

CHAPTER EIGHT : VOTER EDUCATION AND GET-OUT-THE-VOTE (GOTV) TOOLS AND TIPS

- ◆ 2004 AAUW Voter Education Campaign Flier
- ◆ Building Coalitions for Voter Education
And GOTV Activities
- ◆ AAUW Voter Guides
- ◆ Distributing AAUW Voter Guides
- ◆ Internet Resources for Voter Guide Research

**The Power of One
Vote**

AAUW Voter Education Campaign 2004

Why AAUW's Voter Education Campaign Is Critical

Election Day 2004—Tuesday, Nov. 2—is just around the corner. And with your support, women's voices will again be heard through AAUW's Voter Education Campaign.

Since 1995 AAUW has conducted voter education and get-out-the-vote activities in almost every state. For the 2000 elections alone, AAUW members and their coalition partners reached 2 million drop-off women voters in 136 congressional districts and 14 Senate races.

The campaign has achieved success in educating women voters on the issues at stake as well as increasing women's activism nationwide, recruiting and retaining AAUW members, forging diverse partnerships, increasing visibility, and fostering leadership development.

What You Can Do

Inform Women Voters

While the make-up of Congress is somewhat different from when AAUW's campaign began in 1995, many issues remain at stake for women and families. The current congressional leadership jeopardizes women's rights—reproductive choice, equity in education and the



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workplace, health care, and more—at every turn. Inform women of the issues at stake. Join AAUW members and partners to get the word out.

- ☆ Keep women voters informed through *Get the Facts*. Distributed by the Women's Network for Change, a nationwide coalition, these fax and e-mail alerts let thousands of women know how the issues in Congress affect their lives.
- ☆ E-mail members of Congress with AAUW's Two-Minute Activist, located on the web at <http://capwiz.com/aauw/home/>
- ☆ Hold issue forums on social security reform, welfare reauthorization, Title IX, and judicial nominations, as part of the issue education program sponsored by AAUW.
- ☆ Organize letter-writing campaigns to members of Congress and editors of local and national media outlets.

Get Out the Women's Vote

As we near the 2004 elections, gear up to get out the women's vote.

- ☆ Mail and distribute AAUW's informative, nonpartisan voter guides.
- ☆ Hold public candidate forums.
- ☆ Organize phone banks to contact women and encourage them to vote.
- ☆ Use partnerships with diverse organizations to inform a broad cross-section of women on the issues at stake.

Resources You Can Use

Log onto AAUW's website at <http://www.aauw.org/takeaction/vec.cfm> for these resources. (Resources are free unless otherwise noted.)

- ☆ *Get the Facts* alerts, to share with colleagues and friends and disseminate in your community
- ☆ *Action Alert*, AAUW's monthly public policy newsletter (\$20/year or free to members on AAUW's website)
- ☆ Two-Minute Activist, where you can send e-mails to members of Congress
- ☆ Position papers on AAUW priority issues
- ☆ Voting records for your members of Congress
- ☆ AAUW Public Policy Program in English and in Spanish

For more information about the AAUW Voter Education Campaign, including how-to materials and voter guide templates, contact AAUW's Public Policy Department (800/608-5286, votered@aauw.org) or complete, clip, and return this coupon to the address below.

Name _____

Address _____

E-mail _____

AAUW Member? Y N

Yes, sign me up for *Get the Facts* alerts!

Please send me the following information (check all that apply):

- How to join AAUW
- How to get out the vote
- Branches and activities in my community
- Other



Building Coalitions for Voter Education and Get-Out-the-Vote (GOTV) Activities

Working in coalition with a wide range of diverse organizations on activities such as voter education efforts, candidate and issue forums, and disseminating voter guides allows you to take on larger projects, reach more members of your community, increase AAUW membership, and gain visibility. However, there are important legal guidelines to keep in mind when building coalitions for voter education and GOTV activities.

Building Voter Guide Coalitions—501 (c) ...what??

Because non-profit organizations with different tax statuses are subject to different legal rules for voter education and GOTV activities, it is important to review AAUW's legal guidelines (available in the appendix of this manual or on the AAUW website Member Center at www.aauw.org).

There are three main categories of non-profit tax status:

1. 501 (c) (3) (organizations such as the AAUW Educational Foundation, for whom donations are tax-deductible).
2. 501 (c) (4) (tax status held by the Association).
3. 501 (c) (4) with political action committee (PAC) (some 501 (c) (4) organizations have PACs, through which they make financial donations to candidates).

Rules to Remember

As stated in the AAUW Legal Guidelines, the only organizations that can legally participate in voter guide and GOTV activities are 501(c) (4) organizations that, like AAUW, do not coordinate with candidates, PACs, or political parties.

AAUW can plan candidate or issue forums with organizations that have 501(c)(3) or 501(c)(4) tax status. But AAUW can build voter guide coalitions only with organizations that:

- ✓ Have NOT endorsed candidates in the district;
- ✓ Have 501(c) (4) tax status; and
- ✓ Do NOT have a political action committee (PAC).

Organizations that are classified as 501(c)(3) cannot participate in voter guide efforts.