



It's My Vote: I Will Be Heard

Since 2012, the AAUW and AAUW Action Fund [It's My Vote: I Will Be Heard](#) campaign has harnessed the power of AAUW members to register, educate, and turn out young women voters nationwide. Whether it's our paychecks or paid leave, access to reproductive health care or access to the ballot box, there is so much at stake each time we head to the polls – and when women vote, we change the conversation. So let's Get Out the Vote (GOTV) together!

As the 2020 Election evolves along with the COVID-19 crisis and many traditional GOTV efforts shift to virtual online platforms, we invite every state to join us in adapting to voter engagement campaigns.

GOALS

- + **Increase voter registration and turnout among young women voters**, in turn supporting a generation in establishing lifelong voting habits
- + **Advance policies that empower women and girls** by introducing them into the election conversation, electing allies to office, and advancing relevant ballot measures
- + **Increase women's electoral strength** by helping women voters to understand what's at stake for them at the ballot box and enable them to hold their elected officials accountable

STRATEGY

Our democracy must ensure that all eligible voters have the opportunity and the information needed to exercise their right to vote. To that end, AAUW and the AAUW Action Fund work with state leaders, branches, and coalition partners to implement:

- + **Voter Registration** in communities and on college campuses across the county
- + **Voter Education** by sponsoring nonpartisan issue forums, debates, and meet-the-candidate events
- + **Voter Protection** to ensure voters know the registration rules in their state, their voting rights, and what to bring to the polls
- + **Follow up strategies** to turn out eligible voters in early voting and on Election Day

RESOURCES

Contact us at votered@aauw.org for assistance and visit the AAUW Action Fund Homepage at www.aauwaction.org to find:

- + [GOTV Toolkit & How-To Guides](#)
- + [Congressional Voting Record](#)
- + [Head-to-Head Candidate Voter Guides](#)
- + [How to GOTV with Social Media](#)
- + [Ballot Initiative Information](#)
- + [2020 Voter Issue Guide](#)