

V O T E

**VOTE** 411

**DISTRIBUTION +  
ADVERTISING GUIDE**

**LWV** LEAGUE OF WOMEN VOTERS  
OF MAINE EDUCATION FUND



The November 2023 election is an important one. With 8 referendum questions appearing on the ballot, voters deserve access to quality information so that they can make informed decisions.

**Vote411.org** is used by Mainers to see what will be on their local ballot. Users can watch candidate forums, read candidate questionnaires, and see nonpartisan descriptions of questions appearing on their ballot. It all comes together thanks to a dedicated team of volunteers and staff support.

With Vote411.org, we are the first organization to cover every election in Maine.

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# OUR THREE GOALS FOR MAINE'S DEMOCRACY

1.

**Everyone Votes:** Approach 100% voter turnout.

Our short-term goal is to break the 2020 record for turnout in the 2024 election

2.

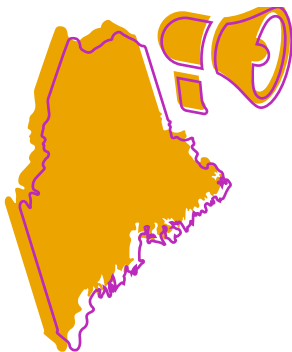
**Everyone Participates, and Everyone's Participation Matters:** Ensure everyone has the skills, knowledge, and opportunities for meaningful participation in democratic self-governance, and that government is responsive to all voices.

Our short-term goals are to strengthen trust in democracy by combating misinformation, expanding access to information about local politics and government, and advancing policies that result in more representative voting systems that build power in marginalized communities.

3.

**Everyone Means Everyone:** Reduce and eliminate inequities in voter turnout and public participation.

Our short-term goal is to register and turnout newly-eligible youth and immigrant voters in 2023, building a habit of voting and strengthening civic engagement skills in these communities.



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# GETTING THE WORD OUT

Reaching undeserved and remote communities across Maine, which may have limited access to internet and broadband, requires creative strategies to overcome these barriers. Voters have the right to access good, nonpartisan information ahead of elections. We're here to fill in the gaps.



## Vote411.org

Drive traffic to the online voter database created by the League of Women Voters.

Approx. 80 hours of staff time  
Cost = \$2,400

*Requires significant staff time to research, collect data, and upload information to the database.*



## Digital Ads

Place digital ads across Facebook and Instagram to increase traffic to Vote411.org.

Approx. 4 week campaign  
Cost = \$500 (per town)

*Digital ads can go a long way on Facebook and Instagram.*



## Posters

Professionally print and distribute posters (sized 11x17" or larger) to common public spaces.

Approx. 1,000 posters  
Cost = \$450

*Use local companies to professionally print our materials.*



## Postcards

Professionally print and mail postcards with general, nonpartisan voting and candidate information.

Approx. 7,500 postcards + mailing  
Cost = \$3,600

*Use local companies to professionally print our materials.*



## Newspaper Ads

Work with local newspaper to print half/full size ads, encouraging readers to visit Vote411.org.

Full page + full color  
Cost = \$3,600

Half page + full color  
Cost = \$1,800

*Print half/full size ads, in either black/white or full color.*

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# + ADDITIONAL OUTREACH

## MAKE YOUR VOTE COUNT BOOKLETS

We're working to reduce barriers to voting in underrepresented communities. Our **Neighbor to Neighbor** volunteers canvass in their communities with low voter participation, low-income areas, and areas with a high proportion of immigrants. We provide voter information in ten languages including English, and you could help fund these materials.

### Cost for "Make Your Vote Count" booklets

500 booklets = \$700

3,000 booklets = \$3,240

## REFERENDA FORUMS

We will host events on the eight questions that will appear on the November ballot. This is a great way for voters to learn more about the issues and ask questions. Recordings will later be linked on [Vote411.org](http://Vote411.org). These events are free, open to the public, and nonpartisan.

### Cost for Referenda Forums

Staff Time = \$400 per forum

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# TIMELINE 2023

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER



## Vote411.org

Staff time working on database

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

Database is live



## 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.



## Newspapers ads

Single ads printed in this timeframe

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



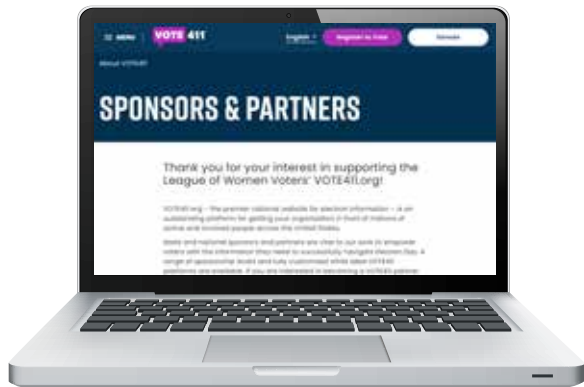
## Digital ads

30 day campaign

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

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# HOW YOU CAN HELP

**We want to work with you!** Establishing strong community connections means spending time together. We would love to have people from your organization or business volunteer with our League community and help distribute the voter guide. We can also share media toolkits to help us spread the message on your own networks.

## How to participate:

1. Choose the level that works for your organization or business.
2. Select the materials that you want to fund.
3. Fill out and return the sponsorship agreement.
4. Make your contribution.
5. Send us a high-resolution logo.

## Want to support us but can't help financially?

We'd still love to have you. We'll need help from volunteers to distribute the guide. We can also provide you with toolkits so that you can help us spread the message on social media, websites, through email campaigns, and more.

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# STEP ONE: CHOOSE YOUR LEVEL



## NEIGHBOR TO NEIGHBOR

\$5,000

This ultimate level of support includes:

- + Business/organizational logo included on Vote411.org.
- + Business/organizational logo included on your selected materials.
- + Logo included in any digital ads.
- + Sponsorship and logo mentioned in any League media, press releases, eblasts, and printed newsletters.

## DEMOCRACY DEFENDER — GOLD

\$2,500

This gold tier level of support includes:

- + Business/organizational logo included on Vote411.org.
- + Business/organizational logo included on your selected materials.
- + Logo with link on lwvme.org.

## DEMOCRACY DEFENDER — SILVER

\$500

This silver tier level of support includes:

- + Business/organizational logo included on Vote411.org.
- + Business/organizational logo included on your selected materials.

## DEMOCRACY DEFENDER — BRONZE

\$250

For the organization that wants to help us out in any way that they can.

- + Business/organizational logo included on Vote411.org.

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## STEP TWO: SELECT YOUR PREFERENCE

Select what kind of materials you want to fund. You choose where your dollars are spent.

### **Vote411.org**

It takes a lot of staff time to manage volunteers, collect data, and publish to Vote411.

### **Newspaper Ads**

Work with local newspaper to print half/full size ads, encouraging readers to visit Vote411.org.

### **Digital Ads**

Place digital ads across Facebook and Instagram to increase traffic to Vote411.org.

### **Make Your Vote Count Booklets**

Professional print 5.5x8.5" booklets that we have made available in 10 languages.

### **Posters**

Professionally print and distribute posters (sized 11x17" or larger) to common public spaces.

### **Referenda Forum(s)**

It takes staff time to prepare, host, and run tech for events.

### **Postcards**

Professionally print and mail postcards with general, nonpartisan voting and candidate information.

## STEP THREE: AGREEMENT

Is a Vote411.org sponsorship a good fit for your business or organization? Please review our policy and date and sign your name at the bottom.

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## STEP FOUR: FUND OUR WORK

Make your contribution online at: <https://bit.ly/Vote411donate>.

If you prefer to contribute by check, that's great, too! Please mail it to:  
League of Women Voters of Maine  
PO Box 18187  
Portland, ME 04112

## STEP FIVE: LOGO!

Send us a high-res logo so that we can display it on Vote411.org and include it on any print materials. Logos can be sent to Jen at [jen@lwvme.org](mailto:jen@lwvme.org).

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