

Voter Engagement Worksheet

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 seeks to breakdown the 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 or community.
- Prioritize the lower-propensity voters first (voters who don't vote often or are unregistered). These voters need the most communication and encouragement to vote.
- Have key deadlines ready (i.e. voter registration deadlines, when ballots have to be returned, etc) to help map out your voter engagement plans.

Voter Contact Plans

Remember, the most successful voter contact plans layer multiple contacts through multiple channels so don't rely on just one tactic to reach voters. Select the voter contact strategy that makes sense given the numbers 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.

Text Banks

Text banking enables you to reach thousands of people with a personalized message in a short period of time. Texting other SCAN supporters allows you to have one-on-one conversations to encourage them to vote. SCAN uses a tool called Hustle to make voter contact simple and fast. Typically, a volunteer can text up to 2,000 messages an hour so this tactic is an efficient way to reach lots of supports.

Timeline Recommendation: These strategies are best done in the lead up to a deadline, such as before a voter registration deadline or Election Day.

Audience	Dates	Notes

Postcard writing parties

Handwritten postcards are a great way to have your voice 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 father online with other advocates for children.

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 writing cards, be sure to allow plenty of time to complete your postcards. Coordinate with your SCAN contact on how to manage mailing the postcards.

Audience	Dates	Notes

Phone Banking

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 during your 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 called 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	Notes