

VR/GOTV EVENTS & VFA PROMOTION EVENT IN A BOX

This “event in a box” is a collection of materials and ideas for your chapter or country committee to make your Voter Registration, VFA Promotion & Get Out The Vote events more interesting, and more successful. You may print some of these materials on your printer at home (ez print, ink-friendly), print larger quantities locally at a professional printer or copy shop, or request a shipment of SOME of these materials from the EMEA COOP by contacting EMEACOO@DemocratsAbroad.org. Some could even be “customized” for your chapter or CC, with your local “identity”. The COOP will try to help you out with the graphics work.

If you have anything to add to this document or ideas on how to improve it, please contact the DPCA Executive Director (ed@democratsabroad.org), Quaide Williams in DA-Germany (me@quaide.com) or any other member on the Communications Team.

TABLE OF CONTENTS

[VR : Voter Registration / GOTV Events](#)

[Good ideas for your VR event](#)

- [1. Infostands / VR tables in the city center](#)
- [2. Having an “Info-Evening” at a local pub](#)
- [3. Materials you might need to run a VR/GOTV event](#)
- [4. Suggestions for VR Events](#)

[VR instructions, guidelines, rules](#)

- [1. FPCA Voter Registration \(Best Practices Handbook: Will Bakker\)](#)

[Phonebanking scripts](#)

- [1. Italy phone banking scripts \(DA-Italy\)](#)
- [2. Old phone banking scripts from 2008 / 2010](#)

[Promoting VoteFromAbroad.org](#)

- [1. COOP Materials](#)
- [2. Customizing / Personalizing COOP materials for your CC or chapter](#)
- [3. Print-yourself \(EZ-print\) Materials](#)
- [4. VFA website presentation and VR instructions, guidelines, rules](#)
- [5. Send people to the new animation for VFA](#)

VR : Voter Registration / GOTV Events

Good ideas for your VR event

1. Infostands / VR tables in the city center

You can (you SHOULD!) set up tables in your city at times when many American citizens (tourists and/or those living in your city) will be shopping, etc. Good ideas for locations:

- In front of English-language cinemas (for non-English-speaking countries), especially when interesting, popular films are showing (in Munich, for example, the chapter there held a series of “Voting is Sexy” events when the “Sex in the City” films came out)
- In front of English-language bookshops (for non-English-speaking countries)
- At “New-Comer” events for new-arrival expats in your area
- At American holiday events : 4th of July, Thanksgiving, Jefferson/Jackson fundraisers, etc

There is no need to expect that you will be speaking “only” to Americans. “Natives” who stop by your stand will surely KNOW an American or two, so you can use a card or flyer based on the “Search Party” idea out of the UK. It says (in the local language) something like this: “You might not be American, but if you know someone who is a U.S. citizen, please pass this information on to him/her, so they will vote in the 2012 elections.”

2. Having an “Info-Evening” at a local pub

- For existing chapters: Irish pubs are usually very good locations for events like this. You can advertise these events in the local English-language media, and even if no one comes to register to vote, you and your group can have a Guinness or two!
- Building up more chapters within a CC: Several country committees are working on ways of

broadening the structure of their CC, much like DA-Sweden has done with less formal tea parties (not Tea Parties!) and coffee klatsches. (Fun fact: DA-Sweden has as many chapters as DA-Germany!) In order to build up chapters in a “new” city, one nearby chapter can help to arrange an “Info-Evening” in this city at an Irish Pub (or some other locale where Americans might be found). It does not have to be formal, but organizing something (anything!) for and reaching out to people on the ground - people who have already joined DA - will help us strengthen and grow the organization in ways that are surely better than pure numbers-growth.

3. Materials you might need to run a VR/GOTV event

Some of these documents are available through the COOP, others as links to print-yourself versions:

- Paper forms for registering to vote if using VFA.org is not an option, or if Internet access is not available (get them from consulate, or order from the FVAP in U.S.) - Remember, though, that smart phones can also be used to register people on VFA.org
- Paper forms for joining DA if using the “join” button on DA.org is not an option, or if Internet access is not available
- American flags, tablecloths
- DA and VFA posters, postcards, DA and VFA brochures, bookmarks, etc (see COOP catalog)
- Envelopes & stamps for VFA ballot requests (you can ask for a donation to help pay for these)
- Press - PR Materials
 - Talking points
 - Press releases
 - Description of DA in English and local language

4. Suggestions for VR Events

This is a list of “brainstorming ideas” from DA-Italy, for events you might want to schedule on Earth Day (April 22nd), May 1st celebrations, July 4th celebrations.

If you have any ideas which we could add to this list, please share them!

VR instructions, guidelines, rules

1. FPCA Voter Registration (Best Practices Handbook: Will Bakker)

Phonebanking scripts

1. Italy phone banking scripts (DA-Italy)

2. Old phone banking scripts from 2008 / 2010

Promoting VoteFromAbroad.org

1. COOP Materials

The COOP catalog includes informational and merchandising materials for VFA and DA.

2. Customizing / Personalizing COOP materials for your CC or chapter

Contact Quaide Williams, or another member of the Comms Team, for help customizing some of the materials pictured in the COOP catalog mentioned above, or if you have ideas on new products that we should be coming up with: EMEACOO@DemocratsAbroad.org

3. Print-yourself (EZ-print) Materials

This section has a number of materials that are “easy on your home printer”, things you can print out at home (or secretly at the office) that you can use to promote VFA or do other kinds of VR events.

4. VFA website presentation and VR instructions, guidelines, rules

This is the PPT presentation Joe Green and Margo Miller have used. (Joe Green)

5. Send people to the new animation for VFA

www.DemocratsAbroad.org/vfa (Caitlin, Jason?)