



Voter Engagement Tactics Guide:

Planning Worksheet

Hello Indivisibles!

We hope you'll find this planning worksheet useful as you read through the VET Guide and begin mapping out your voter engagement work for the year. Below is a fill-in-the-blank worksheet to help you visualize each piece of your plan as you form it. Have questions? Double-check the VET Guide to ensure the answer is not there, and then follow up with your Organizer or a member of the Tech Team for assistance. We're here to help!

Outcome

Your outcome is what you want to achieve in your own words. It's your hard-set Northstar that no matter what happens will remain constant in your work. Your desired outcome will help you achieve what you want to see become reality after all your hard work. For example: Your desired outcome is to see more younger voters voting in the next presidential election than in the last presidential election.

Your desired outcome is:

Goal

Your goal is the numeric value you need to hit to achieve your outcome. The main question when setting your goal is to think about what you can do as a group. What can you and your group realistically do to make your desired outcome real? What does that look like in numbers? *Example: Your goal is to see a 20% increase in younger voter turnout by election day.*

Your goal is:

Strategy

Your strategy needs to include every aspect of your plan that you'll use to hit your goal and achieve your outcome. It will include all of the tactics, tools, and methods you'll use to make your desired outcome a reality. *Example: Your strategy will include direct voter engagement tactics for face-to-face conversations, voter registration events, tabling at colleges, high schools, and other events and locations that have a younger voter audience, and relational organizing to reach out to your contacts who are younger voters or parents of younger voters.*

Some key things to think about when developing your strategy

- A good strategy is directly related to the outcome you are trying to achieve.
- Strategizing is the most creative part of the entire process - have fun with it!
- Your strategy is consistent, but how you get there is always evolving.
- A good strategy is focused on your outcome at all times.

Your strategy will include:

Tactics

A good set of tactics is what will determine a great strategy. They will include a majority of direct voter engagement via the tools and tactics outlined below, with indirect voter engagement as a supplement to the direct work with voters. Face-to-face, real-time engagement is still the most effective manner of reaching and engaging voters. Focus on canvassing, phone banking, voter registration, and relational organizing. *Example: Your tactics will include VAN for door-to-door canvassing and phone banking, BallotReady for on-the-spot voter registration and tabling events, and Empower for relational organizing.*

Which voter engagement tactics will you and your group use in your plan? Check off the tools you'll be using below. Refer to [section 4 of the VET Guide](#) for more on the tools these tactics are associated with.

- Direct Voter Contact - voter engagement methods that allow you to talk to the voter directly, collect real-time responses, and answer their questions. They are:
 - Phonebanking
 - Door-to-door canvassing
 - Relational Organizing

- Voter Registration
- Tabling
- Indirect Voter Contact - voter engagement methods that do not allow for direct contact with voters, but do allow you to share important info with them. Consider these methods one-way communication. They are:
 - Postcard programs
 - Silent lit drops

Learn more about and sign up for the tactics outlined above by visiting the [Indivisible Group Support Hub](#) and checking out the [Technology page](#). From there, you'll want to visit the [VAN page](#), the [BallotReady page](#), and the [Empower page](#) to learn more about these tools and discover resources for each.