



## **Climate + Energy Voter Ambassador**

You've agreed to be an Climate + Energy Voter Ambassador for the Voter to Voter project and that's awesome, but you're wondering what, exactly, you've signed up to do. It's simple really. We want you to adopt 10 of your friends and do everything in your power – this side of the law – to make sure they cast a ballot in the August primary, and the November general elections this year. You do **not** need to know everything about the electoral process to participate. Voting is often confusing and we're going to walk through it together, while bringing your friends along in the process!

And by the way, **thank you!** We launched this effort last year with pretty stunning results and believe it has the power to alter the political landscape in Kansas. You should expect big results without, hopefully, getting too far outside of your comfort zone. Here's how you get started:

### **Register as an Ambassador**

The very first step is registering with our online tool. The tool is where it's at! We want you to be able to track your own friends and know at the end of this if you were successful in convincing them to vote. You'll find a list of teams at our website, [VotertoVoter.org](http://VotertoVoter.org). First, click on "Join now" from the home page, find the Climate + Energy Project team in the list and click on the name ([or simply click here to be directed to our team page](#)), and then use the "Register" button to log in.

### **Add Voters to your List**

Once you register, you'll be directed to your own voter dashboard. This is where you'll add and keep the list of 10 voters you choose. The dark blue, "Add new contact" button is at the top right hand side of your screen. Type in the name and city of the friend you want to add to your voter list.

The next step is important - once you have a friend added to your dashboard, you'll still need to click on the "*See if they are registered to vote!*" hyperlink just below your friend's name to match them to the voter database and see if they're registered to vote. A box will pop up telling you they are NOT matched to the voter file, but that's okay. Just click the big blue box in that same window that says "*Search for matching voter records.*" If you can't find a match, go back and double-check spelling and address. If you're still stuck reach out to your team leader or one of our staff members to help; we are really good at finding the hard-to-find!

### **Help them register to vote and sign up to vote by mail!**

If your friends aren't registered to vote, send them to [KSVotes.org](http://KSVotes.org). And you should also send everyone WHO IS registered there too, and encourage them to sign up to receive a mail-in-ballot. You can submit the application online now (this is new!) and it makes voting from home super easy! We like advance voting by mail for a couple of reasons: it makes sure something like the weather or

a broken down car won't keep people from voting, and it gives YOU time to track that ballot and make sure it gets turned in. Your dashboard will show you when your friends have requested a mail-in-ballot and if it's been turned in (more below.)

### **Once you've been able to match**

Once you've matched a voter to their Kansas voting record you'll now see a couple of new things, including their party affiliation (D=Democrat, R=Republican, U=Unaffiliated, L=Libertarian). You'll also see a "Voter Propensity Score," which will help you determine whether or not your friend votes regularly. If you have questions as you get into this, reach out to your team lead, or to our staff; we put our contact info at the end of this memo.

### **A note on Voter Propensity Score**

The Voter Propensity Score will tell you how many elections someone has participated in out of four that were held recently. It's not perfect. It's just a guide, for you, so you can target your energy. Do most of your friends have a 3 out of 4 or 4 out of 4 score? That's remarkable. Only 10% of the population will be 4/4. More than 50% of people will be 0/4 or 1/4 and that's where you should focus your efforts if possible. Some people may find it creepy that you know whether or not they voted, so use your best judgement and a bit of tact. Remember, we don't know who they voted for, only that they voted! This is public data, and politicians and candidates use it every day. We think this is important information to share if we want to really move the needle and reach infrequent and non-voters.

### **What do the other boxes mean**

"VBM?" stand for Vote by Mail. This box will turn green once your voter has turned in a VBM application to the election office, and you'll get extra points!

The "Voted?" box is pretty straightforward! Tip: It might turn green before the election if your voter mailed back their advance ballot or went to an early voting location. You'll get extra points if they vote early any which way!

### **What do I say to my voters?**

Once you've identified your 10 voters, the rest is easy. We want you to try and make three connections with each of them before the primary election. Beginning about a month prior to election day, we'll start sending you a weekly email with tips on how to talk to your voters and content you can share with them, including logistics about how and where to vote. We will never directly contact your voters, that's all up to you.

### **Questions?**

If you have any questions as we move through the upcoming election season, please don't hesitate to reach out. It sounds cliché to say it, but no question is stupid! In fact, we believe one of the reasons people don't vote is because they think they should know everything about voting and they

feel silly about asking when they don't . . . so they never ask! There is also have a [Facebook group](#) for our Voter to Voter Ambassadors, so you can ask questions and get feedback from other people who are going through this!

You can reach our team any time by emailing [takeaction@climateandenergy.org](mailto:takeaction@climateandenergy.org).

*The Climate + Energy Voters Take Action project is organized by the Climate + Energy Project through a grant from the Kansas Health Foundation.*

*Voter to Voter is an initiative of the MainStream Education Foundation (MEF). MEF works to educate and engage individuals to advocate for good governance, quality public education, healthy communities, and sustainable fiscal policy. This project is non-partisan and imposes no specific position or policy messaging, except, of course that voting is important.*