

# **Get-Out-The-Vote Toolbox**

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*prepared by*

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*and*

*The Minnesota Council of Nonprofits*

## **What is a GOTV Toolbox?**

- GOTV stands for Get-Out-the-Vote—reminding people to vote and helping them get to the polls on Election Day. GOTV can range from low impact, casual conversation to intense, highly organized, door-knock efforts.
- Nonprofit organizations can legally engage in nonpartisan GOTV efforts, and they don't have to be time-consuming or difficult!
- **There are lots of ways that you can help Get-Out-the-Vote in your organization and in your community, and this GOTV Toolbox is designed to help you do just that!**

## **Why is GOTV important?**

*In 2000, the Presidential election in Minnesota was decided by less than 6,000 votes. In 2004, Minnesota led the nation with 77% voter turnout. Nonprofit organizations have relationships with many disengaged citizens, and we have a unique ability to persuade them to vote.*

GOTV makes our community stronger because it:

- Increases voter turnout and makes democracy work.
- Helps ensure that the people nonprofits work with every day have a say in who will represent them.
- Gives us a chance to continue to talk with people about the issues.
- Ensures that our elected officials truly represent us.

## **What do I need to get started?**

This GOTV Toolbox includes a GOTV Planning Template, along with information on same-day registration and absentee ballots.

In addition, MPP has an online GOTV Library ([www.mncn.org/mpp](http://www.mncn.org/mpp)) of information on GOTV activities—everything from setting up a door-knock or phone bank to what to consider for a Rides to the Polls program.

The Minnesota Participation Project can also come to your agency for training on GOTV. For more ideas or information, call the Minnesota Participation Project today!

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).

## Same Day Registration Basics

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*In the state of Minnesota, any eligible voter can register to vote at the polls on Election Day. Same day registration will require voters to step into another line and fill out the voter registration card. Because of the time involved, it is better for everyone if people register to vote before October 14 (20 days before the General Election in 2008), and bring their IDs to the polls.*

*However, if you haven't registered to vote before the election, follow these guidelines to make sure that you have everything you need to register and vote on November 4, 2008:*

- From October 15 until November 4, 2008, anyone who wants to register to vote will have to register on Election Day.
- If you have a **current** Minnesota driver's license, Minnesota ID card, US passport, US military ID, or tribal ID, with your current address, you can use it to register to vote.
- If you **do not** have a current version of one of these forms of identification, or **if it does not have your current address** on it, you can register in a variety of other ways:
  - You can use your old identification card, or a student ID that includes your name and photo, with a utility bill that contains your current address and name and has a due date within 30 days of the election.
  - You can use a voucher (a person who is registered to vote and lives in the same precinct as you). The voucher just needs to be able to state that they know you and know that you live where you say you do. If you live in a residential facility, such as a nursing home or homeless shelter, workers from that facility may vouch for you on Election Day.
  - You can use a student ID that contains a photo, as long as you are listed at the polling place as living in student housing. If you do not live in student housing, your student ID along with a school registration or fee statement that includes your current address will work.

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).

## **Voting By Absentee Ballot**

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*If you or someone you know will be unable to make it to the polls for either the primary election or the general election, you can still make your voice heard. An absentee ballot is an easy way to vote before Election Day; just follow these steps:*

### **Step One: Request Your Absentee Ballot**

An absentee ballot application is required before the actual ballot can be issued. You don't have to use a special form; all you have to do is make a written request for that includes the following information:

- Application may be faxed (see your county website for fax numbers)
- Application must have your name and residence address
- Application must have the reason you are voting absentee
- Application must have the date and your signature
- Your birthdate is NOT required

A single application may be used to request a ballot for both the primary election and the general election. You may also request in your application to be placed on a permanent absentee voter list. If you elect to do so, each year your ballot will be mailed to the address you provided until you request to be removed from this list. Your request should be sent to the Elections Office in your county.

### **Step Two: Review your ballot and accompanying materials**

Once your application has been processed, you will receive a packet of materials which will include: an unmarked absentee ballot, a tan secrecy envelope for your ballot, and a white return envelope for your ballot. These materials should be sent to you approximately 30 days before the primary and 30 days before the general election.

### **Step Three: Vote!**

Once you have received your ballot, you can cast your vote.

Registered Voters:

- You will need a witness who will sign your ballot. The witness must meet the following criteria:
  - a) anyone who is registered to vote in Minnesota
  - b) a notary public
  - c) any person having the authority to administer oaths
- Show your witness the unmarked ballot
- Mark the ballot in secrecy or, if you are disabled or otherwise unable to mark the ballot, have your witness assist you.
- Place your folded ballot in the tan secrecy envelope.
- Place the tan secrecy envelope into the white return envelope.

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- Print your name and address and then sign the white return envelope. Have your witness do the same in the appropriate place on the return envelope.
- Return the ballot in one of the following ways:
  - a) by mail so that it will be delivered by Election Day
  - b) in person no later than 5:00 p.m. on the day before the election
  - c) by having someone else deliver your ballot before 3:00 p.m. on Election Day (Note: this person may not return ballots for more than three voters).

### **Important Dates for Absentee Voters for the 2008 Elections**

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August 8      Counties must make absentee ballots available to voters for the state primary election.

October 3      Counties must make absentee ballots available to voters for the general election.

<p>September 6, from 10 a.m. – 3 p.m.          September 8, until 5 p.m.          November 1, from 10 a.m. – 3 p.m.          November 3, until 5 p.m.</p>	}	<p>Counties and designated municipalities must be open for absentee voting</p>
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November 3, 5 p.m.      Deadline for an absentee voter to turn in absentee ballot.

November 4, 3 p.m.      Deadline for an individual delivering an absentee ballot on behalf of an absentee voter

## **Giving Rides to the Polls on Election Day**

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*For nonprofits of many varieties, providing rides to polling places will be a must on Election Day. For some groups, providing rides will be their only activity. Bringing someone directly to the polls is the best way to ensure that they vote. Here are some tips for creating an effective Rides to the Polls program:*

- Know the rules regarding:
  - Same day registration
  - Vouching
  - Registering people experiencing homelessness
  - Registering ex-felons
  - Registering the mentally and physically disabled
  
- Create a plan
  - How many people can you involve? How many staff? How many volunteers?
  - Where do you want to focus?
  - What resources are available?
  
- Form coalitions
  - What other groups can you work with?
  - Who has done this before?
  
- Start thinking about drivers and vehicles RIGHT NOW! Election Day will come sooner than you think, and it is better to have more people than you can use, then to not have enough.
  - Consider reserving vehicles that can be used to transport wheelchairs.
  - Recruit volunteers who will remain nonpartisan, and whose vehicles will not have political bumper stickers.
  
- Train staff and volunteers before Election Day
  
- When reminding people to vote, ask if they need a ride to the polls. Start thinking about routes and minute details.
  
- Ideally you have things planned out to the point that drivers know where they are going, and voters know when they are being picked up, at least a few days before the election.
  
- Ideally you also have a couple drivers who are available for last minute calls and problems. These drivers could be shared with other organizations in the area.

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).

## A Dozen EASY Ways to Get Out the Vote in 2008

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*You may not have the time or resources to do a major GOTV effort in your agency, but there are ways you can quickly and easily help Get Out the Vote without spending a dime. For example:*

1. Talk to the people you work with about the importance of voting to your organization and the community you serve.
2. Put a newsletter article on your web site, in any agency newsletter or e-news that goes out close to Election Day, encouraging everyone to vote. (See sample article you can use or modify.)
3. Send emails to your staff, members, consumers or clients, board, and volunteers encouraging them to vote. (See sample emails that you can use or modify.)
4. Make a VOTE TODAY! sign and place it in your main lobby and other common areas on Election Day with information about polling places and same-day registration (you can get information on same-day registration in this toolbox or on the MPP website at [www.mncn.org/mpp](http://www.mncn.org/mpp)).
5. Include a NOVEMBER 4—VOTE! reminder in the payroll envelopes that go out closest to Election Day. (See sample payroll stuffer in this toolbox that you can use.)
6. Do an “office knock” on the day before Election Day—make the rounds in your agency offices and remind your colleagues to VOTE ON NOVEMBER 4.
7. New or infrequent voters need multiple reminders to vote in order for the reminders to be effective. Do another “office knock” on Election Day—make the rounds one more time and remind your colleagues to VOTE TODAY.
8. Car pool to the polls with co-workers, board member, volunteers, or clients who live in your precinct—on your way to work, on a morning break, on your lunch hour, or after work. Make it fun and social!
9. Include a NOVEMBER 4—VOTE reminder in any group meetings or programs that your agency holds in the month leading up to Election Day (including staff and board meetings!)
10. Make a NOVEMBER 4—VOTE! message on your outdoor marquis or in your agency’s window so that passersby are reminded to vote.
11. Put a NOVEMBER 4—VOTE message in your email signature so that every email you send reminds people to vote.
12. **Take time off on Election Day**—or even part of it! MPP is organizing a nonpartisan, nonprofit Election Day voter contact effort and we need your help to make it a success. For more information or to sign up, call Josh at 651-642-1904 x250.

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).

## Sample Newsletter Article

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*Feel free to use this article or parts of it in your next newsletter to promote GOTV!*

### **Getting Out the Vote – It’s Not Just for Candidates Anymore**

This fall the four most important letters for our organization may well be “GOTV,” which stands for get-out-the-vote! That in turn means **VOTE** on November 4, 2008!

Now you may be thinking that nonprofits can’t do GOTV work (because it is election-related) so let’s start by shattering that myth. **All 501(c)(3) nonprofit organizations can legally engage in nonpartisan voter registration, voter education and Get-Out-The-Vote work.**

Not only is GOTV legal, but it is also crucially important for all nonprofits, because, through civic engagement, it helps us fulfill our missions to \_\_\_\_\_. When people vote with \_\_\_\_\_ issues in mind, those issues are more likely to get the attention they deserve from elected officials.

### **The Importance of GOTV**

In 2000, the Presidential election in Minnesota was decided by less than 6,000 votes. Many Minnesota voters did not participate in that election. In 2004, Minnesota led the nation in voter turnout – in part because of the work our organization and other nonprofits did to turn out underrepresented communities. Our organization has relationships with low turnout voters—we need to continue to build upon these relationships and show that Minnesota always votes!

### **The Unique Role of Nonprofits**

*People are angry about politics. Many don’t trust candidates of any party. Others think voting doesn’t make a difference. We can counteract this cynicism and apathy. We can have honest, nonpartisan conversations with each other, our clients, board, volunteers, donors and other supporters about why voting matters.*

*Because we are nonpartisan, we can cut through the clutter of partisan politics and talk about the issues, so that the people we talk with are better able to vote with those issues in mind on November 4.*

### **GOTV Made Easy – Three tips for Effective GOTV**

1. **Register and Vote:** *If you aren’t sure if you are registered to vote at your current address, you have until October 14 to register. \_\_\_\_\_ in our office has the Voter Registration forms and would be happy to help you register today! If you are not registered before October 14, take a current ID with you to the polls on November 4, and you can register and vote on the same day. Most important, VOTE on November 4, and remember to take your ID to the polls!*
2. **Personally Ask Others to Vote:** *Don’t assume that your friends, family members, and colleagues are going to vote; MAKE SURE they do! Call or email them a quick reminder; personal contact before and on Election Day is critical to persuading people to vote.*
3. **Take Time Off on Election Day:** *The final and most important way to ensure that people vote is to talk to them on Election Day. The Minnesota Participation Project is working with partner organizations in the Twin Cities area to recruit volunteers to work on Election Day. The activities will be fun, easy and they will make a difference. If you are interested in this opportunity, please contact Josh at 651-642-1904 x250!*

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).

## Get Out the Vote the Electronic Way

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*Email reminders can be a quick, easy, and cheap way to remind your staff, board, volunteers, members, and supporters to vote. Repeated reminders from people a voter trusts make it more likely that the voter will go to the polls on Election Day. Consider sending emails during the month leading up to November 4. Some samples are detailed below:*

### **OCTOBER 1**

*Subject Line:* November 4 Countdown—35 Days Left

*Email Body:* What's so important about November 4? It's Election Day!

The issues we care about are decided by the people who will be elected on November 4. Let's be sure our views are represented!

If you aren't sure if you are registered to vote at your current address, you have until October 14 to pre-register to vote. I have the voter registration forms and can help you fill them out—just let me know!

If you don't register before October 14, you can register on Election Day at your polling place—just be sure to bring your ID to the polls.

Most important, mark your calendars and VOTE on November 4!

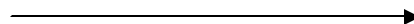
### **OCTOBER 14**

*Subject Line:* November 4 Countdown—21 Days Left

*Email Body:* In 2000, the Presidential election in Minnesota was decided by less than 6,000 votes. Many Minnesota voters did not participate in that election. In 2004, Minnesota led the nation in voter turnout – in part because of the work of nonprofits to turn out underrepresented communities. We need to continue to build upon these relationships and show that Minnesota always votes!

Remember to VOTE on NOVEMBER 4....and remind your clients, friends, family and co-workers.

More on next page



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## **OCTOBER 31**

*Subject Line:* November 4 Countdown—Less Than One Week Away!

*Email Body:* What's scarier than Halloween ghosts and goblins?

Our leaders being elected by a minority of the people!

This Tuesday, November 4 is Election Day. Remember:

- The polls are open from 7 a.m. to 8 p.m. To find your polling place, go to [www.sos.state.mn.us](http://www.sos.state.mn.us) or [www.lwvmn.org](http://www.lwvmn.org).
- Bring your ID to the polls.
- VOTE on NOVEMBER 4!

## **NOVEMBER 3**

*Subject Line:* November 4 Countdown—One More Day

*Email Body:* Tomorrow we have the chance to vote with \_\_\_\_\_ (fill in issue that connects with your agency mission) in mind.

Voting helps us advance our mission and improve the well-being of our communities.

It's your vote...It's your voice. On November 4, make your choice. PLEASE VOTE!

## **NOVEMBER 4**

*Subject Line:* IT'S NOVEMBER 4! VOTE TODAY!

*Email Body:* Take your ID and get to the polls TODAY to cast your vote. Polling places are open from 7 a.m. to 8 p.m.

- To find your polling place, go to [www.sos.state.mn.us](http://www.sos.state.mn.us) or [www.lwvmn.org](http://www.lwvmn.org).

If you have questions, feel free to contact me!  
Most importantly, GET OUT AND VOTE!

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).

## **Minnesota Participation Project: Sample GOTV Payroll Stuffer**

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*One easy way for an organization to encourage its employees to vote is to remind them with a payroll stuffer on the Pay Day that falls closest to Election Day. This is a cheap and easy reminder, and can be effective in ensuring that employees cast their ballot.*

*By law, voters are allowed to take time off to vote the morning of Election Day. If it isn't convenient to vote in the morning, polls are open from 7 a.m. to 8 p.m., and as long as you are in line to vote by 8 p.m., the law requires that the polling place remain open for you to vote.*

*Below is an example of what a payroll stuffer could say.*

**NOVEMBER 4**

**November 4 is Election Day.**

**On November 4, we further our mission to \_\_\_\_\_  
by making sure our voices, and the voices of [the people/community/issues]  
we care about are heard at the ballot box.**

**Polls are open from 7 a.m. to 8 p.m.  
Bring your ID to the polls, and**

**PLEASE VOTE NOVEMBER 4.**

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email  
Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).

## Taking Time Off on Election Day

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*Beyond getting out the vote in your agency you can do more--and it's fun & easy!*

**MPP is organizing a GOTV effort in 2008 that will put nonprofit-affiliated volunteers on the streets on Election Day, persuading newly registered and infrequent voters to go to the polls.**

This exciting nonpartisan GOTV drive will be unlike any other in Minnesota, and you can be a part of it. Here are some reasons why you should consider taking time off on Election Day:

- You will have a ton of fun!
- If you work days, you only have to take a half a day off—starting at noon—to be a part of the action. Or, you can join us after work for the last big push before 8 p.m.
- You will get free food and t-shirts!
- You won't be doing it alone—you'll be volunteering with lots of other amazing people, and together you will contact 1000s of potential voters on Election Day.
- It's easy! You'll get all the information and training you need.
- You'll learn things you can take back to your nonprofit.
- You will be part of a massive nonpartisan, nonprofit GOTV effort that will reach eligible voters who have not been voting before.
- Your time and effort will help to ensure that everyone who is willing and able to vote will get to do so without any problem.
- New or infrequent voters who cast their ballots this Election Day will be better able to hold their representatives accountable on the decisions they make in the future.
- You turn out voters who will vote on your nonprofit's issues. These voters will help to advance the causes you fight for on a daily basis.
- You will help the voiceless speak up, and help ensure that the powers that be are listening.

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).

## Important Election Contact Information

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*On Election Day or before, there are many resources available to answer your questions or help you vote at the polls. Here are a few to keep handy:*

### *For General Information or Questions:*

- **Minnesota Participation Project** (Can also help with polling places and rides to the polls)  
Phone: Joshua Winters at 651-642-1904 x250  
Email: [josh@mncn.org](mailto:josh@mncn.org)  
Web site: [www.mncn.org/mpp](http://www.mncn.org/mpp)
- **The Secretary of State's Office:**  
Phone: 651-215-1440  
Web site: [www.sos.state.mn.us](http://www.sos.state.mn.us)

*To find your polling place or report a problem, contact your County Elections Office.*

- **Hennepin County Elections :**  
Phone: 612-673-2070  
Email: [elections@ci.minneapolis.mn.us](mailto:elections@ci.minneapolis.mn.us) Web site: <http://www.ci.minneapolis.mn.us/elections/>
- **Ramsey County Elections:**  
Phone: 651-266-2171  
Email: [elections@co.ramsey.mn.us](mailto:elections@co.ramsey.mn.us)

*For legal questions or to get help at the polls:*

- **The League of Women Voters :**  
Phone: 651-224-5445  
Website: [www.lwvmn.org](http://www.lwvmn.org)
- **Alliance for Justice:**  
Phone: 866-675-6229  
Email: [alliance@afj.org](mailto:alliance@afj.org)

*If you need a ride to the polls, any of these political parties should be able to help:*

- **Democratic Farmer Labor Party:**  
Phone: 651-293-1200  
Web site: [www.dfl.org](http://www.dfl.org)
- **Green Party:**  
Phone: 612-871-4585  
Web site: [www.mngreens.org](http://www.mngreens.org)
- **Independence Party:**  
Phone: 651-487-9700  
Web site: [www.mnip.org](http://www.mnip.org)
- **Republican Party:**  
Phone: 651-222-0022  
Web site: [www.gop-mn.org](http://www.gop-mn.org)

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).



## The Minnesota Participation Project: Nonpartisan Nonprofit Voter Mobilization

*The Minnesota Participation Project is an initiative of the  
Minnesota Council of Nonprofits with support from Grassroots Solutions*

Help MPP put hundreds of nonpartisan, nonprofit volunteers on the streets on Election Day, making thousands of contacts with eligible voters!

Let your colleagues know about this unprecedented opportunity to have fun, make a difference, and GET OUT THE VOTE! By putting this simple note in the staff mailboxes at your office, you can spread the word about this massive nonpartisan, nonprofit GOTV drive.

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### Volunteer for November 4 – Nonprofits Get Out the Vote

Be part of an unprecedented, nonpartisan effort to Get Out the Vote on Election Day!

**Nonprofits can legally participate in Get Out the Vote efforts and have a unique role to play in getting people to vote because we have relationships with some unlikely and infrequent voters.**

We know that direct contact with people is the single most effective way to increase voter participation. The Minnesota Participation Project is leading an Election Day GOTV effort that will put hundreds of nonprofit volunteers on the streets making thousands of contacts with eligible voters who have historically been left out.

Join us on Election Day to reach people directly in their community and increase voter turnout!

To sign up, call Joshua Winters at 651-642-1904 x250, or email [josh@mncn.org](mailto:josh@mncn.org) today!

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Joshua Winters at 651-642-1904 x250, [josh@mncn.org](mailto:josh@mncn.org).

## Ground Rules for GOTV Planning

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*GOTV can encompass many different nonpartisan ideas and activities that are all permissible for 501(c)(3) organizations. In order to convert your ideas into a concrete, step-by-step plan that you can successfully execute, consider these ground rules:*

1. **Planning largely determines success.** Great ideas without a clear plan usually remain great ideas at best, failures at worst. A plan, with concrete, specific, and realistic goals, is essential to a successful voter mobilization effort.
2. **Know your assets.** Successful voter mobilization leverages what an organization already has or can gain access to. Scan your organization thoroughly so that you have a clear idea of your resources and limitations.
3. **Prioritize activities according to capacity.** It is better to do three things very well than 15 things poorly. It is also better to focus on a specific universe of potential voters rather than all potential voters.
4. **Target.** Rather than attempting to contact any potential voter you can, do some research to determine your *target universe* of potential voters—those people that you already have access to who are least likely to vote. If you can, compare your lists (of staff, members, customers) with voter files to see for certain. (Voter files are records that list a voter's voting history—whether they are registered and how regularly they vote in elections. Voter files are available from the Secretary of State, or MPP may be able to help you with this.)
5. **The more personal, the better.** Make your contact with targeted potential voters as personal as possible. This means that if you have a choice between having volunteers personally helping fill out voter registration cards at a table versus putting a stack of voter registration cards in five different locations without any volunteers present, you are better off with one table of volunteers.
6. **Begin with your base** and branch out from there. Do not assume that your staff, congregation, board, or members are already registered or regular voters.
7. **Priority should be given to direct voter contact over general public education.** If you have limited resources, concentrate them on contact with your targeted universe.
8. **When it comes to repeated voter contact, more is better.** Repeated contact is sometimes the only thing that gets someone to the polls, and it can make the difference in an election. Systematically and efficiently contact your targeted universe, and contact them repeatedly.
9. **Evaluate.** When your voter mobilization effort is over, make sure that you take the time to compare the results with the goals you set at the beginning. Find ways to build on what you've done not only for the next election cycle, but for other grassroots work that you are doing.

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## **GOTV Planning Template**

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*The idea behind building a nonpartisan GOTV plan based on your resources is to create action steps that are realistic, play to your strengths, and position you to systematically build on your activities over time. A plan that takes on too much too soon is as dangerous to your long-term success as a plan that takes on too little. This template can help you build a customized, attainable plan that has IMPACT.*

<p><b>Assets</b> Look at your previous activities or what you know about available resources, and identify 1-3 areas or strengths. These are the foundation for deciding what activities you'll put in your GOTV plan. Examples: Lists of voters you have registered this year, staff and organizational commitment to doing GOTV, multiple phone lines that could be used for phone banking.</p>	
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<p><b>Goals</b>  Name one or two clear, specific goals for the GOTV effort. These will be your measurement for determining success. Make them exciting and bold, but ATTAINABLE. Example: Contact all the voters we have registered at least once in the week before Election Day.</p>	
<p><b>Target Universe</b>  What potential voters are you hoping to get out to vote? Of these potential voters, which are least likely to vote without encouragement? (If you are able to compare your lists to voter files, you can learn who is not registered and who does not vote consistently.) This is your “target universe” and it is where you should start. If you have additional capacity, you can expand beyond this base.</p>	

For more information and to get involved, visit [www.mncn.org/mpp](http://www.mncn.org/mpp) or call or email Josh at 651.642.1904 x250, [josh@mncn.org](mailto:josh@mncn.org)

<p><b>Allies/Partners</b> Are there other groups you can team up with for GOTV efforts?</p>	
<p><b>Staff Roles</b> What roles can you identify for staff? Which staff? How can GOTV be integrated into existing activities?</p>	
<p><b>Infrastructure Activities (List building, training, communication, etc.)</b> What are the “nuts and bolts” that need to be in place in order for you to succeed? How can you get your lists into shape, maintain them well, track activities, communicate with people internally, train staff and volunteers, etc.?</p>	

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<p><b>Message(s)</b>          What message will you use to encourage people to vote? This is your external message. What message will you use to get people to volunteer? This is your internal message. You need both for an effective GOTV operation.</p>	
<p><b>Volunteer Roles &amp; Recruitment</b>          How will you recruit volunteers to help with GOTV? What specifically will you ask them to do? How will you keep track of them? Who will coordinate? How does this relate to your goals?</p>	
<p><b>Pre-Election Day Activities:</b>          What activities will you do to remind people to vote prior to Election Day. How will you use phoning, mailings or door-knocking? What other activities will you use?</p>	

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<p><b>Election Day Activities:</b>  What activities will you do on Election Day? Will you ask people to take the day off? What will they do? Phoning, door knocking, visibility, etc.? Will you provide rides to the polls? Is voter protection a part of your plan?</p>	
<p><b>Technology</b>  How will you rely on technology in your activities? How will you ensure that technology is used effectively and efficiently?</p>	
<p><b>Budget</b>  Now that you have outlined your staffing, infrastructure, activities, and technology, assign costs for each, if there are any. Where will this money come from?</p>	
<p><b>Preliminary Timeline</b>  Lay out the general sequence of your plan. Note significant dates and events. Work backwards from Election Day on Nov. 4.</p>	

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<p><b>Connecting to Long-Term Work</b></p> <p>How can you connect your voter mobilization to your work long-term? For example, if you engage in issue-based grassroots legislative advocacy during the legislative session, how can you create a cycle that connects the two? How will you keep building your base and stay engaged with the potential voters and volunteers that join your voter mobilization effort this year?</p>	
<p><b>Evaluation</b></p> <p>What steps will you take to compare the outcome of your work with the goals you lay out in this plan? How will you get feedback from your volunteers? How will you know if you increased voter participation?</p>	

## **FREE Training and Technical Assistance on GOTV—Right to Your Door!**

The Minnesota Participation Project has more tips, tools, and training available for nonprofits interested in Getting Out the Vote. Here are a few ways to get more information:

- Our **web site is full of information** about voting that you can download and use any way you wish; check it out at [www.mncn.org/mpp](http://www.mncn.org/mpp).
- If you would like **customized training** on GOTV to come to your organization, MPP can help!
- We have a **pool of trainers**—homegrown Minnesota talent straight out of the nonprofit community—who can come to your agency and teach you whatever you need to know about voter engagement work. To request a training, call Joshua Winters at 651.642.1904 x250 or email [josh@mncn.org](mailto:josh@mncn.org).

**REMEMBER TO VOTE ON NOVEMBER 4, 2008!**

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