

Welcome to the NCJWebinar

National Voter Registration Day: Get Out the Vote!

Chat prompt (all panelists & attendees): Please introduce yourself in the chat by including your name, pronouns, state, and NCJW section/organization (if applicable).

Housekeeping:

- Turn on closed captioning by clicking the “CC” or Closed Caption button below.
- All mics are muted to reduce background noise.
- Contact action@ncjw.org/write in the chat if having any issues.



NATIONAL COUNCIL *of* **JEWISH WOMEN**

NCJW & National Voter Registration Day: Get Out the Vote!

August 19, 2020

Housekeeping

- Click on the CC or Closed Caption button on the bottom of your screen to turn this feature on and off
- All mics are muted
- Use the chat function to alert us to technical issues and to ask questions throughout
- This NCJWebinar is being recorded and will be shared with all registrants and NCJW leaders



Caitlin Donnelly
(she/her)

Education and
Engagement Coordinator
Nonprofit VOTE



National Voter Registration Day

Tuesday, September 22, 2020

www.nationalvoterregistrationday.org
info@nationalvoterregistrationday.org



National Voter Registration Day 2020

September 22, 2020!

- Goal: biggest National Voter Registration Day ever!
- 80+ Premier Partners; 1400+ community partners
- Navigating the new normal
 - Webinars
 - Training resources



How You Can Get Involved

Ahead of the holiday:

- Partner recruitment and training
- Issue a press release
- Social media promotion

On the big day:

- Organize or attend an event
- Social media promotion
- Traditional media to uplift voting in your community





Messaging best practices

Looking at our holidays in 2018 and 2019, when we registered a record-breaking **865k+ and 473k+ voters** respectively– all of our messaging, all of our communications had one thing in common:

#NationalVoterRegistrationDay

Using this exact hashtag (yes, it's long) is like using a bullhorn for all your social and digital communications and puts your messaging in front of MILLIONS of people who NEED to hear it!

but there's more . . .



Messaging best practices

Are You **#VoteReady?**

Used with the primary tagline (#NationalVoterRegistrationDay), #VoteReady can motivate people to get registered.

AFTER National Voter Registration Day, #VoteReady can mean:

- Knowing what's on the ballot
- Knowing what options are available for voting, including voting early or voting by mail
- Knowing where your polling place is
- Having a plan to go out and vote



Build Your Team

Who is helping you organize and run this?

A good team has people who are enthusiastic, committed, and willing help out

Who else is celebrating in your community?

Encourage more groups to sign up as partners on our webpage and collaborate with them





Set Your Goals

How many people do you hope to register?

- Between 20% and 30% of eligible voters are not registered nationwide.
- You can only register people who will attend your event, be contacted by your volunteers, or see your messages.

Estimate the “traffic” and calculate your goal

- In person: 1 in 5 people will register with you
- By phone/text: 1 in 10
- Online outreach: 1 in 20





Choose Your Location

In person...

- How long can you run your event?
- Where are the people you want to register going to be? (E.g. High-Traffic Areas)
- When are they most frequently around?



Online....

- Which channels have the biggest audience for you? Which get the most engagement?
- How many messages about registering to vote will you send?





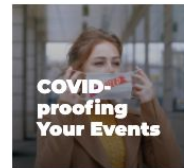
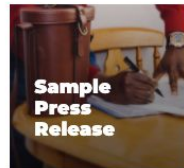
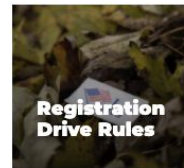
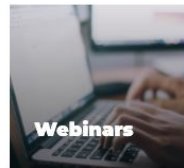
How We Help You

Resources available on our website

- Partner sign-on
- Communications toolkit
- Field organizer toolkit
- Social media graphics
- Guide to online tools
- In-person safety tips
- Training webinars
- Events map and local partner lookup
- Posters and stickers

Toolkit for Organizations

Welcome to our partner tools, a collection of resources at your disposal to help organize events and activities leading up to National Voter Registration Day.





Claire Lipschultz
(she/her)

NCJW Vice President
and State Policy
Advocate Co-Coordinator

Vote Forward

Mission is to empower grassroots volunteers to help encourage underrepresented voters who do not regularly vote to vote.

- Build tools to enable Americans, wherever they may be, to encourage fellow citizens to participate in our democracy.
- Data driven evidence that letter writing more effective than phone calls or postcards in turning out voters
- Goal is to send 10 million letters to GOTV in CO, FL, GA, IA, MI, NC, OH, PA, TX, NH, Montana



NCJW Vote Forward Campaign

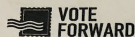
- Creates a national NCJW GOTV letter writing campaign to low propensity and/or underrepresented voters
- Adds another non partisan tool to promote the vote
- Designed to be simple, empowering, and easy to utilize from home
- Allows for SPA/Section organized or individual activity



Join NCJW's Vote Forward Campaign!

1. Sign up using unique NCJW link, www.votefwd.org/ncjw
2. VF screens to verify email address
3. Approval within 48 hours with access to landing page
4. "Adopt" voters from state lists provided by VF
5. Download pre-written letters prepared by VF
6. Add your two sentences about impt of voting to you
7. Add voters name in salutation and address envelope
8. Stockpile letters until send date determined by VF
9. Send and count the impact of NCJW!





Dear Faith:

I'm writing to you today to urge you to vote and to share my story with you. I vote in every election because

I am glad to live in a democracy where I can choose my own leaders who care about what is important to me. My vote is my voice and how I'm heard!

There's a critically important election coming up on Tuesday, November 3, 2020.

Will you please join me as a voter?

I'm not asking you to support specific candidates, only to vote, so our representatives are accountable to us all.

Thank you!

Sincerely,

Briana B.

Use code W65ZNL5 on the Vote Forward website at www.vote4wd.org/vote to look up election info, pledge to vote, or opt out of future mailings.

A volunteer sent this letter via Vote Forward, a nonprofit organization that helps Americans who are passionate about our democracy connect with fellow citizens to encourage voting.

For: FAITH MONEAH MAYS, 13405 COUNTY ROAD 675, PARRISH, FL 34219
Return to: 140 ISLAND WAY #327, CLEARWATER, FL 33767

PROMOTE the
VOTE

PROTECT the
VOTE

NCJΣ

Current Activity

NCJW State Policy Advocates in Texas, California, New York, Florida, and Ohio launched state branded Vote Forward campaigns with their Sections.

- California: 3 Sections, 2200 + letters, 100 volunteers
- Texas: 4 Sections, 550 letters, 45 + volunteers

Sample documents are available to help organize your Section/State effort!



Let's Both Vote!



Linda Levy
(she/her)

Promote the Vote,
Protect the Vote Captain
NCJW Michigan Section

Promote the Vote, Protect the Vote!

Register voters:

- Use [NCJW's registration tool](#)
- [Sign up](#) for #NationalVoterRegistrationDay (NVRD)

Get Out the Vote (GOTV):

- Get involved in [VoteForward](#)
- Encourage voters to use absentee ballots. Learn your state's guidelines [here](#).

Protect the Vote:

- [Tell the Senate](#) to fund safe election practices

***Save the
Date!***

National Council of Jewish Women presents

Promoting the Vote and Protecting the Vote



A Conversation with Stacey Abrams

SEPTEMBER 15, 2020
4:30-5:30 PM ET

NCJW™

National Council of Jewish Women

Upcoming NCJWebinars & Events

Leadership NCJWebinars

- **Tips & Tricks to Hosting a Zoom Webinar:** Monday, August 24 at 1:30pm ET / 12:30pm CT/10:30am PT
- **Donor Engagement & Journey Mapping:** Monday, September 14 at 1:30pm ET/12:30pm CT/10:30am PT

Events

- **Racial Justice Learn In:** Sunday, August 23 from 12:00-8:30pm ET / 9:00-5:30 pm PT
 - **Moving from Reproductive Choice to Reproductive Justice** (3:30 – 5:00pm ET)

Thank you for joining!

Questions? Email action@ncjw.org