

ACTIVISTS' RESOURCES

Organizations with information:

- Center for Environmental Citizenship, www.envirocitizen.org; 202-547-8435
- League of Women Voters, www.lwv.org; 202-429-1965
- Youth Vote Coalition, www.youthvote.org; 202-783-4751
- Project Vote Smart, www.vote-smart.org; 1-888-VOTE-SMART
- ZPG, www.zpg.org; 1-800-767-1956

Letters

Sample letters to the editor of a newspaper, Congress, and the President about the importance of the votes of youth may be found at www>YourVoteYourChoice.org.

Send candidates letters about the importance of a range of issues. On your educational table on campus, include pre-printed letters to candidates for students to sign and send. The letters can be strong on the issues. But make sure they do not indicate support for or opposition to particular candidates or parties.

Tips for Tablers

- Be Prepared! Have plenty of clipboards with pens attached to strings.
- Visual, Visual, Visual! Make sure people know what you're doing—put up *Your Vote, Your Choice* posters behind you, make signs of your own, like "Register to vote today and have your voice heard."
- Vocal, Vocal, Vocal! Many people won't stop just to say "Hi," so feel free to ask people walking by, "Are you registered to vote?"
- Dress for Success! No, this doesn't mean a three-piece suit, but make sure that you and all of your volunteers are dressed for the conditions—it's always good to keep volunteers happy and comfortable.
- Speak Out! Be ready to tell people how to get involved, whether that is by

registering to vote or volunteering to help.

- Be clear! Get Out the Vote efforts are non-partisan. The aim is civic participation. We realize you may have strong views on particular candidates. You are free to express your personal views on your own time. But when you're working on behalf of *Your Vote, Your Choice* campaign, do not talk about specific campaigns or candidates. Your role is to energize people about exercising their rights, to inform them about the issues, and to let them know they *can* make a difference by voting.

Getting the Word Out

Getting media attention is crucial to your campaign.

- Designate someone within your organization or coalition to be the media contact and do so early.
- Set goals and expectations of your media coverage. Make sure that these goals are aligned with the audience that you want to reach.
- Pay attention to reporters' and editors' deadlines. Do you want a letter to the editor, a blurb in a community calendar, a spot on the evening news?
- Be creative and think of ways to incorporate media-friendly events throughout your campaign. Hold kickoff events for the voter registration drive and the debate.
- Work with your campus public relations department to help get the word out about your activities. They have media contact lists and know the people who can cover your events.
- Call after you send *anything* to a media person to ensure that the correct person received it. Don't forget to send information to the campus newspaper, radio, and television station.

For more information, visit www>YourVoteYourChoice.org!

