

## Impact and Influence with Voter's Edge CA Community Groups

### Goals:

- (1) to establish a relationship and lay the groundwork for future cooperative work;
- (2) to place Voter's Edge CA widget on the group's website
- (3) to develop questions for candidates that address the concerns of the group
- (4) to form partnerships for issue or candidate forums

### 1. Brainstorm:

- What group(s) should be contacted?
  
- Who in your League has a connection with the group you want to reach?
  
- If there is no connection to the group, who in your League should initiate the contact?
  
- Who in your League will take on the project of contacting, meeting, and following up?

### 2. Establish a timeline:

- Start early this fall if the desire is to work together to create questions for the candidates to answer on Voter's Edge, CA. Questions for candidates to answer must be ready before the list of qualified candidates is obtained from the elections officials of your county.

- Start early this fall if the goal is to get the Voter's Edge CA widget on the group's website by March 2018.

### **3. Arrange the first contact:**

- Contact the statewide organization to determine if there is a local chapter or group in your area. Use their website to locate a phone number.
- Ask for the email or phone number of the group's Director of Communications, Director of Civic Engagement, or someone who knows where local chapters are and how to contact them.
- In the absence of a statewide organization, contact the local group preferably via phone call.
- Ask for the email or phone number of their person in charge of communications or civic engagement.
- Include a few talking points to your initial contact regardless of whether it is by phone or email.

### **4. Prepare for in person meeting:**

- Prepare your talking points:
  - Provides ready made information to embed on your website.
  - Provides information about candidate, statewide ballot propositions, and campaign finance information for state offices and ballot propositions customized to a voter's ballot.
  - Provides easily viewed information on smart phone which is many people's only contact with the Internet, especially

important for young people and those who do not have access to Internet in any other way.

- Contains Easy Voter Guide in Spanish and English.
- Provides an opportunity to offer input on questions to candidates in local races.

Tools to use in a personal meeting:

- Smart phone, tablet to demonstrate Voter's Edge CA
- Easy Voter Guide in various languages (<http://www.easyvoterguide.org>).

## 5. Follow up

- Thank you email or note.
- Provide further information if needed or requested.
- Keep lines of communication open for the future.
- Invite your contact to League events.