

Planning Your Get Out the Vote (GOTV) for Kids Week of Action

Background

2020 is a critical election year and we need everyone to vote. That's why Save the Children Action Network (SCAN) is organizing a GOTV for Kids Week of Action from October 11 – 17. During the week of action we will write, text and call voters to urge them to vote.

Let's Party (Virtually!)

Central to the week of action are online parties to get out the vote. Follow these steps to organize a successful event.

Step 1: Pick a date. Think about a good day and time during the week of action that works for likely attendees.

Step 2: Pick an online platform. Check out our [online meeting guide](#) to select the best platform on which to host your party.

Step 3: Pick your voter engagement tactic. Working with your SCAN staff contact, identify if you will host a [postcard writing party](#), [text bank](#) or [phone bank](#).

Once you decide, work with your SCAN staff contact to prepare your attendees with what they need to participate. For example, if you decide to organize a postcard writing party, connect with your SCAN staff contact to ensure that you drop off or mail postcards, addresses, etc. to the attendees.

Step 4: Promote! Promote! Promote! A party is more fun with more people. Work with your SCAN staff contact to make a promotion plan. Check out our promotion ideas below.

Step 5: Create an agenda for your party. Even though your party is online, you can still make it engaging and fun. Check out our guides for hosting [postcard parties](#), [text banks](#) and [phone banks](#) for ideas.

Step 6: Send reminders. Once people commit to attending, make sure you send reminders to them a couple of days before the event and the day of the event. Emphasize how easy and fun the event will be when you send your reminders.

Step 7: Follow up. After your party, remember to follow up with those who attended to thank them for coming, reminding them to vote and encouraging them to join your Community Action Team or student club. If you have another event coming up, invite them to that so they stay plugged into our campaigns.

Promoting Your Party

Your SCAN staff contact will create an event page you can share with people in your network via text, email or social media. Create a promotion plan that includes a mix of these tactics:

- Make a list of friends, classmates, community partners and coworkers to share the event with: A personalized email or text from you will garner a stronger response than a blanket email or text to a large group.
- Share in Facebook groups: In addition to sharing your event on your personal social media pages, share with Facebook groups you may belong to. Parent, political and school Facebook groups are all good options to reach new audiences.
- Create a Facebook event: Consider creating a Facebook with the location being the link to the online event. Creating a Facebook event enables you to easily invite friends and share regular updates to get folks excited for your event.

In addition to the above tactics, your SCAN staff contact will help spread the word to supporters in the area through our email list, website and social media.