

2020 Nonpartisan Get Out the Vote Resource Guide

Civic engagement and involvement in the democratic process is a core American Jewish value. Yet, just as the COVID-19 pandemic has altered almost every aspect of the way we live and work, inevitably it will also impact how we vote. Ensuring that eligible voters actually cast their ballot this November despite the unique challenges we face is a critical way that Jewish community relations councils (JCRCs) can support their communities. JCRCs can provide accurate information to voters, assist people with their voting plans and ensure that every eligible voter, regardless of party affiliation, is able to cast their ballot safely and have it counted. Some of the most important work during an election season is motivating, mobilizing, and helping your community to vote in the final weeks leading up to election day.

JCPA is pleased to support your work with this nonpartisan Get Out the Vote (GOTV) Resource Guide, which aggregates resources, tools, and best practices for JCRCs to organize successful nonpartisan GOTV programming.

In May 2020, JCPA's Delegates Assembly passed a Resolution on Voting Rights and Elections During A Public Health Crisis affirming that safe, fair, and accessible elections are a core component of a strong, thriving democracy. It also recommended that the Jewish community relations field develop and implement voter registration drives, voter and elections protection efforts, and nonpartisan Get Out the Vote campaigns to encourage both the Jewish community and general public to vote in elections.

Nonpartisan GOTV activities are effective methods for increasing voter turnout, as well as strengthening partnerships with diverse groups. Other ethnic, religious and civic communities have a stake in ensuring that the community turns out to vote, so there are many great opportunities to partner. Research shows that nothing is more effective at getting out the vote than voters talking to voters about their commitment to voting and ensuring that they have a plan for casting their ballot.

Here are just some of the ways your JCRC can Get Out the Vote:

- Promote early voting with newspaper ads, social media posts, email, or phone banking
- Share state-specific voting information on your website. [See a sample website from the Jewish Community Relations Council of Rochester.](#)
- Provide personal reminders by mail, email, or over the phone.
- Assist people with making their voting plans.
- Give out information to help your community vote.
- Make Election Day special by treating it as a holiday!

See below a compilation of resources on how to plan, organize, and execute effective GOTV programs.

Get Out the Vote

Getting Started

Know the Rules

- Watch Nonprofit VOTE's webinar on [Staying Nonpartisan -- Rules for 501\(c\)\(3\) Nonprofit Organizations](#).
- Read their factsheets [“Nonpartisan Election Activities Checklist for 501\(c\)\(3\) Nonprofits”](#) and [“What Can Nonprofit Staff Say About the Election.”](#)
- Watch [Why Social Justice Organizations Can & Should Prioritize Voter Registration & Get-Out-the-Vote Efforts](#) and [Opportunities for Supporting Voter Engagement as a 501\(c\)\(3\) Social Justice Organization](#). Consider registering for Part 3: [Get Out the Vote: Opportunities to Mobilize People](#) (Tuesday, October 6 at 3 PM ET).

Voter Education

Before planning your GOTV program, it is important to know your state's election rules, requirements, deadlines, and voting options. Review the links below to find out more so that you can tailor your program to the unique needs of your community.

- Find state-specific resources on election dates and registration deadlines, ID requirements for registering and voting, links to look up your voting site, options to vote, and student voter information from the Fair Elections Center. [Just click on your state.](#)
- Review official voting information directly from your state's elections website aggregated by Nonprofit Vote. [Click on your state.](#)
- Find out [how to vote in all 50 states](#) and the District of Columbia.
- See which states offer online registration on the National Conference of State Legislatures' [Online Voter Registration information page](#).
- Review “healthy voting” options in your state at www.healthyvoting.org.
- Get information on what is on your state's ballot at www.vote411.org.

Overview of GOTV Programing

Check out the helpful resources below for general tips and descriptions of GOTV programs.

- Get templates for various resources, graphics, and other information for sharing about the election with Nonprofit Vote’s [“Countdown to the Election.”](#)
- Review Nonprofit Vote’s [Getting Out the Vote for Nonprofits 101](#), [10 Ways Nonprofits Can Get Out the Vote](#), and [Seven Tips on Getting Out the Vote](#).
- See [Get Out The Vote \(GOTV\) Guide](#) from Advocacy & Communication Solutions LLC.

Promote Early Voting

- Celebrate the first-ever “Vote Early” Day on Saturday, October 24, 2020. Visit www.voteearlyday.org to learn more and get resources for partners interested in encouraging people to vote early in the lead up to October 24. *This falls on Shabbat, but JCPA encourages organizations to participate in events leading up to October 24.*
- Get [Tips for Supporting Voting By Mail](#) from Nonprofit Vote.
- Craft social media and other digital messages for promoting early voting (by mail or in-person), relevant links, and hotlines for voters. Schedule messages to run at least weekly during October (or month before a primary election date) and daily the week before the election.

Support Voting By Mail

- Watch Nonprofit Vote’s Webinar on [How Nonprofits Can Promote Mail Voting](#).
- Find out [how to request an absentee ballot and vote by mail in your state](#).

Digital Tools to Support GOTV

Virtual outreach and digital tools to increase voter engagement and turnout are more important than ever as states change their voting rules and procedures amidst the pandemic. Below are some helpful guides and third-party organizations that offer online tools to help you make the most of your digital GOTV activities, like virtual canvassing and phone-banking. The services described below are free, but many also offer paid features, such as direct targeting and data tracking.

- For a video overview of some of these tools, watch Nonprofit Vote’s webinar, [Digital Voter Engagement Tools During the COVID Pandemic](#).
- Vote.org offers [free civic engagement tools](#) that can be embedded in your website. Vote.org offers tools for voters to check their registration, register to vote, and request an absentee ballot. The tools are mobile-friendly and field-tested over multiple election cycles. They have integration for all 50 states, and the District of Columbia, and send voters to the state sites directly whenever possible.

- [TurboVote](#) is an online tool that makes it easy for voters to register and get to the polls, by guiding them through the process and making it as seamless as possible. It tracks local, state, and federal elections to send personalized text and email reminders to users about how and when to vote in any upcoming elections. Users receive voter registration assistance, vote-by-mail request assistance, and text/email notifications about upcoming elections in their area.
- [Register2Vote](#) provides on demand print and mail for voters who do not have drivers licenses or live in states without online voter registration. The site offers a registration check by front end and API, registration tool, vote by mail tool, remote print and mail. You can also find a free map of all unregistered voters in your neighborhood available at mapthevote.org.
- [Rock the Vote](#) offers trusted and secure platforms for voters to register to vote, check their registration status, request a vote-by-mail ballot, find their polling place, look up their ballot, and enroll in election reminders. Rock the Vote's voter registration tool offers to offer seamless, end-to-end processing with Departments of State where available, with free versions of all of their platforms, which organizations can embed directly in their website.

Potential Intergroup Partners

Many intergroup partners of JCRCs have a stake in ensuring that the local community turns out to vote, so GOTV activities are a great opportunity to join with other local organizations and communities to establish new partnerships and strengthen existing ones.

- [American Association of People with Disabilities](#)
- [Asian and Pacific Islander American Vote \(APIA Vote\)](#)
- [Campus Vote Project](#)
- [Lawyers' Committee for Civil Rights Under the Law](#)
- [League of United Latin American Citizens \(LULAC\)](#)
- [League of Women Voters](#)
- [NAACP's Civic Engagement Program: Black Voices Change Lives 2020](#)
- [National Association of Latino Elected and Appointed Officials \(NALEO\) Educational Fund](#)
- [National Coalition on Black Civic Participation](#)
- [Click here for a list of Nonprofit VOTE's state partners.](#)

Resources from JCPA Partners

Get a preview of what other faith and civil rights organizations efforts are taking place, resources they have developed and how they are leading their communities.

- [Faithful Voter Toolkit by Faith in Public Life](#)
- [Every Voice, Every Vote by RAC](#)
- [2020 Promote the Vote, Protect the Vote Resource Guide from NCJW](#)
- [Faithful Elections in COVID by Faithful Democracy](#)
- [The Fight for the Right to Vote by All Voting is Local](#)
- [Our Faith Our Vote 2020 by the UCC](#)
- [Muslim Civic Engagement by Poligon Resource](#)
- [SIKH Voter Rights guide by SALDEF](#)
- [“Vote Faithfully” voter guide by The Episcopal Church](#)
- [Elections 2020 from the Friends Committee on National Legislation](#)

Suggested Timeline

September

- Identify potential partners to help provide any training or resources
- Contact your local election office to establish a relationship and a system for returning completed voter registration forms (if applicable)
- Conduct voter pledge efforts through your state's voter registration deadline. Click here for more information on [Making a Voter Engagement Plan](#)
- Educate the community about ID requirements and early voting deadlines
- Set your Get Out the Vote plans

October

- Do Get Out the Vote and continue voter education activities, primarily during the final 2-3 weeks before Election Day
- Promote early voting and vote-by-mail opportunities
- Identify and prepare staff who can answer voting questions

November

- Host a virtual Election Day event

For more information or assistance with organizing your program, please contact JCPA staff.

The Jewish Council for Public Affairs (JCPA) is the umbrella body of the Jewish community relations field, representing 125 local Jewish Community Relations Councils (JCRCs) and 16 national Jewish agencies, including the Orthodox, Conservative, Reform, and Reconstructionist movements. We advocate for a just and pluralistic America, global human rights, and peace in Israel.

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