



Using Virtual Meetings as an Advocacy Tool: Planning Virtual Get-Out-The-Vote (GOTV) Efforts

As your chapter launches virtual meetings and events, it's important to remember that the PFLAG Connects system can help with all your chapter work – including your advocacy efforts. To help your chapter advocate for LGBTQ+ individuals and their families effectively (and stay within our 501(c)3 rules), we've created some specific tools to help you advocate online like a pro.

Get-Out-The-Vote

One of the easiest way PFLAGers can help voters is to use your chapter's social media presence to spread important election information like voter registration and primary election deadlines and dates. Given public health concerns, it will be especially important to share information about requesting absentee ballots and voting early.

There are several resources chapters can use to find this information and share it, including www.vote411.org, which allows voters to register, check their registration status, check for changes in voting rules their state has implemented due to coronavirus, and more. Your state's Board of Elections website can also be a valuable resource to share. It could also be helpful to link voter registration and absentee ballot request forms to your election-related posts, so readers can have instant access to those documents.

PFLAG Connects gives chapters another way to engage in GOTV efforts virtually. Your chapter can host public Zoom meetings on voter registration, absentee voting, and other topics.

A few tips:

1. Start planning early!
2. Follow all of the same safety and security precautions your chapter has put into place for your support group meetings.
3. Invite PFLAG chapter members, supporters, and community partners to participate in your event.
4. Reach out to other organizations in your community to help you publicize and run the meeting. Possible partners include your local NAACP chapter, Voto Latino, and others.

5. Use various tools including your website, email, and social media to spread the word about your event.
6. Make sure you keep the meeting neutral. Do not ask your attendees who they intend to vote for. PFLAG is a non-partisan organization and we cannot and do not limit our voter outreach based on party affiliation or voting intention.

The information in this section is also available in video format [here](#). You can also find additional information to help your chapter get-out-the-vote on the PFLAG National website [here](#) and in the [2020 Edition of Voting Matters: The PFLAG National GOTV and Voting Guide](#). If you have questions please reach out to Diego Sanchez, Director of Advocacy, Policy, and Partnerships (dsanchez@pflag.org).