GET OUT THE VOTE!

Best practices for protecting voters and the democratic process during the COVID-19 pandemic.

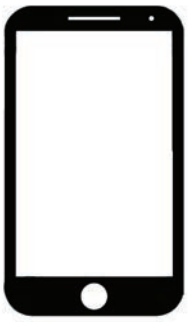
Below are several strategies on how to keep connected, lean into technology, and add a personal touch.

Digital



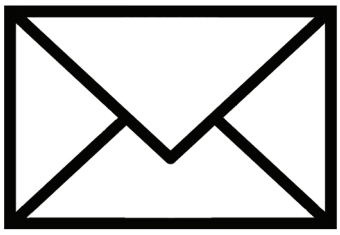
Voters are spending more time on social media, so take advantage of Facebook's DIY ad tool and promote content produced by grassroots supporters and validators. **Authenticity cuts through the clutter of online advertising**. Capitalize on this by having supporters record testimonials from home or safely in front of local landmarks on their laptops or phone.

Organizing



Utilize virtual phone banks for organizers and volunteers to educate voters on vote by mail options, and keep them up to date on your campaign(s). **Take advantage of peer to peer text platforms** like ThruText, and engagement tools like Phone2Action. **Keep your voter turf assignments** so organizers can continue to build relationships with distance tactics. All the 1:1 campaign communication that a voter receives (P2P texts, phone calls, personal digital outreach and postcards) should come from the same organizer.

Direct Mail



Utilize handwritten personalized postcards to stand out from the typical political mail voters receive. Organizers & volunteers should get a number of pre-addressed postcards, with postage paid, so that they can write a tailored note to each voter touching on personal points from earlier phone conversation(s).

For more information, contact:

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DEMOCRATS FOR EDUCATION REFORM