

## **Initial Suggested Steps for Affiliates to Build Political Power with Voter Country**

**Sign up as a Voter Country Affiliate.** Go to [www.votercountry.com](http://www.votercountry.com) and sign up under the Become an Affiliate button. Click on the link in the first e-mail you receive to confirm your registration as an Affiliate. Once approved, you will receive a welcome e-mail with instructions on installing both the Voter Registration and Citizen's Pledge tools on your website.

**Put the Voter Registration and Citizen's Pledge Web Tools on your Website Homepage.** Follow the instructions in your welcome e-mail and on the Become an Affiliate page of [www.VoterCountry.com](http://www.VoterCountry.com) to put the FREE tools and template web buttons in a prominent location on the homepage of your organization's web site. When your members refer friends to participate in Voter Registration or in the Citizen's Pledge through Voter Country, the friends will be referred to the tool on your organization's web site (the URL provided by you when signing up as an Affiliate).

**Launch or Re-launch your Voter Outreach Campaign with your New Web Tools.** Integrate the Voter Registration and Citizen's Pledge tools into your existing voter outreach efforts and start promoting the new tools to your members. Introduce the tools (with the link to your website) in emails, newsletters and blogs, and at meetings to your membership. Also promote these tools on your Facebook page and through all social media to make members aware and to make it easy to find your Voter Registration and Citizen's Pledge web tools. Make voter outreach and registration a 12-month a year activity that is part of every meeting and every newsletter to build your political power.

**Ask All Members to Openly Commit to Fulfill the Citizen's Pledge.** Use the Citizen's Pledge as the starting point for conveying each member's duty to get engaged directly in the electoral process. At a meeting, have each member openly commit to achieving his or her individual goal of having 10 or more people sign the Citizen's Pledge or Register to Vote, and to personally see all of them to the polls. Strive to reach 100% participation of your members in signing and fulfilling the Citizen's Pledge.

**Track your Organization's Progress with Voter Country's Reporting.** Your organization will receive periodic affiliate reporting by e-mail on its success with both the Citizen's Pledge and Voter Registration web tools on your website. Voter Country will also send you the contact information of those who opt-in for more information about voting, elections, and important issues. Your organization can email individuals who opted-in to educate them about your organization and your voter outreach efforts. (Note that users who opt-in for email communications from your organization are handled under your privacy policy and unsubscribe process.)

**Have Members Keep a List of every Pledger and Registrant for Get Out The Vote.** Having the recruited Citizen's Pledge signers and Voter Registrants actually cast their ballot is the ultimate goal that must be front of mind. Each member should keep a list of their recruits with contact information and should have a plan to assist each voter to cast his or her ballot on or before Election Day. Some may require a simple reminder call, while others may need a ride to the polls, help with early voting or vote by mail before the election, or other assistance on Election Day. Click here for a [Simple Document](#) that can be used to list the Pledge recruits.

**Hold a Citizen's Pledge and Voter Registration Contest.** Bring out the best of your members with a fun competition with prizes for the member who gets the most people to sign the Citizen's Pledge, and the member who registers the most voters. (Note that voter registrations through the web tool are not complete until the registrant prints the registration form, fills in the ID number, signs, stamps, and mails the form. Also, voter registrations on paper forms will need to be counted separately.) Publicize the standings regularly, recognize those who are leading, and get your membership motivated.

**Have Members Provide their Best Practices to Everyone.** The best ideas to help fulfill the Citizen's Pledges will come from your own members. At meetings, in newsletters, and in emails or bulletins have those members who are successful in fulfilling their Citizen's Pledges and in registering new voters share their best practices.

See the Affiliate Suggestions tab on [www.VoterCountry.com](http://www.VoterCountry.com) for a more complete listing of Suggestions.  
Email [info@votercountry.com](mailto:info@votercountry.com) for help in becoming an Affiliate or with the web tools.