

2024 Election Collaboration Toolkit



The American Library Association (ALA) and the League of Women Voters (LWV) are partnering to engage, educate, and empower voters in 2024. We've created this toolkit to make it easier to connect voters to trusted, nonpartisan election information and to help local Leagues and libraries partner together (or partner even more!) during this year to encourage and expand civic participation.

ABOUT OUR ORGANIZATIONS

American Library Association | ala.org

ALA is the foremost national organization providing resources to inspire library and information professionals to transform their communities through essential programs and services. For more than 140 years, the ALA has been the trusted voice for academic, public, school, government and special libraries, advocating for the profession and the library's role in enhancing learning and ensuring access to information for all.

For generations, America's library professionals have supported civic participation in communities across the country, including voter engagement activities. For more information, visit ala.org/advocacy/reader-voter-ready.

League of Women Voters | lww.org

LWV is a nonpartisan organization that has fought since 1920 to empower voters and defend democracy. It conducts voter registration, education, mobilization, and protection activity at the national, state, and local level through 750+ Leagues in all 50 states and the District of Columbia and US Virgin Islands. With more than a million members and supporters, the League is one of the most trusted nonpartisan voices in the elections landscape with deep grassroots in every corner of America.

HOW TO PARTNER

Local League of Women Voters groups and libraries across the country partner regularly. As civic infrastructure, libraries offer essential community programs and services. The League has promoted participation in democracy since its founding more than 100 years ago. Both are trusted sources of information for their community! In addition to public libraries, academic and school libraries offer opportunities for collaboration as well.

1 Get in Touch



Contact your local League or local library to talk about your community's needs this election season, what each of your organizations is doing to meet those needs, and identify areas where you can work together for greater impact. **Find your local League** at bit.ly/LVW-find or reach out to your local public, academic, or school library.

2 Share Important Election Information via **VOTE411.org**

Promoting VOTE411.org is a fantastic way that libraries and Leagues can partner this election season.

Launched by the League of Women Voters Education Fund in 2006, [VOTE411.org](https://www.vote411.org) is voters' one-stop shop for nationwide election-related information, and millions of voters have used VOTE411 to prepare for elections. With its voter registration tools and personalized ballot information, VOTE411 is one of the most visited nationwide election information sites, and one of the few providing information in both English and Spanish.

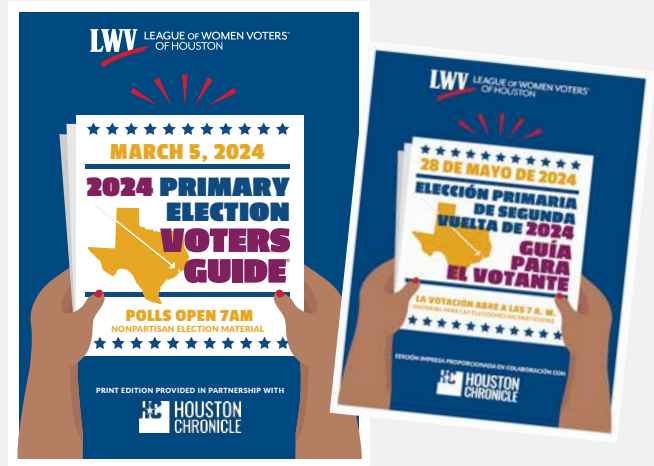


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LWV also produces nonpartisan voter guides on VOTE411 designed to help voters understand where candidates stand on the issues they care about. To make the voter guides, LWV asks candidates questions, and candidates answer in their own words, facilitating a fully nonpartisan process to help voters research what will be on their ballots.

VOTE411 is a resource libraries and local Leagues can share to help voters navigate the election process. Here are three ways libraries can connect their community with VOTE411:

- ▶ **Add VOTE411 to your digital or online system.** Your library can recommend VOTE411.org in your online list of resources, link to it on your website, or set it as the background of your public computers in the weeks leading up to primary and general election days.
- ▶ **Pass out VOTE411 printed materials.** You can find co-branded VOTE411 bookmarks, posters, and palm cards at the end of this guide to easily print and share in your library.



The Houston League and the Harris County Public Library created an e-Book and audiobook of the local LWV voter guide in both English and Spanish and made it available via the Libby app.

▶ bit.ly/HCPCL-guides

▶ **Share VOTE411 with staff.**

Make sure staff at your library know about VOTE411, especially the reference staff receiving questions about upcoming elections.

Working together, libraries and local Leagues can amplify their impact and help communities find accurate and trustworthy election information they need to vote with confidence!

ALA and LWV have created a unique URL for libraries promoting VOTE411.org.

VOTE411.org/ALA

Please use this link for library-hosted and library-related VOTE411 content—this will help us measure library impact!



3 Co-Host Events

Local Leagues and libraries are already partnering on a range of activities, including voter registration drives, candidate forums, civic education events, letter writing events, and more. Here are a few ideas to get you started on in-person events and activities.

▶ Voter Registration Drives

Public, school, and academic libraries, like Ralph Brown Draughon Library at Auburn University, co-host voter registration and education events. (bit.ly/LVW-Draughon)



▶ Candidate Forums

The Oakland Area League held a Rochester Hills Public Library Board candidate forum at the library. (bit.ly/LWVOA)

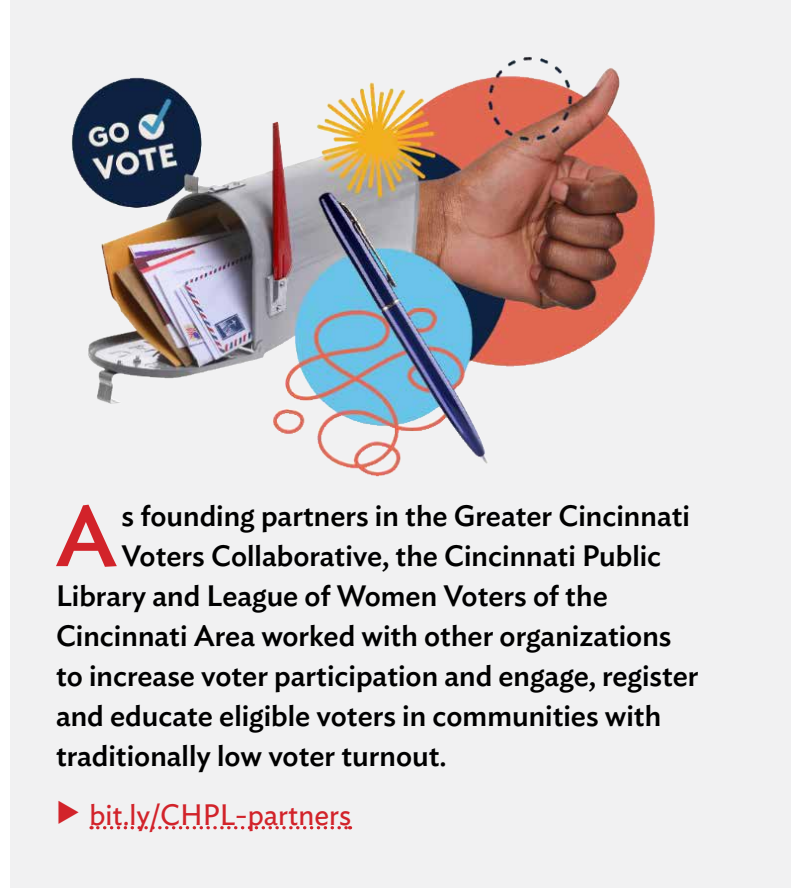
▶ Civic Education Events

The Amarillo League in Texas partnered with the Amarillo Public Library to host a series of Civics 101 classes for the public. (bit.ly/civics-101)



▶ Mis and Disinformation Training

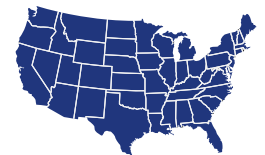
The Marquette County League in Michigan partnered with the Peter White Public Library for a conversation on how to vet media sources and identify misinformation. (bit.ly/PWPLS-series)



As founding partners in the Greater Cincinnati Voters Collaborative, the Cincinnati Public Library and League of Women Voters of the Cincinnati Area worked with other organizations to increase voter participation and engage, register and educate eligible voters in communities with traditionally low voter turnout.

▶ bit.ly/CHPL-partners

Note: specific voting laws and regulations vary state-to-state.



This toolkit provides general guidance at the national level, but librarians and League members should consult local resources to ensure programming is compliant. A good place to start is: afj.org/bolder-advocacy/practical-guidance-nonprofit-voter-assistance-series.

The Detroit Public Library and League of Women Voters of Detroit co-host a voter education series on a variety of topics including several with LWV's Democracy Truth Project on mis- and dis-information. Programs have included "Detecting Disinformation and 'Pink Slime' Sites" and "Combating Election Disinformation."

▶ bit.ly/detroit-series



2024 ELECTION CALENDAR

Libraries and Leagues are on the ground sharing election dates and deadlines with their communities. While sharing election information and voter education resources is important year-round, there are specific national civic holidays we recommend organizing around if you're looking for a place to start.



AUG 1 National Poll Worker Recruitment Day

This is a day of action to encourage people to sign up to become poll workers. Power the Polls offers an online portal, powered by nonpartisan nonprofit Fair Elections Center, where people can sign up to receive local poll worker information. LWV is a national partner of Power the Polls! Be sure to use their link when signing up poll workers: powerthepolls.org/LWV.

SEPT 17 National Voter Registration Day

This is the largest single-day voter registration drive each year, and the perfect day to share VOTE411's online voter registration and information tool (VOTE411.org/register) or co-host an in-person drive. More resources can be found at NationalVoterRegistrationDay.org.

- ▶ Libraries can sign up at: bit.ly/NVRD24-ALA
- ▶ Leagues can sign up at: bit.ly/NVRD24-league

OCT 7-11 National Voter Education Week

With a focus on providing voters with the resources they need to vote with confidence, this is a great week to share VOTE411.org's make a voting plan page: VOTE411.org/make-your-plan. More information and resources can be found at VoterEducationWeek.org.

OCT 29 Vote Early Day

Partners nationwide, including ALA and LWV, empower voters with information to cast their ballot early. Voters can easily check their state's early voting rules at VOTE411.org/voting-rules. More information and resources can be found on Vote Early Day's website: voteearlyday.org.

NOV 5 General Election Day

A great day to share VOTE411.org with your community, so they can cast their ballot with confidence. In some districts, libraries can also work with local election officials to open their doors as polling places or ballot drop-off locations. Reach out to your local election official to learn more if of interest.

Note: It is important to share election information during local and primary elections as well.

Election dates vary state to state; to find your state's election schedule, go to VOTE411.org/ALA and select your state on the map to see election dates and explore specific voting information.



COMMUNICATIONS TOOLKIT ▶ bit.ly/ALA-LWV-toolkit



Together, local Leagues and libraries can promote specific events as well as the availability of high-quality election information. This ALA-LWV toolkit contains bookmarks, flyers, and palm cards for you to print and share, a social media toolkit, and a press release template to promote your collaborative election activities. Please also share your work with ALA and LWV by tagging us on social media and using the hashtags **#ReaderVoterReady** and **#VOTE411**.