

## Woman-to-Woman Voter Turnout At-a-Glance



### What is the program?

This workshop will cover the components of planning and implementing an effective campaign to turn out women to vote. The training utilizes AAUW's well-received guide, *Woman-to-Woman Voter Turnout: A Manual for Community-Based Campaigns to Mobilize Women to Vote*, which provides step-by-step instructions and examples for leaders as they plan and implement a campaign of personal, woman-to-woman outreach that will turn out women voters. Copies of the manual should be distributed to every participant so that each can follow along. Printed copies of the manual can be ordered from AAUW or the [complete manual](#) can be downloaded from the AAUW website.

The *Woman-to-Woman Voter Turnout* manual provides guidance on how to personalize voter turnout campaigns to the resources available in a community to have a lasting effect.

### How will this program benefit your state or branch and community?

A Woman-to-Woman Voter Turnout campaign in a community will

- increase the influence of women on the outcome of elections and policy-making;
- increase the visibility of AAUW in a community and recruit members; and
- develop leadership skills of AAUW members.

### How can you implement this program?

Use the Woman-to-Woman Voter Turnout program in a box to conduct a successful Woman-to-Woman Voter Turnout training workshop or conference in your community. Simply download the components of the Box and follow the Program Guide as you “unpack” the box’s resources and customize them for your own use. Each Program “box” contains a number of components:

- Program Guide, including:
  - How to use the Woman-to-Woman Voter Turnout Program in a Box
  - Meeting location arrangements; AV checklist; typical room set-up with classroom seating (or however); speakers
  - Local sponsorship opportunities; fundraising opportunities
  - Membership recruitment; retention opportunities
  - [Presenter's Guide](#) (presentation script; PowerPoint presentation; attendee hand-outs; etc.
- [Activity/ Event promotion](#) (logos, templates, and related resources)

## Woman to Woman Voter Turnout Program Guide



### **Women wield considerable power in U.S. politics.**

For more than a century, AAUW has influenced legislative debate and taken positions on the fundamental issues of the day — educational, social, economic, and political. Although women gained the constitutional right to vote nationwide only in 1920, they now constitute an important bloc of voters.

The Woman-to-Woman Voter Turnout Campaign is based on effective voter turnout techniques and will mobilize women to vote.

- Submit a [Woman-to-Woman Voter Turnout Manual](#) request to download a PDF copy.

AAUW members planning get-out-the-vote activities can request technical assistance and a free printed copy of the manual (while supplies last) by contacting the AAUW Public Policy and Government Relations Department at 202/785-7793 or [VoterEd@aauw.org](mailto:VoterEd@aauw.org). Members and nonmembers may purchase copies through [ShopAAUW](#) as well.

- AAUW members should [login](#) to download a [Woman-to-Woman Voter Turnout Power-Point](#) in order to give a presentation at a branch meeting to learn how such a campaign would work in your community. For the speaker's notes, you will need to print out the PowerPoint presentation in notes format.

The *Woman-to-Woman Voter Turnout Manual* addresses the following topics:

### **Voter Turnout Techniques**

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. The manual reviews the most effect voter turnout campaign techniques.

### **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. Set reasonable goals, monitor your progress, and adjust your goals as you go.

- [Girls Can! Project Management Tools](#) (PDF)

### **Recruiting Volunteers**

This chapter helps you calculate the number of volunteers you will need, gives recruiting tips, and suggests roles that volunteers can fill.

- [Volunteer recruitment](#) (from ServiceLeaders.org)
- [Phone Trees](#)

## Building Coalitions

By working together, organizations avoid duplicating efforts and pool resources, volunteers, and expertise. The manual provides suggestions for building effective coalitions and keeping members motivated.

- [Girls Can! Coalition Building](#) (PDF)

## Targeting

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. Learn techniques to identify women in your community who may need encouragement to vote.

## Building Relationships With Targets

Sustained, repeated contact and building both peer-to-peer relationships and a relationship between your branch and drop-off voters are the most effective ways to encourage regular voting.

## Registering Voters

U.S. Census data show that women who are registered to vote are more likely than men to vote. The manual provides some easy steps to running a successful voter registration campaign.

- [National voter registration form](#) (NH, ND, and WY do not accept this form)
- Check with your [state election office](#) for voter registration deadlines.

## 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.

- Downloadable [Voter Guides](#) are available for members to create quick side-by-side references of each candidate on major issues. ([login](#) to Member Center)
- The [AAUW Congressional Voting Record](#) provides information about elected federal legislators through the votes they cast on AAUW issues (PDF).

## Voter Education: Issue and Candidate Forums

Community forums allow women voters to learn the candidates' positions, provide candidates with an opportunity to express their positions on AAUW issues, and let candidates know that AAUW issues are important to voters.

## Public Relations

Although using print and broadcast media won't necessarily turn out voters, earning exposure in your community's newspaper, radio, and television brings deserved attention to your efforts.

- [Grassroots Media Tips](#) (PDF) An overview of the opportunities, challenges, and methods of gaining media exposure for your cause.
- [AAUW Media Guide](#) – easily identify your local and national media organizations, journalists and reporters.

## 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. The manual reviews relevant AAUW policies regarding election activities.



## Incorporate Membership Recruitment in All Your Events

Membership matters to everyone. Help grow our AAUW community by inviting non-members to your functions. During your activity or event, use AAUW's [Shape the Future](#) membership campaign to encourage individuals to join AAUW on the spot -- at a special half-price rate! Give the gift of membership through our [Give a Grad a Gift](#) program or by giving a membership to someone else who would benefit from being part of the AAUW community. Spread the word about the value of belonging to AAUW via the [AAUW Keys to the Future: A Member-Get-a-Member](#) campaign using the many tools especially prepared for you, your branch, or your state.

