

VOTE 411 Promo

LWV LEAGUE OF WOMEN VOTERS
OF MAINE

VOTE
HERE

Agenda:

1. Overview of Vote411 Development Timeline
 - a. Time for questions!
2. Overview of Vote411 Promotion Timeline
3. Local Promotion Opportunities
 - a. Time for Questions!
4. What do you think your chapter might want to do?

Objectives: By the end of this session, I...

1. I understand local Vote411 promotion opportunities available to me and to my local League?
2. I feel comfortable returning to my local League and discussing how we want to promote Vote411 in our area/town/region?
3. I'm ready to help my local League decide on what Vote411 promotional materials we would like to order?

Overview of Vote411 **Development** Timeline

- Research & planning begins in August
- Candidate contacts go out throughout September
- Publication date is October 1st!

Questions for Evan?

VOTE 411 PROMO



Overview of Vote411 Promotion Timeline

- When will the state League start promotion?
- When should local Leagues consider promotions?

TIMELINE 2022

When will the state League start promotion?

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER



Vote411.org

Staff time working on database

Database is live

In 2020, more than **14,000** Mainers accessed Vote411.org.
In 2022, we're going to double that number with your help.



Easy-to-Read Voter Guide

Staff time working on guide

Guide is printed + distributed

Print **50,000** guides for communities and/or directly mail
50,000 copies directly to voters.

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER



Posters

Time spent on display

Print **1,000+** posters and distribute them in small towns across Maine.



Postcards

Cards mailed to residents

Postcards will be printed and mailed per **7,500**-sized population.



Radio ads

44 day campaign

Radio ads can reach **100,000+** people.

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER



Television ads

44 day campaign

Television ads can reach **100,000+** people.



Newspapers ads

Single ads printed in this timeframe

Newspaper ads can reach **100,000+** people.



Digital ads

30 day campaign

Digital ads can reach **100,000+** people.

Overview of Vote411 Promotion Timeline

When should local Leagues consider promotions?

August — September

- Think about promo materials your local League would want.
- Order materials through the state League.

Early October

- Mail postcards
- Put up posters
- Hand out flyers
- Place yard signs

Local Promotion Opportunities

What can local Leagues order?

- Flyers
- Postcards
- Posters
- Yard signs

VOTE 411

2022 Election Catalog + Pricing



Flyers

We can professionally print flyers/copies to be handed out at tabling events, businesses, and other public spaces.

We print full color/ White 28#.

Sample Quantity:
1,000 8.5"x11" flyers / \$450



Postcards

We can professionally print and mail postcards with general, nonpartisan voting and candidate information.

We print full color/ 100# Matte Cover.

Sample Quantity:
250 postcards 4" x 6"/\$70*

*Bulk mailing is ~24 cents per card.



Posters

We can professionally print and distribute posters (multiple sizes available) to common public spaces.

We print full color/ White 28# or White 80# Silk Cover.

Sample Quantity:
10 posters 8.5 x 11" /\$23



Yard signs

We can professionally print yard signs that are sturdy and can be used for multiple election cycles.

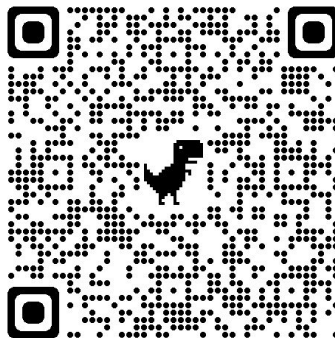
We print on 4mm corrugated plastic, front & back, and including stakes

Sample Quantity:
500 yardsigns 18" x 24" /\$3,400

Vote411 Price Guide + Catalog

How to access:

- Look for link in the chat
- Scan the QR code below
- Visit lwvme.org/memberresources



Vote411 Price Guide + Catalog



Flyers

We can professionally print flyers/copies to be handed out at tabling events, businesses, and other public spaces.

We print full color/ White 28#.

Sample Quantity:
1,000 8.5"x11" flyers / \$450

ITEM

Check here if you would like to order this item.

☐ Flyers

SIZE

Select the size that you would like.

☐ 8.5x11"
☐ 5.5x8.5"

**Choosing a larger size will increase the price.

QUANTITY


Select how many of this item you would like.

☐ 50 \$22.50
☐ 100 \$45.00
☐ 250 \$112.50
☐ 500 \$225
☐ —

PRICE

These prices are just estimates. They will vary depending on the size.

Sample Flyers




ELECTION INFORMATION YOU NEED. **VOTE 411**

Personalized Voting Information

- + See What's On Your Ballot
- + Check Your Voter Registration
- + Find Your Polling Place
- + Discover Upcoming Debates In Your Area

Visit **Vote411.org** to get started.



  @LWVME
LWV LEAGUE OF WOMEN VOTERS
OF MAINE

VOTE411.ORG




Front

DEADLINES

Register to vote:

 By mail Oct 19	 In-person Nov 3
---	--




Absentee ballots:

 By mail Request by Oct 15. Mail by Oct 27.	 Online Request by Oct 29 (unless you have a valid excuse). Return by Nov 3.	 In-person Request by Oct 30 (unless you have a valid excuse). Return by Nov 3.
---	--	---


Our overall advice: **The earlier, the better!**

ABSENTEE VOTING




Step 1: Request your ballot.

  
By phone **Online** **In-person**

Step 2: Fill out your ballot.

 Don't forget to sign the back of the envelope!



Step 3: Return your ballot.



  
By mail **By dropbox** **In-person**

Ballots must be returned by November 3 at 8:00 PM.



VOTER HOTLINE

Questions about voting or the election? We can help!

 207-558-3333  Vote@lwvme.org

  @LWVME
LWV LEAGUE OF WOMEN VOTERS
OF MAINE

Back



ELECTION INFORMATION YOU NEED

Personalized Voting Information

- + See What's On Your Ballot
- + Check Your Voter Registration
- + Find Your Polling Place
- + Discover Upcoming Debates In Your Area
- + And Much More!

VOTE 411

VOTE411.ORG

Vote411 Price Guide + Catalog



Postcards

We can professionally print and mail postcards with general, nonpartisan voting and candidate information.

We print full color/ 100# Matte Cover.

Sample Quantity:
250 postcards 4" x 6"/\$70*

*Bulk mailing is ~24 cents per card.

☐ Postcards

☐ 4x6"

☐ 5.5x8.5"

**Choosing a larger size
will increase the price.

<input type="checkbox"/>	50	\$14.00	\$12.00
<input type="checkbox"/>	100	\$28.00	\$24.00
<input type="checkbox"/>	250	\$70.00	\$60.00
<input type="checkbox"/>	500	\$140.00	\$120.00
<input type="checkbox"/>	____		

+ postage

Sample Postcard



Front

WHAT IS ON YOUR BALLOT?

Besides the Presidential Primary, everyone can vote on a statewide People's Veto on Question 1. Portland residents will also see a referendum to approve Ranked Choice Voting for City Council and school board races on Question A.

QUESTION A - RANKED CHOICE VOTING

Under the current charter, only the mayor is elected by ranked choice. This amendment would expand the use of that process to other elected positions, while using the same guidelines.

PRO (vote YES): Proponents of Ranked Choice Voting argue that this method of voting ensures that the winner is chosen by a majority of the people voting, eliminates vote-splitting and strategic voting, reduces incentives for negative campaigning, and encourages politicians to connect more with voters and other candidates.

CON (vote NO): Opponents of Ranked Choice Voting argue that this method of voting costs more than traditional voting, is a more complicated system that can confuse voters, and can delay election results.

For more information, visit vote411.org.

PO Box 18187
Portland, ME 04112

Non-Profit Org.
U.S. Postage
PAID
Portland, ME
Permit No. 477

Back

Vote411 Price Guide + Catalog



Posters

We can professionally print and distribute posters (multiple sizes available) to common public spaces.

We print full color/ White 28# or White 80# Silk Cover.

Sample Quantity:
10 posters 8.5 x 11" /\$23

☐ Posters



☐ 11x17"

☐ 18x24"

**Choosing a larger size
will increase the price.

<input type="checkbox"/>	25	\$57.50
<input type="checkbox"/>	50	\$115.00
<input type="checkbox"/>	100	\$230.00
<input type="checkbox"/>	_____	

Sample Poster







WE SUPPORT YOUR RIGHT TO VOTE.

Personalized Voting Information

- + See What's On Your Ballot
- + Check Your Voter Registration
- + Find Your Polling Place
- + Discover Upcoming Debates In Your Area
- + And Much More!

For more information about what's on your ballot, visit vote411.org.

 @LWVME   
LEAGUE OF WOMEN VOTERS'
OF MAINE

For a local business

Vote411 Price Guide + Catalog



Yard signs

We can professionally print yard signs that are sturdy and can be used for multiple election cycles.

We print on 4mm corrugated plastic, front & back, and including stakes

Sample Quantity:
500 yardsigns 18" x 24" /\$3,400

☐ Yard signs

*All yard signs
will be 18x24"*

<input type="checkbox"/>	50	\$340.00
<input type="checkbox"/>	75	\$510.00
<input type="checkbox"/>	100	\$680.00
<input type="checkbox"/>	_____	

Sample Yard Sign



Samples from RCV campaigns.

Question: What will the designs feature?

Whatever you choose to order, most designs will have the following:

- Vote411 branding (colors, fonts, etc)
- Vote411 logo
- Your local League logo
- Website link
- QR codes (for Vote411.org)
- Social media icons + handle



What do you want your materials to say?

Use this space to write up what you would like your items to say. Keep in mind that all materials will use the Vote411 brand.

FLYERS

Suggested word count: 130-175 (total)

A large, empty rectangular box intended for the front of a flyer design.

Front

A large, empty rectangular box intended for the back of a flyer design.

Back

A series of horizontal lines for handwriting practice, consisting of eight lines of varying lengths.

Question: Can I write the copy for the design?

Yes! Use the Vote411 checklist to think about what you want your materials to say. All items will promote Vote411. Your copy should also be short and sweet.

If you don't want to write the copy, Jen will take care of this part for you.

Question: what about radio and newspaper ads?

These can get expensive quickly. If your local League is interested in organizing radio and/or newspaper ads, we can work on a 1:1 basis. Keep in mind that it will be up to your League to research the local newspapers and radio stations for pricing and other guidelines. Here's a sample for newspaper pricing:

NEWSPAPER ADVERTISING

**Masthead Maine/Portland
Press Herald**
Printed ADs

*Based on 2020 PPH Voter
Guide for General election*

[\[SOURCE\]](#)

FULL PAGE
10"x10"
\$3,490 (black/white)
\$3,615 (color)

HALF PAGE
10"x4.95" or 4.93"x10
\$1,745 (black/white)
\$1,820 (color)

QUARTER PAGE
4.93"x4.95"
\$873 (black/white)
\$903 (color)

EIGHTH PAGE
\$436 (black/white)
\$466 (color)

How to request materials:

1. Determine with your local League what you would like to order. Keep in the mind that there needs to be time to design, order, ship, and distribute the materials.
2. Use the checklist to write up the copy (optional) and calculate the total cost to determine your budget.
3. Fill out the **google request form**. **By filling out this form, you agree to be the contact person during the design and distribution process.**

Requesting materials timeline:

1. After you've filled out the google request form, Jen will process it and start designing materials ASAP.
2. Designs will be shared for review/approval via email.
3. After the designs are approved, Jen will place the order. LWVME will invoice local Leagues who are using their budget to purchase items.
4. When the items are in stock, local pickup will be at the Portland office or shipped to your address if you live further away. Bulkier items (like stacks of yard signs) may have to be traded off.
5. Once you have the Vote411 materials, your local League can determine how to distribute them.

Questions for Jen?

VOTE 411 PROMO



What do you think
your chapter might
want to do?

Objectives: Do you feel confident that you can...?

- I understand local Vote411 promotion opportunities available to me and to my local League.
- I feel comfortable returning to my local League and discussing how we want to promote Vote411 in our area/town/region.
- I'm ready to help my local League decide on what Vote411 promotional materials we would like to order.

Quick links:

Vote411 Catalog + Pricing:

<https://bit.ly/Vote411Catalog>

Request form for Vote411 Materials:

<https://forms.gle/HmdtxUZUaNjNXSe57>

LWVME Member Resources:

lwvme.org/MemberResources

Stay in touch:

Vote411 research + database maintenance:

Evan Murray — Civic Engagement Director

evan@lwvme.org

Vote411 communications:

Jen Lancaster — Communications Director

jen@lwvme.org