

Election Day: Get Out the Vote (GOTV)

Election Day is the culmination of all of your work to promote the vote, and it is the most important day of all! On Election Day, efforts turn to getting out the vote. As you canvass, phone bank, and hold registration drives in the weeks and months leading up to the election, maintain a list of individuals whom you have helped register to vote and use this list as a starting point for get-out-the-vote activities. Here are some ways to amplify your impact on Election Day.

- ▶ **Phone Banking**
Set up a volunteer phone bank to contact individuals with whom you made contact through Promote the Vote, Protect the Vote efforts, as well as your NCJW membership, to remind them that it is Election Day and the polls are open. Make sure you provide callers with a list of polling locations and voting hours, so that they can give people specific instructions on where to vote. These calls can be made the night before Election Day.
- ▶ **Door-to-Door Canvassing**
Face-to-face contact has proven to be the most effective tool in registering voters and getting them out to the polls. Identify neighborhoods that typically have low voter turnout. Send volunteers to knock on doors to remind people to go to the polls and to provide accurate polling information. Distribute non-partisan leaflets that remind people when and where to vote, provide the 1-866-MYVOTE1 or 1-888-VE-Y-VOTA number to call if they have a problem at the polls, and include an NCJW contact person.
- ▶ **Transportation to the Polls**
On Election Day, ensure that those voters who need transportation to the polls get rides. Make sure to coordinate volunteers and those individuals who have signed up for rides and prepare maps and lists of poll locations and pick-up sites as well as a way for drivers to keep track of whom they drive to the polls. Your volunteer drivers for Election Day should be individuals without any partisan bumper stickers on their cars but should be encouraged to decorate their cars with NCJW-branded posters, and post signs in the windows that remind people to vote and notify them of a number to call to request a ride to the polls.
- ▶ **Go Get Out the Vote!**
With proper planning and committed volunteers, your Election Day GOTV efforts will be fruitful, rewarding, and fun. By the time the polls close, you will have the satisfaction of knowing that you have helped people in your community participate in the democratic process by casting a ballot.
- ▶ **Evaluate your GOTV Efforts**
In the weeks following the election, be sure to plan time to evaluate your get-out-the-vote efforts. What worked well, what challenges did you encounter and how did you respond, and what could strengthen your GOTV efforts in the future? Be sure to share successes and challenges experienced with the NCJW Washington office by contacting Lindsay Morris at lindsay@ncjwdc.org or 202 296 2588 x 6.