

# AAUW'S 2024 VOTER ENGAGEMENT CAMPAIGN

The 2024 election will have a major impact on diversity and equity in education, women's economic security, and access to reproductive and civil rights for all women.

The good news? When women vote, we change the conversation. AAUW's voter engagement campaign — It's My Vote! — is designed to increase voter participation through training, tools, and resources for AAUW members to lead voter education and registration efforts.

Together, we can inform more women and motivate participation in the upcoming election.

## How to Engage

There are many ways AAUW members can get involved in the elections and help educate voters:

- Sponsor issue forums or candidate forums. This is a great way to partner with other nonpartisan community organizations.
- Host a "Ballot & Brunch" for people to find out how to register to vote, find their polling locations, and get information on absentee voting.
- Have volunteers gather signatures on petitions for ballot measures.
- Recruit college students to vote early and then work at the polls.
- Distribute AAUW fact sheets on gender equity issues such as reproductive rights, pay equity, or the Equal Rights Amendment.
- Organize volunteers to participate in non-partisan phone banking or writing postcards to voters.
- Hold events on civic engagement days, like a National Voter Registration Day.
- Engage the media through letters to the editor, radio call-in shows, and social media to encourage voter turnout.

## Capacity-Building Training Series

Our series of training webinars will include topics such as coalition-building; using traditional and social media for voter education; organizing community forums; developing voter guides; and voter registration. Trainings are scheduled for:

- **March 6** — It's My Vote!: AAUW 2024 Voter Engagement Kickoff
- **April 17** — AAUW Priorities in the 2024 Election
- **May 9** — Voter Registration Training with When We All Vote
- **June 26** — Understanding Head-to-Head Voter Guides
- **August 8** — Preparing for National Voter Registration Day with When We All Vote
- **August 21** — Leveraging Traditional & Social Media for Voter Education
- **October 16** — Home Stretch Activities & Election Protection

## Resources

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



- It's My Vote! website with voting rights information
- Branded social media graphics
- Fact sheets and talking points on policy issues important to women voters
- Voter registration and early voting information
- How-to guides on organizing candidate forums, hosting voter registration drives, and using the media to inform voters
- Staff assistance



## Voter Education

Research says women don't vote when they lack crucial information on the candidates and discussion around policy. We'll provide resources to make this election's key issues clear and help guide conversation around the candidates. The issues include:

- Pay equity
- Paid family and sick leave
- Access to reproductive health care
- College affordability
- The Equal Rights Amendment



## Voter Guides\*

The AAUW Action Fund will publish voter guides for nationally competitive U.S. House and Senate contests. These guides will provide nonpartisan, verified information about candidate positions on AAUW priority issues. A template and guidelines for AAUW branches interested in creating state and local race guides will also be available. Several AAUW policy priorities may be advanced or undermined by ballot initiatives and state referenda. Together with AAUW state leaders, we will disseminate voter education materials on select initiatives.

## ✓ Congressional Voting Record\*

AAUW members and supporters have a long history of holding legislators accountable for how they vote. This fall, the AAUW Action Fund will publish its Congressional Voting Record for the 118th

Congress, detailing how each member of Congress voted on key issues related to our public policy priorities.



## Voter Registration, Voting Rights, and Election Protection

In partnership with other nonpartisan organizations, AAUW and the AAUW Action Fund will provide regular voter registration trainings, access to state-specific content around voter registration deadlines and early voting information, and an AAUW Action Fund branded voter registration portal.

We will also 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.



## Civic Holiday Dates

As a part of a national coalition effort to strengthen voter participation, AAUW and the AAUW Action Fund will encourage community action around the following 2024 civic holidays:

- **July 31** — 100 Days Until Election Day
- **September 17** — National Voter Registration Day
- **September 16–20** — National Voter Registration Week of Action
- **October 1–4** — National Voter Education Week
- **October 26** — National Early Voting Day
- **November 5** — Election Day

*\*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).*

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