



GOTV Activities for Non-Profits

GOTV stands for Get Out The Vote! GOTV is not a single activity, but a coordinated effort of nonpartisan activities that seek to encourage those who support early childhood broadly, and NAEYC, to vote. Generally, a 501(c)(3) organization may conduct nonpartisan voter registration and get out the vote programs. The efforts must be focused solely on the importance of voting and how to register and must be nonpartisan and have no evidence of bias for a particular candidate or political party.

When planning your GOTV activities, carefully follow the federal and state tax and campaign laws or you will risk losing your organization’s tax exempt status, and face other penalties. Furthermore, take a look at the guidance below on what a 501 (c)(3) organization may and may not do.

GOTV Activities for Non-Profits	Before Election Day	On Election Day
Allow staff to engage in nonpartisan GOTV activities (like those on this list!).	✓	✓
Allow staff time off to vote.		✓
Encourage staff to sign up as poll workers or translators on Election Day.		✓
Provide rides to the polls or promote organizations that do provide rides.		✓
Hold a GOTV party or event that outlines these activities and how people can get involved.	✓	
Determine what organizations are holding ‘phone banks’ (where volunteers call registered voters and remind them to vote) and volunteer, or host your own phone bank.	✓	✓
Leverage your organization’s existing communication vehicles to remind people to vote via emails, newsletters, & social media.	✓	✓
Ask the local board of Elections for a voter list for your community and cross check that with your membership lists so you can understand who is not registered to vote.	✓	
Leverage your organization’s existing meetings to remind people to vote.	✓	
Create visibility about Election Day via posters in your offices.	✓	✓
Share telephone or website information for nonpartisan voter information like “Where do I vote?” or “When do the polls open or close?”.	✓	✓
Give out nonpartisan voter information (i.e.: where, how and when do I vote?).	✓	✓

The tools above have been drawn from the *Get Out The Vote* guide found on the NAEYC website. You can search for the larger guide utilizing this link:
<http://www.naeyc.org/policy/advocacy>.