



It's My Vote 2016: Turning Out & Protecting the Vote

AAUW Government Relations + Public Policy Department
October 18, 2016

Agenda

- I. It's My Vote: I Will Be Heard 2016
Overview
- II. Election Day: What Voters Need to Know
 - a) Turnout Strategies That Work
 - b) Election Protection Opportunities
- III. Resources

It's My Vote: I Will Be Heard

- Increase **voting participation** among women ages 18 to 34
- Voter **registration**, voter **education**, and voter **turnout** (bit.ly/AAUWreportform)
- Advance our **public policy priorities** and **recruit new members** to AAUW

Election Day Essentials

1. Are you registered?
2. When will you vote?
3. Where will you vote?
4. How will you get there?
5. What should you bring?

www.canIvote.org

Turnout Strategies

- Direct Outreach
 - Tabling; social media; ads; calls; emails
- Education
 - Ballot measures; Voter Guides; CVR
- Voting Reminders
 - When; where; what to bring; follow up

Motivational Messaging

- Give voters the help they need.
- Make it personal.
- Be positive!

Election Protection

- How did we get here?
- *Shelby County v. Holder* and Voting Rights Act
- Election 2016: 14 states with new voting restrictions

Efforts to Protect the Vote

- Promote 1-866-OUR-VOTE
(888-VE-Y-VOTA; 888-API-VOTE)
- Organize transportation to the polls or caregiving for voters' dependents
- Volunteer as a poll monitor or poll worker

AAUW and AAUW Action Fund Resources

- *It's My Vote* homepage
 - Voter Education (Issue Guide, Voter Guide, CVR):
<https://www.aauwaction.org/voter-education/>
 - GOTV via Social Media:
<https://www.aauwaction.org/voter-education/get-out-the-vote-using-social-media/>
 - The Art of Following Up:
<https://www.aauwaction.org/voter-registration/following-up/>

AAUW and AAUW Action Fund Resources

- [How-To Advocacy Guides \(AAUW\)](#)
- Ballot Measure information coming soon!
- [bit.ly/AAUWeventform](#) & [bit.ly/AAUWreportform](#)
- [Action Network](#)

Partner Resources

- Election Protection Coalition:
<http://www.866ourvote.org/>
- NASS: <http://www.canivote.org/>
- Brennan Center for Justice:
<http://www.brennancenter.org/voting-restrictions-first-time-2016>

Questions?

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