

Impact and Influence with Voter's Edge CA Elections Officials

Please check with Dora Rose drose@lwvc.org before contact. She may have contact with this person already. If she does, the content of the conversation will be different.

Goals:

- (1) to place Voter's Edge CA widget on the elections website in March 2018 and/or September 2018; and
- (2) to get a letter inviting candidates to participate in Voter's Edge CA in the candidate packet sent by the elections offices.

1. Brainstorm:

- Who should be contacted?

- Who in your League has a connection with the person you want to reach?

- 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 for initial contact, follow up and reaching the goal.

Remember the timeline and the goal may change over time as you explore possibilities.

3. Arrange the first contact.

- initiate contact with phone call or email
- Include a few talking points to your initial contact.
- Decide who should attend a personal meeting. Include your Voter's Edge County Coordinator if you have one.
- Set up personal meeting.

4. Prepare for the meeting:

- Talking points
 - Here's an opportunity for _____ County to use Voter's Edge CA to help educate your voters. Voter's Edge CA offers:
 - Complete Personalized Ballot,
 - Candidate Profiles,
 - Ballot Propositions.
 - Polling Place locations and hours of operation.
 - Reduced last minute Inquiries to your office.
 - Increased Voter Participation because voters feel more confident with increased information.
 - Provides Non-Partisan Information Quickly and Easily.
- Prepare a demonstration of Voter's Edge CA
 - Find an address within your county that shows many participating candidates and ballot measures. Use it in your demonstration. The addresses of your fellow League members or Zillow are good places to look for a useful address.
 - Include the page for the individual county in your demonstration so that the officials can see that specific information about

polling locations, weekend hours, early voting locations, and languages ballots and voter information is offered in.

- Ask if there is wifi available so you can directly access Voter's Edge to perform a live demonstration.
 - An alternative to a live demonstration is to create a power point presentation with screen shots of Voter's Edge pages.
 - For either method of demonstration ask for a projector so that a large image can be shown to the county officials.
- Please consult Dora Rose (drose@lwvc.org) at the email listed on page one for further information and assistance.

4. Follow up

- Thank you email or note.
- Provide further information if needed.
- Keep lines of communication open for the future.