

Sample VOTE411 Plan Designed by Hamilton County
Races will change each election year
Assign a deadline to accomplish the tasks listed

1. Critical tasks schedule
 - a. Letter templates
 - i. Requesting and Confirming Contact info
 - ii. Invitation to participate
 - iii. Reminder to participate
 - b. Send invitations to participate
 - i. Need the following loaded in Vote411 (also applies to snail mail)
 1. Candidates contact info – start loading right after filing deadline
 2. Question sets
 3. Confirm standard BIO info in database, add more if desired
 - c. Identify the “Publish” date of VOTE411 (the date VOTE411 is electronically available to the public)
 - i. Need the following loaded in Vote411
 1. Geographic info
 2. Job description
 3. Salaries
 4. Office requirements
2. Publicity
 - a. Cards/Handouts
 - b. Posters for Libraries
 - c. Local media article(s)
 - d. Letters to the editor
 - e. TV/Radio announcements/interview
 - f. PSA (public service announcement)
 - g. Social Media
3. Candidate List and Information
 - a. Candidate information needed for each candidate
 - i. Name
 - ii. Address
 - iii. Phone number
 - iv. Email address (nongovernmental)
 - v. Office running for
 - b. County Races
 - i. Obtain info from County Election Board
 - c. State Races
 - i. Obtain info from the state www.in.gov/sos/elections
 - ii. House districts - Identify which LL will cover districts that overlap with yours
 - iii. Senate District - Identify which LL will cover districts that overlap with yours
 - d. Statewide – LWVIN will handle these races
 - e. Federal – President, Vice President – LWVUS – will handle these races

4. Identify Races that your LL will prepare for VOTE411
 - a. State races
 - i. State Senate
 - ii. State House
 - b. County races
These races will vary depending on the election year. Confirm with your County Election Board
5. Races NOT supported
 - a. Precinct Committeemen
 - b. State Convention Delegates
6. Job Descriptions, Office Requirements and Salaries needed for each race on the ballot
7. Question Sets
 - a. Races - create questions for each race to be on the ballot
 - b. Number of Questions - 3-5
 - c. Types of questions
 - i. Essay (set maximum character limit)
 - ii. Agree/Disagree
 - iii. Scale
 - d. Type of response
 - i. Video
 - ii. Typed
8. GIS, Geographic Information System – request from the County surveyor or Area Planning Office
9. Forums
 - a. Obtain forum information sponsored by outside groups. Decide if they should be posted on VOTE411.
 - i. Democrats
 - ii. Republicans
 - iii. School Board (General Election Only)
 - b. Sponsor own candidate forums, film, and post.
 - c. Post forum videos on website if desired
 - d. Contact LWVUS VOTE411 to post forums on VOTE411
10. Templates for letters
 - a. VOTE411
 - i. Confirm contact information
 - ii. Invitation to participate in VOTE411
 - iii. Reminder to participate in VOTE411
 - iv. Notice of release of VOTE411 to the public
 - v. Thank you for participating
 - b. Snail Mail for candidates with no email
 - i. Call or send a letter requesting an email

- ii. Use same participation letters as VOTE411 if email address is not available
- iii. Stuff envelopes and get letters to the post office

11. Monitoring the database

- a. Check LWV email daily to help resolve issues – contact appropriate individual(s) for help
- b. Periodic emails to VOTE411 team with statistics % of candidates who have responded
- c. Prepare report to LL Board once VOTE411 is published for the public

12. Quality Control

- a. Review letters to candidates
- b. Review candidates' responses
- c. Check addresses in each district to make sure the right candidates are appearing on the ballots

Proof, Check, Double Check and Proof again
Ask for assistance if needed