



# LET'S VOTE AMERICA

## VOTER TURNOUT EXPECTATIONS, PLANNING & 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.)