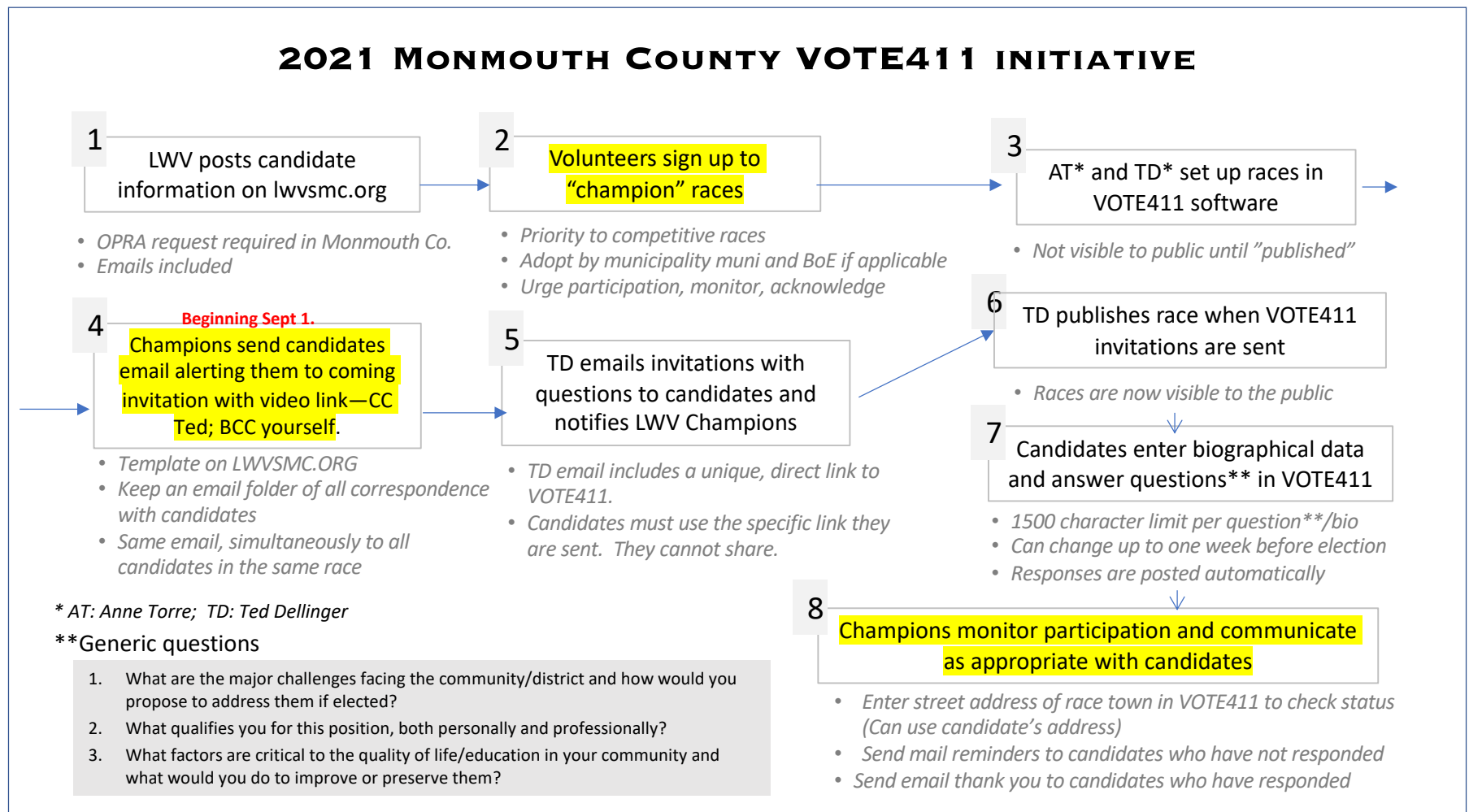


PROCESS OVERVIEW: 2021 Monmouth County VOTE411 Initiative

The goal: Cover as many Monmouth County races as possible. Cover selected Ocean County races.



2021 VOTE411.org “Race Champion” Checklist

Monmouth/Ocean County 20201 General Election Cycle

(Champions track down information when needed and urge, monitor, and acknowledge participation.)

1.	Select the elections you’d like to cover from the list of Monmouth/Ocean County Municipal and Board of Education races. Ideally, you will cover all the races in a municipality—municipal and Board of Education, if applicable.
2.	Get the candidate contact information for each of the races you’re covering on LWVSMC.ORG. (Emails are listed for most candidates.)
3.	<p>Send an email to all the candidates in a given race (separate emails for the candidates for Municipal Council and Board of Ed, for example) alerting them to the VOTE411.org invitation. A template, “Invitation Alert Email,” is available on website. (Use “League of Women Voters invitation to VOTE411” in the subject line. Enter the addresses for all candidates in the race in the “To” line so that candidates see they are all receiving the same information at the same time. Copy (CC) ted.dellinger@gmail.com and BCC yourself. Keep an email folder of all your correspondence with candidates.)</p> <p><i>Anne Torre and Ted Ellinger will set up the races we are covering in VOTE411. (Information is in system, but not visible to the public.) When Ted receives the blind copy of your invitation-alert email to the candidates, he sends the official invitation from VOTE411 to the candidates and “publishes” the race (making it visible to the public). The invitation comes from the League of Women Voters of Monmouth County with the subject line “Invitation to participate: VOTE411.” It contains a unique link that the candidate uses to enter data into VOTE411.org. Candidates can enter—and edit—data in their profiles up to set one week before the election.</i></p>
4.	<p>Once the race has been “published” (made visible to the public), monitor* the website for candidate responses:</p> <ul style="list-style-type: none"> • Alert Ted (ted.dellinger@gmail.com) if a follow-up reminder needs to be sent from VOTE411 and email your own reminder • Continue to monitor and send follow-up email, as needed, to encourage participation • When candidates have entered their information, send an email thanking them for their participation (Email template available). <p><i>*To monitor, go to VOTE411.org and enter an address in the election district (can use a candidate address).</i></p>
5.	<p>Spread the word:</p> <ul style="list-style-type: none"> • Promote VOTE411 to your social networks (Template available) • Arrange for VOTE411 to be advertised on municipal outdoor signs for the races you are championing • If doable, attend a public meeting of the Board of Ed or governing body your candidates are aspiring to and give a short public statement explaining and promoting VOTE411