up to schedule times.

When the Election Is Over

Outside election season, invite targeted women to voter education and community events and inform them about local public policy issues. Continuing contact with targeted women keeps them engaged and encourages them to vote in the future. Invite them to AAUW voter education forums. This helps build relationships between AAUW and drop-off women voters and can lead to the recruitment of new members.

Remember that, in general, women are concerned about education, health, retirement, and national security. Each issue has local, state, and national components. Plan conferences, forums, or other events to discuss the impact of public policy on these issues in your community. You can also plan forums with your elected officials. See the AAUW Public Policy Program at www.aauw.org/issue_advocacy/principles_priorities.cfm for more issues around which you can plan programming.

AAUW's National Impact

After each Election Day, report campaign results to the AAUW Public Policy and Government Relations Department. Reporting your results strengthens AAUW by making it possible to show our impact nationwide. Include the number of women you contacted during your campaign and the number of times contacts were made by each method. E-mail your report to VoterEd@aauw.org.

CHAPTER 8. REGISTERING VOTERS

U.S. Census data show that, among registered voters, women are more likely to vote than men. Voting is a constitutional right that allows people to voice their choices for the policy makers who will affect education, the economy, and other issues that are important to women. This chapter provides some easy steps to running a successful voter registration campaign.

Organizing a Voter Registration Drive

Conducting a voter registration drive in your community lets people know more about AAUW and helps them take the first step in political empowerment. Using stickers and buttons, gaining support from community members, creating flyers and announcements, and developing a friendly environment that is inclusive to new people can create long-term effects that mobilize current and new members and bring exposure to your branch.

The first step is to set reasonable goals and develop a plan for the voter registration drive. This enables you to work strategically and gauge your progress. When you set your goals, consider the following questions:

- How many people do you want to register?
- Where should you target people to register—certain neighborhoods or parts of town with historically low voter turnout, underrepresented groups, or high-traffic areas that will allow you to reach a greater number of people?
- How will this voter registration drive further the mission or goals of your branch or voter turnout campaign?

Determine how many volunteers you have and whether you want to have a volunteer recruitment effort. Identify someone to be responsible for getting voter registration rules and forms and

coordinating times, dates, and locations for registration drives. Don't forget to assign someone to return the completed forms by the deadline.

Know the Rules

Get state voter registration rules from your local or state elections office (a directory of websites and contact details for each state elections office can be found at www.nased.org/NASED%20ROSTER%2010-27-2011.pdf). Ask about rules or suggestions for registering voters. Make sure each volunteer who is working for the voter registration drive understands these regulations before you start registering voters.

Ask these important questions:

- How long before the election do voters need to be registered to be eligible to vote?
- What is the age requirement for volunteers registering people to vote?
- Do voters need to declare a party affiliation?
- What are the rules for people who have been convicted of a felony?
- How must registration cards be submitted to election officials?
- What is the required length of residency prior to registering to vote?
- Are college students eligible to vote in the locality and state where they are enrolled?

Read chapter 12 before beginning a voter registration drive. Legal restrictions prevent the use of advocacy materials in conjunction with a voter registration drive.

Volunteers

When you know what your goals are, you can determine how many volunteers you will need and the locations you want to target. Voter registration drives can be a useful strategy for increasing branch membership and support and may attract women who don't know how to become involved in your branch or aren't aware that they would be interested in AAUW membership. Let people know that your branch is looking for extra help.

Forms

While it may be more effective to use forms from your county or state, the national voter registration form can also be used. Most states accept the national form, available on the Election Assistance Commission website at www.eac.gov. If multiple languages are spoken in areas where you are conducting your drive, request voter registration forms in those languages.

The national voter registration form is not difficult to complete, but everyone should know about the information that needs to be collected. Have a brief training session for volunteers. Review the registration form and rules, discuss messages about the importance of voter registration, and practice asking people to register. Make sure volunteers have plenty of voter registration forms.

Registering Voters

Just like getting people to vote, registering people is best done through direct, personal, targeted contact. The following are several creative ways to reach out to the community:

- Going door to door can be intimidating at first, but if you want to register the most possible voters, you will have to meet them where they are.

- Send volunteers with clipboards to places where large groups of people congregate—malls, movie theaters, neighborhood festivals, or farmer's markets.
- Use a phone bank to contact branch and national members to let them know you will be registering people to vote. This is a great way to recruit volunteers for this and other parts of your campaign. Be sure to ask volunteers if they are registered to vote.
- Hold an issue forum on a topic important to your community. Work with coalition partners and other community groups to publicize the event, and make a voter registration pitch at the end of each event. Remember, you can register people to vote at any time of the year.

Remember to keep it personal. The people you register will be natural targets for your Woman-to-Woman Voter Turnout Campaign. When you register people, keep track of their information so you can follow up with them before the next election.

Follow Up

Know the laws in your state, and be sure to turn in voter registration forms to the correct place by the deadline. A good Woman-to-Woman Voter Turnout Campaign stays in touch with its targets throughout the year. Contact newly registered voters a few weeks after they register to ensure that they received a confirmation of their voter registration, know when elections are, and know where to vote.

CHAPTER 9. VOTER EDUCATION: VOTER GUIDES

AAUW voter guides provide nonpartisan information about candidate positions on AAUW priority issues. Because issues important to women and families are typically at stake in elections, it is vital that women go to the polls knowing where the candidates stand on issues such as education, retirement, health, and national security. That's where AAUW voter guides come in. This chapter helps you get started with your voter guide project.

Producing Voter Guides

Build a Team

Find other AAUW members in your area who might be interested in helping with the voter guide project. Delegating work and establishing a network of members will make your voter guide project easier and more effective. Read newspapers and track other sources for information on likely candidates and their positions on AAUW priority issues. For details on AAUW priority issues, visit www.aauw.org/issue_advocacy/principles_priorities.cfm. If you have any questions about AAUW's positions, please contact the staff at AAUW's national offices by e-mailing VoterEd@aauw.org.

Conduct Research

In coordination with other members and appropriate coalition partners, have researchers document the positions of the candidates on the issues to be listed in the voter guide. Begin your research on candidate positions on AAUW priority issues as soon as someone declares her or his candidacy.

According to the Federal Election Commission, voter guides must use sources of information that are in the public domain:

- Candidate advertisements (including online videos)
- Candidate speeches made at public events
- Candidate positions stated during public candidate forums
- Print or broadcast news media stories that quote the candidates or their representatives
- Campaign position papers
- Candidates' letters, leaflets, brochures, or newsletters
- Candidates' votes on national, state, or local legislation
- Information posted on the Internet from trusted sources

Examples of nonpublic domain sources that may not be used to document a candidate position for AAUW voter guides include the following:

- Comments made by a candidate in a private setting (e.g., at a private party or fundraising event not open to the public)
- Comments made privately to you or another individual in a private or public setting
- Information obtained through direct and private contact with candidates or their staff, regardless of who initiates the contact
- Positions from candidate questionnaires by other organizations, unless the questionnaire is in the public domain

Thus, if the responses to a questionnaire conducted by another organization are published in the newspaper or on the Internet, they are considered public and may be used in voter guides. You do not need to include the source of each position in the

The Company You Keep

The only organizations that can legally participate in voter guide activities are 501(c)(4) organizations that do not coordinate with candidates or political parties. A 501(c)(3) charitable organization cannot participate in this part of the campaign. Most AAUW branches are 501(c)(4) organizations, but if you have questions, please refer to AAUW's policy in chapter 12.

SAMPLE AAUW VOTER GUIDE

| [Insert name of incumbent] | Issues | [Insert name of challenger] |
|----------------------------|---|-----------------------------|
| Supports | Using tax dollars for public K-12 schools, not private or religious schools | Mixed |
| Supports | Confirming federal judges who uphold civil rights laws and establish precedents | Opposes |
| Opposes | Respecting the privacy of reproductive health and family-planning decisions | Supports |
| Unknown | Supporting federal legislation requiring companies to provide full-time employees with at least seven paid sick days each year | Opposes |
| Supports | Supporting improvements to existing civil rights laws aimed at closing the wage gap between men and women | Unknown |
| Mixed | Protecting Social Security, not privatizing it | Opposes |
| Opposes | Increasing funding for Pell Grants and other sources of college student aid | Supports |



This voter guide is sponsored by the [insert your branch or state name].
 Candidates' positions on the issues were determined using voting records or public statements. This guide is provided as a public service and is not intended to be an endorsement of any candidate or political party.
 For questions about this guide or AAUW, call [insert your contact information].

guide. You should keep a record of the documentation for each position, however, so that you can provide sources and answer questions.

Fill in the Blanks

Once you have established the positions for the candidates, add “supports,” “opposes,” or “mixed” where appropriate on the voter guide. If you were unable to locate a position for a candidate, list the candidate’s position as “unknown.”

Voter Guide Mailing

Mail voter guides to the drop-off women voters on your target list. Voter guides will help educate them about the positions candidates are taking on issues important to women and girls.

Key Responsibilities

- Research the first-class presorted mail process at the post office.
- Plan voter guide mailings.
- Remember, in states with early voting you will want any mailings to arrive well before Election Day.
- Communicate volunteer needs to the volunteer recruitment team.
- Arrange to take bulk mail batches to the post office.
- Arrange postage payments.
- Work with coalition partners.

Mailing Checklists

First-class presorted mail permit: 10 weeks before Election Day (or target arrival date)

- Call your local post office for the location of the bulk mail (also called business entry mail) office to get a first-class

presorted permit. Not every post office has the facilities to handle presorted mail. Decide where you will mail the voter guides, and establish a permit there.

- Go to the bulk mail office to fill out application #3615 for a first-class presorted permit. Get this permit because mail traffic is heavy during election season. Third-class bulk mail may not get to its destination in time because it is a lower priority, and your hard work may be wasted if the voter guides do not reach your audience.
- You must pay two fees for the permit: an application fee and an annual fee. As of this writing, the application fee is \$150 and the annual mailing fee is \$150.

Voter lists and mail discounts: 10 weeks before Election Day (or target arrival date)

- Post offices offer a discount if you presort mail by zip code.
- Ask your postal representative if the mailing qualifies for other discounts. The U.S. Postal Service offers 140 possible discounts. Developing a rapport with your representative may help you navigate the process and possibly reduce costs.

Mailing Parties

First-class presorted mail permits require that you mail 500 pieces of identical mail at one time. Each 500-piece bundle is required to contain mail with only one zip code.

- Organize a single evening or weekend voter guide mailing party with a large number of volunteers.
- Organize several events. Schedule a mailing party each night for a week.
- Consider holding your mailing party in business or realty offices, union halls, community or senior centers, library meeting rooms, or someone’s backyard.

Mailing Party Materials

- Tables and chairs for everyone
- Refreshments and a place to serve them
- Voter list labels
- Voter guides
- Boxes or mail trays for carrying voter guides to the post office.
Ask your post office if it provides mail trays.

Mailing Party Checklist

- Organize work stations. Set out labels and voter guides.
- Label voter guides.
- Keep voter guides in zip code order.
- Take at least 500 voter guides to the post office at a time.

Preparing Volunteers

- As volunteers arrive, have someone greet them. If you are expecting coalition partners, you may want to have name tags available.
- Have volunteers sign in.
- When a majority of volunteers have arrived, welcome them and explain why their efforts are important. Walk them through the steps of labeling the voter guide and keeping the voter guides in zip code order.

Other Voter Guide Distribution

Key Responsibilities

- Identify locations and methods for distributing additional voter guides.
- Communicate volunteer needs to the volunteer coordinator.
- Manage distribution efforts.

While coalition partner organizations should be key vehicles for distribution, all involved must understand the importance of reaching beyond the collective membership.

Whom to Reach

The target audience for your efforts should be women who otherwise would not have access to voter guide information.

Where to Reach Them

To reach drop-off women voters, distribute voter guides at child care centers, low-income neighborhoods, women's shelters, workplaces, transit stations, hair salons, community centers, family planning clinics, libraries, churches, other associations, and college campuses.

How to Reach Them

- **Distribution coalition:** Call a coalition meeting with your allies and include a few new organizations—such as community, neighborhood, student, or youth organizations—or individuals who are willing to volunteer. Once you have established that each of the organizations has a stake in more women voting, ask the organizations to pledge to reach a specific community of women beyond their members.
- **High-visibility literature drops:** Distribution of voter guides in busy areas like campuses, plant gates, transit stops, busy intersections during rush hour, office building plazas during lunch hour, and shopping centers increases campaign exposure and heightens voter awareness of the coming election. Begin literature drops the week before the election.
- **Individual distribution:** Organize teams or individuals to spend several hours speaking to other women and offering voter guides in the following locations: family planning clinics, retirement communities, community centers, child care centers, grocery stores, and hair salons.

CHAPTER 10. VOTER EDUCATION: ISSUE AND CANDIDATE FORUMS

Invite targeted drop-off women voters to issue and candidate forums to allow them to interact with candidates and advocates for issues affecting women and girls. Forums accomplish four goals:

- Allow women voters to learn the candidates' positions
- Provide candidates with an opportunity to express their positions on AAUW issues
- Raise awareness and visibility for AAUW
- Let candidates know that AAUW issues are important to voters

Forums are best if planned and held with coalition partners. Carefully manage forums to be fair to all candidates and to last no more than two hours. Hold forums in a central location in your congressional district or state. This chapter provides guidelines for organizing issue and candidate forums.

Planning a Forum

- Schedule the event at a convenient time. Avoid religious or government holidays, dates when other community functions are scheduled, and business hours.
- Work in coalition with a wide range of diverse organizations. This allows you to take on larger projects, reach more women in your community, increase membership, and gain additional exposure.

- Choose an accessible site that will attract a range of women from the community, preferably a well-known and handicap-accessible site such as a local school, community center, or library.
- AAUW must invite all major-party candidates for the office that is the focus of the forum and make every effort to treat the candidates in an unbiased manner. For all rules pertaining to candidate forums, please see AAUW policy 302 on page 46.
- Invite candidates in writing several months in advance, if possible. Then call the candidates' offices and work with their schedulers to agree on a convenient date.
- Send candidates fact sheets and the AAUW public policy program brochure. Ask candidates to limit their remarks to three or four specified issues.
- Arrange for a moderator. A well-known, nonpartisan moderator who is respected in your community will generate interest in the event and add credibility. The moderator opens the forum by introducing the candidates and issues to be discussed. The candidates then give brief opening statements. The remainder of the forum should be open for questions from the audience. Ask members of AAUW or co-sponsoring organizations to be prepared to ask tough questions.
- Send an advisory notifying the news media about your event three to five days in advance.
- Allocate central, unobstructed space close to electrical outlets for TV camera crews and reporters.

Girls Got Game: Title IX Issue Forum in California

Members of the AAUW Hayward-Castro Valley (CA) Branch hosted an issue forum on Title IX funding in 2010 to raise awareness about the impact Title IX and other civil rights laws have on students. With so many states considering extensive cuts, it's critical that AAUW play a leadership role in teaching the public about the importance of programs supported by Title IX.

- Thank the candidates with letters or phone calls to promote a good relationship. Be certain to send a letter of appreciation to the moderator.

Generating an Audience

- Inform AAUW members of the event and recruit them to attend. Invite neighboring branches and national members in your area (call the AAUW Public Policy and Government Relations Department at 202/785-7793 one month before your mailing to obtain a list of national members in your state). Spread the word early so that branch public policy chairs can recruit members to attend.
- Send invitations to coalition partners and other important guests. Invite as many groups as possible to participate, even if they did not help plan the event. A diverse group of co-sponsors will have more credibility and attract a much wider audience.
- Invite the public. You can find women voters living as close as next door. In addition to reaching your neighbors and co-workers, make an extra effort to market the event to the women you would like to attend. Outreach to coalition partners and the community can help you gain exposure and expand membership.

It Takes Two to Tango: Candidate Forum in Texas

The AAUW Dallas (TX) Branch and the League of Women Voters of Dallas co-hosted a successful candidate forum in 2004. The forum featured two long-term incumbents, Reps. Pete Sessions (R-TX) and Martin Frost (D-TX), who were running against each other in a newly formed district. The race had national prominence, and the lively debate was featured nationwide on C-SPAN.

For elections to federal offices, remember that all major-party candidates must be invited to candidate forums. The forum can be held only if at least two candidates agree to attend. When holding a debate for elections to municipal or state offices, check your state campaign finance laws to make sure that you are in compliance.

AAUW Action Fund Congressional Voting Record

AAUW members have a long history of lobbying Congress and holding their legislators accountable for how they vote on AAUW priority issues. The AAUW Action Fund's *Congressional Voting Record* provides information about elected federal legislators through the votes they cast on AAUW priority issues. For more information, contact the AAUW Public Policy and Government Relations Department at 202/785-7793 or VoterEd@aauw.org. The voting record is also available online at www.aauwaction.org.

CHAPTER 11. PUBLIC RELATIONS AND SOCIAL MEDIA

Although using print and broadcast media won't necessarily turn out many voters, earning exposure in your community's newspaper and on radio and television brings deserved attention to your campaign efforts. It also plays an important role in drawing attention to your issues and attendance to your candidate forums and getting AAUW's position on issues in front of a larger audience. This chapter offers suggestions for creating and managing public relations opportunities.

Kinds of Events or Activities

The focus of the event should be the issues. Consider the following list as a starting point and determine what best suits your community:

- Letters to the editor: Using AAUW's Action Network, organize members to write letters to the editor about an issue that is important in your community. Assign someone to read the newspaper and write letters about the coverage of issues that are important to women in this election season.
- Opposite editorials (op-eds): Coordinate the efforts of several good writers in your area and begin an op-ed campaign. Generally 800 words or fewer, op-eds are a great forum for expressing your opinion on issues. Address the issue's timeliness and its relevance to readers. Follow up with a brief phone call to ensure that the editor received your piece. If

The Pen Is Mightier Than the Sword: Letters to the Editor

The AAUW Mid-Coast (ME) Branch worked in 2008 to combine its public and media outreach efforts. AAUW co-sponsored a candidate forum at which local candidates for the Maine House and Senate spoke and answered questions, many of which were posed by audience members. The branch president then wrote letters to the editor about the event and the women's vote that were published in local newspapers' print and online editions.

your article is not used as an op-ed, it may be printed as a letter to the editor.

- Issue or candidate forums: If you have an issue or candidate forum planned, organize a news media presence at the event. At any event, have AAUW membership materials available on a table with a sign-in sheet and Two-Minute Activist sign-up forms. (Contact the AAUW Public Policy and Government Relations Department at 202/785-7793 or VoterEd@aauw.org for these and other useful materials.) Sign-in information can be used for future membership and volunteer outreach.
- Press conferences: Many branches have held press conferences that have successfully gained exposure on an issue and AAUW efforts. Consider holding a press conference or press briefing on the issues listed in your voter guide.
- Talk radio: Organize a group of women to regularly listen to talk-radio shows and share information about the issues. Talk-radio shows offer an excellent opportunity to bring your message to the public. By calling and posing a question or making a point, you can promote your local efforts. Morning and afternoon drive-time shows are particularly good targets. Using information that appears in the AAUW Action Fund's *Congressional Voting Record* or a state or branch voter guide, you can call in whenever the election and issues are discussed. This is a great project for AAUW members who may not be able to participate in a centralized volunteer effort.
- Debate watches: Televised debates, such as presidential debates, offer an easy venue for news media attention. Organize a group of women to watch a debate and react to the issues. Such an event offers TV, radio, newspaper, and magazine reporters a valuable opportunity to get reactions from a variety of women. A debate watch could coincide with a voter guide mailing to gather as many women as

possible. Before reporters arrive, brief volunteers or attendees on the issues and give them some talking points about the voter education campaign and AAUW priority issues.

Working with News Media

Preplanning

- Compile a news media list. Identify reporters, editors, and departments that focus on AAUW priority issues and are likely to cover AAUW's events. Create an information sheet that includes their phone numbers and e-mail addresses, if available.
- Designate a news media spokesperson. Include her or his name and contact information on news releases and mailings.

Before the Event

- Three to five days before the event, e-mail a media advisory to appropriate reporters on your media list. The advisory should include the who, what, when, where, and why of the upcoming event. Be sure to include contact information in case reporters have questions.
- Call reporters the day after you send the media advisory. Explain that you are following up on your written materials. If they haven't seen the materials, offer to e-mail them again.

The Morning of the Event

Send a news release to capture reporters' interest. News releases should give full details of the event, including quotes from your spokesperson, leaders, or participants. In addition to your story, the release should include an attention-grabbing headline and the name and phone number of the contact person. Limit your release to one side of one page, make it available at your event, and distribute it more broadly afterward, particularly to reporters you contacted who did not attend.

During the Event

- Prepare a table with a sign-in list and media kits. Sign-in sheets help you identify which reporters attended your event. Media kits should provide the vital information a reporter will need to cover your event. Include items such as a forum agenda, statements from the speakers, the press release, and background information on AAUW and other event co-sponsors.
- Help reporters write a complete story by talking with each reporter in attendance. Offer them a quick interview before or after the program.

After the Event

Follow up. Later that day, contact reporters who covered the event to see if they need additional information or quotes to complete their stories. Even if they have enough information, you may get an opportunity to correct inaccuracies. Call reporters who did not attend the event and offer additional information, including the media kit, in case they intend to publish an article on the event.

Speak Your Mind: AAUW's Action Network

Join a network committed to mobilizing voters on issues affecting women. Discover what's happening in Washington, D.C., and what you can do to influence the outcome. AAUW's Action Network members receive e-mail alerts to contact their members of Congress regarding critical legislation. It's a convenient and effective way to pressure Congress to protect and advance equity for women and girls. The more people signed up for Action Network, the more effective AAUW will be. Anyone can sign up for Action Network, AAUW members and nonmembers alike. It's an excellent way to introduce a nonmember to AAUW's advocacy. Sign up on the AAUW website at www.capwiz.com/aauw/mlm/signup. Sign up all the members of your branch, and be sure to have Action Network sign-up forms at your next event.

Develop a Social Media Strategy

Social media presents a powerful tool for engaging with potential voters and running a successful campaign. Although each social media platform (e.g., Facebook, Twitter, or Flickr) can be used in different ways, all have two important features in common: They allow your message about an issue, candidate, or event to reach many people beyond your immediate community, and they allow you to engage in conversation with your whole audience. Here is a list of steps you can take to implement a social media strategy as part of your campaign, along with some tips and best practices.

1. Set your objectives. Is your goal narrow (publicizing an event, distributing a report) or broad (building and engaging with a community or coalition)?
2. Identify your audience. Are you primarily communicating with people who have already “bought in” to your campaign, such as your members and volunteers? Or are you reaching out to the women you’ve targeted as potential voters?
3. Select the social media platforms on which you will focus. This decision should be guided by your objectives and intended audience. The strengths and weaknesses of several different types of platforms are addressed below.
4. Gather your resources. What are the relevant resources and media from trusted sources (including reports, videos, images, and articles) that you can use to add value to your updates, posts, and tweets?
5. Appoint a social media team. These are the people who will have primary responsibility for managing your social media presence. Although there are no prerequisites for using social media, individuals with backgrounds in communications, marketing, or public relations can be great assets.

How to Use Social Media: Four Guiding Principles

No matter which platform or specific service you choose, all social media platforms have some common elements in the way they are used. The social environment is not a one-way street; when you send a message, each individual who sees it can comment on, respond to, or amplify that message. These four guiding principles can help you make sure you’re getting the greatest possible return on your social media investment:

1. Be genuine. Let your personality show, use humor, and be transparent about who is posting content. Try not to simply broadcast; rather, when possible, speak as an individual, to individuals. This will help grant you credibility as a trusted source.
2. Stay focused. The people and organizations that follow you on social media have certain expectations about the type of content you post and the ways in which you engage with them. If you stray too far from your objectives, you will lose the trust and attention of your community.
3. Be reliable. Share quality content from trusted sources, and avoid amplifying erroneous messages from unreliable sources. Reliability also means posting to your social media services regularly. Frequently sharing reliable, meaningful content helps establish you as an important source of information and ideas for your community.
4. Get social. Above all else, social media is about conversation. Share and comment on other people’s or organizations’ posts to start new conversations, and join in the conversations that are occurring on your social media pages. The more you engage with your followers, the more they will understand that your priorities are their priorities, too.

Picking the Right Social Media Platforms for Your Campaign

The number and variety of social media platforms may seem overwhelming, but these services tend to fall into one of four categories. Choosing the right platform is a function of what you hope to accomplish with your social media strategy (your objectives) and the needs of your desired audience. Remember, if you decide to implement a strategy with multiple social media services, you should maintain a consistent message and tone across platforms.

Social Networks

Social networks are, at their core, a platform for you to present an identity, connect with other users, and broadcast content and media that can be seen publicly or by the users with whom you've connected. Some social networks have a specific area of focus, like job hunting, news, or music; others are broader.

Using a social network begins with creating your or your organization's profile or page. Next, you should connect with like-minded users (as well as your real-life friends and allies), engage in existing conversations about your campaign's issues, and start conversations of your own. Then, using your content, advertisements, events listings, and other updates, you can continue to attract followers, friends, or fans and grow your community.

Social networks differ from blogs and microblogs in two important ways. First, your community and content “lives” on the particular social network to which you've posted it. That is, your activities on that platform (posting, sharing, commenting, and making connections) are either restricted to or best suited for other users of that specific platform. Second, the largest social networks provide a robust toolbox of ready-made applications. Many of these can be used to broadcast (within the particular social network) events, advertisements, fan pages, or photo albums in a user- and consumer-friendly way.

Today, people will quickly turn to social networks to look for information about your campaign. A well-written profile or page and engaging posts or updates will go a long way toward attracting new individuals to join in your campaign.

Social network tips:

- Your profile or page is your social network identity—design it accordingly. Provide a concise description of who you are, what your campaign is seeking to do, and why it matters. Make sure to provide information on where to learn more, whether by supplying contact information or a website.
- Plant seeds of interaction. Encourage the members of your social media team and other campaign volunteers to make useful or interesting posts to the official campaign page as a way of starting conversations with potential connections.

A Note about Privacy

Social media platforms will often give you the opportunity to post personal information as part of a profile. To a point, this is an important way to present an interesting, dynamic identity to your social media network. However, you should adjust the privacy settings for the services you choose and ensure that information like addresses and financial information is not publicly visible.

- Promote yourself. Buy an advertisement on your social network, promote your social media page on your campaign's blog or website, and ask your connections to recommend your page or profile to their connections.
- Recommended social networks: Facebook, Google+, LinkedIn

Blogging

A web log, or “blog,” may seem like the online, public equivalent of a journal, but it's a far more powerful tool than that. A blog allows you to communicate written content and multimedia in a manner well-suited to sharing and commenting. Blog posts, which are often the length of op-eds or short newspaper articles, also become resources that can be linked to you as you disseminate your message on other social media platforms.

Writing, editing, and posting a blog can require more time and energy than other forms of social media, and the content you can share in a blog post may already be posted elsewhere on the Internet. If you want to put in the effort, however, a well-written blog can do more than any other type of social media to establish your campaign as a trusted source.

Blogging tips:

- Brand your blog. Incorporate your campaign logo, look, and feel into the blog's look and feel.
- Be interesting. Avoid dry or overly formal writing styles. Start with an interesting “hook,” spark a conversation, and end posts with a call to action.
- Have a plan. Blogging is less about providing real-time content than are other social media options. Writing posts ahead of time in accordance with a set schedule helps ensure regular posting. But be sure to remain flexible and open to last-minute posts about breaking news.

- Cross-post. Asking similar blogs to post your content and doing the same for them is a great way to expand your audience and build a blog community.
- Activate sharing buttons. Most blogging platforms allow readers to quickly share a post or e-mail it to their social media networks by clicking a button on the page. This is an effective tool to encourage your readers to spread your message for you.
- Recommended blogging platforms: Wordpress, Blogger

Microblogging

Microblogs give users the fastest and easiest way to consume large quantities of content. Microblogging platforms can be used in two ways. Individuals or organizations can use posts to communicate real-time insights and commentary with links to third-party content (as exemplified by Twitter). Or, a microblog post can be used as a short-form version of a traditional blog, by presenting hosted media such as an image or video with a small amount of explanatory text (as exemplified by Tumblr). Both strategies, however, require that you cut your message into small, easily digestible snippets tied to multimedia content.

If your objective is to build and engage with a community, microblogging requires a significant front-end time investment in order to start gathering followers and connecting with other users. But in the long term, maintaining a microblog requires significantly less time and energy than a long-form blog does, and regular posting can continue to grow your community organically.

Microblogging tips:

- Learn the “etiquette” of the platform you choose. For example, if your campaign is using Twitter, learn how to use the short-

hand for sharing credit when “retweeting,” or sharing someone else’s message.

- Include or link to additional and multimedia content. Whenever possible, link to your campaign’s resources, such as photos or videos you’ve uploaded or your campaign blog.
- Go mobile. Microblogs are easy to update from phones, tablets, and other mobile devices. Obtain a mobile version or application (app) for the service you’ve chosen so you can create new posts whenever or wherever you are.
- Use a URL shortening service. A URL is the address for a web page, which can be quite long. Use a service like Bit.ly to create shorter versions of long URLs to avoid wasting space in microblog posts. Similarly, you can post short URL links to images or videos by using a service like Twitpic.
- Recommended microblogging platforms: Twitter, Tumblr, Pinterest

Multimedia Content Sharing

Social media’s “little sisters” are the platforms that exist primarily to host or share multimedia content, such as images, videos, or audio recordings. These platforms all have a social component—the opportunity to share or comment on the content or to connect with other users. However, this social component often relies on the use of blogs, microblogs, and social networks.

There are two primary ways to use multimedia content-sharing services: as a creator or as a consumer. As a creator, you can upload videos or photos of a campaign event, of volunteers hard at work, or of a sample canvassing call. As a consumer, you can watch or share recordings of interesting speeches or creative visual or audio content relevant to your campaign. These will provide much of the third-party content that is necessary to creating dynamic, interesting posts on your other social media platforms.

Multimedia content sharing tips:

- Always be on the lookout for new content. Interesting multimedia is a vital component of fostering conversation elsewhere on your social media.
- Post content everywhere and often. Publish your content on every social media platform you use, and do so multiple times (even if it means that some users may see it more than once). Multiple reposts are particularly valuable on microblogs, where it’s easy to miss an individual update.
- Examples of multimedia content-sharing platforms: YouTube, Vimeo, Flickr, Picasa

Social Media Challenges

What do I do when I mess up?

Because social media posts are public, there’s room for embarrassing mistakes. Help prevent issues by being deliberate and careful in crafting and editing posts. If a minor mistake occurs and a post has a typo, the best option is to leave the post alone. If a more substantive mistake occurs, you can edit or delete the post, or simply acknowledge and apologize for the error in the following post. A sense of humor in your apology can go a long way toward preventing further awkwardness.

What do we do if we get nasty comments?

The anonymity of the Internet can breed commenters who are trying to pick fights (sometimes referred to as “trolls”). If their comments are substantive, you can respond or refute their arguments. If you have a good community, your friends and followers may do this for you. If the trolls’ comments are unproductive, feel free to delete or ignore them.

CHAPTER 12. STAYING OUT OF TROUBLE: AAUW POLICIES

Election activities carried out in AAUW’s name must be conducted within the guidelines set out in AAUW policies. Activities must also be allowable under regulations established by the U.S. Internal Revenue Service and the Federal Election Commission.

AAUW includes both a section 501(c)(3) public charity, the primary membership organization, and the AAUW Action Fund, a smaller section 501(c)(4) social welfare organization that may engage in limited activities related to member activism and voter education. For historical reasons, most AAUW branches are classified as 501(c)(4) social welfare organizations, unless a branch has filed to be separately incorporated and applied to the IRS for 501(c)(3) tax status. Certain AAUW policies prohibit undertaking some activities that are legally permissible for 501(c)(4) organizations.

This chapter sets forth the policies that all AAUW states and branches must follow during any Woman-to-Woman Voter Turnout Campaign. Note: Election activity guidelines for state and local races sometimes differ from those found in federal regulations. To determine state and local regulations for partisan and nonpartisan races, including school boards, check with your state elections division (see Additional Resources: State Elections Offices for contact details).

Guidelines for Election Activities

AAUW branches and state organizations may conduct election-related activities, as long as those activities do not expressly advocate the election or defeat of any clearly identified partisan candidate or political party and the preparation for and conduct of the activity are not coordinated with any candidate or political party.

Acting as private citizens, individual AAUW members may endorse candidates for partisan elective office, contribute money or anything of value to such candidates, and organize for supporting such candidates. Such endorsement, contribution, or organizing activity cannot use the name of AAUW. Any AAUW member who is actively involved in a candidate’s campaign should avoid participating in activities that may give the appearance of AAUW endorsement of the candidate.

AAUW branches and state organizations **may** do the following:

- Focus issue education messages and get-out-the-vote activities on the impact that the election results will have on AAUW priority issues. Those messages or activities must not expressly advocate the election or defeat of any candidate.
- Encourage voters to support unspecified candidates who agree with AAUW’s position on specific issues. For example, a branch or state can publish a “vote pro-choice” message. The message cannot appear, however, in a publication that gives candidates’ views on the reproductive choice issue.
- Identify particular groups in the community (e.g., women, people of color, people with disabilities) to be part of coalition efforts or to receive election materials. Decisions about groups with which to work closely should be based on factors such as the desire to build a broad-based coalition, not on whether an anticipated coalition partner can affect the outcome of an election. Any political action committee or organization that has endorsed a candidate cannot be asked to be an AAUW voter education campaign or Woman-to-Woman Voter Turnout Campaign coalition member.
- Determine and publicize the positions of candidates. In addition to voting records, position papers issued by candidates, public statements made by candidates, candidate questionnaires, and forums may be used to gather and pub-

licize information about the candidates' positions on issues. Different guidelines apply to each activity.

- **Candidate questionnaires:** All candidates running for the offices that are covered in the questionnaire must have the opportunity to participate. All questions must be phrased as neutrally as possible; language must not favor or disfavor a particular candidate. All responses received must be printed in their entirety in any publication of responses to the questionnaire. The publication of responses should include the names of all candidates to whom the questionnaire was sent.
- **Candidate forums:** All major-party candidates for the office must be invited, and an effort must be made to ensure their participation. If only one candidate can attend and the other candidates do not send representatives, AAUW branches with 501(c)(3) status may not proceed with a forum. AAUW branches with 501(c)(4) status (most AAUW branches) may proceed in organizing, regardless of how many candidates attend. (For the full set of rules pertaining to candidate forums, see AAUW Policy 302 on page 46). Any publication or oral statement of the candidates' responses to questions asked on a questionnaire or at a forum may include a statement of AAUW's position on the issues covered, as long as there is no call to remember AAUW's position when voting.
- **Publish voting records** for the state's congressional delegation, state legislature, or other body. The voting record must include all incumbents within the district or geographic area. Its content (e.g., the votes to be included) and distribution must not be coordinated with candidates.
- **Publish voter guides** that include the position of major-party candidates on specific issues. The information in the voter guides must be available from public sources, such as prior votes cast by candidates, position papers, or public statements made by the candidate.

AAUW branch and state organizations **may not** do the following:

- Endorse candidates in any partisan election, including local, state, congressional, gubernatorial, or presidential elections.
- Target any voter registration efforts at either Democrats or Republicans or at individuals likely to vote for candidates who support AAUW issues. The public must be notified by signs (and any handouts) that all registration information is available to individuals without regard to their political preference.
- Distribute advocacy materials as part of voter registration.
- Distribute advocacy materials in conjunction with any event designed to highlight an incumbent's or candidate's positions (e.g., a press conference regarding how a member of Congress voted on budget cuts affecting women and families). During such events, no mention should be made of the election.
- Coordinate any election-related activities with one or more candidates, campaigns, or party organizations.
- Provide membership lists to be used in fundraising or other efforts as an in-kind gift to any campaign. This includes AAUW e-mail lists.
- Use AAUW e-mail to expressly advocate on behalf of a candidate who is running for partisan political office. This includes advocating financial or any other in-kind support of a particular candidate

AAUW Participation in Coalitions and Other Organizations (AAUW Policy 501)

Adopted by the AAUW Board of Directors, February 1988; revised October 1992, February 2007, July 2009, July 2011

- I. The AAUW Board of Directors recognizes the value of joining together with other organizations or groups to achieve a

common objective. Through such coalition or partnership efforts, AAUW will be able to further its mission through more effective and efficient use of resources and increase its visibility and impact.

- II. When joining and working with other coalitions, partnerships, and organizations, AAUW will retain the control of the use of the name of the American Association of University Women and AAUW.
- III. Direct financial support may include dues or share of the administrative costs and/or a commitment to participate in the ongoing financial support of the common objective. Indirect support may include staff or volunteer time and technical expertise or use of AAUW resources. At the local level, for further clarification of appropriate levels of commitment, contact the national office.
- IV. AAUW committees may recommend coalition participation.
- V. At the national office level, any ongoing or new partnership must include written documentation of partner responsibilities and support.
- VI. AAUW state and branch affiliates may join local and state-based coalitions, partnerships, and organizations which clearly advance AAUW's mission and purpose. If there is a question regarding whether participation in a coalition is appropriate, states and/or branches should contact the Public Policy and Government Relations Department or Executive Office, AAUW, 1111 16th Street NW, Washington, D.C. 20036, for further guidance.
 - AAUW recognizes and encourages states and branches to support women and girls on issues in their local

communities, states, and regional areas commensurate with AAUW's mission and vision. It is important to participate at these levels to generate local enthusiasm, visibility, promotion of AAUW as a significant organization, and a possible means to recruit members. This participation can be in the form of coalitions, partnerships, donations, or other means. Similarly, international support to women and girls is encouraged. All such efforts should directly relate to implementation of AAUW's mission: AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

Definitions

Coalition: A formal arrangement of many organizations working towards mutually agreed upon goals. Once goals are met, the coalition may dissolve or mutually agree upon further goals to move forward. There is typically a leadership structure, and sometimes dues are paid. The work of a coalition is often done through committees and task forces.

Partnership: A formal relationship between organizations that is characterized by mutual cooperation and responsibility, for the achievement of a specified outcome. This typically includes financial or in-kind support in exchange for goods or services. Letters of understanding must be assigned and exchanged.

Alliance: An informal arrangement which allows organizations to align efforts or interests to advance mutual interests. Unlike a partnership, it does not entail the exchange of financial or in-kind support. There are also no dues paid. No letters of understanding are signed or exchanged. Alliances happen informally in the course of AAUW's day-to-day work and can be made at the staff director level.

Use of Name (2011 AAUW Bylaws, Article III)

Section 1. Policies and Program. The policies and program of AAUW shall be binding on all members, and no member shall use the name of AAUW to oppose such policies or program. Established channels may be used to change a policy or program.

Section 2. Proper Use of Name and Logo. The name and logo of AAUW may be used only by individuals and groups acting in a lawful and ethical manner, consistent with AAUW policies and procedures. States and branches that are delinquent in filing required tax, corporate, and/or bylaws documents with AAUW and/or the IRS are prohibited from public use of the name and logo. Further sanctions for misuse of name, including loss of AAUW affiliation, may be imposed by the AAUW Board, especially in regard to any statement or action that misrepresents or jeopardizes the tax status of AAUW.

Section 3. Individual Freedom of Speech. The freedom of speech of the individual member to speak a personal opinion in the member's own name is not abridged.

Use of Name and Logo (AAUW Policy 119)

Adopted by the AAUW Board of Directors, September 1979; amended October 1986; February 1988; June 1988; October 1992; October 1995; August 2000, July 2006, July 2009, July 2011

I. AAUW Authorizes Certain Limitations to Use of Name

- A. The policies and program of AAUW shall be binding on all members, branches, and states, and no member, branch, or state shall use the name of AAUW to oppose such policies or program. Established channels may be used to change a policy or program.

- B. The freedom of speech of the individual member to speak a personal opinion in the member's own name is not abridged.
- C. Reference to membership in AAUW by an individual shall be interpreted as use of name in application of Section 1.
- D. On any national matter on which AAUW has no policy, the only action which may be taken by a member, branch, or state in the name of AAUW is to use the established channels to effect the formulation of a policy.
- E. Violation of the use of AAUW's name may result in:
 1. A member's suspension for one year or expulsion from membership
 2. Loss of recognition of a branch or state

II. Use of Name Guidelines for Legislative Action

Members are strongly encouraged to support at local, state, and national levels measures that implement the public policy programs and principles of AAUW and their states. Members may choose not to support such measures, but they may not use the name of AAUW in public opposition to those measures. Established channels may be used to make changes in the AAUW Public Policy Program. State and branch legislative program committees and boards of directors are empowered to act in the name of AAUW on local, state, and federal legislation implementing the biennial AAUW Public Policy Program.

Members are strongly encouraged to take stands on issues which are not explicitly stated in the AAUW Public Policy Program as long as the issues fall within the broad principles expressed in the legislative history of AAUW. States

and branches are urged to establish clear procedures for adopting positions on issues arising from AAUW's public policy principles but not explicitly stated in the biennial action priorities. In jurisdictions including more than one branch (ex: multiple branches in a single county) branches are urged to confer to avoid taking opposing positions in AAUW's name on issues not explicitly stated in the AAUW or state Public Policy Program. When interpretation of AAUW's legislative history is problematic or where branch or state members disagree on the interpretation, an inquiry should be addressed to the Public Policy Department staff. As individuals, AAUW members are encouraged to be active in the political and legislative process. However, in their capacity as AAUW members and spokespersons, they must observe the AAUW "Use of Name" policies (see also AAUW Policy 302).

III. Use of Name and Logo by States and Branches

- A. Branches and states may use the AAUW name and logo for use in their standard AAUW-related operations; for example, newsletters, notices for branch activities, and letterhead, although not limited to these activities. Standardized logo sheets and placement specifications are provided for this purpose by the AAUW Communications Department.
- B. The AAUW name and logo cannot be used solely for personal or professional financial gain. For policies regarding provisions of goods or services by an AAUW member to AAUW see Policy 406.

Guidelines for Candidates for Public Office

AAUW has a long history of working on elections in a nonpartisan capacity. Most recently, the It's My Vote: I Will Be Heard campaign has aimed the organization's efforts at protecting priority issues through activities such as issue and candidate forums, voter guides, phone banks, and news media campaigns, including opinion editorials and letters to the editor.

Although AAUW does not endorse or oppose candidates for partisan elective office, members as individuals can support political action committees and partisan organizations. In addition, AAUW members can run for office or support candidates as long as they do not do so in the name of AAUW, do not use AAUW resources, and adhere to AAUW guidelines.

AAUW Policy on Candidates for Public Office (AAUW Policy 302)

Adopted by the AAUW Board of Directors, June 1988 (rescinds Policy 607, adopted February 1984 and revised February 1987); revised October 1988, February 1990, October 1992, June 1996, February 1998, July 2009, July 2011, October 2011

I. Candidate Endorsement

- A. AAUW/Branches/States may endorse¹ or oppose candidates for appointive office, including submitting names for appointive offices.
- B. AAUW/Branches/States may endorse candidates for nonpartisan elective office, including recruiting such candidates. In nonpartisan elections in which a candidate is unopposed, AAUW/branches/states may endorse or oppose such candidate(s).

¹The legal term "endorsement" is used instead of "support" to comply with election law.

- C. AAUW/Branches/States may not endorse or oppose candidates for partisan elective office.
- D. Before endorsing candidates for nonpartisan elective office, AAUW/branches/states must carefully investigate state and local election laws. Where state or local election law considers endorsement itself a contribution, AAUW/branches/states may not endorse candidates for any elective office, partisan or nonpartisan.
- E. Before endorsing candidates for nonpartisan elective office, AAUW/branches/states must adopt clear procedures for making endorsements. Where there are multiple branches in a single electoral district, clear procedures for making endorsements must be agreed to by a majority of those branches, and those procedures then become binding on all branches in the district. In a multi-branch electoral district, any branch(es) choosing not to participate in endorsement will notify all other branches in the electoral district, and the remaining branch(es) may proceed.
- F. Branches/States that have independently incorporated themselves as 501(c)(3) entities may not endorse candidates for any elective office.

II. Contributions

- A. AAUW/Branches/States may not contribute money, mailing lists, or anything of material value to candidates for any elective office, partisan or nonpartisan.
- B. AAUW/Branches/States may not publish paid political announcements in AAUW publications.

III. AAUW/Branch/State Activities for Candidates

A. Candidates for Partisan Elective Office

1. Before a partisan election, AAUW/branches/states may have candidate forums to which all candidates in that election are invited. If three or more political parties have nominees for any office, AAUW/branches/states may limit invitations to the two political parties receiving the highest number of votes in the last preceding general election. AAUW branches/states with 501(c)(4) status (the majority of branches) must make a thorough and good faith effort to ensure the participation of at least two candidates for a specific office or their representatives, but may proceed with a forum if only one candidate accepts. AAUW branches/states with 501(c)(3) status may only proceed with a candidate forum event if at least two candidates have accepted the invitation. AAUW branches/states must make clear to forum attendees and in pre-publicity and postpublicity, if applicable, that other candidates or parties were invited to participate, naming names and giving reason(s) for nonparticipation, per invitee quotation. If no reason is given for nonparticipation, then the AAUW branch/state should state such to attendees and in prepublicity, if applicable. This avoids the semblance of the AAUW branch/state as taking a partisan stance by omission or commission. (This applies to federal elections. Check state election code for other races.)

2. AAUW branches/states with 501(c)(3) status may invite a public official who is also a candidate in a partisan election to speak on a subject pertaining to the incumbent's duties as a public official as long as the incumbent does not discuss his or her candidacy for public office.
 3. AAUW branches/states with 501(c)(3) or 501(c)(4) status may invite a declared candidate in a partisan election to speak at a meeting on a subject of particular expertise. AAUW branches/states with a 501(c)(3) status may not invite a declared candidate in a partisan election to speak at a meeting on her/his candidacy for future public office.
- B. Candidates for Nonpartisan Elective Office
1. Before a nonpartisan election in which AAUW has not endorsed a candidate(s), AAUW/branches/states may have candidate forums to which all candidates in that election are invited. Before a nonpartisan election in which AAUW has endorsed a candidate(s), AAUW/branches/states may invite the endorsed candidate(s) to speak at a meeting on her/his/their candidacy with or without inviting nonendorsed candidates.
 2. Whether or not a declared candidate in a nonpartisan election has been endorsed by AAUW/branches/states, she/he may be invited to speak at a meeting on a subject of particular expertise.
- C. Candidate Questionnaires
- All candidates running for the office(s) to be covered in a candidate questionnaire must have the opportunity to participate. All responses received must be printed in their entirety up to the specified word limit in any publication of responses to the questionnaire. The

publication of responses should include the names of all candidates to whom the questionnaire was sent, but publication may proceed even if all candidates do not respond.

IV. Election Activities of Individual AAUW Members

- A. An individual member may endorse, as a private citizen, candidates for partisan elective office, contribute her/his own money or anything of value to such candidate(s), and organize for the purpose of supporting such candidate(s), but such endorsement, contribution, or organization cannot utilize the name of AAUW.
- B. Any AAUW leader who is actively involved in a candidate's campaign should avoid involvement in branch/state electoral activities that may give the appearance of AAUW endorsement of the candidate.
- C. As a candidate for any office, an individual member may state her/his AAUW membership as long as she/he is not opposing AAUW program or policy. Stating one's AAUW membership while opposing AAUW positions violates the AAUW Use of Name Policy (see AAUW Bylaws, Article III). In the absence of official endorsement (for appointive or nonpartisan elective office), such a statement of AAUW membership should not be construed to imply endorsement.
- D. To avoid any appearance of conflict of interest or implied AAUW endorsement, any member who has declared candidacy for, or is holding, a partisan public office shall not hold an AAUW elected or appointed position in which she/he may be a spokesperson for AAUW public policy issues.

GLOSSARY

Call sheet: A list of targeted women, including their phone numbers, used by phone callers.

Contact history database: A record of your branch's attempts to contact each targeted voter. The contact history database helps track branch interactions with each target from one election season to the next.

Help America Vote Act of 2002 (HAVA): This law, which addresses improvements to voting systems and voter access that were identified after the 2000 election, makes sweeping reforms to the nation's voting process.

Precinct: An election district of a municipality that is served by a single polling place.

Registrar of voters: A municipal official who is responsible for registering people to vote and maintaining the voter registration file.

Uniform (or Universal) Resource Locator (URL): The address of a website on the Internet.

Voter registration file: A record of registered voters in a municipality, including their addresses and often their phone numbers and voting history. You need to acquire the voter registration file from the registrar of voters for your community to determine the drop-off women voters.

Voting Rights Act of 1965 (VRA): This law prohibits discrimination based on race in election administration and requires certain jurisdictions to provide bilingual assistance to language-minority voters.

Walk sheet: A list of targeted women, including their addresses, to be carried by a canvasser.

ADDITIONAL RESOURCES

State Elections Offices

The National Association of State Election Directors maintains a directory of websites and contact details for each state's elections office at www.nased.org/NASED%20ROSTER%2010-27-2011.pdf. Contact your state election office to find your community's registrar of voters and any other resources your state has to offer. The telephone numbers and websites listed below were current as of February 2012.

Alabama Secretary of State
334/242-7210
www.sos.state.al.us/Elections/Default.aspx

Alaska Division of Elections
907/465-4611
www.elections.state.ak.us

American Samoa Election Office
684/699-3570
www.americansamoaelectionoffice.org/contact/contact.htm

Arizona Secretary of State
602/542-4285
www.azsos.gov/election

Arkansas Secretary of State
501/682-5070
www.sosweb.state.ar.us/elections.html

California Secretary of State
916/653-6814
www.ss.ca.gov/elections/elections.htm

Colorado Secretary of State
303/894-2200, ext. 6307
www.sos.state.co.us/pubs/elections

Connecticut Secretary of State
860/509-6100
www.ct.gov/sots/site/default.asp

Delaware Commissioner of Elections
302/739-4277
www.state.de.us/election

District of Columbia Board of Elections and Ethics
202/727-2525
www.dcboee.org

Florida Department of State
850/245-6200
election.dos.state.fl.us

Georgia Secretary of State
404/656-2871
www.sos.state.ga.us/elections

Guam Election Commission
671/477-9791
www.guamelection.org

Hawaii Office of Elections
808/453-8683
www.hawaii.gov/elections

Idaho Secretary of State
208/334-2300
www.sos.idaho.gov

Illinois Board of Elections
217/782-4141
www.elections.state.il.us

Indiana Secretary of State
317/232-6531
www.in.gov/sos

Iowa Secretary of State
515/281-5204
www.sos.state.ia.us/elections

Kansas Secretary of State
785/296-4561
www.kssos.org/elections/elections.html

Kentucky State Board of Elections
502/573-7100
www.elect.ky.gov

Louisiana Secretary of State
225/922-0900
www.sec.state.la.us/elections/elections-index.htm

Maine Secretary of State
207/624-7736
www.maine.gov/sos/cec/elec

Maryland State Board of Elections
410/269-2840
www.elections.state.md.us

Massachusetts Secretary of the Commonwealth
617/727-7030
www.sec.state.ma.us

Michigan Secretary of State
517/373-2540
www.michigan.gov/sos

Minnesota Secretary of State
651/215-1440
www.sos.state.mn.us

Mississippi Secretary of State
601/576-2550
www.sos.ms.gov

Missouri Secretary of State
573/751-2301
www.sos.mo.gov/elections

Montana Secretary of State
406/444-2034
sos.mt.gov

Nebraska Secretary of State
402/471-3229
www.sos.state.ne.us/elec

Nevada Secretary of State
775/684-5708
secretaryofstate.biz/elections

New Hampshire Secretary of State
603/271-3242
www.sos.nh.gov

New Jersey Attorney General
609/292-4925
www.nj.gov/oag

New Mexico Secretary of State
505/827-3600
www.sos.state.nm.us

New York State Board of Elections
518/474-8100
www.elections.ny.gov

North Carolina Board of Elections
919/733-7173
www.sboe.state.nc.us

North Dakota Secretary of State
701/328-2900
www.nd.gov/sos

Ohio Secretary of State
614/466-2585
www.sos.state.oh.us

Oklahoma Election Board
405/521-2391
www.state.ok.us/~elections

Oregon Secretary of State
503/986-1518
www.sos.state.or.us/elections

Pennsylvania Department of State
717/787-5280
www.dos.state.pa.us/bcel

Puerto Rico Election Commission
787/777-8675
www.ceepur.org

Rhode Island Board of Elections
401/222-2345
www.elections.state.ri.us

South Carolina Election Commission
803/734-9060
www.scvotes.org

South Dakota Secretary of State
605/773-3537
www.sdsos.gov/index.shtm

Tennessee Department of State
615/741-2819
www.tn.gov/sos

Texas Secretary of State
512/463-5650
www.sos.state.tx.us/elections/index.shtml

U.S. Virgin Islands Election System
340/773-1021
www.vivote.gov

Utah Lieutenant Governor
801/538-1041
www.elections.utah.gov

Vermont Secretary of State
802/828-2304
vermont-elections.org

Virginia Board of Elections
800/552-9745
www.sbe.state.va.us

Washington Secretary of State
360/902-4180
www.vote.wa.gov

West Virginia Secretary of State
304/558-6000
www.wvsos.com

Wisconsin Elections Board
608/266-8005
www.gab.wi.gov

Wyoming Secretary of State
307/777-7378
sos.wy.state.wy.us/Elections/Elections.aspx

Helpful Websites

American Association of University Women
800/326-AAUW (2289)
www.aauw.org

Democratic National Committee
202/863-8000
www.dnc.org

Online directory of state Democratic parties
www.dnc.org/local.html

Federal Election Commission
800/424-9530
www.fec.gov

National Coalition Building Institute
202/785-9400
www.ncbi.org

Republican National Committee
202/863-8500
www.rnc.org

Online directory of state Republican parties
www.rnc.org/states

U.S. Department of Justice Civil Rights Division
800/253-3931
www.usdoj.gov/crt/voting

U.S. Election Assistance Commission
866/747-1471
www.eac.gov

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AAUW Mission

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

AAUW Value Promise

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.

AAUW Diversity Statement

In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

SUPPORT ADVOCACY FOR EQUITY FOR WOMEN AND GIRLS BY TAKING THESE THREE STEPS:

1

Join the AAUW Action Network.

Anyone with an e-mail address can subscribe to the Action Network to receive urgent notices to contact their members of Congress. Using AAUW's Two-Minute Activist, it takes just two minutes to make your voice heard—one minute to read, one minute to act! AAUW members can also find detailed information on legislation currently under consideration in Congress and information to inspire letters to the editor.

To subscribe, visit capwiz.com/aauw/mlm/signup or e-mail your request to subscribe to VoterEd@aauw.org.

2

Join AAUW.

AAUW is a nationwide community working to break through educational and economic barriers so that all women have a fair chance. AAUW has a network of more than 100,000 bipartisan members and donors, 1,000 branches, and 600 college/university partners. If you hold an associate degree or equivalent, a bachelor's, or a higher degree from a regionally accredited college or university, you can join AAUW as an individual (national member) or as a member of one of AAUW's branches. Branch members must also belong to the national organization. If you are an undergraduate in a two- or four-year regionally accredited educational institution, you can join as a student affiliate.

To join an AAUW branch, contact a branch in your area or Connect2AAUW at 800/326-AAUW (2289) or connect@aauw.org to locate the branch nearest you. To join as a national member, visit www.aauw.org or call 800/326-AAUW (2289) Monday through Friday from 10 a.m. to 5 p.m. Eastern time. To join by phone, you must use a credit card.

3

Donate to AAUW's lobbying and advocacy efforts.

Supporting AAUW pays for professional representation in Washington, D.C., on issues members have made a priority. It also helps provide technical assistance to AAUW branch and state leaders and trains them to be constituent advocates and community organizers to break through barriers for women and girls. Your contribution helps AAUW continue to be a powerful voice on the national, regional, and local levels.

To give online, visit www.aauw.org. To give by phone, call 202/728-3307 Monday through Friday from 10 a.m. to 5 p.m. Eastern time.

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