



city2city!

toolkit





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City2City!

Getting started



You've committed to doing your part to increase turnout in your city's local election in 2025 by 5 percentage points over 2023!

Here's how you can rally your community!

1. Team Up!

- Connect with fellow city leads.
- Open the Outreach Sheet → "File" → "Make a Copy."
- Share it with teammates ("Share" → add emails or send link).
- Divide and conquer - pick the best messenger for each group!

2. Recruit Movers & Shakers

- Personal outreach wins! Text, call, or meet with community leaders.
- Track progress in your outreach sheet to stay coordinated.

3. Make the Ask

- Good: Share Voter Network graphics & resources.
- Better: Share the City2City toolkit with your networks.
- Best: Join Voter to Voter + talk to 10+ friends about voting.

4. Join a Voter to Voter Team

- Join and invite your city collaborators to your team!
- Update your contact list.

5. Get Out The Vote!

- Remind recruits to share resources.
- Host a Voter to Voter training.
- Encourage everyone to remind friends & family to VOTE!

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social media



You've committed to helping increase turnout in your city's 2025 local election by 5 points over 2023—thank you! Now it's time to rally your community online.

1. Follow & Connect

Follow @TheVoterNetwork on [Instagram](#), [Facebook](#) and [TikTok](#) to stay up-to-date with resources, tips, and election content.

2. Share & Amplify

We'll post throughout the election cycle - share, repost, and tag your friends directly from our page. Include links to voter resources in your posts so your network can easily take action.

3. Key Timeline for Social Posts

Now - October 14: Remind people to register to vote, check your registration, apply to vote by mail at [KSVotes.org](#).

October 15 - October 24: Encourage people to use [KSVotes.org](#) to request a mail-in ballot, and visit [KSballot.org](#) to find early voting locations and make a plan to vote.

October 25 - November 3: Research your ballot at [KSballot.org](#) or [Vote411.org](#) and make a plan to vote. Find your polling location at [KSballot.org](#) or [SOS VoterView](#).

Tuesday, November 4: Election Day

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email templates



Sample Email to Individual to Join Voter to Voter + GOTV

Subject: Let's boost voter turnout in [CITY]

Hi [Name],

Did you know fewer than 1 in 4 Kansans vote in local elections? That means a small group makes decisions that affect us all.

I'm joining the City2City Challenge with The Voter Network to change that. Our goal: increase voter turnout in [CITY] by 5% this November.

The best way? Talking to people we know. I'm reaching out to 10 friends and family about the November 4th election—and I'd love for you to join me. It only takes a few conversations to make a big impact.

Join my team here: [INSERT LINK]

Together, we can make sure [CITY] shows up strong at the polls. Will you help?

– [Your Name]

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email templates



Sample Email to Organization

Subject: Help boost [CITY]'s turnout this Nov 4!

Hi Friend,

In Kansas local elections, fewer than 25% of voters show up, meaning just a few decide for all of us. We can change that.

That's why I'm joining the City2City Challenge. Our goal: increase turnout in [CITY] by 5% this year. To get there, we need leaders like YOU to recruit partners and spread the word.

Think about the groups you're connected to - nonprofits, faith communities, libraries, small businesses, even local officials. Your network can help ensure our nonpartisan message reaches every corner of our city.

Start by joining the Voter to Voter tool, then invite others to do the same. Together, we'll make sure [CITY]'s voice is heard loud and clear.

👉 **Explore the toolkit and get started today: [LINK]**

Let's do this,
[Your Name]

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email templates



Sample Email to Candidates

Subject: Boost turnout in [CITY] this November

Hi [Candidate's Name],

As you know, campaigns depend on voters showing up. Yet in Kansas local elections, fewer than 25% of registered voters participate. That means many voices - and potential supporters - aren't being heard.

The City2City Challenge is working to increase turnout in [CITY] by 5% this November. By joining the Voter to Voter tool and encouraging your campaign team, volunteers, and supporters to do the same, you can help mobilize more voters and strengthen our community's voice.

👉 **Learn more and get started here: [LINK]**

Together, we can make sure more people in [CITY] turn out to vote.

Best,
[Your Name]

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email templates



Sample Email to City Officials

Subject: Invitation to join the City2City Challenge

Dear [Official's Name],

As a leader in [CITY], your voice can inspire civic participation. In Kansas local elections, fewer than 25% of registered voters participate - meaning many residents aren't represented at the ballot box.

As a community leader, I invite you to join City2City. The City2City Challenge is a nonpartisan effort to boost voter turnout in [CITY] by 5% this November, and we'd love your support. By joining the Voter to Voter tool and sharing this message with your networks, you can help ensure every voice in [CITY] is heard.

👉 **Learn more here: [LINK]**

Best,
[Your Name]

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text templates



Sample Text Messages

Hey! Fewer than 1 in 4 Kansans vote in local elections. I'm joining The Voter Network's City2City Challenge to boost turnout by 5% this Nov 4. Want to help? Just talk to 10 friends about voting - join my team here: [LINK]

Local elections matter, but less than 25% of Kansans vote. I'm part of the City2City Challenge to change that. Will you join my team + talk to 10 friends about voting Nov 4? [LINK]

Your voice = your vote. Let's get [CITY] heard! I'm joining the City2City Challenge to increase voter turnout Nov 4. All it takes is talking to 10 friends. Join me: [LINK]

Help boost voter turnout in [CITY]! Join my City2City team & remind 10 friends to vote Nov 4. [LINK]

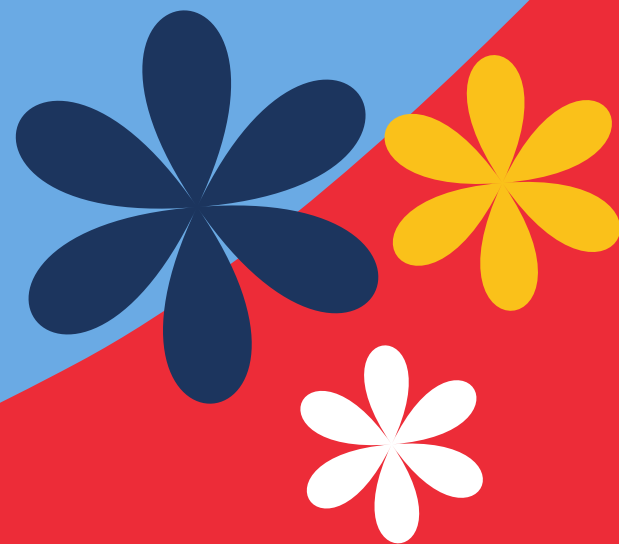
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graphics



The following slides have graphics that could be used in social media posts, emails or texts. Below are sample captions.

- What if your city could win by voting? 🗳️ The City2City Challenge is on! Cities across Kansas are going head-to-head to see who can boost voter turnout in the 2025 local elections. The prize? Glory, bragging rights, and a stronger democracy.
- Local elections shape our everyday lives. That's why The Voter Network + Topeka Voter Collaborative are teaming up for the City2City Challenge: a friendly Kansas competition to get more people voting in 2025.
- When Kansans vote, communities thrive. The City2City Challenge is here to make sure local elections get the love they deserve. This November, your city can help raise turnout by at least 5% and win the crown for civic pride.
- Local elections = local impact. Schools, roads, parks, housing - it all comes down to who shows up to vote. This year, Kansas cities are turning that into a competition with the City2City Challenge. Who's in?



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challenge

YOUR CITY. YOUR VOTE. YOUR BRAGGING RIGHTS.



Ready, Set, VOTE!
Cities in Kansas will battle
for bragging rights by
boosting voter turnout.

Join a Voter to Voter team at
votertovoter.org to multiply voter
turnout in your city!

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challenge

WHAT

A friendly competition to boost local election turnout in Kansas.

GOAL

Increase voter turnout in the Kansas General Election on November 4 by 5% over 2023.

WHO

Cities across Kansas - yours included!

HOW

Build coalitions, spread the word, and engage new + unlikely voters.

SUPPORT

Toolkits, graphics, candidate guides, press outreach, and the Voter to Voter tool.

WIN

Bragging rights + a stronger democracy for your community.

WHEN

Now through the November 4 General Election!

Check out the toolkit
to get started:
bit.ly/city2city2025



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YOUR VOICE MATTERS!

Go to KSVotes.org to Make Sure
You're Registered & Updated
Before the October 14 Deadline!

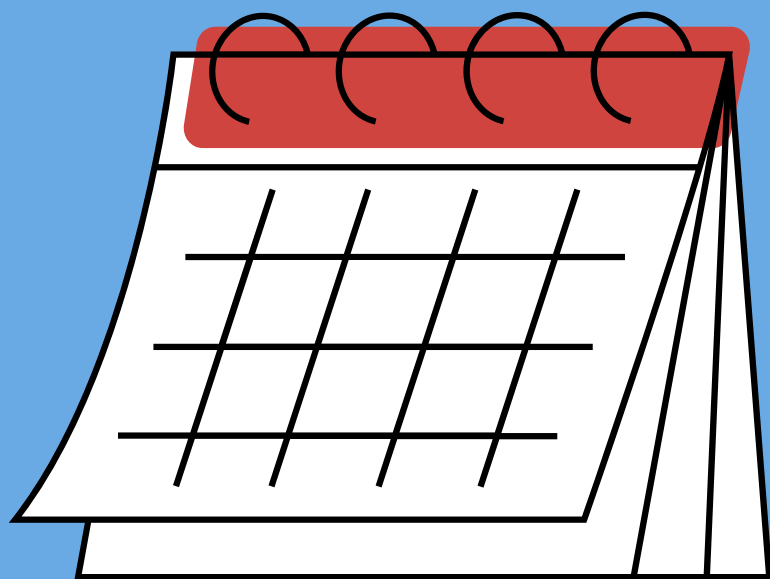


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GET READY TO VOTE!

**Oct 14 Is the Last Day to Register.
Head to KSVotes.org!**



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RISE & SHINE!

Make a plan to vote early.

Head to [KSBallot.org](https://ksballot.org) to find your polling details.



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KANSAS

GET OUT THE VOTE

Request your ballot at KSVotes.org

