



ANNUAL REPORT

VOTER ENGAGEMENT IN 2022

We worked to engage voters broadly, using various tactics to **connect with voters in as many ways as possible**, particularly with people less likely to vote. We created both paper and digital voter guides, published information about how to vote in ten languages, canvassed in 15 different towns with a higher population of low-propensity voters, and expanded our youth outreach in high schools and colleges. **Here's our impact.**

LWV LEAGUE OF WOMEN VOTERS[®]
OF MAINE

**DONATE
TODAY!**





VOTER GUIDES

Ensuring voters had access to quality, nonpartisan information for the November 2022 election.

Print Guide

Our statewide, easy-to-read voter guide is familiar to many people, and we frequently hear how useful it is. Formatted as a tabloid-style newspaper, it contains general information about how to vote, as well as profiles of any candidates for U.S. Congress, U.S. Senate, and Governor. Candidates are asked to answer questions about their goals and priorities.

In 2022, **we printed and distributed 8,000 guides**. We prioritized broad distribution, ensuring that most libraries in the state, adult education programs, colleges, and a variety of community organizations and public locations received copies. Local League members were an invaluable part of distribution.

Demand was high. Our print guide reaches people without (or limited) internet access and people who are less comfortable using an online guide. It also serves as a visual reminder of the upcoming election.

Digital Guide

We have published an online voter guide using the League of Women Voters' Vote411.org database for several years, but in 2022, we took on new challenges and increased our efforts toward promotion. The major gap in people's knowledge about upcoming elections is local; not all towns have websites or update them, and local paper coverage is sparse in many areas. Knowing this, we chose to focus on one of the strengths of Vote411.org.

We started a goal to **cover every race in Maine**, down to the local level, and with the help of over 70 volunteers collecting information, we met that goal. Our coverage was unprecedented. We even found that Vote411.org was used in classrooms by civics and social studies teachers as a nonpartisan source.

Sponsorship

For the first time, the League solicited sponsorships from corporations, nonprofits, and other organizations. We displayed their logo on voter guide materials, in print and digitally, which emphasized the sponsor's support for quality, nonpartisan election information.

We collaborated with 10 groups, the most of any state League in the country.

Sponsorship funding went towards promotion of the guide. We ran statewide digital ads through our social media and partnered with Masthead, Maine's largest media network, to run ads in targeted areas.

Our Downeast chapter proved what a League can accomplish at the local level. They partnered with local radio and papers, and with assistance from the state League, ran successful campaigns.

How many accessed our materials?

Our coverage was comprehensive. Everyone in Maine could find every race on their ballot at Vote411.org. As a result, we nearly 32,000 people accessed it.

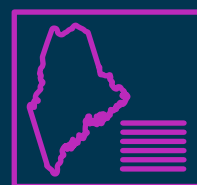
That represents almost 4% of registered voters in the state, with usage higher in some communities than others. Over 5% of people who voted in November used Vote411.org. Usage was highest in communities with a strong League presence and where we have focused our organizing efforts, particularly if they also had a contentious local election. Usage in communities we targeted was almost universally over 5% of registered voters.

Overall, between print and electronic media, **at least 40,000 voters accessed our voter guides in 2022.**



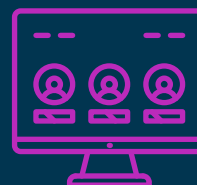
Vote411.org

We curated sponsorships and boosted ads to drive traffic to our database. As a result, **32,000 people** accessed it.



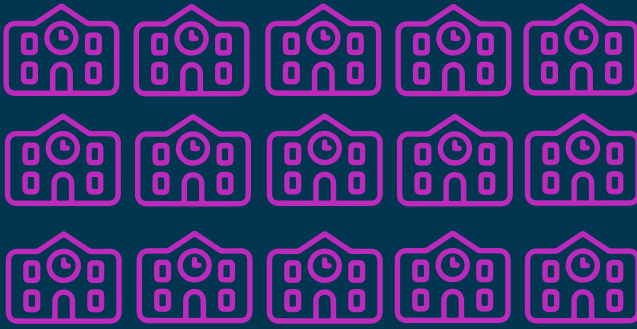
Easy-to-Read Voter Guide

We distributed **8,000 copies** of the printed voter guide to libraries across the state and other organizations.

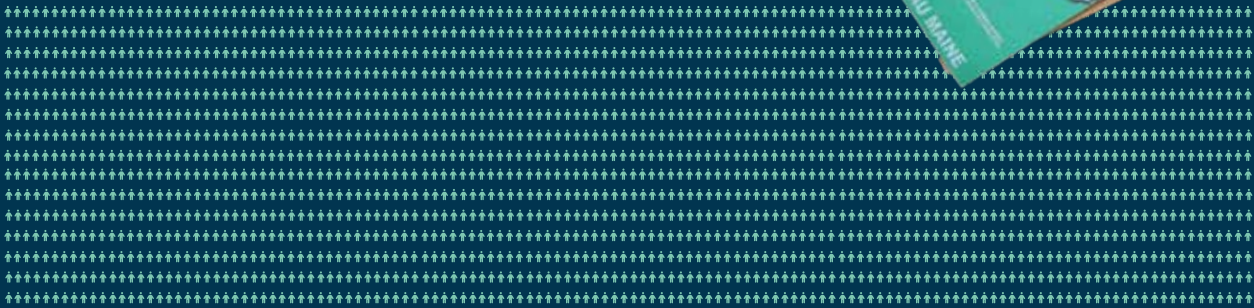


Digital Ads

Our ads that ran through our social media generated 13,216 impressions, costing \$0.24 per click. A partner organization ran their own C3 ads to boost Vote411, generating a whopping 643,586 impressions, but at \$3.50 cost per click. Digital ads placed by Masthead were contracted to reach 200K impressions, **totaling over 856K impressions overall.**



We knocked on doors in **15 towns**.



We reached **1,800 people**, registered **97 new voters** and helped **77 people request absentee ballots**.

NEIGHBOR TO NEIGHBOR

To maximize our effectiveness this year, we focused our efforts in communities around the state that had lower voter turnout than we might expect. This includes the towns of Biddeford, Portland, Lewiston, Augusta, Waterville, Skowhegan, Bangor, Orono, Old Town/Indian Island and Presque Isle.

We held focus groups with community members, ensured good Vote411.org coverage, and brought our Neighbor to Neighbor canvass to knock on doors — Bangor and Waterville in May, and to nearly all of them in September and October.

We also continued our partnership with Avesta Housing, enabling us to access low-income housing in the Greater

Portland area, and brought the canvass to a few towns farther south as well. Where possible, we focused our attention on low-income neighborhoods or areas with a higher population of immigrants. We could not run this program without engaged volunteers.

Ultimately, **we knocked on doors in 15 towns, reaching about 1,800 people, registering 97 new voters and helping 77 people request absentee ballots**. We handed out general voting literature to more than 650 people in 10 languages.

In 2023, we plan to fine tune the program, strengthen our relationships in these communities, and work with partner organizations to reach people in more towns around the state.

MAKE YOUR VOTE COUNT

Our Make Your Vote Count booklet offers Mainers comprehensive and easy to understand voting information. Originally developed for use at naturalization ceremonies of new citizens, it is an invaluable part of our outreach to community partners and service organizations.

Its target audience is new voters who may not know the details of our election system. Through the support of State Voices, we were able to fund several new translations, **bringing our total languages up to ten**: Arabic, Cambodian/Khmer, English, French, Haitian Creole, Mandarin, Portuguese, Spanish, Somali, and Vietnamese.

Distribution

State Voices assisted us with distribution to immigrant support organizations, and together, **we distributed over 2,500 copies**. Copies were sent to libraries, too.

We hand these out at the door as part of the Neighbor to Neighbor program. Many people ask for two copies: a copy in their first language and in English. These residents tell us that they hope to use them to practice English. We also placed them with ESOL classes in several areas of the state.

Responses to these books are overwhelmingly positive. Many Maine long-time voters say they contain details new to them, and new Mainers are grateful for information that they would struggle to access otherwise.

While stories like these are heartwarming, it is a reminder for us that language access is incredibly important for breaking barriers to voter information.

