



GOTV Activities for ECE Programs and Organizations

GOTV stands for Get Out The Vote! GOTV is not a single activity but coordinated activities that encourage people to vote.

One key activity will be to make plans to participate with NAEYC and the Affiliate network in National Voter Registration Day on September 17th. You can use their trusted voter resources (<https://nationalvoterregistrationday.org/trusted-voting-resources/>) to help guide your actions and be **#VoteReady** throughout election season.

Whether you work directly with early childhood educators, children, and/or families or serve primarily as a policy, advocacy, or research organization, here are some activities every ECE program and organization can do leading up to and on Election Day to encourage your members, employees, families, and community members to get registered, get involved, learn about candidates and their positions on early childhood, and vote for the candidate of their choice.

Nonprofits that have a 501(c)3 tax status can be well positioned to help with GOTV activities, as long as they are nonpartisan ones and have no evidence of bias for a particular candidate or political party. When planning your GOTV activities, carefully follow the federal and state tax and campaign laws, or you will risk losing your organization’s tax exempt status and face other penalties.

It is important to check with your local registrar’s office to understand what activities are allowed to help people get to the polls, to support voting by mail, or to support workers and voters on election day.

	Before Election Day	On Election Day
Survey all candidates for federal, state, and local offices about their plans to support early learning programs.	✓	
Host nonpartisan campaign forums to ask candidates questions about their plans for child care and early learning.	✓	
Educate yourself on allowable, non-partisan electoral activities you can do in your community.	✓	
Allow staff to engage in nonpartisan GOTV activities (like those on this list!).	✓	✓
Give staff time off to vote.		✓
Encourage staff to sign up as poll workers or translators on Election Day.		✓

	Before Election Day	On Election Day
Provide rides to the polls or promote organizations that provide rides.		✓
Hold a GOTV party or event that outlines these activities and how people can get involved.	✓	
Determine which organizations are holding phone banks (where volunteers call registered voters and remind them to vote) and volunteer—or host your own phone bank.		✓
Leverage your organization’s existing communication vehicles to remind people. via emails, newsletters, and social media to vote.	✓	✓
Ask the local board of elections for a voter list for your community, and cross check it with your membership lists so you can understand who is not registered to vote.	✓	
Leverage your organization’s existing meetings to remind people to vote.	✓	
Create visibility about Election Day using posters in your offices.	✓	✓
Share telephone or website information for nonpartisan voter information, like “Where do I vote?” or “When do the polls open or close?”	✓	✓
Give out nonpartisan voter information (where, how, and when do I vote?).	✓	✓