

FIGHT-<sup>NCNW</sup> *State*  
ALL-*State*  
**Toolkit**





Through NCNW members, affiliates, and partners, we have implemented a powerful civic engagement strategy focusing on maximizing voter registration and increasing voter turnout from 2020 and 2024, particularly targeting 17-24-year-olds, Black women of all ages, and faith-based organizations.

The strategy targets eight critical states - Georgia, Florida, North Carolina, South Carolina, Virginia, Ohio, Michigan, and Pennsylvania. We have extended our focus on a list of tier two states— Arizona, California, Colorado, Maryland, Nevada, New York, and Wisconsin.

The states in both tiers were selected based on their critical role in determining national outcomes, the size of the Black population, and the opportunity to make a significant impact through voter mobilization. These states also reflect areas where voter suppression tactics have been most aggressive, making our efforts even more crucial.

Through voter registration events, GOTV (Get Out The Vote) efforts like canvassing, phone banking, and voter education, we are collectively working to empower Black women, their families, and communities to ensure their voices are heard in the electoral process.



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LET'S VOTE



!NOW!

REGISTER

VOTE

VOTE

REGISTER

VOTE

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# **An Explanation of Eight State /All State Implementation**

Implementation of the Eight-State/All-State Strategy is a combined effort of NCNW leaders in the identified states.

Members of the National Social Justice Committee (SJC) serve as liaisons to the State Managers in the eight states.

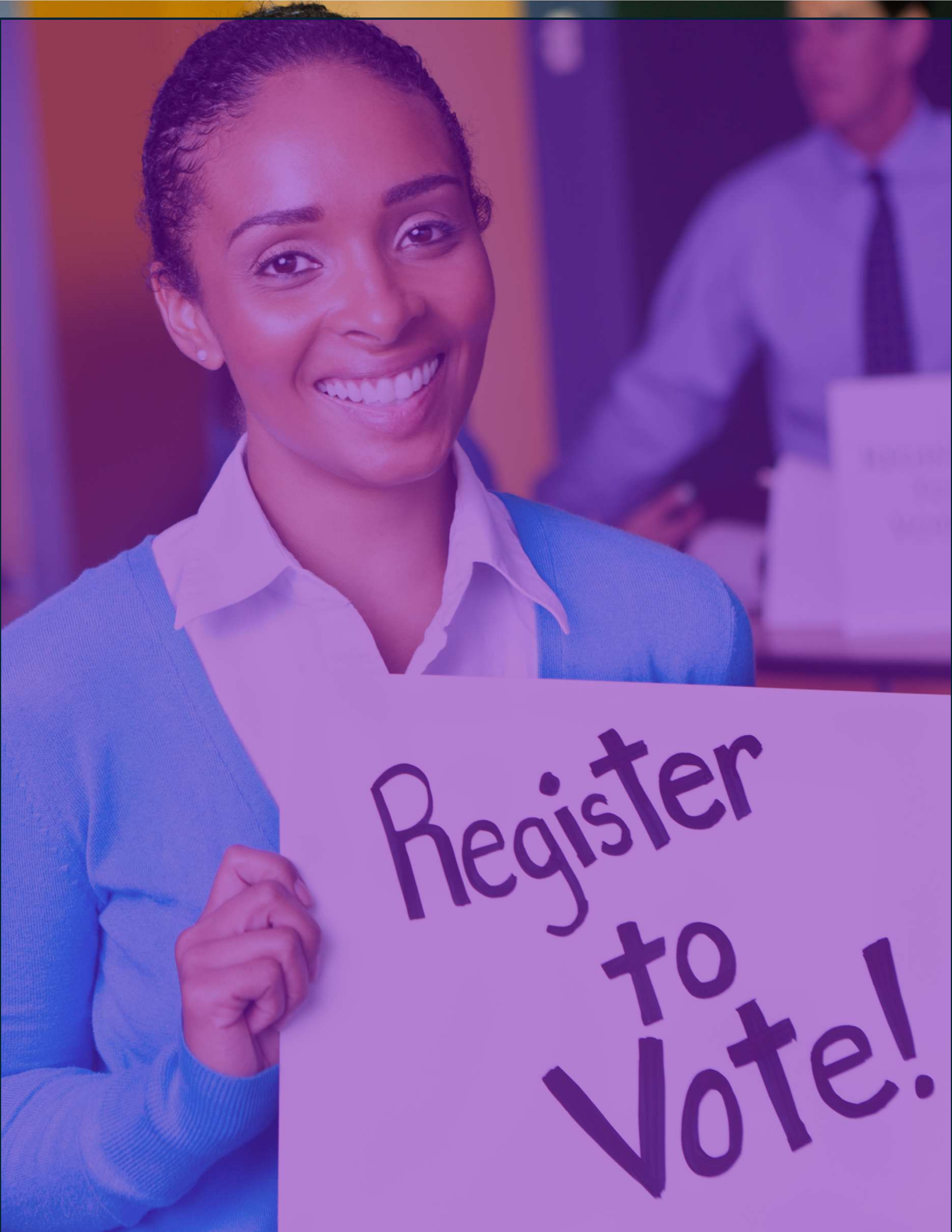
State Managers serve as leaders supporting, directing, and coordinating all voter outreach efforts with the various Site Leads (SLs) within the eight states.

Site Leaders are the local leaders within the communities who work closely with the State Managers who will organize, lead, and coordinate the activities within the various communities.

NCNW's A&P team supports the outreach, effort and lead the SJC and State Managers in their roles.

We are sharing tools and resources with our initial eight states. A limited amount of support will be available to our Tier 2 states. Both VAN access and the use of the vote.org are tools that will be utilized in the Tier 1 and Tier 2 states.

States that are not a part of the original eight states or the list of Tier 2 states will have the ability to utilize the vote.org tool.



Register  
to  
Vote!

## Tools and Resources:

- **Vote.org Platform:** This platform allows us to track the impact of NCNW's efforts through a unique URL or QR code. In partnership with the NAACP, we are using the Vote.org platform to:
  - Register voters.
  - Verify voter registration status.
  - Request absentee ballots.
  - Access ballot tools.
- **VAN (Voter Activation Network):** State Managers ONLY will have access to VAN information. The VAN system will assist by:
  - Identifying areas for canvassing and outreach.
  - Sharing important voter information with Site Leads.
- **Reporting Tool** NCNW has developed a reporting tool accessible to all participating states. This tool allows for:
  - Reporting voter registration events
  - Tracking GOTV efforts
- **NCNW toolkit:** We have a toolkit dedicated to all our participating states that includes information that would ensure the success of the Eight-State-/All-State Strategy.



## Recommended Tactics

To achieve our goals, we need sections to engage in the following GOTV activities:

- **Canvassing:** Door-to-door outreach to engage voters directly in their communities.
  - **Phone Banking:** Calling potential voters to encourage registration and turnout.
  - **Text Banking:** Sending text messages to remind people to vote and provide election information.
  - **Voter Education Events:** Hosting forums and workshops to educate voters on the importance of their vote and how to exercise it.
  - **Candidate Forums:** Organizing events where voters can hear from and interact with candidates.
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## How Members in Other States Can Support Voter Registration Efforts

For states outside of the sphere of our Tier 1 and Tier 2 states, we recommend working with affiliates and partner groups in these states working to elevate the youth vote and collectively working with community faith groups to elevate voter registration and get out the vote efforts. The vote.org tool is a tool resource that will be shared in these states as well. We encourage all sections across the country to adopt these strategies to ensure a nationwide impact.

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## Important Dates

- **Poll Worker Day: August 1, 2024**
- **Y Women Vote in Philadelphia: September 7, 2024**
- **National Voter Registration Day: September 17, 2024**
- **National Black Voter Day: September 20, 2024**
- **High School Voter Registration Week: September 23-27, 2024**
- **Vote Early Day: October 29, 2024**
- **Election Hero Day: November 5, 2024**



## Scripts for NCNW Section Members at a Voter Registration Table

**Introduction:** "Hello! My name is [Your Name] and I'm with the National Council of Negro Women (NCNW) which is a nonpartisan organization. We're here today to help make sure everyone is ready and able to vote in the upcoming elections. Can I take a moment of your time to talk about how we can help you with voter registration?"

**Scenario 1: New Voter Registration Volunteer:** "Are you registered to vote?"

**Potential Voter:** "No, I'm not registered yet."

**Volunteer:** "Great! We can get you registered right now. We have a QR code that you can scan with your phone to start the registration process online. It's quick and easy. Just point your camera at this QR code, and it will take you directly to the registration form."

**[Hold up the "Register to Vote" QR code for the voter to scan]**

**Volunteer:** "If you have any questions while you're filling it out, I'm right here to help."

**Scenario 2: Verification of Voter Registration Status Volunteer:** "Are you registered to vote?"

**Potential Voter:** "Yes, I believe so, but I'm not sure if my registration is up to date."

**Volunteer:** "No problem! We have a QR code that you can use to verify your voter registration status. It will confirm if you're registered at your current address and if everything is up to date."

**[Hold up the "Verify Voter Registration" QR code for the voter to scan]**

**Volunteer:** "Just scan this code with your phone, and it will take you to the verification page. If there are any issues, I can help you fix them right here."

**Scenario 3: Requesting an Absentee Ballot Volunteer:** "Are you registered to vote?"

**Potential Voter:** "Yes, I am, but I don't think I'll be able to make it to the polls on Election Day."

**Volunteer:** "That's okay! You can request an absentee ballot so you can vote by mail. We have a QR code that will take you to the absentee ballot request form."

**[Hold up the "Request Absentee Ballot" QR code for the voter to scan]**

**Volunteer:** "Just scan this code, and it will guide you through the steps to request your absentee ballot. It's a convenient way to make sure your voice is heard even if you can't be there in person."

**Scenario 4: Understanding the Ballot Volunteer:** "Are you registered to vote?"

**Potential Voter:** "Yes, I am. But I'm not sure I understand everything on the ballot."

**Volunteer:** "That's a common concern. We have a ballot tool that can help you understand who and what you'll be voting for. You can scan this QR code to access the tool, which will provide detailed information about the candidates and issues on your ballot."

**[Hold up the "Ballot Tool" QR code for the voter to scan]**

**Volunteer:** "This will help you make informed decisions when you vote. If you have any questions about how to use the tool, feel free to ask me."

**Closing: Volunteer:** "Thank you for stopping by! Remember, your vote is your voice. If you have any friends or family who need to register or check their status, please send them our way. Together, we can make a difference!"

**Additional Resources: Volunteer:** "If you have any other questions or need further assistance, you can visit our website or contact us. We're here to help you every step of the way."



EIGHT-<sup>NCNW</sup>State  
ALL-