



Promote the Vote, Protect the Vote 2020 Campaign FAQs

What is NCJW's Promote the Vote, Protect the Vote 2020 campaign?

Since our founding, NCJW has worked to promote voting rights by advocating for women's suffrage, the Voting Rights Act of 1965, the Motor Voter Act, and beyond. NCJW believes that our vote is our voice, and our democracy is at its strongest when every voice is heard. In that spirit, the Promote the Vote, Protect the Vote 2020 campaign (PTV 2020) provides NCJW advocates the tools they need to make a meaningful difference in the 2020 election from beginning to end, including resources to hold voter registration, voter education, and Get Out the Vote (GOTV) events, as well as provide sections with a leadership development opportunity via a PTV 2020 captain cohort.

The NCJW national office is asking sections and action teams across the country to **join** the campaign and designate **PTV 2020 captains** to plan and execute voter engagement events. On November 3, 2020, NCJW national and every participating section will be able to say that we made a measurable and meaningful impact in the 2020 election.

My section has never done voter engagement work. Should we join the campaign?

Yes! The Promote the Vote, Protect the Vote 2020 campaign has a multitude of resources designed to make it easy to get involved in voter engagement. Specifically, there are how-to guides for holding a voter registration event, candidate forum, and voter Shabbat dinner. Alternatively, if you would like to hold a different type of event, NCJW national staff will assist your brainstorming and planning process. Joining the campaign and designating a captain gives your section access to training and one-on-one guidance from NCJW national staff.

My section already has activities planned for the 2020 election. Should we still join the PTV 2020 campaign?

Yes! One of the goals of the PTV 2020 campaign is to measure the impact of NCJW advocates across the country on the 2020 election. If your section has already planned voter engagement activities, we want to make sure you're included in that tally and featured on our website! Further, the events you've already planned leading up to the 2020 election "count" toward the requirement that each section holds at least two events, so you're ahead of the game! In addition to measuring national impact, the PTV 2020 campaign also provides an opportunity to give an emerging leader one-on-one assistance and training.

Our advocacy leads do not have the time to dedicate to another campaign. Should we join?

Yes! We understand and are grateful to our current leaders across the country who already do so much organizing and advocacy work for their sections. NCJW national has designed the PTV 2020 campaign to help develop new leaders in your section, so we *do not* want current leaders to apply (unless as a co-captain) or take charge of their section's voter engagement work. Rather than adding to your plate, the campaign is designed to build NCJW's capacity by supporting new leaders.

My section does not focus on voting rights. Are we a good fit for the campaign?

Yes! Voting rights are vitally important, but this campaign is focused on voter engagement: registering people to vote, educating voters, and Get Out the Vote (GOTV) activities. Even if your section has other issue priorities, or is less focused on advocacy, there is a way to take part in the PTV 2020 campaign.

What are the commitments to joining the campaign?

Sections that join the PTV 2020 campaign commit to two things:

- 1) Designating a PTV 2020 captain
 - 2) Holding at least two voter engagement events leading up to the 2020 election
- NCJW national has in-depth guides for planning a voter registration event, candidate forum, and voter Shabbat dinner. However, your section is not limited to these events. Your advocates can phone bank, educate on the issues, work on a ballot initiative, advocate for voting reforms, and more. Once a section completes the process of

designating a PTV 2020 captain, they have officially joined the campaign. More information about the PTV 2020 captain commitment is below.

What is a PTV 2020 captain?

A Promote the Vote, Protect the Vote 2020 captain is an NCJW member who is the designated liaison between a section participating in the PTV 2020 campaign and the NCJW national office. The PTV 2020 captain is responsible for ensuring a section meets its commitments to the campaign.

Who can be a PTV 2020 captain?

The PTV 2020 captain position is an opportunity for leaders in our network to cultivate new leadership in their sections and build a pipeline. Sections who join the campaign will have either one captain or two co-captains. Current section leaders should **not** be the section's sole PTV captain; however, they can work with an emerging leader as a co-captain. Further, two emerging leaders may also share the captaincy. An "emerging" leader may be a member who has never held a NCJW leadership position before or has minimal NCJW leadership experience. The captain position does not require any previous experience or expertise on NCJW voter engagement work.

How do I become a PTV 2020 captain for my section?

Apply to be your section's PTV 2020 captain by filling out [this form](#). Once you submit the form, NCJW national staff will contact Executive directors, section presidents, or action team leads to gain approval.

What are the requirements of being a PTV 2020 captain?

PTV 2020 captains are responsible for the following:

- Coordinating with NCJW national staff to create a customized PTV 2020 plan for their section. The plan will include a minimum of two actions throughout the year.
- Acting as the go-to for NCJW voter engagement efforts for their section, including providing regular updates to section or team leadership and establishing goals for campaign actions.
- Communicate regularly with the NCJW Engagement and Leadership Department staff, the frequency of which to be determined based on the needs and capacity of the individual.

- Submit monthly reports, via fillable form provided by NCJW national, to provide updates on event planning, attendance data, successes/challenges, and more.
- Complete a pre and final evaluation to inform future PTV efforts.

Why should I volunteer to be my section’s captain?

Maybe you’ve been thinking about how to engage more deeply in the social change work of NCJW. Maybe you want to bring your external GOTV experience to your section. Or perhaps you just want to meet more people and have fun!

Once you commit as a PTV 2020 captain, you will receive:

- An opportunity to develop and strengthen leadership and organizing skills.
- An intro box of swag and resources to help launch their PTV 2020 efforts.
- A cohort of PTV 2020 captains across the country to network with and share ideas.
- Personalized support from NCJW national staff to ensure the success of the campaign.
- Networking and presentation opportunities at National [Convention 2020](#) in Chicago, IL.
- A PTV 2020 certificate from NCJW national upon the completion of the campaign.

Can we partner with another organization on an event or program?

Absolutely! We encourage sections to partner with local groups on voter engagement efforts to benefit from each other’s strengths and maximize turnout and impact. If NCJW members attend the event or activity, co-hosted events will count toward a section’s event commitment to the PTV 2020 campaign.

My section joined the campaign. What do we do next?

Congratulations! We are so glad you’ve joined NCJW’s Promote the Vote, Protect the Vote 2020 campaign. Do you know who your section’s PTV 2020 captain is? Your section president or executive director will know who they are. If they don’t, reach out to Hannah at hcohensmith@ncjw.org or 240-509-5507.

Contact your PTV 2020 captain to learn what they are planning and how you can get involved. Check out NCJW's PTV 2020 resources on the [website](#) for ideas.

How can I infuse voter engagement into my section's existing work?

There is so much you can do to infuse voter engagement into every single event your section holds between now and the 2020 election. This is true even if your section decides not to join the PTV 2020 campaign. Here are some ideas:

- Bring voter registration forms (or a laptop for online voter registration) and ask people to fill them out at every event. Have them available at all ongoing service projects, like back to school stores or thrift shops.
- Call every person who attended your section's events in the past year to encourage them to vote in November 2020.
- Ask every section member to commit to talking to three people in their network about the importance of voting.

I am not a member of an NCJW section. Can I still get involved?

Yes! First, sign up to be an [NCJW advocate](#). Then, see if there is a [section near you](#)! If not, you can still use NCJW resources to plan events in your community. Further, in the coming months NCJW national will have a way to sign up to host a voter Shabbat dinner. Those who choose to host a dinner will receive resources and swag from the NCJW national office.

I have more questions, who do I contact?

For any other questions, please reach out to Hannah Cohen Smith at hcohensmith@ncjw.org or 240-509-5507.