



High 5 For Kids Campaign

Get Out the Vote for Kids Week of Action Toolkit
October 20 – 27, 2018

High 5 for Kids

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Table of Contents

2. The High 5 for Kids Campaign
 3. About the Get Out the Vote for Kids Week of Action
 5. Organizing a Voting Party in Your Community
 7. Planning Tools
 11. More Resources
-

High 5 for Kids Campaign

Kids can't vote and they don't give money to political candidates. That's why we launched the **High 5 for Kids** campaign – to give children a voice on the campaign trail.

Through the High 5 for Kids campaign, we are asking candidates from both parties to prioritize kids if they are elected. In local, state and federal elections, we will ask candidates how they will ensure that **all kids have a strong start to life, no matter where they were born**. And we are encouraging our network of supporters to vote.

You can help turnout voters for kids this election by participating in our **Get Out the Vote for Kids Week of Action October 20 – 27**. During the week of action all around the country, volunteers just like you will host voting parties to ensure other advocates for kids make a plan to vote.

This toolkit provides you with tips, information and resources about how you can plan your own voting party and raise these vital issues with your community.

Please keep us posted on your efforts and feel free to reach out with questions to the Save the Children Action Network (SCAN) staff in your area.

You have a powerful voice – one you can use at the ballot box and beyond!

Save the Children Action Network is the political voice for kids.

Together, with our quarter of a million supporters around the country, we focus on two critical issues:

1. Expanding high-quality early childhood education in the United States, and
2. Ending preventable deaths of mothers and children globally.

As the political advocacy arm of Save the Children, we bring these issues directly to federal, state and local lawmakers.

About the Get Out the Vote for Kids Week of Action

October 20 – 27, 2018

We know that the future of our nation's children depends on decisions we make today. That's why it's critical that advocates for kids make their voices heard by voting. Through our Get Out the Vote for Kids Week of Action, we will organize dozens of **voting parties** to encourage people across the country to vote. At these voting parties, participants will hear more about why it's critical they vote, make a plan to vote, send postcards to friends encouraging them to vote and more.

Voting Rules in Your State

As you start your planning for a voting party in your community, it's important to first understand all of the rules related to how voting happens in your state. To learn more about the rules in your state, visit <https://www.rockthevote.org/voting-information/>. This website has detailed information about all aspects of voting, including:

- Early voting dates
- How to request an absentee ballot
- ID requirements
- Key dates for voting by mail (where applicable)
- Polling locations

Complete the voting rules form on the next page to use as you make your plans. Remember to bring it to your voting party as well so that you can share the information with attendees.

If you or a guest has any questions about their right to vote or the voting process—including how or where to vote—contact a state or local election office. You can find their contact information by visiting: <https://www.usa.gov/election-office>.

Making a Plan to Vote Increases Turnout

Research conducted by Harvard University and the University of Pennsylvania in 2015 found helping voters make a plan to vote was more than twice as effective as simply asking people about their intentions to vote. Overall, there was a 4.1 percentage point increase in the likelihood of voting by making a plan.

For more information about this study, please see "Beyond good intentions: Prompting people to make plans improves follow-through on important tasks" at https://scholar.harvard.edu/files/todd_rogers/files/beyond_good.pdf.

Voting Rules and Procedures Form

Visit <https://www.rockthevote.org/voting-information/> to find out the rules for voting in your state. Also, consider printing sample ballots for voting attendees so they can see all the candidates and issues they will be asked to vote on. Sample ballots are typically available online on the website for your state's department of elections.

State: _____

Last day to register to vote: _____

Does your state offer early voting? Yes No

If yes, what are the early voting dates? _____

Does your state offer vote by mail or no-excuse absentee voting? Yes No

If yes:

• When do voters start to receive their ballots? _____

• When do ballots have to be returned? _____

Is an ID required to vote? Yes No

If yes, what are acceptable forms? _____

When are polls open? _____

When do they close? _____

Where can voters find out where their polling place is?

Remember to encourage your event attendees to sign up to receive customized updates about voting from SCAN's TurboVote site: <https://scan.turbovote.org/>.

Organizing a Voting Party in Your Community

Start with the Basics

When planning your party, start with the basics: Who will you invite? Where will the party be? What day and time will you host your event?

Who to Invite

Consider inviting friends, family, neighbors, coworkers, classmates or other community members you think might be passionate about helping kids. You can work with your SCAN staff contact to help spread the word to supporters in the area through our email list, website and social media. You can share your event with friends via email or text. And don't forget to share via your social media networks as well!

Where to Host Your Party

Hosting the voting party at your home or apartment is a great way to engage your neighbors, but other great spots could be the local library, a coffee shop, community center, place of worship or a college campus. You could also partner with another local organization that has space at their office.

Send a reminder email the week before the party and again the day before to your contacts. Send follow-up texts or give them a call to confirm that you'll have a full house.

Picking a Day and Time

You can select any day between October 20 – 27 for your party. The party time will be determined, in part, by who you invite. For example, if your audience is generally working people, then a mid-afternoon event may not generate much turnout. For most audiences, an evening event is ideal.

Your Party's Agenda

Once you've decided on the logistics for your party, it's time to plan the party's agenda. Below is a sample agenda but you can adjust it to make it your own. The most important thing is that people leave with their voting plan! In addition, you could also engage participants by:

- **Asking them to write postcards** to friends and family encouraging them to vote. We will provide printed cards with space for you to write on the back. Coordinate with your SCAN staff contact to obtain the number of postcards you need for your event. Be sure to advertise the postcard activity to attendees so they bring address information with them.
- **Sign a High 5 for Kids petition** asking whoever is elected to prioritize investments in early childhood education.
- **Showing a video** about the importance of voting. The nonpartisan group, When We All Vote, has a great video featuring famous people at WhenWeAllVote.org.
- **Offering refreshments.** Everyone likes food so plan for some goodies to share.
- **Playing fun music!** We'll be putting together a Spotify playlist and will share it with you once it's ready. You can also make a playlist of your own.
- **Taking a group photo.** Grab your Vote for Kids signs and foam High 5 for Kids hands and take a group photo to share on social media. Include information about why you think voting is so critical.
- **Sharing candidate information.** Work with your SCAN staff contact to determine if there is candidate position information on early childhood education to share at the event. Generally, these events are nonpartisan so please keep partisan information at home.¹

¹If you are organizing an event in Rhode Island or New Mexico, please reach out to your SCAN staff contact to learn what you can share at these events about SCAN-endorsed candidates in these states.

Sample Agenda

- 7:00 p.m. – 7:15 p.m.** **Meet and greet guests.**
Make sure everyone signs-in, makes a name tag and has time to socialize, eat and drink. Play our Get Out the Vote for Kids playlist while people socialize.
- 7:15 p.m. – 7:25 p.m.** **Welcome your guests and have everyone briefly introduce themselves and why they are excited to vote.**
Remind them that the event is about committing to vote personally and encouraging others to vote, too. This could be a great spot to show the When We All Vote video.
- 7:25 p.m. – 7:45 p.m.** **Talk about key voting rules in your state and where candidates stand on early education. Then encourage people to make a plan to vote.**
If your SCAN staff contact has shared candidate information, such as statements made by candidates in response to our bird-dogging efforts, this is a great time to share them. Remember in most places, this is a nonpartisan event so please don't discuss your voting preferences but focus on the issues.

Distribute the vote planning worksheet (see pages 9 and 10) and have people work with a friend or in a small group to create their voting plan.
- 7:45 p.m. – 8:00 p.m.** **Write postcards encouraging friends and family to vote.**
Distribute postcards to attendees and ask them to write short notes to their friends about why they should vote. See a sample note to provide attendees on page 8.
- 7:15 p.m. – 7:25 p.m.** **Take a group photo.**
Be sure to take a group photo, using the High 5 for Kids foam hands and the Vote for Kids signs. Share it on social media and tag attendees.
- 7:15 p.m. – 7:25 p.m.** **Mingle with your guests.**
Continue to have a great time socializing.

Planning Tools

Voting Party Checklist

Use this checklist to ensure you have everything you need to make your event a success. Your SCAN staff contact will work with you to ensure you have the supplies you need.

- | | |
|--|--|
| <input type="checkbox"/> Name tags | <input type="checkbox"/> When We All Vote video
Make sure you have Wi-Fi at your event location so you can show this video. |
| <input type="checkbox"/> Key voting information for your state | |
| <input type="checkbox"/> Vote planning worksheet | <input type="checkbox"/> Candidate information
Coordinate with your SCAN staff contact for this information. |
| <input type="checkbox"/> Postcards | |
| <input type="checkbox"/> Sign-in sheet | <input type="checkbox"/> Sample ballot |
| <input type="checkbox"/> Pens | <input type="checkbox"/> High 5 for Kids petition |
| <input type="checkbox"/> Vote for Kids signs | <input type="checkbox"/> A camera or phone |
| <input type="checkbox"/> High 5 for Kids foam hands | |

Sample Postcard Note

Below is a sample note to a friend about the importance of voting. Encourage attendees to include: 1. Why they are excited to vote; and 2. Any key information they need to vote, such as poll times, identification requirements, etc.

Dear [first name] –

Tuesday, November 6 is Election Day and I hope you'll vote. I'm voting because I'm passionate about helping more kids have access to early childhood education. Polls open at 7 a.m. and close at 8 p.m. Be sure to bring a photo ID!

[Your name]

Vote Planning Worksheet for States that Vote at Polling Locations

What day will you vote? _____

If your state is an early vote state, you may be able to vote in advance of Election Day on a day that is more convenient for you.

What time will you vote? _____

Where is your polling location? _____

How will you get to your polling location (e.g. drive, public transportation, walk, etc.)?
Do you need a ride to your polling place?

Will you complete a sample ballot to help guide you when you vote?

Notes: _____

Vote Planning Worksheet for Vote by Mail States

When do you anticipate receiving your ballot in the mail? _____

When will you set aside time to complete your ballot? _____

Consider placing this day and time on your calendar so you don't forget!

What day is your ballot due back in the mail? _____

When will you mail your ballot? _____

Notes: _____

Additional Resources:

The Save the Children Action Network website has even more resources.

- **Learn more about the issues:** At [SavetheChildrenActionNetwork.org/issues](https://www.savethechildrenactionnetwork.org/issues), you can learn more about early childhood education and maternal and child survival.
- **Learn more about our campaigns:** At [SavetheChildrenActionNetwork.org/act](https://www.savethechildrenactionnetwork.org/act), you can learn about our current campaigns and participation in actions – online and off – to help kids.
- **Read our blog:** Our blog – called the Voice for Kids – has stories from volunteers like you, staff and coalition partners and more. Read inspiring and informative stories at [SavetheChildrenActionNetwork.org/blog](https://www.savethechildrenactionnetwork.org/blog).
- **Sign up for voting updates:** Visit scan.turbovote.org/ to register to vote and to receive email or text updates with critical voting information.



Thank you!

We appreciate your tireless advocacy on behalf of children!

Your help is vital to ensuring that our future elected leaders create real change for kids. Together, we can give every child a strong start in life.

We are here to help you every step of the way. Please keep us posted on your efforts and feel free to reach out with questions or ideas to your SCAN staff contact.