

# GOTV 2012 in New York State



The Election of 2012 is already a watershed year for women. We have seen issue after issue come up during the presidential primary campaign that has put traditional women's issues on the agenda in a way that has been anything but helpful.

2012 also marks new Congressional redistricting as a result of the 2010 Census. New York lost two seats in Congress; most of the districts have been redrawn and most of them are renumbered. Take a look on the map on the back of this sheet to see the changes. We have a big job ahead of us to educate members and voters about these new lines.

The Courts ordered a June 23<sup>rd</sup> Primary Day for the new Congressional seats. Because of retirements and redistricting, there are some open seats and hot races that we have to be aware of. We can't wait until the fall to do our usual Candidate forums and voter education programs this year with a June Primary coming up.

In order to get a jump start on this very busy and non-traditional election season, we are working on the AAUW-NYS GOTV (Get Out The Vote) project early. Designed to kick off with the state convention, this year's efforts will also span two AAUW administrations.

We are looking to put into place branch and AAUW District coordinators, as well as people who can specialize inside Congressional districts to direct and coordinate efforts. Those efforts will include ways to educate voters about the new district, the candidates, the key dates of the election season, and the district issues.

And we'll be looking to build bridges to the like-minded organizations you traditionally work with on election year efforts. These can include the League of Women Voters, the YWCA, Women's Studies programs at local colleges, student groups, local Chambers of Commerce – the list of potential partners is as varied as your community.

There may be opportunities to work in partnership with AAUW branches that are not in your AAUW District but in your congressional district.

The AAUW Voices Project at the national level works to make sure AAUW members around the country respond to national events – like the recent Equal Pay Day – with OpEds and Letters to the Editor. There will be plenty of opportunity for AAUW members in New York to use the same tools to educate voters about our issues as we march toward Election Day 2012 on November 6.

Join in this effort – get involved and make our 2012 GOTV Campaign a winner!

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