



#EveryVoteMatters



GOTV POSTCARDS and YOUTH VOTE

League of Women Voters of Palo
Alto

Registering Voters...and then?

So, we registered a lot of eligible high school-aged voters.
SUPER!



What next?

How do we make sure the voters we registered actually go out and VOTE?

Got GOTV?

GOOD QUESTION.

And the League has many answers to make sure voters go out and vote!

Here's what we did in Palo Alto.

**GET
OUT
THE
VOTE**



1. Setting Goals

Our VS Team's Mission Statement: To register, educate, and motivate 100% of eligible Palo Alto teens to become lifelong voters.

→ **Register**

Over 1000 teens registered by our volunteers in high school classrooms

→ **Educate**

30+ volunteers presented to 1500 students in 69 History & Econ classrooms - shared voter ed resources (votersedge.org)

→ **Motivate**

Shared tips and tools on why their votes matter and intro to voter info for GOTV

Voter Registration



Classroom VR





2. ROV Voter Lists

Goal: Target 18+ year olds who would be eligible to vote in the upcoming election.

→ **Purchased Voter Lists**

By purchasing voter lists from the Santa Clara County Registrar of Voters, we parsed out students who were registered to vote by our League

→ **Target Eligible Voters**

Using the voter registration information, we were able to write and mail out reminder postcards to the teens who turned 18 before November 8, 2018, so they could go vote

Engaging Members: Postcard Writing Parties

Our League members wrote postcards to the over 400 high school students we had registered through November 2018.

They personalized the messages, encouraging them to go and vote. They also reminded them to do so even if they had gone off to college and opted to vote by mail.





Scan Me!



Hold your smartphone camera over QR Code to scan

The logo for "Voter's Edge California" consists of a green 3D rectangular box. On the front face of the box, the words "VOTER'S EDGE" are written in bold black letters, with "CALIFORNIA" in smaller green letters below it.

What's on your ballot?

Get the facts before you vote:
www.votersedge.org/ca

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Here's the
postcard we
designed!



To:

League of Women Voters of California
www.cavotes.org





Tip

Bring colorful pens to the postcard writing party to make your postcards stand out!

Don't forget the stamps!

Simple, fun & effective

Members enjoyed making democracy work by writing personalized notes on the postcards to the students many of them registered at the high schools.

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OF PALO ALTO



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#EveryVoteMatters

Dear
we helped you register
to vote. now it's
your turn!!
Please mail your ballot
by Tues Nov 6.

check out
votersedge.org

Go out and change
the world!!
Best, Annie

LWV LEAGUE OF WOMEN VOTERS
OF PALO ALTO



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More Cool Stuff.

We also created door hangers or rack cards for use at voter education events, candidate forums or school or local libraries!

Some members did neighborhood walks 2 weeks before election day, and placed them on front doors to remind people to GO OUT AND VOTE!

QR Code

VotersEdge.org

We made this QR Code. Scanning this QR Code using smartphones takes you to the Voter's Edge website - An instant way to get all election info on ballot measures and candidates at your fingertips!

Young people and students love this!

Scan Me!



Hold your smartphone camera over QR Code to scan

We used more postcards during the *High School Voter Registration Weeks* this April



Tip

Re-order postcards in bulk ahead of the VR weeks for both the Primary and General Elections in 2020!

Students loved filling them out, so make sure to have them on hand so you don't run out.



700+

Students wrote reminders to themselves on over 700 self-addressed postcards written in classrooms during the VR weeks.

Just like the dentist sends your self-addressed postcard to remind you that your dental cleaning is coming up...so show up [to vote]!

Notes to Self...Vote Reminders

'Vote! Your life depends on it!'

Paly High Student, Palo Alto

**'Hey future self!
Don't be lazy!
Go vote!'**

Gunn High Student, Palo Alto

**'Hey dad, this is from 2019,
Please give it to me in 2020!'**

Paly High Student, Palo Alto

Quotes from students LWVPA registered in history and economics classes in our high schools in April

I am going to vote
So you should too!!



4/15/2019

yo...



thanks ☺

To:

Y

7

P

Mama + Papa:
send me a picture
when I'm in college
of this ☺

I want to vote!

Miss you ☺

Love,

Heyyy! Remember to

VOTE

CHANGE THE WORLD!

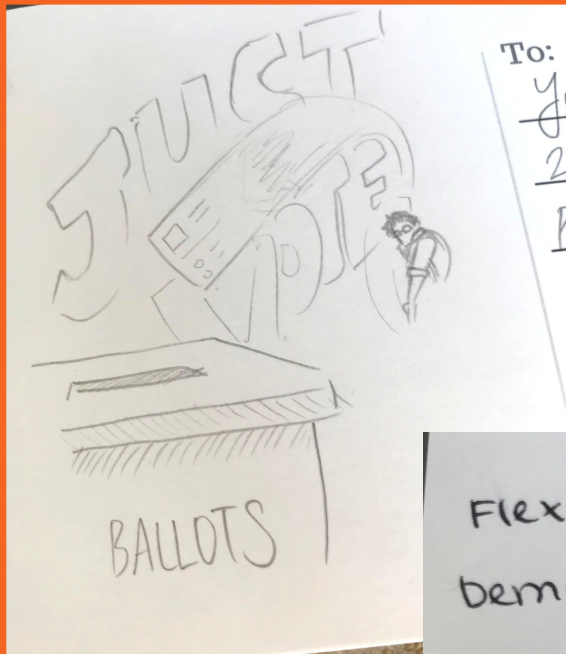


To:

7

7

9

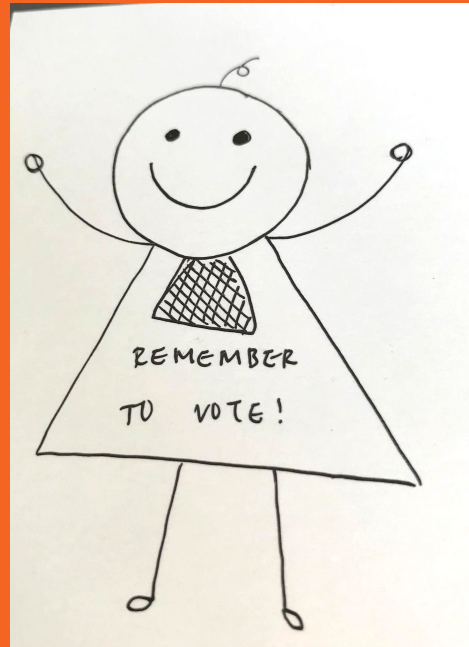


Flex those
democratic
rights dude!
Get a woman
in office!

mama + papa:
send me a picture
when I'm in college
of this ☺

I want to vote!

Miss you ♡
Love,






Helping new voters and youth make a plan to vote will make them lifelong voters.



Some More Creative GOTV...

(With a little help from your smart phone and social media)

I will vote this November!
Will you?



LWV LEAGUE OF WOMEN VOTERS'
OF PALO ALTO
#EveryVoteMatters #BeAVoter

Tip

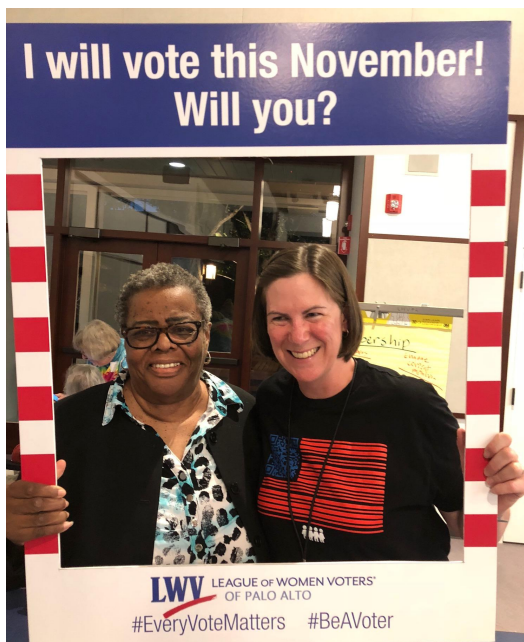
Make use of your social media presence!

Posting that you're out voting or going to vote is contagious...so don't forget to brag on FB, Twitter or Insta that you're voting!



**GET
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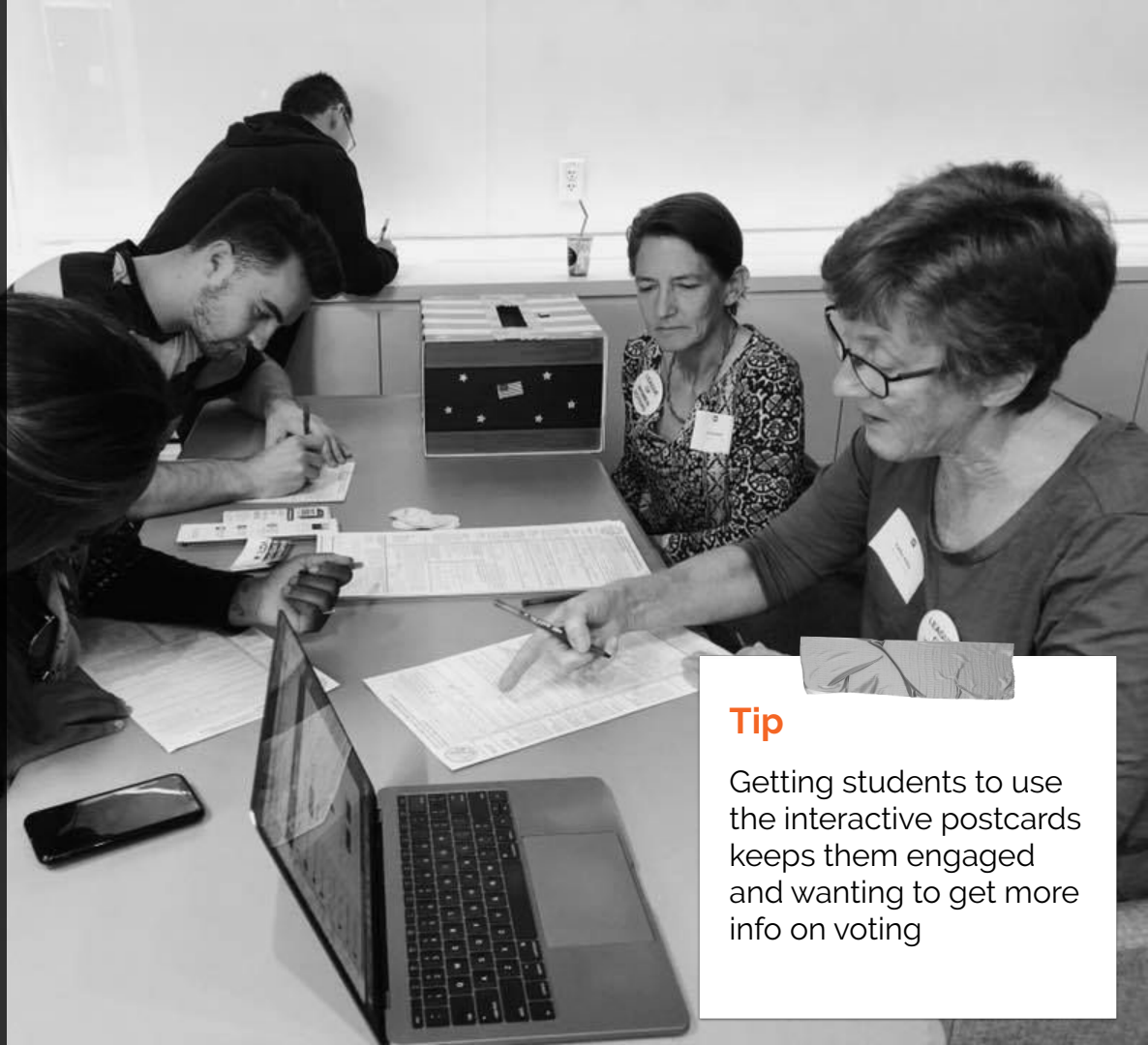
Posted these super cool
frames on social media to
help GOTV!!



From Voter Registration to GOTV

Helping youth make a plan improved their chances to go and vote after registering.

The reminder postcards helped youth GOTV



Tip

Getting students to use the interactive postcards keeps them engaged and wanting to get more info on voting



Get your postcards!

We hope this 'great idea' from the LWV Palo Alto will be something your League can try in the upcoming 2020 Elections. It was an effective tool - we saw over 85% of those to whom we sent postcards, vote in the November 2018 elections.

For more info or to access the postcard designs, check your USB for the PNG files which can be downloaded and printed for your use!.

Contact::
lwvpaooffice@gmail.com

