



## So you've agreed to be an Ambassador for the Voter to Voter project. Awesome!

Now you're wondering what, exactly, you've signed up to do. It's simple really. We want you to "adopt" 10 of your friends and do everything in your power – this side of the law – to make sure they cast a ballot in the August primary (if they have one) and the November general elections this year.

And by the way, **thank you!** We have seen pretty stunning results since we launched this effort in 2018, and believe it has the power to alter the political landscape in Kansas. You should expect big results without, hopefully, getting too far outside of your comfort zone. Here are 3 quick and easy steps to get started:

1. **Register as an Ambassador.** The very first thing you need to do is register for access to the online tool. You'll find a list of teams at our website, [VotertoVoter.org](http://VotertoVoter.org). Just find your team in the list, click on the name, and then use the "Register" button to log in.
2. **Add your voters.** It's as easy as typing in your friend's name and clicking on the correct voter record. And like magic, they'll be automatically added to your Contact List. PS - the list is where you'll spend most of your time while you're logged in.
3. **Talk to your friends.** This is the fun part! And it's the most important step in the process. In fact, it's the **most effective, and only proven**, way we can make an impact on voter turnout.

"Wow, that *is* easy!," you're probably saying to yourself. And you'd be correct! We've made it easy to talk to your friends and family about voting because, let's face it, voting can be confusing. You don't need to be an expert on the electoral process. We'll walk through it together, and bring your friends along in the process. That's why we're here!

We want you to be successful. On the following pages we'll get into more detail on each of the steps above. If you have any questions along the way, we're here for you. Our contact information is at the bottom of this guide.

Voter to Voter is an initiative of The Voter Network, which aims to engage with Kansans in voter education and turnout, amplify underrepresented voices, and create stronger communities. This project

is strictly nonpartisan and imposes no specific position or policy messaging except, of course, that voting is important.

## Now let's work on getting out the vote!

### I'm logged in, now what?

Once registered, you'll be directed to your personal voter dashboard. This is where you can see quick stats about the number of contacts you've added, how many of them are **low propensity voters**,\* how many of them have signed up to Vote-by-Mail, and who has voted early. You can get back here any time by clicking on **DASHBOARD** in the teal bar.

*\*The Voter Propensity Score will tell you how many elections someone has participated in out of four that were held recently. It's a guide, so you can target your energy. Do most of your friends have a 3 out of 4 or 4 out of 4 score? That's remarkable. Less than 10% of the population will be a 4/4 voter. **More than 70% of people will be 0/4, 1/4, or 2/4 and that's where you should focus your efforts.** We can't see who they voted for, only that they voted! This is public data, and politicians and candidates use it every day. We think this is important information to share if we want to really move the needle and reach underrepresented voters.*

### The Big Teal Bar

This is how you'll get around the tool. The bar includes links to the different areas you'll need access to within Voter to Voter. **DASHBOARD**, of course, takes you back to your personal voter dashboard. **CONTACT LIST** is where you'll keep the list of 10 voters you choose. And, you'll use the **ADD NEW CONTACT** button when you're ready to start adding people.



### Adding a New Contact

Just click **ADD A NEW CONTACT** and enter the name of the friend you want to add to your voter list. On the next page you'll see a list of every voter in Kansas registered with that name. You'll need to find and select the friend you want to add. If the list is really long, you can use the "Nearest City," "Age Min," and "Age Max" fields at the top of the page to narrow down your options. Once you find the voter you want, select **ADD TO MY CONTACT LIST** on the right hand side of the column.

If your friend is not registered to vote, or if their name is spelled incorrectly and the voter can't be found in the statewide file, you can still add that person to your list by checking the red button at the bottom of the page that says **ADD CONTACT WITHOUT MATCHING VOTER**. It's okay to add unregistered voters on your list! They need your help. You'll be able to go back in and match them after

they register and we've updated the file on our end, which happens frequently when we get close to an election.

IF YOU CAN'T FIND A MATCH, CLICK THE BUTTON TO ADD THE CONTACT WITHOUT A MATCH

ADD CONTACT WITHOUT MATCHING VOTER

### The Other Boxes

While you're searching for voters you'll see a couple of data points about them, including their **PARTY** affiliation (D=Democrat, R=Republican, U=Unaffiliated, L=Libertarian). You'll also see a **SCORE**, which is related to the voter propensity we talked about above and will help you determine whether or not your friend votes regularly

**VBM REQ** stands for Vote-by-Mail Requested. This box will turn green once your voter has turned in a VBM application to the election office. The **VOTED** box is pretty straightforward! Tip: It might turn green before the election if your voter mailed back their advance ballot or went in-person to an early voting location.

FIRST NAME	LAST NAME	CITY	SCORE	PARTY	VOTED	VBM REQ	TASKS	ACTIONS
Tyler	Simms	Olathe	1	U			0 / 5	VIEW  DELETE

### What should I say to my friends?

Once you've identified your 10 voters, the rest is easy. We want you to have at least one, personalized conversation with each of your contacts before the election. There's a chance it may take two or three contacts, but our research shows that the most important piece is that it's individualized and that you make a direct ask.

Beginning about a month prior to election day, we'll start sending you a weekly email with tips on how to talk to your voters and content you can share with them, including logistics about how and where to vote. We think one of the easiest ways to approach the conversation is to get in the mindset that you're providing a service. A lot of these online tools are brand new, plus, remember that MOST people don't vote in local elections and will likely be intimidated by the process. Your friends will be grateful for the logistical support!

By the way, some people may find it creepy that you know whether or not they voted. So most of our volunteers don't mention to their friends that they can see their voting history. Just use your best judgment when deciding whether or not to tell your contacts that they're on your list. Remember, this is public data. You can't see who they *voted for*, only that they *did vote*.

## Can you break it down for me?

There are four actions we suggest you focus on when encouraging your friends to vote. We will send a lot more info out about each of these in the coming weeks, but the list below will give you an overview. When you're inside the Voter to Voter tool you can also go into your friends' **CONTACT DETAIL** page - click the word **VIEW** next to the eyeball on the contact list - and the four **TASKS** are listed there. Those of you who are detail-oriented can even check them off as completed!

1. **Make sure your friends are registered to vote, and help them sign up to Vote-by-Mail!**

Encourage all of your friends, unregistered and registered to visit [KSVotes.org](https://ksvotes.org)! This site allows users to check registration status, or register online, without printing or scanning any documents. And it only takes about 4 minutes! In just another 4 minutes, they can also fill out a Vote-By-Mail Application for the Primary and General elections at the same time.

**We highly recommend voting by mail! It's hard to get up to speed on local elections and having your ballot mailed to you gives you time to do your homework.**

2. **Help your friends find a sample ballot.**

[KSBallot.org](https://ksballot.org) is a tool provided by our parent organization, The Voter Network, that will be live 30 days before each election, starting in July and then again in October. KSBallot.org gives Kansas voters a nonpartisan, comprehensive look at the candidates and issues that will appear on their ballots. Just put in your address and you'll be able to read up on candidate positions, find links to their social media accounts and websites, and find your polling location. After that, you can make a plan to vote, sign up for reminders, and print your ballot guide!

3. **Follow up to make sure they turn in that ballot.**

You should check to see that those friends who requested mail-in-ballots received them, feel comfortable filling them out, and have a stamp! All mail-in-ballots **must be postmarked by Election Day**. Remember, you'll be able to see who requested a ballot when you view your contact list inside the Voter to Voter tool.

This is also a good time to talk to your friends about voting early, in-person if they decided against VBM. All 105 Kansas counties offer early, in person voting. All of those locations and times are available at [Ksballot.org](https://ksballot.org). There is a button at the top right of the page that says "Find out how to vote," with all that info.

4. **Touch base in the last four days before each election and make sure your friends have voted or have a plan to vote.**

If your friends didn't vote early, you'll need to get them there on Election Day. And there is a lot of research showing that talking to a voter in those final four days before an election (Sat., Sun., Mon., Tues.) will make a big impact on their likelihood to vote. Research also shows that people

who make a concrete plan are more likely to follow through. So, take that extra step and ask specific questions about their plan: Where are you voting? What time are you going? Are you bringing the kids? Want to meet for [breakfast/lunch/dinner/drinks] afterward? Then follow-up and make sure they voted.

## What about personal information?

We will never directly contact your voters, that's all up to you. You should also know that we value the privacy of our Voter Ambassadors, and more importantly, the privacy of the friends, family, and co-workers you add to Voter to Voter. We will not use your personal information for any purpose other than Voter to Voter, and will not use any information about voters (family, friends, co-workers) for any purpose at all.

## Got it! So, when should I start?

You can start working on this any time really, but Voter registration deadlines this year are **July 15** and **October 14**. Voters will have an additional two weeks after that deadline to turn in an VBM application, we just think it's easier to get it all done at once.

Here are some important dates to help you plan your GOTV strategy. Put them on the calendar right now, and set some reminders for yourself!

Primary	General	
Now!	Now!	Start sending your friends to <b>KSVotes.org</b> to register to vote and request advance ballots.
<b>July 15</b>	<b>Oct 14</b>	Last day to register to vote for each election.
<b>July 16</b>	<b>Oct 15</b>	Early, in-person voting may begin.
		After early voting starts, send your friends to <b>KSBallot.org</b> to find out who is on their ballot, get reminders, and make a plan
<b>Aug 4</b>	<b>Nov 3</b>	Follow up with your friends who haven't voted yet.
<b>Aug 5</b>	<b>Nov 4</b>	<b>Election Day! Check in with your friends and make sure they voted!</b>

## What if I need some help?

If you have any questions as we move through this election season, please don't hesitate to reach out to us by emailing [contact@thevoternetwork.org](mailto:contact@thevoternetwork.org). No question is stupid. We mean it! There's also a Voter to Voter Ambassador [Facebook group](#) where you can get assistance from fellow Ambassadors.