



**Voting Matters:
The PFLAG National "Get Out the Vote"
and Voting Guide**

2018 Edition

Dear PFLAG members and supporters:

Thank you for downloading the 2018 edition of *Voting Matters*, PFLAG National's short, resource-rich "Get Out the Vote" guide.

While we always urge PFLAGers to exercise their right to vote and recruit others to do so, this year's election is one of the most critical in our lifetime and needs our extra effort: So much is at stake, and the power of PFLAG's unique united voice of LGBTQ+ people, families, and allies will affect the outcome.

Here is what research tells us:

- According to a [PRRI survey released Oct. 11th](#), 35 percent of Americans ages 18-29 say they are absolutely certain to vote in the November elections, compared to 81 percent of seniors and 55 percent of all Americans. Young Americans are also significantly less likely than seniors to say that their friends are certain to vote (7 percent vs. 18 percent).
- According to a [Washington Post-ABC News poll](#) released on Oct. 14th, voters express significantly more interest in turning out than in 2014.
- Harvard Business Review reports that face-to-face requests are 34 times more successful than email.

This guide provides critical information to help you more effectively advocate to get out the vote, and your understanding of the needs of your community and what works best to meet those needs will make a critical difference, whether it's shuttling seniors to their polling places, encouraging young people to vote and helping to educate them to do so, or partnering with local groups on get out the vote (GOTV) volunteer 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 PFLAG-related activities are in compliance with the law, as failure to comply will jeopardize our IRS tax-exempt status.

As always, please feel welcome to contact our staff to ask questions or brainstorm ideas, especially our Director of Advocacy, Policy, and Partnerships, Diego Sanchez, at dsanchez@pflag.org or via telephone at (202) 657-6997. Also, please reach out to your Regional Directors for vote and get-out-the-vote information specific to your region. [You can find the full list of Regional Directors on the PFLAG National website here](#); scroll down for the list and links to email them or call them directly.

All of us at PFLAG National truly value your leadership and your contributions to this important work, and we look forward to shaping and seeing the results this November!

See you at the polls!

Kathy Godwin, President

PFLAG National Board of Directors

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



Voter Engagement

On June 25, 2013, The Supreme Court of The United States (SCOTUS) ruled on The Voting Rights Act (VRA), eliminating Section 4, which required 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. PFLAG supports fully restoring the VRA.

Between voter suppression practices and redistricting efforts, exercising the right to vote must be overt and intentional. **Call 1-866-OUR-VOTE for information regarding what to do if you or someone you know is challenged when they vote.**

Voter Registration Information

Voter registration is an important element of PFLAG's mission and vision of creating a world that supports and celebrates diversity; it is crucial that you and everyone you know is registered to vote by the deadline for your home state. Click [here](#) to identify your state's voter registration deadlines, and 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.

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

Here are some additional helpful voter registration and GOTV tools:

- [NAACP Civic Engagement Toolkit: #Turnout18](#)
- [The ACLU Voting Rights Center](#) is an up-to-date clearinghouse on voting action and news.
- [Check your voter status](#) with Rock the Vote

Election Day Information

It's not only important to remind people to vote, but also to assist them in finding their own state guidelines for 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.

PFLAG National has partnered with Ballot Ready, a digital, state-by-state, nonpartisan website which helps voters create their own personalized voting plan, including registration, ballots, and more. Visit pflagnation.al/ballotready to visit the site and take advantage of all it offers.

In addition to candidates, in at least 35 states voters will also have to decide whether to accept or reject roughly [150 policy and funding questions](#) in the form of ballot measures. Our partner [BallotReady](#) gives you your state's measures, as does [Ballotpedia](#).

Here are some additional helpful tools:

- [VoteRiders offers free assistance for any eligible voter](#) who encounters barriers to securing their ID to vote, including financial and legal help obtaining underlying documents like birth certificates, change of name documentation, etc.
- For people who are transgender or gender expansive, The National Center for Transgender Equality (NCTE) has prepared their handy [#VotingWhileTrans](#) tip sheet, designed to be carried to a polling place. [Download your copy](#).
- [The National Conference of State Legislatures](#) offers guidance on how to request and be issued a provisional (also called challenge or affidavit) ballot if prospective voters are challenged when they arrive at the polls. **Idaho, Minnesota and New Hampshire do not issue provisional ballots so state information for them is not on this webpage.**

If you have any questions about this guide, please contact the PFLAG National Staff; we are always here to support you. You can find the complete staff listing at pflag.org/staff.

**Now go get out the vote, and then
exercise your own on Tuesday, November 6th!**

Remember... #VotingMatters

