



## VALUE YOUR VOTE – VOTER TURNOUT EXPECTATIONS, PLANNING, and ACCOUNTABILITY

### OVERVIEW

**Goal: To equip and resource churches to increase voter turnout in their own congregation by 20-30%.**

Recent scientific studies presented at Stanford University showed some surprising results about what motivates people to vote:

1. **EXPECTATIONS:** Voters are more motivated to go to the polls when they know that their peers are voting and are told that voter turnout is expected to be high.
2. **PLANNING:** Voters are more likely to vote when they are encouraged to make a definite logistical plan for getting to the polls on Election Day.
3. **ACCOUNTABILITY:** Voters are more inclined to vote when they know that someone is going to follow up with them after the election to find out if they voted.

**Step 1:** Appoint a Volunteer Coordinator.

If this isn't possible, don't worry! We're available to help you with everything you need.

**Step 2:** Determine the voter status of your congregation.

We can do a data-match using your member list, or you can use our texting tool to poll your congregation. We'll walk you through either process. Note: This step needs to take place as soon as possible!

**Step 3:** Schedule a Voter Registration Sunday.

Hold a Voter Registration using our downloadable instructions and materials. (Click on Download Materials on the website.)

**Step 4:** Customize your Voter Turnout Campaign.

Create your own Voter Turnout Campaign using our downloadable materials and video. (Click on Download Materials on the website.)

**Step 5:** Get voters to the polls.

Make a plan to facilitate getting voters to the polls, using our Election Day Plan Kit. (Click on Download Materials on the website.)

Feel free to contact us any time if you have questions or need immediate help. (Click on Contact Us on the website.)

Thank you for your willingness to promote voter turnout in your church. Together, we'll make a difference in the future of America!