

Voter Engagement Worksheet

Background

Working with your Save the Children Action Network (SCAN) staff contact and other SCAN volunteers, complete this worksheet to develop your voter engagement plan. This worksheet breaks down the different SCAN supporter audiences we seek to communicate with during this campaign and different tactics to reach them.

As you create your plan, consider the following:

- Not every tactic will work well or be realistic for every audience and community.
- Prioritize the lower-propensity voters (voters who don't vote often) and the unregistered voters first. These voters need the most communication and encouragement to vote.
- Having [key deadlines handy](#) (e.g. voter registration deadlines, when ballots have to be returned, etc.) while you create your plan will help you map out your voter contact plans.

SCAN Supporters in Your State

Your SCAN staff contact will supply the numbers for the audiences listed below.

Audience	Ask	# in Your State
Unregistered/unknown voter registration status	Register to vote and vote	
Lower-propensity voters (turnout score < or = 69)	Vote	
Super voters (turnout score > or =70)	Vote by mail (if available in your state)	

Voter Contact Plans

Remember, the most effective voter contact plans layer multiple contacts through multiple channels so don't rely on just one tactic to reach voters. Select the voter contact strategies that make sense given the number of voters you have to reach and the number of volunteers involved in the outreach. Under each voter contact strategy, we've included some additional context to help you in your planning.

Email

Contacting voters by email is something that your SCAN staff contact will manage. However, knowing when your SCAN staff contact plans to send emails to voters will help you determine timing for other voter contacts.

Timeline recommendation: Emails are best sent close to a deadline (2 days to up to a week). For example, you could send an email one week before requests for a mail-in ballot are due.

Audience	Dates

Text banks

Text banks enable you to reach thousands of people with a personalized message in a short period of time. Texting other SCAN supporters enables you to have one-to-one conversations to encourage them to vote. SCAN uses a tool called Hustle that makes text banking simple and fast. Typically, a volunteer can text up to 2,000 messages an hour so this tactic is an efficient way to reach a lot of supporters. [Learn more about texting by visiting our online resources.](#)

Timeline recommendation: Texting is best done in the lead up to a deadline, such as before a voter registration deadline or Election Day.

Audience	Dates	Volunteer Lead(s)

Postcard writing parties

Handwritten postcards are a great way to have your voting message stand out. And it's effective! A test conducted in 2018 showed that postcards are as effective as door-to-door canvassing in getting people to show up to the polls. Postcard writing parties are a fun way to gather online with other advocates for children. [Learn more about how to organize a postcard writing party online.](#)

Timeline recommendation: You can start writing postcards right now but wait until two weeks to 10 days before Election Day (or another key moment, like when ballots arrive) to begin mailing them. Given the time intensive process of handwriting cards, be sure you allow plenty of time to complete your postcards. Coordinate with your SCAN staff contact on how to manage mailing the postcards.

Audience	Dates	Volunteer Lead(s)

Phone banks

Calling other SCAN supporters to encourage them to vote can help turnout voters, especially those who don't vote often. You can organize a training for volunteers online and then keep the chat box open so you can answer questions that may come up during your phone bank. [Learn more about planning a phone bank.](#)

Timeline recommendation: Phone banks to turnout voters are typically organized in the week or two prior to early voting beginning or around the time ballots are mailed to voters. Plan on calling roughly 35 people an hour, per volunteer. Depending on how many calls you have to make and the number of volunteers you recruit to help, it may take a few phone banks to work through your list.

Audience	Dates	Volunteer Lead(s)

Creating a Timeline

Once you have your voter engagement plan mapped out, work with your SCAN staff contact to create a timeline that includes the dates of each of your voter contact events and volunteer recruitment. Be sure to include who is leading on each piece of the work, with clear deadlines.

August: Key Tasks and Assignments

September: Key Tasks and Assignments

October: Key Tasks and Assignments

November: Key Tasks and Assignments