



# PARTY AT THE POLLS

## ABOUT THE PARTY AT THE POLLS PROGRAM

Midterm elections are happening now and When We All Vote is bringing together our network of volunteers, as well as national and local partners, to ensure our communities' voices are heard through Party at the Polls. The Party at the Polls program will encourage and celebrate early voting award across the country, with an emphasis on Arizona, Georgia, Michigan, North Carolina, and Pennsylvania. These events will bring communities together to make their voices heard at the ballot box and celebrate with hometown icons in culture, music, art, and activism as they play their part in our democracy.



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## GETTING STARTED

Below are some resources to help you promote your event and get people to RSVP. Follow the steps below to help get people in your community activated and ready to vote early

### STEP 1

#### LOCK IN LOGISTICS

- ➔ **Find a location.** Choose an early vote polling location, and check to see if there's a space nearby to host an event. We recommend looking at places that already bring together your community, such as a park, church/place of worship, or even a parking lot. Please make sure you check with local elections officials about the minimum required distance your event should be from any early voting location. However, your event should not be more than 0.25 miles away so people can stop by before and after voting.
- ➔ **Set a date and time for your event.** Set a date and time around an early voting polling location. Give yourself enough time to find a location, plan, and recruit for your event. Be sure to check calendars so your proposed date doesn't interfere with holidays and other important local events.
- ➔ **Register your event.** Put your event on our [Party at the Polls page](#). Creating events on the early voting page makes it easy to register your event, promote it to your community, and track and communicate with RSVPs. The deadline to register your event is **October 31st**.

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## STEP 2 PROMOTE

No event — regardless of how well planned — can truly be successful without getting the word out. Your goal is to build a space that will make it safe, fun, and easy for people to vote early.

- ➔ **Get the word out.** Reach out to your community, neighbors, or membership via phone calls, text messages, and emails to tell them about your early voting event. Make it clear that anyone can attend, that the event is totally free, and that it's entirely nonpartisan.
- ➔ **Talk to your communities.** Invite anyone you know: friends, family, community or association members, students, supporters, etc. and encourage them to share with their networks. After all, it's a Party at the Polls!
- ➔ **Flyer your community.** One of the best ways to reach a large audience is to post flyers around your neighborhood and community gathering spaces! When We All Vote will provide you with a template in the promotional materials for you to use. Just update it with your details, grab a stapler, and get started!
- ➔ **Use social media.** Social media is a great way to spread awareness. Share the details about your event on social media. Create a Facebook event, post about your event on Nextdoor, Patch.com, and other neighborhood forums, and share on Twitter and Instagram.

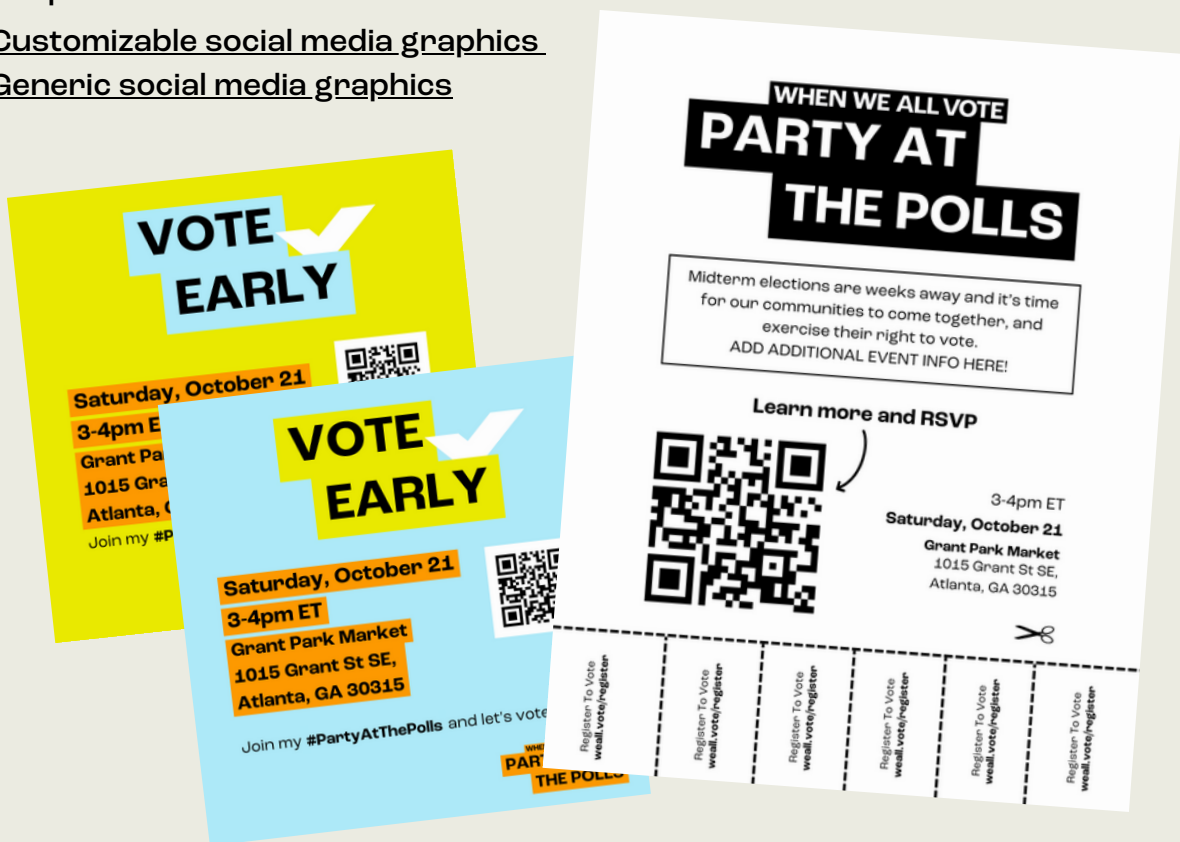
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## STEP 2 PROMOTE

### RESOURCES TO PROMOTE YOUR EVENT

- [Customizable and printable flyers](#)
- Post your event on Mobilize at [weall.vote/party](https://weall.vote/party)
  - We've created an [instructional video series](#) to guide you if you are new to the platform
- [Customizable social media graphics](#)
- [Generic social media graphics](#)



### SOCIAL MEDIA DRAFT POST EXAMPLE

It's time to get out and #VoteEarly [INSERT STATE OR CITY]! Get your #VotingSquad together and join our #PartyAtThePolls at [LOCATION] and [DATE]. RSVP here so we know you're coming: [LINK TO YOUR EVENT]

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## STEP 03

### BRING YOUR EVENT TO LIFE

Remember, Party at the Polls is a party! The environment you create, one that is fun and engaging as much as it is educational, is key to your event's success. People want to join an event where they see others having a good time, whether that's from posts online or if they are driving by. Examples include: a Navajo Nation trail ride to the polls, Grammy Award winning rapper and actor Common stopping by a polling place in North Carolina, and the 76ers hype squad hyping up the crowd in Philadelphia.

- ➔ **Will you partner with anyone?** Think through local places of worship, community centers, small businesses, shelters, other community organizations, and even local entertainment you can partner with for this event. For example, volunteers have previously teamed up with their places of worship for their Party at the Polls, while others have hosted local DJs at their event.
- ➔ **Make it fun!** With delicious food and engaging entertainment, you're helping family, friends, neighbors, and strangers come together and make voting a time of community and fun. After all, voting is all about community!
- ➔ **Decorate!** Make your party visible and celebratory with decorations like balloons and signs to help attendees celebrate with you!
- ➔ **Use signage and voting information.** Make sure to have visible signage to direct people to your event. Further, it's important to have a handout with early voting information and hours to help direct voters who have not yet voted.

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## STEP 04

### CELEBRATE AND SHARE ONLINE

Social media is a great way to ensure you're capitalizing on the opportunity to share your message far and wide. Throughout the day of your party, post quality photos and videos on Twitter, Facebook, Instagram, Snapchat, and TikTok to share the story of your event, build excitement around voting, and encourage your neighbors to stop by.

### HELPFUL TIPS FOR SOCIAL MEDIA

- ➔ Use **#VotingSquad** and **tag @WhenWeAllVote** (Twitter, Facebook, Instagram, Snapchat) so we can amplify your posts to help tell our movement's story.
- ➔ Capture good quality photos and video — good content makes a difference! High quality iPhone and Android photos are perfect.

### TOPLINE TALKING POINTS

- ➔ It's officially Voting Season, which means it's time for us to show up and make our voices heard early in the future of our communities and our country.
- ➔ Participating in our democracy is something worth celebrating, and When We All Vote is bringing the party to the polls!
- ➔ When We All Vote's Party at the Polls program is a proven strategy to increase voter participation. All month long, we will be joining our partners and volunteers in hosting celebrations at or near polling locations across the country to increase voter turnout and bring our communities together as voters cast their ballots.



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## TOPLINE TALKING POINTS, CONTINUED

- ➔ This fall voters will elect all 435 members of the House of Representatives, 35 out of 100 Senators, and countless elected officials in their state and local governments. From Congress down to your local government, access to health care, the way communities are policed, the judges who make decisions at every level, how this country combats climate change, and more are all on the ballot.
- ➔ In fact, 99 percent of elections are at the state and local levels, and the decisions they make directly impact your daily life.
- ➔ We're excited to partner with When We All Vote to get people out to Vote Early with a Party at the Polls.
- ➔ We encourage everyone to get their voting squad together and head on over to the party!

## STEP 04

### REPORT BACK WITHIN 24 HOURS

- ➔ **Fill out this form.** Within 24 hours after your event, please fill out [this form](#). If you have any questions, please email [jess.montgomery@civcnation.org](mailto:jess.montgomery@civcnation.org).



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## IMPORTANT DATES

- ➔ **Early Voting & Parties at the Polls programming (dates vary by state)** October 1
- ➔ **Vote Early Day Flagship Events** October 28
- ➔ **Get Out The Vote (GOTV)** November 1 - 7
- ➔ **Election Day** November 8

## IMPORTANT RESOURCES

- ➔ **Voter Resources Hub** This page is When We All Vote's one-stop shop for registering to vote, requesting a mail-in ballot, finding your polling place, and making a plan to vote.
- ➔ **Know Your Voting Rights** This page highlights important resources and information about voter protection and points to voter ID resources, the election protection hotline, and shareable social media posts.



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## THE NOT-SO-FINE PRINT

We're so excited to celebrate voting with you! Here are some important rules to keep in mind as you plan your events



- ➔ **No incentives for voting.** Federal law prohibits providing incentives or anything of value, no matter how small, to encourage or reward voting. To comply with the law, if your celebration is providing food, entertainment, buttons, stickers, or anything else, it must be provided to voters and non-voters alike. Remember: Party at the Polls is about creating a celebration for the whole community!
- ➔ **Keep it nonpartisan.** This program is nonpartisan in accordance with the rules for 501(c)(3) organizations. No part of the celebration or outreach for the celebration should advocate for or against or be coordinated on the behalf of any candidate, political party, or measure on the ballot. That includes any materials, participants, speakers, or entertainers.
- ➔ **No working with partisan organizations.** Working with or coordinating with any political organization is not permitted, that includes PACs, political parties, campaigns, 501(c)(4) organizations, etc.
- ➔ **Know the local rules and regulations.** Know the rules in your community and be sure to follow them. There may be specific rules related to event and election activity in your state, county, or locality. Research and comply with any and all applicable electioneering rules, permitting, or regulations.



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## QUESTIONS

Reach out to us at [wwav-volunteers@civcnation.org](mailto:wwav-volunteers@civcnation.org) with any questions you may have! You can also reach us by posting a message on the [Volunteer Facebook page](#) or in our [Volunteer Slack group](#).