It’s My Vote 2016: Voter Education

AAUW Government Relations + Public Policy Department
September 28, 2016
Agenda

I. It’s My Vote: I Will Be Heard 2016 Overview

II. Voter Education: The Basics

III. Best Practices and Tips for Success

IV. AAUW and AAUW Action Fund Resources
It’s My Vote: I Will Be Heard 2016

• Increase voting participation among women ages 18 to 34

• Voter registration, voter education, and voter turnout

• Advance our public policy priorities and recruit new members to AAUW
Voter Education: The Basics

• Why?
  Increase women’s political influence and educate voters on issues that are important to women and their families

• What?
  Inform voters about the political process, candidates, and campaign issues

• When?
  Now until Election Day...
Voter Education: The Basics

1. Hosting Candidate and Issue Forums
2. Making Use of Voter Guides
3. Providing Voting Information
The Ground Rules

• 501(c)(3) vs. 501(c)(4): know your branch’s tax status

• Be non-partisan.

• Do not endorse.
# The Ground Rules

501(c)(3) and 501(c)(4) permissible activities via Boulder Advocacy

<table>
<thead>
<tr>
<th>Activity</th>
<th>501(c)(3) Public Charity</th>
<th>501(c)(4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lobby for/against legislation</td>
<td>Limited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Support/oppose ballot measures</td>
<td>Limited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Conduct public education and training sessions about participation in the political process</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Educate candidates on issues within purview of the organization</td>
<td>✓ (must offer information to all candidates)</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor a debate between candidates, where all viable candidates are invited and given equal opportunity to speak on a broad range of issues</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Distribute voter guides to the public that set out the candidates’ views on a broad range of issues</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Distribute voter guides to the public that compare candidates on issues of importance to the organization</td>
<td>×</td>
<td>✓</td>
</tr>
<tr>
<td>Conduct nonpartisan get-out-the-vote activities, voter registration, and education drives</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Compare organization’s issue position with that of a candidate</td>
<td>×</td>
<td>✓</td>
</tr>
<tr>
<td>Connect organization’s criticism of public official to voting in an election</td>
<td>×</td>
<td>✓</td>
</tr>
<tr>
<td>Highlight the differences between candidates for public office on a high-profile issue on which the candidates have diverging views</td>
<td>×</td>
<td>✓</td>
</tr>
</tbody>
</table>
Candidate and Issue Forums

• Community dialogue on issues of relevance to AAUW

• Pick a focus

• Select a format
Best Practices:
Candidate and Issue Forums

1. Alert the press
2. Provide materials
3. Follow the rules
4. Promote AAUW
## AAUW Action Fund Voter Guides

<table>
<thead>
<tr>
<th>Hillary Clinton (D)</th>
<th>Where the candidates stand on</th>
<th>Donald Trump (R)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support</strong></td>
<td>Passing the Paycheck Fairness Act to improve existing civil rights laws aimed at closing the gender pay gap</td>
<td>Mixed</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Increasing funding for college affordability programs like Pell Grants and student loan forgiveness programs</td>
<td>Mixed</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Increasing resources to promote prevention efforts and stronger enforcement of federal laws prohibiting sexual harassment and violence in schools</td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Oppose</strong></td>
<td>Changing or privatizing Social Security to lower recipient benefits or limit participation in the program</td>
<td>Oppose</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Raising the federal minimum wage to at least $10.10, pegging future increases to inflation, and raising the tipped minimum wage</td>
<td>Oppose</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Ensuring women’s access to contraception without co-pay or cost-sharing, no matter where they work or go to school</td>
<td>Oppose</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Passing federal legislation requiring companies to allow employees to earn paid sick days</td>
<td>Mixed</td>
</tr>
<tr>
<td><strong>Mixed</strong></td>
<td>Using taxpayer dollars to fund private or religious schools</td>
<td>Support</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Amending the U.S. Constitution to guarantee equal rights for men and women</td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Passing a federal law to address bullying and harassment against all students, including LGBT and gender-nonconforming students</td>
<td>Mixed</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Reducing barriers to voting, like closing polling locations, eliminating early voting, and requiring voter identification</td>
<td>Oppose</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>Confirming federal judges who uphold civil rights laws and established legal precedents</td>
<td>Oppose</td>
</tr>
</tbody>
</table>
What is bird-dogging?

• Advocacy and GOTV tactic
• Targets candidates and elected officials
• Public events, media coverage

*Bird-dog* (bûrd'-dôg), v. To follow, monitor and/or seek out a subject of interest, such as a public official, with persistent attention to get answers to questions or influence the subject.
Why do it?

1. Educate the public (voters!)
2. Keep AAUW issues on the front burner
3. Hold candidates & elected officials accountable
How To...

• Find the candidates
  – Candidate websites; newspapers; mailing lists; community organizations

• Prepare
  – Arrive early
  – Have your questions ready
  – Know the issues
  – Teamwork!

• Raise your hand
  – Remain calm, reasonable, and assertive
  – Work with the media
Best Practices:
Bird-Dogging Candidates

• Plan a branch activity

• Persistence

• Listening vs. hearing
Voting Information

• Voter Registration
  – Verify status
  – Deadlines

• Polling place lookup and hours

• Identification requirements
Best Practices: Voting Information

1. Remind
2. Remind
3. Remind
AAUW Resources

• How-To Guides:
  http://www.aauw.org/resource/advocacy-how-tos-guides/

• Upcoming Events (Materials Requests):

• Report Back:
AAUW Action Fund Resources

• Homepage: www.aauwaction.org

• 2016 Voter Guides: https://www.aauwaction.org/voter-education/voter-guides/


• Congressional Voting Record: https://www.aauwaction.org/voter-education/congressional-voting-record/
Partner Resources

• Bolder Advocacy election compliance: http://www.bolderadvocacy.org/navigate-the-rules/electoral-activity

• www.CanIVote.org

• Federal Elections Legal Network: http://fairelectionsnetwork.com/
Questions?

VoterEd@aauw.org

Elizabeth Holden
Grassroots Advocacy Manager
202-785-7763