



## It's My Vote: I Will Be Heard 2016 — Getting Out the Vote

The It's My Vote: I Will Be Heard campaign was a great success in 2012, registering and turning out millennial women voters nationwide. AAUW and the AAUW Action Fund are renewing our efforts for the 2016 elections — a time when young women are less likely to vote. We will use several tools to engage women in 2016.

*\*Most voter education activities are permitted for branches organized as 501(c)(3) organizations. Activities limited to 501(c)(4) branches are noted with an asterisk. The vast majority of AAUW branches are 501(c)(4).*

### Voter Registration

AAUW and the AAUW Action Fund are working with state leaders, branches, and coalition partners to register voters at a variety of community events. In particular, we are promoting voter registration on [AAUW college/university partner member campuses](#), helping them meet their obligations under the Higher Education Act.

### Voter Education

- AAUW states and branches are educating voters by
- Sponsoring nonpartisan issue forums, debates, and meet-the-candidate events, independently and in coalition with other nonpartisan organizations
  - Providing fact sheets on issues important to young women, such as the gender pay gap, health care and reproductive rights, college affordability, and violence against women. The fact sheets will include suggested questions to ask candidates and elected officials at town halls, issue forums, candidate debates, and other events.
  - Producing and distributing branded issue advocacy stickers, posters, and other promotional materials

### Ballot Initiatives

Several AAUW policy priorities will be advanced or undermined by ballot initiatives and state referenda. Together with AAUW state leaders, we will disseminate voter education materials on select initiatives.

### Voting Rights and Election Protection

AAUW and the AAUW Action Fund will work with state leaders, branches, and allies to ensure that voters know the registration rules in their state, their rights, and what to bring to the polls on Election Day.

### Technical Assistance and Materials

AAUW and the AAUW Action Fund will create materials to engage and motivate voters, including

- It's My Vote buttons
- Issue-based stickers
- It's My Vote mailings and e-mails
- Voter registration deadline reminders
- Election Day voting rights information
- An up-to-date website with tools and materials
- Social media efforts
- Staff assistance

### Congressional Voting Record\*

The AAUW Action Fund will release the *Congressional Voting Record* for the 114th Congress First Session in the coming months. The CVR provides information about elected federal legislators through the votes they cast and includes a poster with questions to ask candidates. AAUW members and others use this voting record to hold elected officials accountable for their positions on AAUW priority issues. Previous CVRs have looked at positions taken on pay equity, reproductive rights, education, and civil rights.

### Voter Guides\*

The AAUW Action Fund has published voter guides for the hottest races, including nationally significant House, Senate, and gubernatorial contests. These guides provide nonpartisan, verified information about candidate positions on AAUW priority issues. The AAUW Action Fund will provide a template and guidelines for AAUW branches interested in creating guides for state and local races.