

Be a Voting Ambassador

for Voter to Voter

So you've agreed to be an Ambassador for the Voter to Voter project and that's awesome, but you're wondering what, exactly, you've signed up to do. Our definition of a Voter to Voter Ambassador is "an amazing individual who has committed to making sure 10 of their friends vote in 2018." Note that our definition didn't include: an Ambassador knows everything there is to know about voting. You don't have to be that plugged in to participate in this. Voting is often confusing and we're going to walk through it together, while bringing your friends along in the process!

We can't thank you enough for getting on board. We think this effort will change the way we navigate elections and has the power to alter the political landscape in Kansas. You should expect big results, hopefully without getting too far outside of your comfort zone. Here's how you get started:

Register as an Ambassador

The very first step is registering with our online app. The app is where it's at! We want you to be able to track your own friends and know at the end of this if you were successful in convincing them to vote. You'll find a list of teams at our website, VotertoVoter.org. Choose your team from the list and then click the "Register" button on the next page.

Add Voters to your List

Once you register, you'll be directed to your own voter dashboard. This is where you'll add and keep the list of 10 voters you choose. The blue, "Add new contact" button is at the top right hand side of your screen. Type in the name and city of the friend you want to add to your voter list. As soon as you start adding voters you'll also begin earning points! Every voter you add and every task you complete will increase your total points. Start a friendly competition with other ambassadors if you'd like. There will be some cool prizes for top point earners and teams, so stay tuned!

The next step is important - you need to click on the "TASKS" button to the right of your friend's name to match them to the voter database and see if they're registered to vote. If you can't find a match, go back and double-check your spelling and address. If your friend has moved or legally changed their name recently, they'll need to re-register to vote.

Move quickly to register new voters!

If there's any doubt about their registration status, ask your friends to register to vote at KSVotes.org. You can also double-check registration at this site! The deadline to register before the primary election is July 17 and the registration date before the general election is October 16.

Once you've been able to match

Once you've matched a voter to their Kansas voting record you'll now see a couple of new things, including their party affiliation (D=Democrat, R=Republican, U=Unaffiliated, L=Libertarian) which is important because *it will help you help your voter* navigate the primary election. You'll also see your "Points" listed, which will grow every time you take a new action with your voter and log it in the dashboard. You'll also see a "Voter Propensity Score," which will help you determine whether or not your friend votes regularly. If you have questions about the logistics of a primary election, reach out to your team lead, or to our staff; we put our contact info at the end of this memo.

A note on Voter Propensity Score

The Voter Propensity Score will tell you how many elections someone has participated in out of four that were held recently. It's not perfect. It's just a guide, for you, so you can target your energy. Do most of your friends have a 4 out of 4 score? That's remarkable. Only 10% of the population will be 4/4. Nearly 50% of people will be 0/4 or 1/4 and that's where you should focus your efforts if possible. Some people may find it creepy that you know whether or not they voted, so use your best judgement and a bit of tact. Remember, we don't know who they voted for, only that they voted! This is public data, and politicians and candidates use it every day. We think this is important information to share if we want to decentralize the power.

What do the other boxes mean

The **"TASKS"** box is where you'll click to find a list of actions you should take with your voter.

"VBM?" stand for Vote by Mail. This box will turn green once your voter has turned in a VBM application to the election office, and you'll get extra points!

The **"Voted?"** box is pretty straightforward! Tip: It might turn green before the election if your voter mailed back their ballot or went to an early voting location. You'll get extra points if they vote early any which way!

What do I say to my voters?

Once you've identified your 10 voters, the rest is easy. We want you to try and make three connections with each of them before the elections, both the August 7 primary election and then before the November 6 general election. Beginning about 6 weeks prior to those dates, we'll start sending you a weekly email with tips on how to talk to your voters and content you can share with them, including logistics about how and where to vote. We will never directly contact your voters, that's all up to you. If you'd like to study up, there's a really great page on our Be-A-Voter.org website that walks through the process of How to Vote. There is also a PDF link on that page so you can print your own handouts.

Questions?

If you have any questions as we move through this election season, please don't hesitate to reach out. It sounds cliché to say it, but no question is stupid! In fact, I believe one of the reasons people don't vote is because they think they should know everything about voting and they feel silly about having questions . . . so they never ask.

Please email me at lindsay@mainstreamcoalition.org if you have questions. Or call/text: 913-220-1400.

Voter to Voter is part of the Be A Voter initiative of the MainStream Education Foundation (MEF). MEF works to educate and engage individuals to advocate for good governance, quality public education, healthy communities, and sustainable fiscal policy. This project is non-partisan and imposes no specific position or policy messaging, except, of course that voting is important. We ask that our partners and ambassadors respect our mission and use the Voter to Voter tool strictly for non-partisan purposes as well. Learn more at be-a-voter.org and mainstreamcoalition.org.