

Key Components of a Get-Out-The-Vote (GOTV) Program

1. **Contact targeted** precincts through telephone and door-to-door canvassing. Race, ethnicity, geography and/or age are good ways to identify target precincts.
2. **Identify friends, family and other volunteers** to help with voter contact. Make GOTV a group activity.
3. **Voter contact** should start in the low turnout areas approximately one month before the election. Focus on having voters commit to vote using pledge cards.
4. **Develop a program** to get voters to and from the polls. Identify rides to the polls, carpool opportunities and/or group meet-ups at the polls.
5. **Final literature drops** should be made the weekend before the election. Use door hangers and/or flyers that specify precincts voting locations and other voting information.
6. **Plan visibility opportunities** to stimulate voter turnout and call attention to importance of voting. Examples include, but are not limited to, rallies, promotional items and street waves.
7. **Use Election Day** and Early Voting days as way to activate voters immediately and take or send them to the polls to vote.
8. **A centralized voter turnout** center and phone bank can be used to organize volunteers to engage voters.

AVOID OBVIOUS PITFALLS FOR YOUR GOTV EFFORT

1. **Campaigns** are time limited. Use your time wisely.
2. **Advice** will come from every direction for every task. Focus on what is need to contact voters.
3. **There will not be time for lengthy debates** about telephone scripts or whether it is better to give money to volunteers to buy lunch or to provide them with sandwiches.
4. **Volunteers who** have a good experience are excited to volunteer again. Plan ahead to ensure volunteers can be successful in the task the are being asked to do.

