

# GET OUT THE VOTE!

## TIMELINE

All of the materials & tools mentioned in the suggested timeline below are available at:

[www.championthevote.com/gotv](http://www.championthevote.com/gotv)

### GOALS

- **ONGOING:** Use the issues to mobilize your constituents to pledge to vote. (Research shows that people who pledge are more likely to follow through.)
- **SEPTEMBER:** Provide information and tools for voter registration.
- **OCTOBER:** Provide information and tools for early voting and voter guides.
- **NOVEMBER:** Final Push to mobilize your constituents to go to the polls.

# GET OUT THE VOTE!

## TIMELINE

### SEPTEMBER

#### Emphasis on Voter Registration

- Voter Registration
  - Use the “**Are You Registered?**” video to raise awareness.
  - Use the online **Voter Registration Tool** to facilitate registrations.
  - Make the **State Voter Registration Deadlines** pdf available to your constituents.
- Use the “**If You Care...**” email template series to generate voter pledges. Select issues that resonate with your constituency, and personalize as needed.
- The Supreme Court is an overall hot-button issue for conservative Christians. Use the “**Judges**” video in emails, on your website, Facebook, etc.
- Use suggested **social media posts** on Facebook, Instagram, Twitter to generate voter pledges.

Learn more, go to:

[www.ChampionTheVote.com/gotv](http://www.ChampionTheVote.com/gotv)



### OCTOBER

#### Emphasis on Early Voting & Voter Guides

- Early Voting
  - Use the “**Vote Early**” video to inform your constituents about early voting.
  - Use the online **Vote Early tool** – it provides detailed information and deadlines for every state.
- Voter Guides – Provide links to the **Voter Guide(s)** of choice for your constituents.
- Use the “**If You Care...**” email template series (and new email templates that will be added) to generate voter pledges. Select issues that resonate with your constituency, and personalize as needed.
- The Supreme Court is an overall hot-button issue for conservative Christians. Use the “**Judges**” video in emails, on your website, Facebook, etc.
- Use suggested **social media posts** on Facebook, Instagram, Twitter to generate voter pledges.

### NOVEMBER

#### Emphasis on the Final Push

- Use the “**If You Care...**” email template series (and new email templates that will be added) to generate voter pledges. Select issues that resonate with your constituency, and personalize as needed.
- Voter Guides – Continue to provide links to the **Voter Guide(s)** of choice for your constituents.
- The Supreme Court is an overall hot-button issue for conservative Christians. Use the “**Judges**” video in emails, on your website, Facebook, etc.
- Use suggested **social media posts** on Facebook, Instagram, Twitter to **generate voter pledges**.
- Use our **Voting Plan Template** and encourage your constituents to make a plan for getting to the polls on Election Day. People who make a plan are more likely to follow through!
- Send an email on Monday, November 7 to remind your constituents to vote.