



**Make it Count:
The PFLAG National "Get Out the Vote" Guide**

2017-2018 Edition

A message from PFLAG National...

Dear PFLAG members and supporters:

Thank you for downloading the 2017-2018 edition of the *PFLAG National Get Out The Vote Guide*, a short, resource-rich publication.

By exercising your right to vote, you will ensure that PFLAG's unique family and ally voice is heard at the polls.

In this guide, you will find information to help you more effectively advocate at election time for your LGBTQ loved ones. But by no means do you need to only use the ideas in this guide; your understanding of what works best where you live will make a huge difference, whether it's shuttling seniors to the polling places or partnering with local groups on get out the vote (GOTV) initiatives.

No matter what action you take, remember that **PFLAG is a 501(c)(3) non-profit organization; therefore, all election activities must remain non-partisan.** Please take a careful look at our 501(c)(3) dos and don'ts to ensure your activities are in compliance with the law, as failure to comply will jeopardize our tax-exempt status.

As always, please do not hesitate to contact our staff to ask questions or brainstorm ideas. All of us at PFLAG National truly value your leadership and your contributions to this important work, and we look forward to seeing the results this November!

Thank you for continuing to move equality forward.

501(c)(3): Non-Profit Election Year **Dos** and **Don'ts**

As a 501(c)3 organization, PFLAG and its chapters have some limitations on how they advocate, and some notable restrictions on election issues. **PFLAG is not permitted to endorse or oppose any candidate elected to or seeking election for political office.** This rule encompasses all federal, state, and local candidates, and applies to all PFLAG chapters, as well as PFLAG National.



These are rules you must follow in person, including at PFLAG chapter and coalition events, as well as online, including use of PFLAG email and social media accounts. Violating these rules may result in the denial or revocation of PFLAG's tax-exempt status.

DO:

- **Educate** the public about issues relating to an upcoming election.
- **Attend** candidate forums and town hall meetings.
- **Organize** public forums where ALL candidates are invited and have equal speaking opportunity and coverage.
- **Ask** ALL candidates about LGBT issues.
- **Wear** clothing that supports specific issues, as long as it cannot be linked directly to a political party or candidate.
- **Issue** public statements in favor/opposition of elected officials' positions on LGBTQ issues.



DON'T:

- **Endorse** candidates in person, in writing, or online.
- **Participate** in any political campaigns or conduct campaign outreach at meetings-- no flyers, announcements about campaign events, etc.
- **Invite** a candidate or their staff to a PFLAG meeting to recruit volunteers or give out membership lists.
- **Donate** to any candidate on behalf of your PFLAG chapter.
- **Engage** in partisan discussion at meetings.
- **Wear** clothing/paraphernalia pertaining to or endorsing specific political parties or candidates.
- **Sell** chapter member email lists to campaigns.



Voter Engagement

Voter Registration Information

Voter registration is an important element of achieving the PFLAG mission. It is crucial that you be registered to vote by the deadline for your home state.

On June 25, 2013, The Supreme Court of The United States (SCOTUS) ruled on The Voting Rights Act (VRA), eliminating Section 4, and requiring that states be granted permission to enact sweeping changes to voter registration rules. Despite this ruling, Voter Registration drives are still under way in some states that permit same-day registration and voting.

Click [here](#) to identify your state's voter registration deadlines, find helpful forms and a link to register. Alternatively, access the [federal voter registration form](#), which includes instructions on where to mail it in each state to be registered in that state.

Where do I vote, when can I vote, and what's on the ballot?

It's not only important to remind people to vote, but also to assist them in finding their own state guidelines for registration and voting, including how to vote early, how to find the correct local polling place, and what state-mandated documentation they may need to bring with them.

[Rock the Vote](#) offers all of this information and more by phone (202) 719-9910 and email [info@rockthevote.org]. They also offer text alerts and reminders which will be sent to make sure that you don't miss out on any election reminders! [Sign up](#) for that easy service!

For people who are transgender or gender expansive, The National Center for Transgender Equality (NCTE) has prepared their handy *Voting While Transgender* tip sheet, designed to be carried to a polling place. [Download your copy](#).

Now...Go Get Out The Vote!

If you have any questions about this guide, don't hesitate to contact the PFLAG National Staff; we are always here to support you in your efforts to move equality forward for ourselves and our LGBTQ loved ones. You can find the complete staff listing at pflag.org/staff.

PFLAG's values are America's values, and that includes exercising your right to register to vote, encouraging people you know to register and voting.

Make it count!