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WHEN WE ALL
VOTE



WHEN WE ALL VOTE #VOTETOGETHER 2020

EARLY VOTE

Host Guide



Note: This program is nonpartisan in accordance with the rules for 501(c)(3) organizations. No part of this activation or related outreach should advocate or be coordinated on the behalf of any candidate, political party, or measure on the ballot. That includes any materials, participants, speakers, or entertainers.

Thank you for joining When We All Vote (WWAV) to host a COVID-safe activation to celebrate voting and encourage voters in your community to vote early this year! Your When We All Vote Together activation will bring positive, welcoming energy while providing support for voters around early vote sites in your community. [Studies](#) show that hosting community-driven early voting celebrations can boost voter turnout by nearly 4%.

What: Early Vote activations will celebrate voting and community in a safe, socially distanced way and should include food, music, entertainment, PPE supplies, and voter protection support. Every activation will look and feel different depending on the community and the hosting organization. Your activation should be active for at least 3-4 hours during hours when early voting is open on the day you choose.

Where: These activations will take place within walking distance of early voting sites.

When: During the **When We All Vote Together Week of Action October 18 - 26th** and until early voting ends in your state. Note: Vote Early Day, a holiday to celebrate voting early, is on October 24th.

If you have any questions as you read this guide, please email your regional contact.

Goals

1. Celebrate and encourage people to get out to vote early.
2. Create safe spaces for community members and voters to stop by before or after voting for information, support, and celebration.

Hosting an Early Vote Activation

Your activation is a partnership between your team and When We All Vote. We will provide you with guidance, resources, and support. But it's up to you to make your activation a success and right for your community.

YOU are responsible for:

- ✓ Finding a venue
- ✓ Staffing and managing the venue
- ✓ Outreach and promotion
- ✓ Appropriate permits
- ✓ Flyering
- ✓ Accessories (i.e. chairs and tables)
- ✓ Additional fun elements (i.e. balloons, decorations, etc.)
- ✓ Ensuring all COVID-19 safety precautions

When We All Vote will provide:

- ✓ **Food.** Any fun activation includes food! WWAV will work with food partners to provide your activation with food trucks. Just fill out the form [here](#).
- ✓ **PPE.** PPE, including a mask and hand sanitizer, will be provided. Again, to get an estimate on how many kits to send, don't forget to fill out the form [here](#).
- ✓ **Voter protection.** In some locations, we will provide lawyers to help with voter protection. WWAV will be in contact with you if we are able to be at your site.

NOTE ON ORGANIZING DURING COVID-19:

When We All Vote wants you to organize safely – that's why we strongly recommend that you follow local health guidelines, implement social distancing, wear masks, and bring sanitizer for in-person activations. Check out the [National Voter Registration Day Guide to Covid-proofing your in-person Voter Registration activation](#) as an example of safety precautions you should take for your activations.

Getting Started!

Follow the steps below to help get people in your community activated and get your community ready to vote early.

Step 1: Lock In Logistics

Great planners not only brainstorm creative and exciting ideas, but also invest a lot of time planning the different logistical aspects of their activations. We will walk you through a few steps to help you manage your activation so you can achieve the above goals.

✓ **Find a location.**

Choose an early vote polling location, and check to see if there is a space nearby to host an activation. We recommend looking to places that already bring together your community, such as a park, church, or even a parking lot. Please make sure you check with local elections officials about the minimum required distance your activation should be. However, your activation should not be more than 0.25 miles away so people can stop by before and after voting.

✓ **Set a date and time for your activation!**

Set a date and time around an early voting polling location. Give yourself enough time to find a location, plan, and recruit for your activation. Be sure to check calendars so your proposed date doesn't interfere with holidays and other important local activations.

✓ **Register your activation!**

Put your activation on our [When We All Vote early voting page](#). Activations created on the early voting page are easy to advertise on social media or in text messages.

Step 2: Promote

Promotion is one of the most important parts of planning. No activation – no matter how well planned – can truly be successful without getting the word out. Your goal is to build a space that will make it fun and easier for people to vote early.

- ✓ **Get the word out.** Reach out to your community, neighbors, or membership via email, text, and phone calls to tell them about your early voting activation. Make it clear that anyone can attend, the activation is totally free, and that it's entirely nonpartisan.

- ✓ **Talk to your communities.** Invite anyone you know: friends, families, members, students, supporters, etc. and encourage them to share with their networks.
- ✓ **Flyer your community.** One of the best ways to reach a large audience is to flyer your neighborhoods. It allows you to inform people about your activation even when you're not there! WWAV will provide you with a template in the promotional materials for you to use. Just update it, grab a stapler, and get started!
- ✓ **Use social media.** Social media is a great way to spread awareness. Share the details about your activation on social media. Create a Facebook page, post about your activation on Nextdoor, Patch.com, and other neighborhood forums, and share on Twitter and Instagram.

Step 3: Bring your activation to life

- ✓ **Will you partner with anyone?** Think through local places of worship, community centers, businesses, shelters, and even local entertainment you can partner with for this activation! For example, some folks have teamed up with churches to get the word out, while others have hosted local DJs at their activations.
- ✓ **Make it fun!** With delicious food, fun entertainment, and PPE, you're helping families, friends, neighbors, and strangers come together and make voting a time of togetherness and fun, all while being safe during COVID.
- ✓ **Decorate!** Make your event visible with balloons, signs, and other creative ways to help attendees find you and to celebrate!
- ✓ **Signage and voting information.** Make sure to have visible signage to direct people to your activation. Further, it is important to have a handout with early voting information and hours to help direct voters who have not voted yet.

Step 4: Follow COVID-19 protocols

- ✓ **Follow local protocols.** We strongly recommend that you follow local health guidelines, implement social distancing, wear masks, and bring sanitizer for in-person activations.
- ✓ **X marks the spot.** Ensure you clearly mark where people can stand with Xs, or another form of floor decals, to help people maintain 6 feet of distance from one another.
- ✓ **PPE.** We will provide you with PPE for your activation but also make sure to have gloves, hand sanitizer, and extra protective gear.
- ✓ **Masks!** Masks are a key part in keeping people safe. Make sure everyone at your activation is masked up.

Step 5: Celebrate and post your pictures and stories online!

Social media is a great way to ensure you're capitalizing on the opportunity to send your message far and wide! Throughout the day, post on Twitter, Facebook, Instagram, Snapchat, and TikTok with quality pictures (or video!) to share the story of your activation and encourage others to stop by!

Helpful Tips for Social Media:

- Use **#VoteTogether** and **@WhenWeAllVote** so we can amplify your posts to help tell our movement's story.
- **Good quality photos and video make a difference.** High quality iPhone and Android photos work great! [Here](#) are some general directions.

Step 6: Report back 24 hours after activation

Fill out this form. Within 24 hours of your activation [fill out this form](#) to report back on how your activation went!

The Not-So-Fine Print

Here are some important rules to keep in mind as you plan your activation:

1. **No incentives for voting.** Federal law prohibits providing incentives or anything of value, no matter how small, to encourage or reward voting. To comply with the law, if your activation is providing food, entertainment, buttons, stickers, or anything else, it must be provided to voters and non-voters alike. Remember, it's a celebration for the whole community and everyone is welcome!
2. **Keep it nonpartisan.** This program is nonpartisan in accordance with the rules for 501(c)(3) organizations. No part of the activation or outreach for the activation should advocate or be coordinated on the behalf of any candidate, political party, or measure on the ballot. That includes any materials, participants, speakers, or entertainers.
3. **No working with political organizations.** Working with or coordinating with any political organization is not permitted for this activation. That includes PACs, political parties, campaigns, etc.
4. **Know the local rules and regulations.** Know the rules in your community. There may be specific rules related to activations and election activity in your state, county, or locality. Research and comply with any and all applicable electioneering rules, permitting, or regulations.
5. **Follow all local COVID-19 safety instructions.** Understand all the regulations laid out by your county. A few quick tips: Wash your hands frequently, cover your cough or sneeze, and maintain social distancing. For more information on the coronavirus, visit the CDC or World Health Organization websites for safety guidance.

Voting Resources:

Here are some resources that may be helpful in your planning.

- **[Voter Resource Hub](#):** When We All Vote's one-stop-shop to check your registration, register to vote, request a mail-in ballot in your state, and look up who is on your ballot.
- **[When We All Vote Know Your Voting Rights page](#):** This page refers to great resources and information about voter protection and points to voter ID resources, an election protection hotline, and resources for returning citizens.
- **[Covid proofing your in person voter registration activation](#):** This guide was designed for national voter registration day to support activation planning during this time.

Questions?

If you have any questions, you can always reach out to your When We All Vote regional contact.