



TOOLKIT

Planning Your Vote Early Day Activation: Nonprofits

Use this guide as a launching point for your plans to celebrate [Vote Early Day](#). Identify your key goals, brainstorm potential collaborators, and get a sense of the steps involved in building a successful activation.

Goals:

What kind of impact do you want to make with your celebration? Studies have shown that the actions below are the most effective ways we can get voters to cast their ballot, so we encourage you to integrate one or two of these actions into your celebration. Using the list below, write the objectives you plan to achieve along with the number of voters you want to mobilize:

- ★ # of voters casting their ballot at your Vote Early Day event
(either in person or with a ballot drop box)
- ★ # of voters you will help make a plan to vote early
(this can be accomplished by filling out a Vote Early Day plan to vote card or using our [online voter tool](#))
- ★ # of voters you will get to pledge to vote early
(this can be accomplished by filling out a Vote Early Day pledge card or using our [online voter tool](#))

Goal	# of voters

We ask that you track the progress to your goal during your activation and report those numbers back to Vote Early Day afterward. This data will help us measure our collective impact to help Americans cast their ballot ahead of Election Day.

Collaboration:

Who can you work with to grow your celebration and reach a wider audience?
Brainstorm a list of partner organizations, volunteers, media, and networks to bring to your planning team:

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Check out our interactive map of Vote Early Day activations (coming soon) to find and reach out to other groups planning celebrations near you!

Checklist for a Successful Activation

To make it as easy as possible for you to build an exciting activation, we've included links to helpful materials for every step along the way.

Getting Started

- ☐ [Register](#) as a Vote Early Day community partner
- ☐ Set goals for your activation's impact using the table above
- ☐ [Brainstorm](#) creative ways to plan a celebration that meets your goals
- ☐ Announce your celebration online! For inspiration, check out our sample social media [posts](#) and [graphics](#), [emails](#), and [press releases](#) (you can find our media tips & tricks [here](#)).

Building the Activation

- ☐ Send emails to recruit [volunteers](#) and [partner organizations](#) to help build your celebration
- ☐ [Contact](#) your local election officials and let them know about your plans
- ☐ Promote your celebration to the public with our sample social media [posts](#) and [graphics](#), [emails](#), and [phone](#) and [text](#) banking scripts (you can find our best practices [here](#))

October 27: Vote Early Day Eve

- ☐ Prepare for Vote Early Day using our print-at-home swag (posters, stickers, banners, plan to vote cards, coming soon)
- ☐ Let the press know about your celebration using our sample [media advisory](#)

- ☐ Get people excited about the Vote Early Day celebrations tomorrow using our sample social media [posts](#)
- ☐ Confirm the logistics for tomorrow with your [volunteers](#) and event attendees (by [phone](#), [text](#), or [email](#))

October 28: Vote Early Day!

- ☐ Share about your celebration using our sample social media [posts](#) and [graphics](#)

After October 28: Wrap Up

- ☐ Wrap up from your activation by [sharing your metrics](#), issuing a [press release](#), and sending thank you emails to your [volunteers](#) and [attendees](#)
- ☐ Celebrate your success with our sample social media [posts](#)