



Getting out the Vote During a Time of Disruption

In this new norm that we find ourselves in, we must be willing and able to pivot to make sure that our voices are still heard. We have to continue to be resourceful to make sure that we get out the vote, while still being safe. With so much at stake in 2020, we must stay focused to ensure a high turnout in our communities across the Commonwealth. We must continue to stay on a mission to wake up the Black vote.

Using Relational Organizing



So how do we wake up the black vote? An extremely effective strategy to get out the vote is known as [relational organizing](#). With relational organizing, you leverage your pre-existing relationships with friends, colleagues, and neighbors. Research has shown that relational organizing is the most effective form of outreach and is highly effective for turnout of people of color.

We know social pressure works to get people to take action — and no one can exert more peer pressure than a friend or family member. Studies have proven that an extra push from someone you know, or from someone you can relate to, can be all the motivation needed to get infrequent voters to the polls. This will allow for friends to motivate friends, colleagues to motivate colleagues, neighbors to motivate neighbors in a way that lifts all of our voices.

Getting Out the Vote With Three Steps



You may ask is it possible to continue voter registration and voter engagement efforts. Yes. We will just do things a little differently than we have in the past.

1. Call, text, email, message those in your circle and in your community. Tell them that you have [checked your voter registration](#) status. Ask them if they have done the same recently. If they haven't, provide them the link

to get registered.

2. If they are already registered, ask them if they have requested their [Mail-in Ballot](#). If they haven't, then give them the link.
3. Ask them if they would be okay with you calling or texting them with a reminder before elections to make sure they have sent off their Mail-in Ballot. If they don't plan on using the mail-in ballot, make sure you remind them of the [election date](#).
 - Have the double checked their [correct polling location](#)?
 - Do they know what time will they vote?
 - Will they vote before or after work?
 - Will they go to the poll with someone else?

You are asking these questions because studies have shown that when someone is forced to think about their voting day plan, the likelihood of them voting increases significantly.

Don't Forget to Use Technology



Develop a Team for Virtual Planning

Develop a team of voter registration organizers. **Remember to partner with other organizations (i.e. churches, sororities, fraternities, schools).** Have regularly scheduled calls to discuss and plan voter outreach and engagement. Don't forget to develop a plan of action for those

who live in your community but might not have access to the internet (i.e. drop off applications, etc.).

Host a Virtual Phone Bank

Even though we have to practice social distancing, we can still engage our community by using tools such as the Voter Action Network (VAN).

If you would like more information about any of the strategies discussed, please contact nmcgruder@naacppa.org or (267) 415-6528.