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](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.canlvote.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
  – The Art of Following Up: [https://www.aauwaction.org/voter-registration/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!


• Action Network
Partner Resources

• Election Protection Coalition:  
  http://www.866ourvote.org/

• NASS:  http://www.canivote.org/

• Brennan Center for Justice:  
Questions?

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