

Waging a Successful Get Out The Vote (GOTV) Campaign in the Time of COVID

Monday, September 14, 2020



Presentation materials:

- Download the presentation from the AAUW California website home page.
- The meeting recording, a summary Q&A document and example documents will be posted following the meeting.

Questions:

- Use the Q&A function to pose a question. We'll stop periodically to answer general questions.
- Chat has been disabled.

The screenshot shows a Zoom 'Question and Answer' window. At the top, there are two tabs: 'All questions (1)' and 'My questions (1)'. A red dashed arrow points from the text 'Check here for answers to all questions.' to the 'All questions (1)' tab. Another red dashed arrow points from the text 'Check here for answers to your questions' to the 'My questions (1)' tab. Below the tabs, a question is visible: 'Where can I download the presentation?' asked by 'You' at 09:45 AM. Below this, there is a 'Collapse all (1)' link and a response from 'AAUW California' at 09:46 AM. At the bottom of the window, there is a text input field with the placeholder 'Type your question here...'. A red dashed arrow points from the text 'Type your question here.' to this input field. In the bottom left corner, there are two circular buttons: 'Chat' and 'Q&A'. The 'Q&A' button is circled in red. A message box on the left side of the window states 'Chat has been disabled. Use the Q&A function'. In the bottom right corner, there is a red 'Leave' button.



Introduction

Overview

Presented By...



AAUW California

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Content Overview

Topic 1: Voter Registration

Topic 2: GOTV Logistics

Topic 3: Voter Education

Topic 4: Voter Suppression and
Community Collaboration



Topic 1:

Voter Registration



Voter Registration Process: Educate Your Communities

As of Sept 8, a record high of 21M people, 83% of eligible Californians, are registered to vote!

Eligible Californians have several ways they may register to vote:

- Electronic voter registration
- Mail in voter registration
- Same day voter registration




Electronic Voter Registration

Electronic registration especially encouraged this year due to COVID-19

- Go to California Secretary of State website
<https://registertovote.ca.gov/> or local county registrar website
- Application is available in ten languages
- Electronic registration must be submitted **no later than October 19, 2020**





Mail in Voter Registration

For those who prefer to register by mail:

- Pick up paper voter registration application at US Post Office, DMV, library, or county elections office. (***Check whether closed due to COVID-19.***)
- Or request that an application be mailed to you:
<https://www.sos.ca.gov/elections/contact/email-elections-division/>

Application must be postmarked
no later than October 19, 2020.

Missed the October 19 Deadline? It's Not too Late...

There are two ways to register after the deadline:

www.RegisterToVote.ca.gov

1. Complete the Same Day Voter registration process at an early voting location (open from Oct 31):

caearlyvoting.sos.ca.gov

2. Or register on Election Day at your polling place:

<https://www.sos.ca.gov/elections/polling-place/>



Election Dates

**Presidential
Primary Election**
March 3, 2020

Register to vote by
February 18, 2020

General Election
November 3, 2020

Register to vote by
October 19, 2020



Already Registered to Vote?

- Find out if you are currently registered to vote here: <https://voterstatus.sos.ca.gov/>
- You need to re-register to vote if:
 - You changed your name
 - You changed your address
 - You changed your political party affiliation





Voter Registration for New Citizens

- Some counties are performing special swearing-in ceremonies for people who have completed all other steps of the naturalization process (including interview).
- New citizens may bring their naturalization certificate to their county election office and register to vote right up to election day.



Promoting Voter Registration During COVID-19 Crisis

- Participate in National Voter Registration Day - Sept 22 <https://nationalvoterregistrationday.org/>
- Letter to the editor of local newspapers
- Postcard writing virtual party
- Email blast to your networks
- Targeted media outreach
- Phone bank with minority-focused organizations
- Social media - Instagram, FaceBook, Twitter etc.

AAUW California Social Media Campaign

- Participate in our social media campaign to mobilize all of our members to collectively Get Out The Vote!
- You should be receiving a message on Monday with the topic to post on Wednesday.
- Posting the message with our hashtags will make our messages trend!





Topic 2:

GOTV Logistics

What Your Community Voters Need to Know About Voting....

How the Registrar of Voters is ensuring that everyone can vote and be assured that their vote is counted:

A ballot will be **mailed to every** California registered voter.

1. **10/5/20** - mailing of ballots begins. Ballot contains voting information. **Do not forget** to **sign** and **date** your ballot envelope.
2. **10/6/20 - 11/3/20** - voting period. You can complete your ballot at home and **drop** off or **mail** - no stamp needed.



You can track your ballot here: <https://california.ballottrax.net/voter/>



Prefer to **Vote Early**?

Vote at a Vote Center

- 15 Voter's Choice Act counties allow early voting:
 - 3 days from 10/31-11/2 and election day on 11/3
 - Vote by mail ballots show locations for Vote Center

Vote at a polling place

- In 43 counties you can find early voting sites at <https://www.sos.ca.gov/elections/polling-place/>

Remember all California eligible voters can register to vote or update their voter registration and vote on the same day at a Voters Center or polling place.

Voting in Person?

Registered already? No identification is required at polling location.

If there is no DMV#, SS#, or CA ID# on your registration, you may be asked for identification:

1. Recent utility bill
2. Driver's license
3. Passport
4. Student ID with photo and your name
5. Government agency document
6. Sample ballot sent to your home



Tips from the Secretary of State regarding Vote Centers and Polling Places

You **must** vote at Vote Center or polling place if you:

- Forgot to register
- Moved after 10/19



Wear a mask. Forgot? Masks are available.

Go early to avoid crowds. Sites open at 7 am.

Essential workers can request two hours to vote at beginning or end of shift without losing pay. Tell your employer.

Outreach: Remind Voters to Vote...



- Submit a PSA for cable TV public access.
- Host an online Zoom party as a phone bank for GOTV.
- Host a virtual party to write GOTV postcards.
- Engage young voters through **Rock the Vote** <https://www.rockthevote.org/>
- Engage students through **Students Demand Action** <https://studentsdemandaction.org/>
- Obtain public domain promotional materials from **Democracy at Work** to post on social media or in offices, stores etc.
<https://www.sos.ca.gov/elections/myvote-democracy-work-project/>



Topic 3:

Voter Education

Why Voters Need Your Help

- If voters know more about the election, they will turn out to vote.
- If voters know more about the candidates, they will choose leaders who reflect their concerns and views.
- If voters understand the issues – what they are voting for or against – they will feel more confident and have more interest in voting.
- Voters can discover that voting affects their daily lives.
- Even with the virus, we can take action to help voters get the information they need to feel good about voting.





ACTION: Candidate Forums

- Times have changed! In person or virtual?
- Congressional, state and local offices. For Congress and statewide offices, the top-two format will limit the number of candidates. Local offices may have several candidates.
- Assess your branch capability – you may not be able to do all races. Determine how many forums you want to hold and for which offices.
- Can you partner with another local group, e.g. League of Women Voters? You could choose a race that another group is not covering.

ACTION: Candidate Forums

- Set date(s) and venue(s).
- Virtual* – some options:
 - ZOOM basic - free; a small fee gives more time
 - ZOOM Webinar - fee; more attendees, time and format options
 - GoToWebinar – more sophisticated and more expensive
 - GotoMeeting – free, audio only
 - FreeConferenceCall – audio and video conferencing; lower fees
 - Record a forum in the studio of your local cable station.
- It would help to find a branch member with tech skills.
- Just as with a live forum, be sure no campaign materials are visible in the background for each candidate.



* Online tutorials are available on the AAUW website: <https://www.aauw-ca.org/category/tech-tools/>



ACTION: Meet the Candidates

- Marketplace concept: each candidate has a station and voters circulate asking questions
- Virtual Meet & Greet:
 - several candidates can be on one meeting
 - each gives a statement
 - voters submit questions through Q&A.



AAUW Rules for Engaging Candidates

Avoid giving the appearance of favoring one candidate over others.

- Branches may hold forums to which *all* candidates have been invited. If many candidates are running, they may limit the forum to candidates from two major parties.
- 501(c)(4) branches may proceed with only one candidate if a good faith effort to invite others has been made and is well-documented.
- 501(c)(3) branches may *not* proceed with only one candidate despite a good faith effort to invite both. There must be two or more for each separate race.



ACTION: Candidate Questionnaire

- Old school technique
- Branch gives candidates one or two questions – the same questions for each candidate in a given race. All candidates must have a chance to respond.
- Candidates provide written replies – set a word limit. You must print each reply in full unless you have established a way to cut.
- Branch prints up the replies and distributes: website, emails, mailed documents.
- Several races can be addressed in one document.



ACTION: Issue Meeting

Again, live or virtual? It depends on where your branch is located.

Educational meeting on a local issue or on an AAUW priority.

- Guest presenters – individual or panel
- Time for audience comments & questions

Advocacy meeting, promoting a position on an issue.

- Same format as for educational meeting.
- Specify advocacy in publicity.
- Be prepared for opposite position to be voiced.

You may invite an incumbent or candidate for office to speak on an issue on which he/she has expertise as long as the official or candidate does not discuss his/her candidacy.

ACTION: Ballot Measures

AAUW will take positions on ballot measures that relate to our mission. Members need to know these positions.

- Host a branch discussion on all the propositions – branch members can present the measures.
- Invite a member of LWV to speak to your group on the pros and cons of the measures.
- Invite your members to attend a community presentation by LWV.
- Have branch members write letters to the editor citing AAUW's positions on the measures.



All meetings can be live or virtual.



ACTION: Issue Guides

- Select a few issues important to your branch/AAUW.
- Determine two or more candidates' positions on these issues (depending on the race).
- Your research to select candidates must use information in the public domain:
 - Statements or speeches by the candidates
 - Voting records
 - Direct quotes published by the media – not media commentary
 - Information on candidates' websites or in campaign pieces
 - Call the candidate's office and ask
- Create a document that lists the issues and gives the candidates' positions as “pro” or “con” on each issue. AAUW has a template for issue guides on the national website.
- Distribute the document – mail, email, website
- These are tricky! You must be sure you are correct about positions.

[LINK](#)

AAUW Rules on Candidate Endorsements and Campaign Work

Nonpartisan elective office

- A branch with 501(c)(4) status **may endorse**/oppose candidates for nonpartisan elective offices.
- A branch that has its own 501(c)(3) status **may not endorse**/oppose candidates for nonpartisan elective offices.

Partisan elective office

- A branch may *not* endorse/oppose candidates for partisan elective office.

Branch may *not* contribute money, mailing lists, or anything of material value to candidates for any elective office, partisan or non-partisan

Branch members may *not* volunteer for a candidate for elective office in branch or AAUW capacity.



Campaign Rules, continued

Branches may *not* publish political announcements in branch newsletters.

A branch may endorse or oppose nominees for **appointed** offices.

An AAUW member who is a candidate for elective office may state their AAUW membership, as long as

1. They are not taking any positions that are contrary to official AAUW position on any issue.
2. Do not state or otherwise imply that they have been endorsed by AAUW, AAUW California, or their own AAUW branch.





Election Information

- Give your voters additional information resources – such as:
 - CA Secretary of State’s website
 - County Registrar’s website
 - Votersedge.org/ca (LWV site)
 - Ballotpedia.org
- Branch website could have an election info section

REMINDER: In all election activities, it’s important to maintain AAUW’s nonpartisan policy. We do not support or oppose any candidate for office or any political party.



Topic 4:

Voter Suppression & Community Collaboration

Why is Voter Suppression an Issue Now?



The 19th Amendment of
1920



The 1975 Amendment
to the VRA



The Voting Rights Act
of 1965

Topic 4: Voter Suppression & Community Collaboration



Fannie Lou Hammer,
Rosa Parks, and Coretta
Scott King
Reauthorization and
Amendments of 2006



Voting Rights Advancement
Act of 2019 (H.R. 4 / S. 561)
soon to be named for John
Lewis



The Supreme Court decides
Shelby v Holder in 2013

What Can We do Beyond Our Own Communities?





GOTV Letter-Writing, Phone Calling and Postcarding

- Send handwritten notes to encourage unregistered and low-propensity voters to participate in our democracy by voting
- Inform individuals that they may have been removed from voter rolls and encourage them to check with their ROV
- Encourage people to request vote by mail ballots due to the pandemic
- Get youth to work at polling places:
<https://www.sccgov.org/sites/rov/Volunteer/Work%20at%20a%20Vote%20Center/Pages/Volunteer-Vote-Center-Staff.aspx>





Consider Partnerships

Some like-minded organizations:

- Reclaim Our Vote, Center for Common Ground:
<https://actionnetwork.org/forms/reclaim-our-vote-signup>
- Fair Fight: <https://fairfight.com/>
- Vote Forward--choose their nonpartisan lists for AAUW activities: <https://votefwd.org/>
- MomsRising:
https://action.momsrising.org/survey/2020_GOTVpostcards_2nd/?source=action



Questions?



Brainstorming Activity

What can YOU do to GOTV?



What can YOU do to GOTV?

Identify goals that can be complete prior to the election that address the topics discussed today

- 1-2 goals you will try to achieve as an individual
- 1-2 goals you will try to achieve as a branch

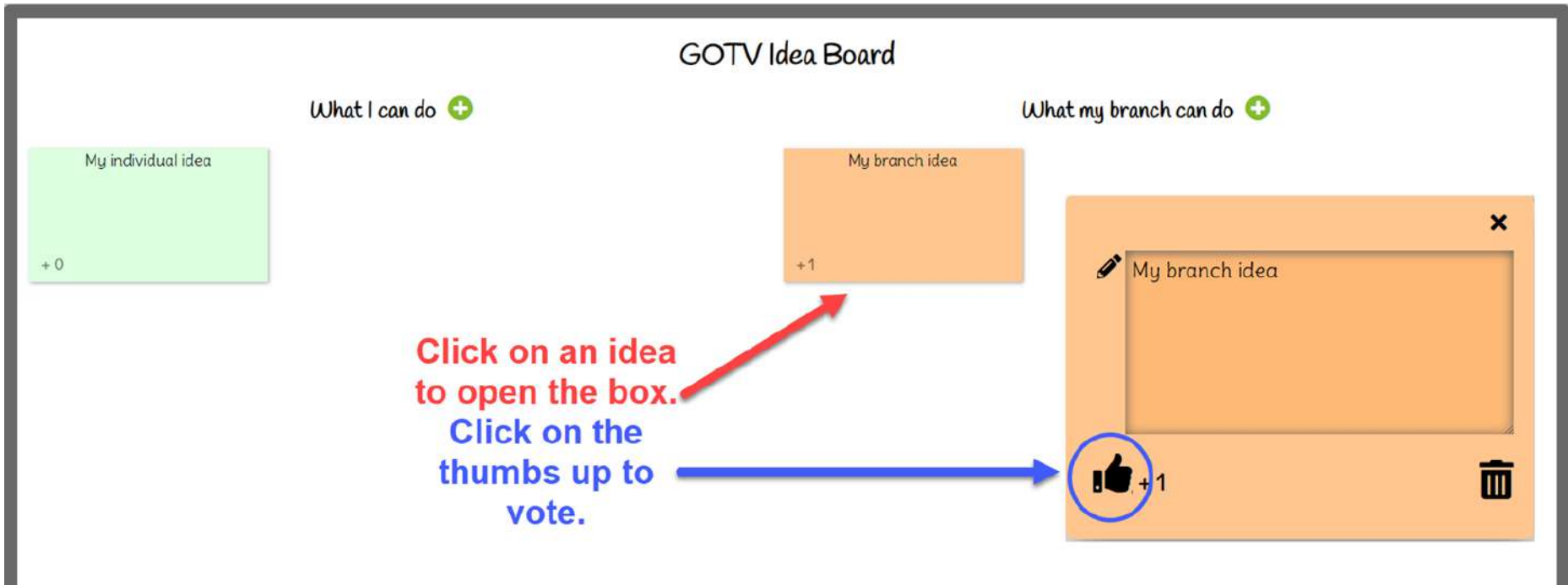
The goal is for us to all leave the webinar with a concrete plan for how we can act to GOTV.

Creating an Idea Board

The screenshot displays the IdeaBoardz web application interface. At the top left is the 'IdeaBoardz' logo. To its right is a search bar with the placeholder text 'start typing to filter stickies'. Further right are 'Export' and 'Login' buttons. Below these are 'View Section' (set to 'All Sections') and 'Sort By' (set to 'created time'). The main content area is titled 'GOTV Idea Board'. It features two columns of idea cards. The left column, titled 'What I can do', shows a green card labeled 'My individual idea' with a '+0' count. A red arrow points from the text 'Click HERE to add an idea you can do as an individual' to a green plus icon in a red circle. The right column, titled 'What my branch can do', shows an orange card labeled 'My branch idea' with a '+1' count. A blue arrow points from the text 'Click HERE to add an idea you can do as a branch' to a green plus icon in a blue circle.

[LINK](#)

Prioritizing Ideas





Waging a Successful GOTV Campaign in the Time of Covid Conclusion

Thank You! Go Vote!



Resources

Voter Registration Links

<https://registertovote.ca.gov/>

<https://www.sos.ca.gov/elections/contact/email-elections-division/caearlyvoting.sos.ca.gov>

<https://voterstatus.sos.ca.gov/>

<https://nationalvoterregistrationday.org/>

Minority-focused Orgs to Phone Bank with

<https://blackvoiceschangelives.org/>

<https://votolatino.org/article/volunteer-with-voto-latino/>

<https://www.mifamiliavota.org/get-involved/engagement-pledge/>

https://www.unidosus.org/take-action/now?utm_source=unidos-homepage&utm_medium=footer&utm_campaign=institutional

<https://www.apalanet.org/vote.html>

To access link: Alt+Enter



Resources (Continued)

GOTV Links

<https://www.sos.ca.gov/elections/polling-place/>

<https://www.sos.ca.gov/elections/myvote-democracy-work-project/>

<https://studentsdemandaction.org/>

<https://california.ballottrax.net/voter/>

Voter Education Links

https://ballotpedia.org/Main_Page

<https://votersedge.org/ca>

<https://www.aauw.org/app/uploads/2020/03/Board-Policies-June-2019-nsa-1.pdf>

<https://www.aauwaction.org/voter-education/voter-issue-guide/>

To access link: Alt+Enter



Resources (Continued)

Suppression and Collaboration Links

<https://fairfight.com/> <https://votefwd.org/>

<https://actionnetwork.org/forms/reclaim-our-vote-signup>

https://action.momsrising.org/survey/2020_GOTVpostcards_2nd/?source=action

<https://www.sccgov.org/sites/rov/Volunteer/Work%20at%20a%20Vote%20Center/Pages/Volunteer-Vote-Center-Staff.aspx>

To access link: Alt+Enter



Upcoming Webinars

9/23/2020	<p>Show Me the Money.</p> <p>Home tours, luncheons, yard sales, wine parties--all cancelled due to COVID. What can you do when you have to cancel your traditional money-making events? This webinar will present some unique (and fun!) ideas for creative fundraisers that can be held virtually. The approved fundraising policies and tax guidelines will also be reviewed. Get inspired to start something new at your branch!</p>
10/1/2020	<p>How to manage your Speech Trek contest on ZOOM.</p> <p>Learn how to set up Zoom to support your contest. We'll cover recording, managing contestants and judges for a successful event.</p>
10/10/2020	<p>AAUW Fund Luncheon.</p> <p>Meet our 2020-21 AAUW California Fellows/Grant recipients at a virtual "luncheon" which will showcase their studies and goals for the year! There is no lunch included this year and no charge to join the webinar.</p>