

BE A VOTER

Easy-to-use civics program to increase voter turnout

Non-partisan, non-profit, research-based, issue-oriented



beavoter.info

Define audience, approach, display

Planning	Examples
Define your target audience; be specific	College students
Define best approach based on characteristics of target audience	Friendly, upbeat, collaborative, interactive
Create exhibit based on what appeals to target audience	Non-partisan voter HUB includes information, education, registration, conversation, motivation
Develop outreach questions	What's important to YOU? Relate individual's goals to voting issues .

Successful Outreach Strategies

Identify target audience

Use bold visuals and welcoming language

Stand in front of table; stay off phone

Ask inviting questions; inquire about goals

Link goals to voting issues

Ask for action: post on social media

Link personal goals to voting issues

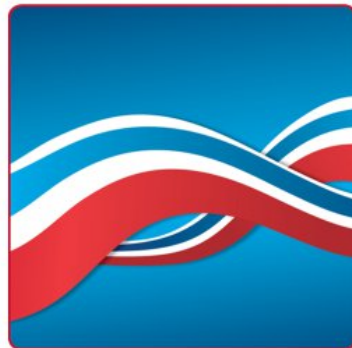


What's important to **YOU**?

Example

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Vote for candidates who will help you graduate from college!



Why can't I get the courses I need to graduate on time?

Why isn't there enough financial aid for me to finish college without debt?

**If you don't vote, this will never change.
Register now at beavoter.info.**

Change policies for the better by voting

Start a conversation

Sample Questions	Sample Responses
Are you registered to vote?	You are? Great! What's your biggest concern? (e.g. student financial aid, health care, jobs) Here's your E-Z voter checklist ; match your goals to voting issues . Ask your friends and family to register, too.
You're registered to vote already, aren't you?	No? No problem! It'll just take a couple of minutes; here's the form. In the meantime, I'll get your voter checklist ready so you'll have all the information in one place. Please post it on social media and tell your friends.
Is your voter registration-up-to-date?	Not sure? Let's check right now. Here's a voter reference card in the meantime. Please text a copy to 3 friends while I get an update for you.

More conversation = better chance of voter *TURNOUT*

Additional questions	Additional conversation tips
What are your top three concerns these days?	Once you identify your goals, you can more easily identify the candidate whose positions will help you meet YOUR goals. Here's your E-Z voter checklist .
Do your friends, parents and siblings vote?	Here is an extra voter checklist to share. You can download more at beavoter.info .
You're not yet eligible to vote?	No worries! You can still be a voter ambassador and ask your friends and family to vote.
Did you know that you can get paid to be a poll worker?	Here is the information to sign up. Provide a form if you have one or a website link to your local elections site .

Create a *Voter HUB*

[Questions about voting?](#)

Get answers here! Everyone welcome!
Voter Information, Registration, and Education



Make it “sticky!”

Don't let people get away. Ask them to act.

- **Communicate** with *all prospective voters...whether or not they are already registered.*
- **Provide** [E-Z Voter Checklist](#) and [Voter Reference Card](#) to all.
- **Ask** each person to post a message on social media asking friends to register and vote.



Get more people involved.

BE A VOTER AMBASSADOR

Ask friends and family to register and vote.

Download your free *E-Z Voter Checklist* and *Voter Ambassadors Plan*.

beavoter.info

Register now!
iRegístrate!

Post on social media.
Vote and celebrate!