



**Save the Children**  
Action Network™

## **Save the Children Action Network GOTV and Volunteer Toolkit 2022**

Hello and welcome to Save the Children Action Network (SCAN)! We're happy you're joining us to give children a voice. This year, SCAN is hosting our *Get Out the Vote Week of Action* from **October 24th to October 30th** (just in time for Halloween!) and this toolkit is your one-stop shop for everything you will need to participate.

During our Week of Action, we want to make sure that there are as many people as possible in each of our communities registered to vote, and we need your help to make that happen! There are so many ways to get involved and we're excited to have you on board. Let's make this year SCAN's best Week of Action ever!



## What is High 5 for Kids?

Great question! We're glad you asked. As we're sure you're aware, kids are not able to vote and they typically do not give money to candidates. As a result, kids don't have a voice in our political system, and it's up to us to be their voice!

Our goal is to turn out as many people to vote as possible, and to make sure that candidates and officials are answering tough questions and following through on commitments that they made to support policies that will help our kids.

In this toolkit, we'll walk through how you can take action and make sure that we #InvestInKids this year.

## What is GOTV? How can we do it successfully?

When making sure that everyone in your community is ready to vote, it's important to start with yourself! Make sure to confirm you're registered to vote in your state with all of your up-to-date information (make sure if your address or name has changed that you update that on your registration!), and have a plan for how you're going to vote, whether in-person or by mail. States have different regulations about how and when you can vote by mail, so make sure you do your research! You can visit <https://www.rockthevote.org> to learn more.

Once you've taken care of yourself, check in with your family and friends to ensure they have a plan as well. Using your network to make sure your family is registered is incredibly important. Just think, if each of us were able to help **3 friends get registered**, the impact we'd have across the country would be *seismic*. It may feel small, but even a simple gesture like texting your friends to make sure they're set to vote can make all the difference.

Once you've spoken to your immediate connections about registering to vote, make sure to spread the word! Social media allows us access to hundreds or even thousands of people at the tips of our fingers. Once you've registered, use SCAN's GOTV social media toolkit to share the news with everyone in your network! We'll talk about this in greater detail later on.



## **Voter Engagement**

It's important to understand that voter engagement does not look exactly the same for any two people or any two communities. Depending on where you live and how voters act in your area, you may find that a completely different set of tactics is more effective for you than for friends and family in other areas. **What matters most is not to get discouraged, and to always remember that our efforts are going to help our kids in the long run.**

We recommend setting deadlines for yourself as part of your engagement. When you've determined when mail-in ballots are due and when registration deadlines are, make sure to have them handy so you can let other voters in your community know.

Outreach is most effective when you try through multiple channels. If we all continue to try new ways of reaching voters, we're bound to find one that's more successful for our specific community!

These are just a few ways that you can reach people in your community:

## Promoting Voter Registration Over Email

Email is a great way to share the message about voting with people in your personal network. Make sure to extend beyond just your immediate circle of friends and family, so we can maximize our impact! Whether it's your neighbors, extended relatives, teachers, classmates, or other community members, we all have plenty of connections in our lives that we can reach out to about getting registered.

Here is an example of a sample email you could send to encourage someone to get out and vote this year.

*Hi [Firstname],*

*I hope this note finds you well! I'm reaching out to make sure you're registered to vote this year, because kids can't vote – but you can!*

*Our children don't have a say in the political process, and it's up to us to exercise the right to vote and make sure that we are investing in our children. To ensure that we are building a stronger future for our kids, it's on all of us to make sure that our elected officials are supporting policies to help our children for decades to come.*

*That means that we need to show up at the ballot box this November and use the power of the vote to advocate for children. If you haven't already, make sure to check your registration status at <https://www.rockthevote.org> and tell your friends and family to do the same!*

*I'd ask that you pass this message along to 5 friends who might benefit from a reminder to check their registration status.*

*I appreciate your effort to help us be a voice for kids.*

*Thanks,*

*[Your Name]*

*[Email address]*

Of course this is just a suggestion, so feel free to alter this template however you see fit. **What matters most is that we make an effort to reach our networks however we can.**

## Writing Postcards

Writing postcards is a fun and creative way to do outreach in your community. Get friends involved and have a postcard writing party to make an even bigger impact! It's important to keep people engaged and having fun while writing.

While writing, sure to focus on the social impact that voting has and talk about how each vote counts. Messages like this are helpful for making recipients feel accountable for their role in the community. Here are two examples for messages you could share when trying to reach two different audiences:

**Audience:** New or lower-propensity voters

*Thank you for being a registered voter, [VOTER FIRST NAME]!*

*Kids in [STATE] need citizens like you who are invested in our elections. After Election Day on Tues., Nov. 8, I hope to be able to thank you for voting.*

*Thank you,  
[VOLUNTEER FIRST NAME]*

**Audience:** Super voters

*Official records show you are a previous voter. Thank you, [VOTER FIRST NAME] ! We're grateful for your participation.*

*Kids in [STATE] need citizens like you who are invested in our elections. After Election Day on Tues., Nov. 8, I hope to be able to thank you for voting.*

*Thank you,  
[VOLUNTEER FIRST NAME]*

## Organizing a Text Bank

Text banking is another good way to reach people where they are and encourage participation. Similar to a phone bank, a text bank is usually about two hours long. Connect with people in

your community that are interested in doing outreach over text and find a time that you're able to meet up and start texting.

SCAN uses a texting platform called Hustle to do text banking. Hustle accounts require a phone number and email to verify, and you will need your own computer or mobile device to engage. Your SCAN staff contact can help you get set up on the platform so you can text away! SCAN staff members can also be a resource for accessing scripts and answering difficult questions from supporters.

You can learn more about text banking and how to effectively do text outreach by visiting [SavetheChildrenActionNetwork.org](http://SavetheChildrenActionNetwork.org) to learn more.

### **Capturing Content for Social Media**

There are a few quick and easy tips that we should all follow for making sure our voice is felt on social media. We encourage our volunteers to take plenty of pictures wearing our SCAN swag, especially when you're engaging your community.

Here's how you can make sure your pictures really pop on social media:

- Ensure the camera is in focus
- Keep an eye on the background
- Avoid direct sunlight or dark shadows
- Take a variety of pictures
- Don't forget to take videos as well

Whether it's pictures from a debate party, selfies while in line to vote, or group photos from volunteer events, any way that we can capture and spread the energy of our mission will positively impact our goals of registering as many people as we can!

### **Candidate Engagement**

Talking to candidates directly is important for getting real answers and accountability from our elected officials. Use this as a guide for how you can engage with candidates and make sure they deliver for our children once they're in office.

## **Find Candidates and Lawmakers**

Before we can engage with candidates, we need to find out where they are! Use social media, candidate websites, or local news to figure out where and when you can find a candidate to ask them a question that counts!

## **Get Ready to Engage the Candidate**

When you do talk to a candidate, make sure to wear SCAN swag and be one of the first to join so that you can get your question in the queue. Make sure to know your question and stay on message. Be ready to pivot back if the candidate doesn't answer your question directly.

## **Follow-Up**

It's a good idea to use social media to thank or encourage a candidate after an event. We also recommend that you take a few minutes to jot down notes of what you asked and remember their answer. If you can, try to set up a follow-up meeting with staff to ask any further questions you might have.

## **Asking the Right Questions**

When engaging with a candidate, it's important to make sure that your questions are always:

- Well-informed
- Intentional
- Specific

Make sure you're phrasing your question as directly as you can and reach out to a SCAN staff member ahead of time for help! Questions should be centered around an issue that affects our kids. This could be anything from child care, to food insecurity, to mental health. **Make sure to find a subject that is important to you and your family.**

Here are some sample questions that you might find a helpful reference as you decide what it is you'd like to ask:

## **Sample Question about Investing in the Child Care Industry**

These questions are appropriate for congressional, state and local candidates. If you are not a child care provider or parent, please adjust one of these questions.

1.As a child care provider/ teacher/ worker, I am deeply concerned about the challenges we face in maintaining staff and resources in order to keep our doors open. Despite the need, Congress wasn't able to pass the Build Back Better bill.What will you do to fight for sustainable solutions –not temporary fixes- for critical child care?

2.As a parent, I depend on child care so I can work. Child care providers in my community are struggling to maintain staff and resources to keep their doors open.This is increasing costs for parents who are already struggling with the high costs of child care. Despite the need, Congress wasn't able to pass the Build Back Better bill.What will you do to fight for sustainable solutions –not temporary fixes- for critical child care?

### **Sample Question about Child Hunger**

This question is appropriate for congressional candidates.

1.The past 20 years have seen domestic and global hunger getting worse with more than 3 million children dying from hunger every year. Congress wasn't able to pass the Child Nutrition Reauthorization- or CNR- and current US government funding for addressing the global hunger crisis has been well below the needs.What action would you take to ensure that children don't go hungry at home and abroad?

### **Sample Question about Helping Children Seeking Safety in the U.S.**

This question is appropriate for congressional candidates.

1. Policies implemented under the previous administration remain in place and countless children and families are being denied their basic right to seek asylum.What actions would you take to ensure these children are protected and given the opportunity to claim asylum?

### **Sample Question about Child Mental Health Worldwide**

1. Millions of children around the world are experiencing loss, violence, displacement and trauma. Most don't have access to emotional support – and their mental health is declining with each passing day.Will you support increased U.S. government focus on addressing mental health and ensure struggling kids can heal and grow?

## SCAN's 2022 GOTV Social Media Toolkit

Here are a few simple ways to gear up for “Get Out the Vote” Week of Action on social media.

- **Follow, retweet, and share our posts!**



@SCActionNetwork



@SavetheChildrenActionNetwork



@SavetheChildren

- Use the hashtag **#InvestInKids** in your posts.
- **Take pictures!** Be sure to post content with photos of you from your Zoom parties, writing postcards, texting voters, making phone calls, and of course, taking selfies.
- **Tag people** (@SCActionNetwork, event speakers, and candidates)

### Twitter posts:

- There's no time like the present to start speaking out for the kids in our community and there's no place to do that quite like the ballot box! I'm mailing in my ballot today to elect leaders who will #InvestInKids! What's your voting plan this year? [INSERT IMAGE WITH MAIL-IN-BALLOT]
- My kids may not be old enough to vote, but the decisions lawmakers make today will impact their futures. I'm voting because I want my elected officials to #InvestInKids and the best way to do that is to hold them accountable at the polls! VOTE! [INSERT WITH IMAGE WITH YOUR CHILDREN]
- My kids and yours are the future. But we need to #InvestInKids to make that future bright, that starts by voting this fall and helping build the world we want to see for our kids. [INSERT IMAGE HOLDING YOUR BALLOT]
- We've got a long way to go before we've got policy that will #InvestInKids, but the best way to start is by casting your ballot for champions of children's rights. We can do this! [INSERT IMAGE OF YOU AND YOUR CHILDREN]
- The future is bright because of the folks on the ballot that are ready to work hard for the betterment of our communities. We have to #InvestInKids and empower champions FOR kids to take a stand. VOTE. [INSERT IMAGE OF YOU AT THE POLLS]
- I plan on going with my favorite people to vote this year and #InvestInKids with the power of my ballot. Who are you taking to the polls with you? [IMAGE OF YOU AND YOUR FRIENDS GOING TO THE POLLS.]

### Facebook and Instagram posts:

- I'm a proud voter for so many reasons. Chief among them? These people. I vote every single election to elect champions who will #InvestInKids. Can I count on you to do the same? [INSERT A FAMILY PHOTO WITH KIDS]
- This election, I'm getting ready to march up to the polls with my squad and #InvestInKids. We believe in electing the people who will go to bat for ALL of the kids in our community. [INSERT A PHOTO OF YOU AND YOUR FRIENDS GOING TO THE POLLS/WITH YOUR BALLOT]
- Our kids deserve a future that puts them first! Join me in voting to elect people who will #InvestInKids What's your plan to vote this year? [INSERT GRAPHIC ABOUT VOTING IN YOUR AREA]
- We CAN and MUST #InvestInKids this election by voting for the people who will put them first! This year I'm voting by [INSERT YOUR VOTING PLAN] How are you casting your ballot this year? [INSERT IMAGE PERTAINING TO YOUR VOTING PLAN]
- We're headed to the polls to ensure that our elected officials #InvestInKids. How about you? [INSERT PICTURE OF YOU AND YOUR FRIENDS HEADING TO THE POLLS]
- I, for one, am through with politicians who won't put our kids first. Lucky for me, there are plenty of candidates ready to #InvestInKids and put our kids at the center of the policy conversation! [INSERT GRAPHIC WITH VOTING INFO IN YOUR AREA]

## **What else can I do from now until November 8th to help give kids a voice?**

The simple answer is ... anything you can! Whether it's postcard writing, text banking, or talking to your family and friends, every effort matters. It's on all of us to ensure we are speaking up and advocating for kids; even the smallest effort goes a long way.

If you have questions about our GOTV Week of Action or need help figuring out how to engage in your community, be sure to contact one of our SCAN staff members who can give you the resources you need to succeed. We're so happy that you are with us in this mission to #InvestInKids and we know that this year's Week of Action is going to be a thriving success. Make sure to share this toolkit with your network, so they can get in on the action as well. Thank you and we'll see you on the campaign trail!