

# Achieving Excellence in Voter Communications

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April 10, 2024

ideas **42**



# Voter Communications Standards

Your election office effectively distributes information through a variety of mediums that best reach your voters.

- You understand the demographics, communication preferences, and digital connectivity needs of your voters.
- You use the right blend of communication mediums – such as print, digital, audio, in-person, etc. – to reach your voters.
- You have information on an accessible, secure, and mobile-friendly government website to answer voters' top questions and offer transparency into the election process. It is accessible for voters with disabilities.
- You address incorrect information by consistently stating factual and transparent information about the election process.

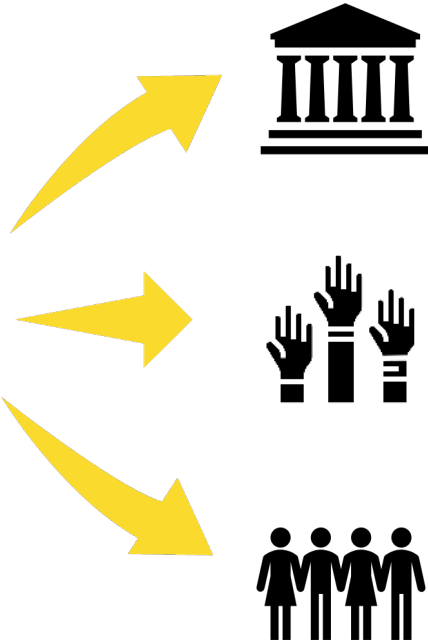
# *Why Voter Communications is Important*



# Civic Engagement at ideas42



- Research
- Experimentation
- Design & Innovation



## **Election Officials - state and local**

We provide direct support to improve resources and services offered to voters



## **Voting Nonprofits**

We partner with leading orgs to create new initiatives and improve program design

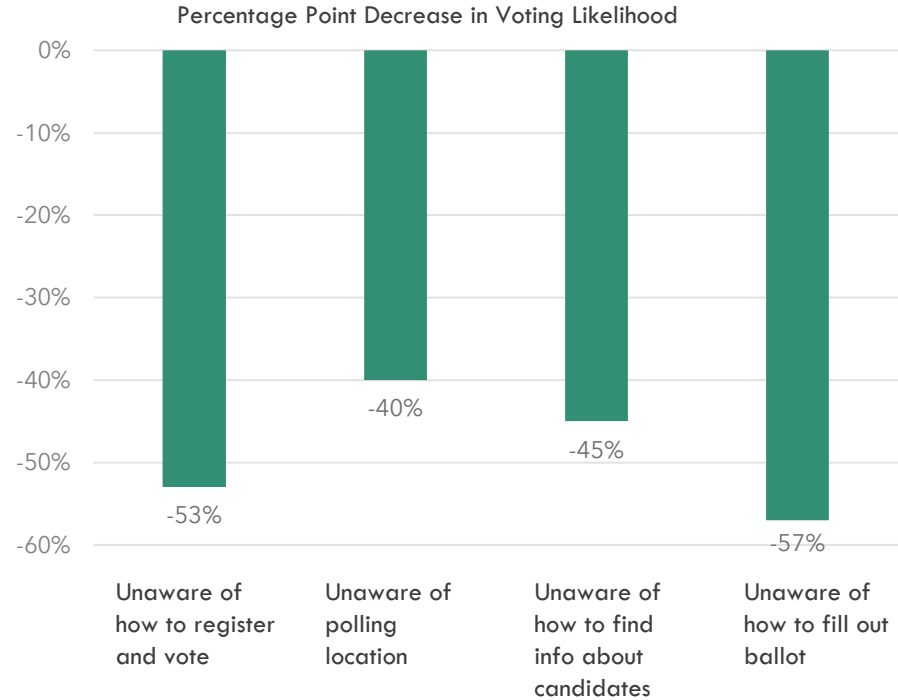


## **Direct to Voters**

We test materials and strategies to drive civic participation

# Lack of information suppresses turnout

Information costs are the greatest predictor of low turnout.



# Election Officials are trusted messengers

When asked who voters turn to for various types of information about an election, **voters are most likely to look to their state and local election officials**, and search engines.



<https://bipartisanpolicy.org/blog/new-survey-data-election-information/>

# Official communication has impact

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**Voter Registrations**

**OVR System Use**

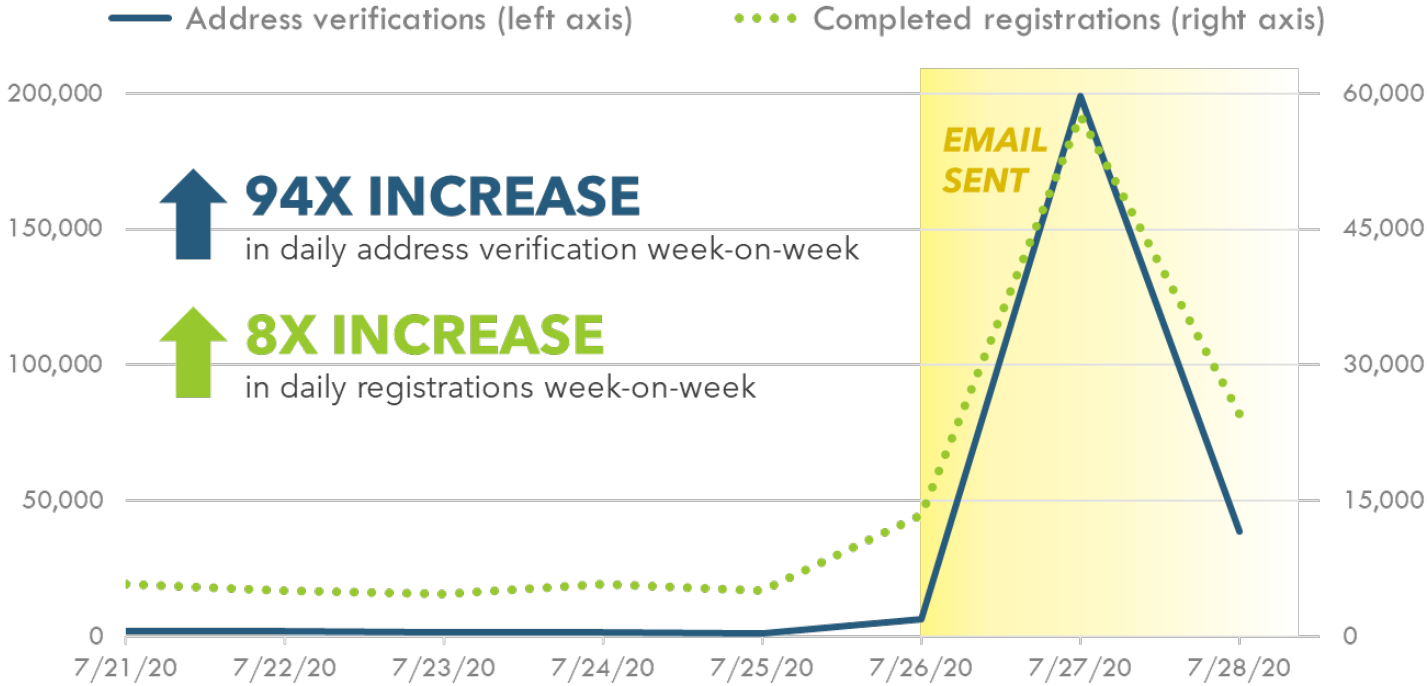
**Accurate Mail Ballot Submissions**

**Early Voting Turnout**

**Ballot Tracking Sign-Ups**

<https://www.tandfonline.com/doi/abs/10.1080/01442872.2022.2044020?journalCode=cpos20>

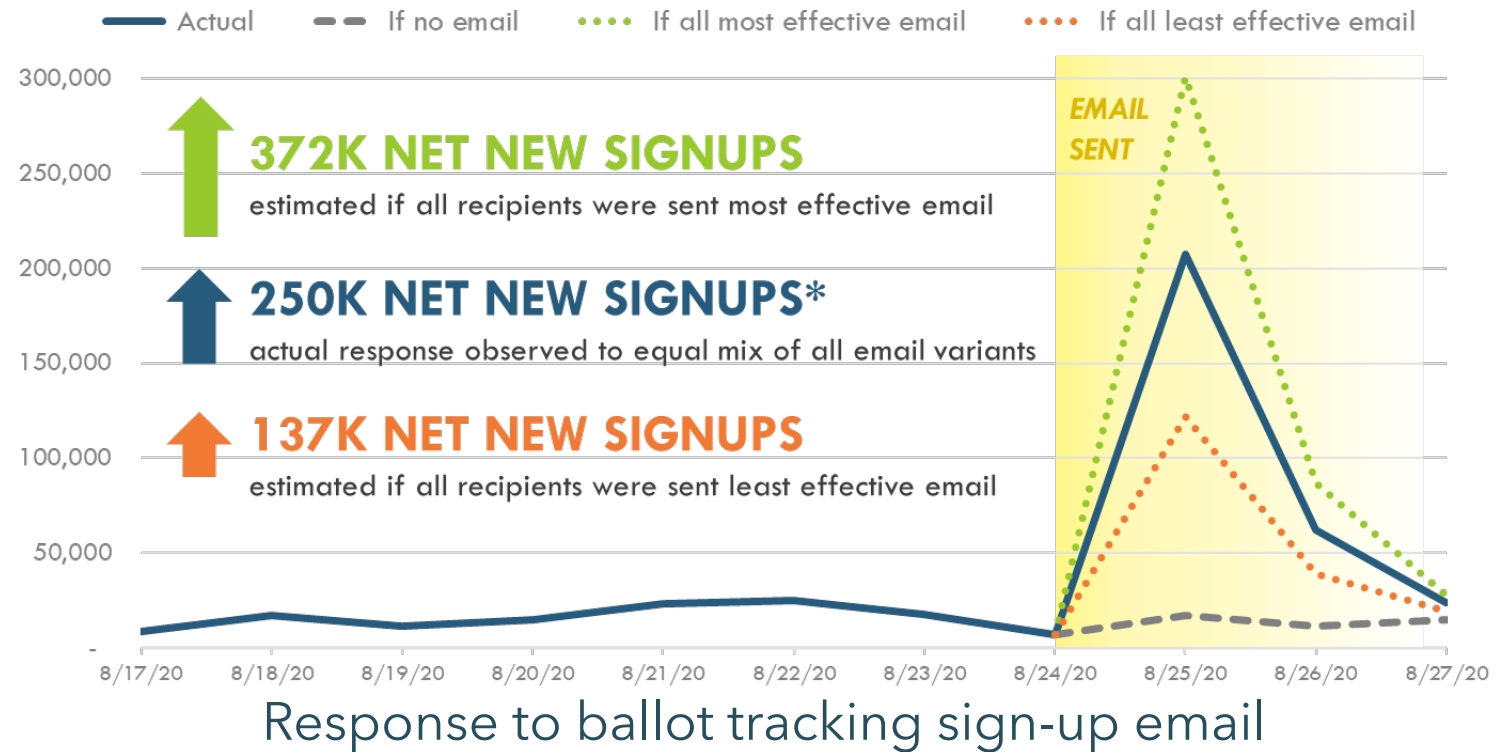
# Outreach can change voter behavior



Response to address verification email



# Some messages work (much) better than others



# Voter communications is...

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A word cloud of terms describing voter communications. The words are arranged in a roughly circular pattern. The largest words are 'Essential', 'Impactful', 'Time-intensive', and 'Useful'. Other prominent words include 'Rewarding', 'Confusing', 'Hard', 'Trust-building', 'Expensive', 'Effective', 'Pointless', 'Annoying', 'Tedious', 'Informative', 'Nice-to-have', 'Simple', and 'Fun'. The colors alternate between dark blue and light green.

**Rewarding** **Useful** **Essential** **Time-intensive** **Impactful** **Annoying**

**Confusing** **Hard** **Trust-building** **Expensive** **Effective** **Pointless** **Tedious** **Informative** **Nice-to-have** **Simple** **Fun**

***“I wish we had some kind of guidance about voter communications, because otherwise, we are just coming up with ideas and making it up as we go along.”***

Local election official in Arizona

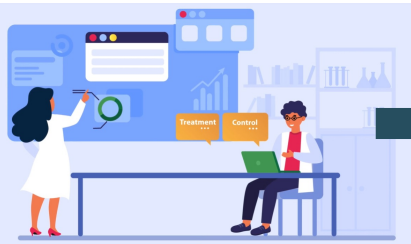


# *Putting the Standards into Practice*

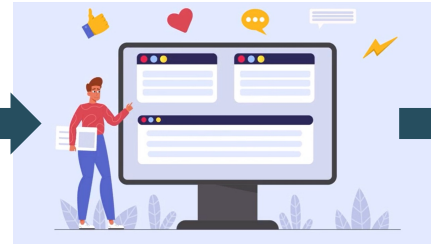


# VoterCast gives every election office access to best-in-class voter outreach content

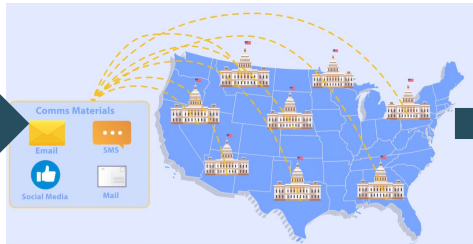
**Evidence-based  
voter outreach**



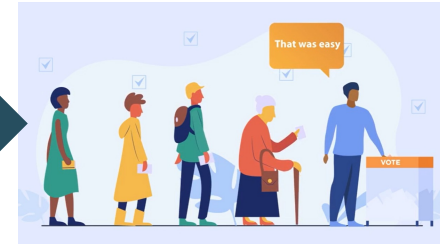
**Off-the-shelf content  
instantly available**



**Automatically tailored to  
all jurisdictions**



**Voters get best-  
in-class support**



VoterCast

votercast.com

About Pricing **Login**

**VOTER CAST**

**The best voter outreach content, tailor-made for your jurisdiction.**

**Sign up now**

**Take the guesswork out of voter outreach.**

VoterCast is a **new tool for election officials** to access outreach content proven to be effective in supporting voters.

**Access instant content**

Get off-the-shelf voter outreach resources, tailored to your jurisdiction.

- ✓ Content covers the most common outreach topics.
- ✓ Visuals and text are ready to use for social media, print, email, and SMS.
- ✓ Information on your jurisdiction and elections is used to automatically tailor the content.

**Leverage proven designs**

Have confidence that your outreach is giving voters the support they need.

- ✓ Every design is based on evidence from a wealth of research in effective communication.
- ✓ Content is regularly updated to reflect the most up-to-date outreach insights.
- ✓ Materials are designed to deepen awareness of election officials as trusted messengers.

**Educate and support voters**

Help voter understand and successfully navigate the entire voter journey.

- ✓ Outreach content is geared toward changing voter behaviors and reducing confusion.
- ✓ A holistic approach to voter outreach provides a bulwark against mis- and dis-information.
- ✓ Materials offer clear and timely information that can minimize voter errors.

VoterCast

www.votercast.com

You are logged in for **Town of West Hartford**

**VOTER CAST**

- Dashboard
- Saved outreach
- Archived outreach
- Profile
- Support
- Log out

**Hello, Lia!**

Your voter outreach resources for the **November 5<sup>th</sup> General Election** are below.

**Scheduled outreach** 0 [View scheduled](#)

**Saved outreach** 0 [View saved](#)

**Welcome to VoterCast!** We're excited to have you here.

Please verify your jurisdiction and election information so we can tailor VoterCast materials to your jurisdiction.

[Verify Details](#)

**Start new outreach**

What do you want to communicate to voters?

- Upcoming Election**  
Put the next election on voters' radars well in advance of Election Day.
- Voter Registration**  
Remind voters to register to vote or update their registration.
- Make a Plan to Vote**  
Incentivize voters to decide in advance how, when and where they will vote in the upcoming election.
- Mail Ballot Request**  
Give voters who want to vote by mail convenient access to the information they need to apply.
- Early Voting**  
Notify voters of their options at the start of early voting.
- Ballot Tracking**  
Encourage voters to sign up for the ballot tracking system.
- Mail Ballot Return**  
Remind voters who were mailed ballots how and when they can return those ballots.
- Election Day Reminder (one week out)**  
Prompt voters to find the information they need to prepare to vote.
- Election Day Reminder (one day out)**  
Let voters know one day before Election Day that they still have time to vote.
- Election Day Reminer**  
Provide voters with a timely election reminder and useful voting information.
- Poll Worker Recruitment**  
Educate voters about the opportunity to work the polls in the upcoming election.
- Custom Editor**  
Make your own outreach materials from our visual templates.

VoterCast

www.votercast.com/voterregistration

You are logged in for **Town of West Hartford**

## VOTER CAST

- Dashboard
- Saved outreach
- Archived outreach
- Profile
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### Voter Registration

Remind voters to register to vote or update their registration. Alert voters about upcoming deadlines, if applicable. We recommend using multiple channels to reach as many people as possible.

**Recommended send date:** Within the week leading up to the voter registration deadline, or three weeks before the election if there is no deadline.

#### How would you like to reach voters?

- Email**  
Detailed message with actionable information
- SMS**  
Short, action-oriented text message
- Facebook**  
Image and caption for a Facebook post
- Instagram**  
Image and caption for an Instagram post
- X (Twitter)**  
Image and caption for a Twitter post
- Flyer**  
Design and content for an 8.5"x11" printout
- Poster**  
Design and content for an 11"x17" printout
- Physical Advertisement**  
Design and content for a print advertisement

[Terms of Service](#) [Terms of Use](#) [Privacy Statement](#)



VoterCast

www.votercast.com/voterregistration/facebook

You are logged in for **Town of West Hartford**


### Voter Registration X (Twitter)

Choose Visual Theme

Save Schedule Download

Send date: Last saved: Not saved

Text Images Shapes



Upload or drop your images

Need to translate this content? Select a language to translate into:

**Caption:** Stay on track 🗳️! Make sure you're ready to vote in the Nov. 5 General Election by registering or updating your voter registration now. You'll be ready to go in just a few clicks 🗳️: [voterregistration.ct.gov/OLVR/welcome.do](https://voterregistration.ct.gov/OLVR/welcome.do).

# VoterCast is: Time-Saving

The screenshot shows the VoterCast dashboard for a user named Lia. The interface is clean and organized, with a sidebar on the left containing navigation options: Dashboard, Saved outreach, Archived outreach, Profile, Support, and Log out. The main content area is titled "Hello, Lia!" and displays "Your voter outreach resources for the November 5th General Election - are below." It features two counters: "Scheduled outreach" and "Saved outreach", both showing 0 items. A welcome message states, "Welcome to VoterCast! We're excited to have you here. Please verify your jurisdiction and election information so we can tailor VoterCast materials to your jurisdiction." Below this is a "Verify Details" button. The "Start new outreach" section asks "What do you want to communicate to voters?" and offers 12 options: Upcoming Election, Voter Registration, Make a Plan to Vote, Mail Ballot Request, Early Voting, Ballot Tracking, Mail Ballot Return, Election Day Reminder (one week out), Election Day Reminder (one day out), Election Day Reminder, Poll Worker Recruitment, and Custom Editor. Each option includes a brief description of the outreach type. At the bottom, there is a section for "Outreach content from our partners" featuring logos for National Voter, Power the People, and Prepare the Polls.

# VoterCast is: Evidence-Backed

**Best practices are woven into every piece of content to maximize the impact of your outreach.**

With VoterCast, you can have confidence that your outreach is giving voters the support they need.

## Credible

Highlighting the messenger lets voters know the information is trustworthy

## Timely

Communications that are event driven feel relevant and create a sense of urgency.

## Accessible

Materials are designed with diverse needs in mind and offer options for those who need more assistance.



## Simple

Clear, short messages quickly give voters the information they need.

## Actionable

A single and direct call to action lets voters know what they must do and how.

# VoterCast is: Customizable

The screenshot displays the VoterCast dashboard for a user named Lia, logged in for the Town of West Hartford. The interface is clean and organized, with a sidebar on the left containing navigation links: Dashboard, Saved outreach, Archived outreach, Profile, Support, and Log out. The main content area is titled "Hello, Lia!" and provides a welcome message along with a "Verify Details" button. Below this, there's a section for "Start new outreach" with the question "What do you want to communicate to voters?". This section features a grid of nine customizable outreach cards, each with a title and a brief description of the outreach goal. The cards are: "Upcoming Election", "Voter Registration", "Make a Plan to Vote", "Mail Ballot Request", "Early Voting", "Ballot Tracking", "Mail Ballot Return", "Election Day Reminder (one week out)", "Election Day Reminder (one day out)", "Election Day Reminder", "Poll Worker Recruitment", and "Custom Editor". At the bottom, there's a section for "Outreach content from our partners" featuring logos for National Voter Registration Day, National Voter Education Week, and Power the Polls.

**VoterCast**

Dashboard  
Saved outreach  
Archived outreach  
Profile  
Support  
Log out

You are logged in for **Town of West Hartford**

**Hello, Lia!**  
Your voter outreach resources for the **November 5<sup>th</sup> General Election** are below.

Scheduled outreach: 0  
Saved outreach: 0

Welcome to VoterCast! We're excited to have you here.  
Please verify your jurisdiction and election information so we can tailor VoterCast materials to your jurisdiction.  
[Verify Details](#)

**Start new outreach**  
What do you want to communicate to voters?

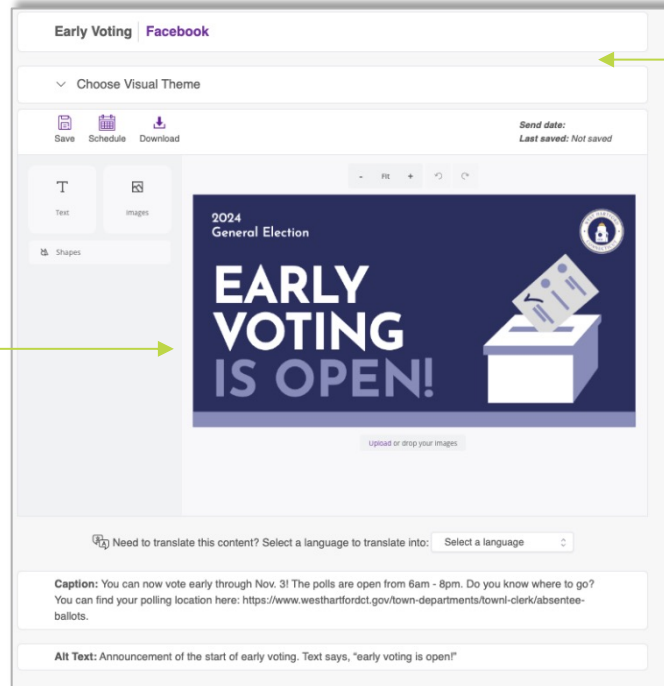
- Upcoming Election**  
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**Outreach content from our partners**

National Voter Registration Day  
National Voter Education Week  
Power the Polls

# VoterCast is: Accessible

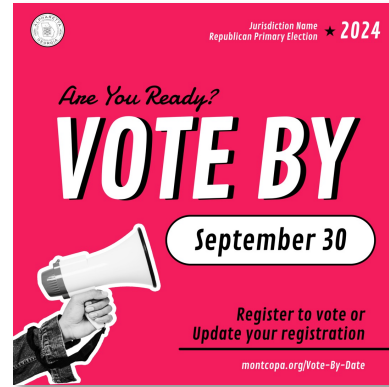
Color transformation



Simply-designed platform

Alt Text

# Spotlight: Theme Selection



# Spotlight: Translation

2024  
Elección General

**¡VOTACIÓN  
ANTICIPADA  
ESTÁ ABIERTA!**




2024  
大选

**提前投票  
现已开放!**




2024  
Cuộc Bầu Cử Tổng Quát

**BẦU CỬ  
SỚM  
ĐÃ MỞ CỬA!**




2024  
Pangkalahatang Eleksyon

**MAAGANG  
BOTOHAN  
BUKAS**




2024  
الانتخابات العامة

**التصويت  
المبكر  
متاح الآن!**



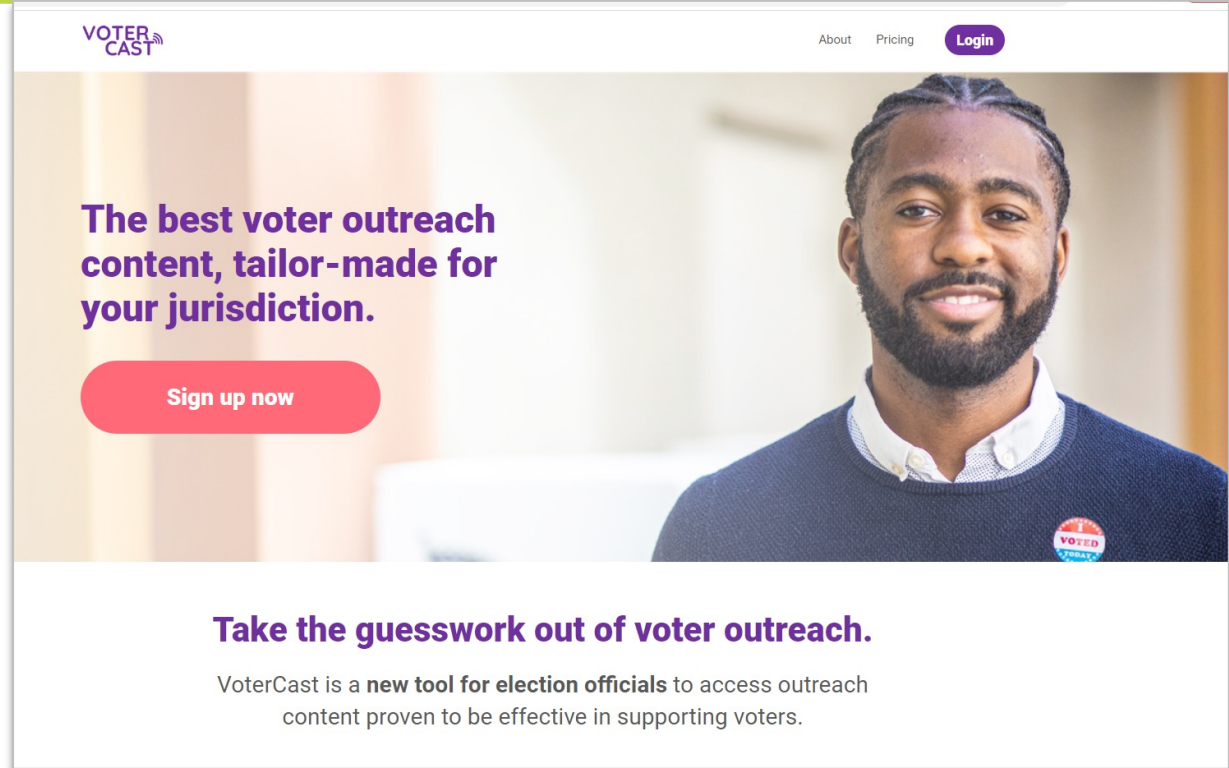

2024  
총선

**조기 투표  
가 시작되었습니다!**




# The VoterCast platform is live for election officials nationwide

Visit  
**VoterCast.com**  
to sign up



The screenshot shows the VoterCast website landing page. At the top left is the 'VOTER CAST' logo. At the top right are links for 'About', 'Pricing', and a purple 'Login' button. The main content area features a large photo of a smiling Black man with a beard, wearing a dark blue sweater and a 'I VOTED' sticker. To the left of the photo, the text reads: 'The best voter outreach content, tailor-made for your jurisdiction.' Below this is a red 'Sign up now' button. At the bottom of the page, the text reads: 'Take the guesswork out of voter outreach.' followed by a paragraph: 'VoterCast is a new tool for election officials to access outreach content proven to be effective in supporting voters.'





ideas **42**

Questions? Contact [lia@ideas42.org](mailto:lia@ideas42.org)