



Getting Out the Vote: Outreach Strategies & Tips for Aging Service Professionals

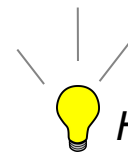
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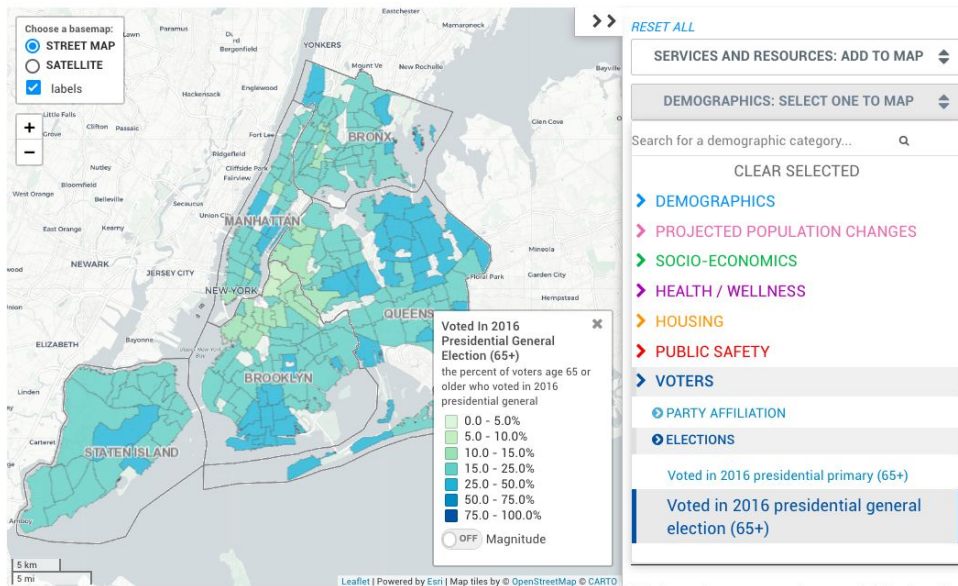
Target Outreach

IMAGE:NYC

imagenycmap.org



How is this tool helpful? Target [neighborhoods with low rates of voting](#) among New Yorkers age 65+ in the 2016 election



To learn more about how to use IMAGE: NYC, go to imagenyc.nyam.org/how-to/

Any questions? Elana Kieffer contact ekieffer@nyam.org.



TIP: Wellness Calls



- Write scripts for calls to ensure information is provided in a nonpartisan manner especially if you are a 501(c)(3).
- Remind older clients about registering, requesting an absentee ballot, and voting early or on November 3rd.
- Reminder: Track ballot at [NYC tracker](#)

TIP: Virtual Programming



- 30 minute Information Session around voting
- 30 min Facilitated Discussion around voting stigmas, fears
- Make your own Voting masks
- How to talk to family and friends about voting
- History Class on Voting in the USA

TIP: Virtual Programming

- Voting Quiz and Prize: Fun way to spur conversation about voting with incentive in place
- Join outside organization's efforts on voting advocacy
- LiveOn NY's Virtual Programming page-
<https://www.liveon-ny.org/virtual-activities>



TIP: Dispel Common & Unusual Myths about VOTING

MYTH: Only people who speak English can vote

Anyone registered to vote can cast a ballot, regardless of what language they speak. Polling sites provide information and ballots in multiple languages.

MYTH: You must bring identification like a birth certificate

New Yorkers simply need to find their polling site and sign next to their name on the voter roll. Voter IDs are a hot-button topic in the United States, but elected officials throughout New York have made it clear that people do not have to show identification to exercise their right to vote.

[Spectrum News NY 1](#)

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Making New York a better place to age



TIP: Communicating Key Details

- Day of Voting: November 3, 2020
 - a. You have the right to ask for an interpreter
 - b. Wear a mask (and gloves) and stand at least six feet apart while waiting in line
- Encourage older adults to vote by absentee or at an early voting site to avoid long lines and possible COVID exposure

TIP: Requesting Absentee Ballot

- If older people don't have a computer, **give phone number** to request absentee ballot.
- Go to this website, click on county and get phone number for local board of elections: <https://www.elections.ny.gov/CountyBoards.html>
- You can use COVID-19 as the reason for requesting your absentee ballot

TIP: Returning Absentee Ballot

- Use drop boxes, per Executive Order, for absentee ballots
- Drop off a ballot at an early voting site
- Track my ballot using the [NYC tracker](#)
- Friend/neighbor can mail a signed and sealed ballot

TIP: Leverage current engagement strategies to promote voting!



- Make frequent announcements at online events
- Educate clients about voting utilizing phone calls, mailings, social media, and deliveries (home delivered meals)!
- ***LiveOn NY's Get Out the Vote:***
<https://www.liveon-ny.org/vote>