

Get-out-the-Vote Tech Company Guide

[What to do](#)

[Emails and push notifications \(preferred\)](#)

[Early voting: which states to target](#)

[Push notifications](#)

[Email](#)

[Ad Banners](#)

[Discreet early voting banner](#)

[Election Day Banner](#)

[Social Pressure to Vote](#)

[Why do anything](#)

[Who to target](#)

[Low-Turnout Demographics](#)

[Locations](#)

[Resources](#)

If you have high-level or specific implementation questions

Join us in Slack! Email Nat Friedman <nat@nat.org> / Erika Reinhardt <embreinhardt@gmail.com> to get an invite.

We're also happy to review your emails / ads / push notifications before launch to make sure that dates and language are correct, and save your team the work.

What to do

Emails and push notifications (preferred)

Send push notifications and/or emails to users asking them to make a plan for election day, or applying social pressure.

Push notifications

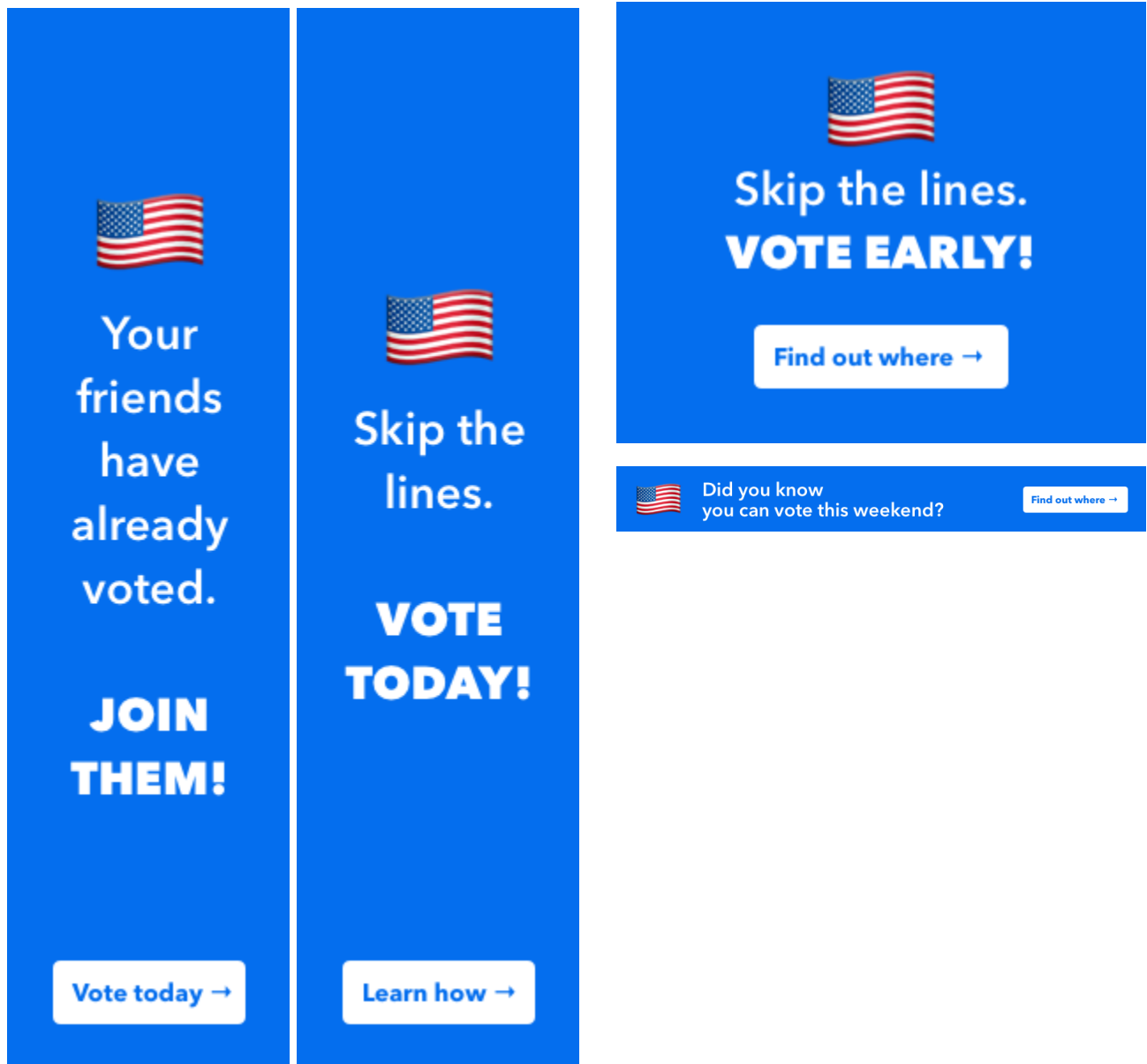
1. Monday Nov 7 (for all states)

- “Today’s the day to get out and vote! Tap to find your polling place” =>
<https://www.voteplz.org/vote/polls/>
- Battleground States: FL, OH, PA, MI, NC, CO, NV, WI, VA, MN, AZ, ME

Email

If push notifications aren’t available, emails also work for reminding users about early voting or where to go on November 8th. [Here’s an example email](#)

Ad Banners



Here's a dropbox folder with assets and sketch file:

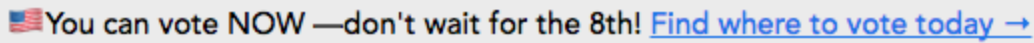
<https://www.dropbox.com/sh/nn5ua8xse1dcs8c/AACKp1m2VoSCfGz7cs7ObMVZa?dl=0>

Discreet early voting banner

Tell your users that they can vote early *right now*

Link to <https://www.voteplz.org/vote/early/> for early voting locations, times, and instructions

Example ([JSBin](#))

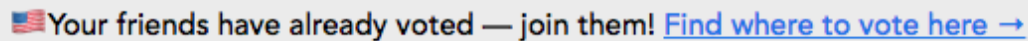
A horizontal banner with a light gray background. On the left is a small US flag icon. To its right is the text "You can vote NOW —don't wait for the 8th!" in a bold, dark font. Further right is a blue link "Find where to vote today →" with a right-pointing arrow.

Election Day Banner

Tell your users on Nov 8th until 8pm to vote in a very prominent location on your site — at the top of the page on your homepage, all pages, or most visited pages

Link to <https://www.voteplz.org/vote/polls/> for polling places, times, and instructions

Example ([JSBin](#))

A horizontal banner with a light gray background. On the left is a small US flag icon. To its right is the text "Your friends have already voted — join them!" in a bold, dark font. Further right is a blue link "Find where to vote here →" with a right-pointing arrow.

Social Pressure to Vote

One of the most effective ways to increase turnout is to apply social pressure, and increase the “jumping on the bandwagon effect.” You can build this into your product by:

- Asking people if they've voted
- Identify people who have voted
 - Change profile picture
 - Badge / sticker
- Explicitly show other users people in their network who have voted
 - If you don't have network data, try “XX people in your city”, “XX people in your state”, or “XX people on [platform]”. The closer you can get to people who the user cares about, the better.

To create social pressure, consider sharing our Facebook profile frame:

<https://www.facebook.com/voteplz/posts/1597994733839751>



VotePlz shared Vote.org's photo.

November 2 at 4:54pm · 🌐



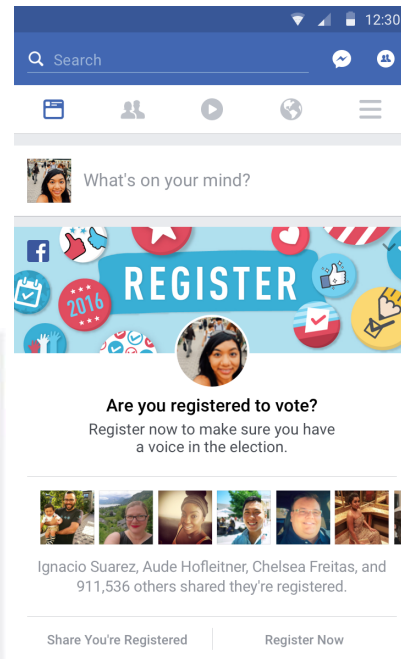
Update your profile picture or video with this frame from [Vote.org](#).

Try it

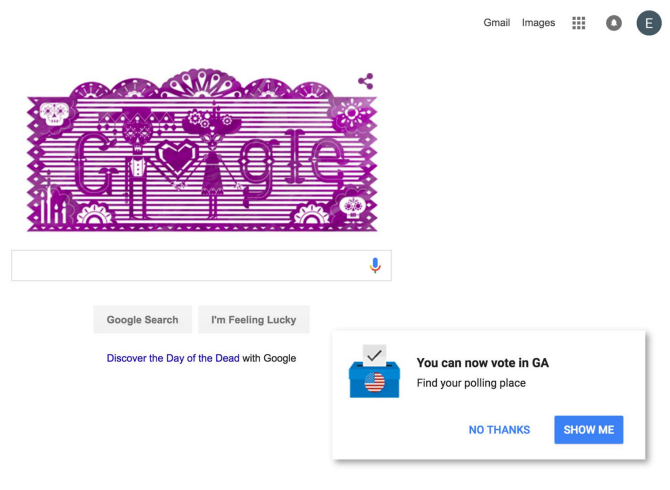
Clicking “Try It” will temporarily add the frame to your facebook profile picture.

Who else is doing this?

Facebook has done this very successfully for both registration and voting



Google has nice, simple early-vote messaging on their home page:



Where

- Ask users if they've voted in a very obvious place to get the most engagement. You'll need this data to apply pressure to users who haven't yet.
- Show users people in their network who have already voted very prominently.
- Find opportunities for using repetition to drive home the point that everyone else is voting. For example, if users who have voted have something on their profile picture, username, etc., as users scroll through the site, they'll see it repeatedly.

When

Early voting has already started in most states, and voters can send in absentee ballots right now in all states, so this can be deployed immediately through Nov 8. The most important aspect will be getting it up on Election Day (November 8) to apply maximum social pressure. Collecting who has voted before Election Day will help to show friends / big numbers immediately on Election Day.

How

You'll need to build this into your product in a custom way. Fortunately, it's just a boolean field.

Why do anything

In 2012, there were over 20 million registered voters who did not vote — many of these people are probably your users. You can help increase voter turnout by applying social pressure, educating them on their voting rights, and encouraging them to vote early, vote absentee, or make a plan to vote on election day. This in turn increases the number and diversity of people who have a say in how their local communities and our nation is run, which is what democracy is all about.

Who to target

While showing calls to action to all of your users is great, you can have most of the same impact by urging a select set of your user base to vote, based on demographics that historically have lower turnout, and users in swing states. You can achieve much greater impact on voter turnout and much less cost to your overall user engagement by using an aggressive call to action (push notification / prominent message) displayed only in swing states, than a lightweight call to action displayed everywhere.

Low-Turnout Demographics

Among registered voters, these groups historically have the lowest turnout, and you can therefore have the highest impact by targeting these users.

1. Non-white voters (African-American, Hispanic, and Asian voters)
2. Young voters (18-24 year olds the lowest, and then 25 to 34 year olds)

Locations

These are the highest-impact geographic areas to call-to-action. To have the biggest impact per user shown a call-to-action, you only need to target three states. You can increase your company's impact further by expanding to additional states.

1. Florida, Pennsylvania, Ohio, North Carolina

2. FL, PA, OH, NC, Michigan, Colorado, Wisconsin
3. FL, PA, OH, NC, MI, CO, WI, Virginia, Minnesota, Arizona

Resources

[Early voting dates in key states](#)

Additional resources from Google

[Embeddable Google widget](#) based on the Civic Information API

[GOTV partner kit](#)

<https://gttp.votinginfoproject.org/>

Want to integrate tools? Questions? Email Fouad Matin <fouad@voteplz.org> or partners@voteplz.org.

Have your technical team join us on our Slack; email Nat Friedman <nat@nat.org> / Erika Reinhardt <embreinhardt@gmail.com> for an account.