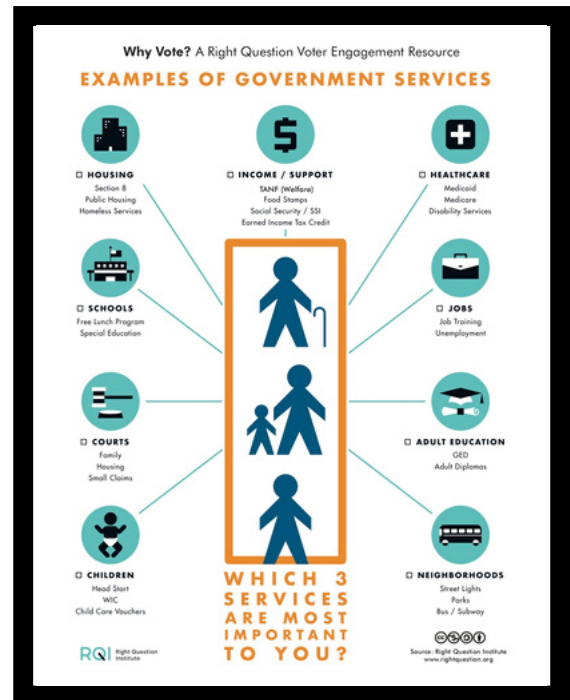


User Guide to the “Why Vote?” Tool

Many people struggle to take care of themselves and their families. It's hard for them to have the time to step back and see the value of voting. It's hard to think about voluntarily signing up for another governmental process. But, to make our democracy work better, it's important that more people vote.

The "Why Vote?" Tool is meant to help people name for themselves the importance of voting. Here is a quick guide for how to best use the “Why Vote?” Tool.

You can download the tool at rightquestion.org/resources/why-vote and then follow this guide for using it.



SIDE ONE



1. Invitation to think about and prioritize services.

The first step in the process is to introduce a variety of publicly funded services to participants and give them a chance to think about and prioritize which three are most important to them.

You will ask, “Which three services are most important to you?”

The services are presented in easy to understand categories.

Outcome: This step allows participants to think about, evaluate, and prioritize services.

Participants choose the three services that are most important to them.

As a result, they see what’s relevant and important to them, and they begin to develop a sense of ownership over these services.

SIDE TWO

Why Vote? A Right Question Voter Engagement Resource

YOUR VOTE AND GOVERNMENT SERVICES

Elected officials make decisions that affect all these services.
By voting, you can have a say in who's making those decisions.

Why would YOU want to vote and have a say in who is making decisions about these services?

What questions do you have about being able to vote in the next election?
Ask as many questions as you can.

What did you learn?

For more information about voting, contact _____
You can also find where to vote by searching online "find my polling place."

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2. Connecting services to elected officials and voting.

After participants prioritize services, you will introduce a small amount of information:

- “Elected officials make decisions that affect all these services.”
- “By voting you can have a say in who’s making those decisions.”

The goal is to avoid overwhelming participants. You’re providing just enough information so they can see the importance of voting.

Outcome: Participants make connections between voting and the services that are important to them.

3. Thinking about reasons for voting.

You will then prompt participants to think about why they would want to vote:

“Why would you want to vote and have a say in who is making decisions about those services?”

This is different from telling participants they should vote or trying to convince them to do so. You have already provided enough information about the role of elected officials and the impact of voting.

Outcome: Participants come up with their own reasons for voting, which helps develop a sense of urgency to vote.

4. Asking questions

You will invite participants to ask questions about what might be obstacles to voting:

“What questions do you have about being able to vote in the next election? Ask as many questions as you can.”

Rather than giving participants more information, this step lets you learn about concerns and challenges the individual has. It also allows you to identify resources to address these obstacles.

Outcome: The questions at this point allow participants to name what they don't know and what they want to know. This reveals obstacles and concerns about registration and the actual voting process.

5. Reflection

Participants think about the work they've just done. You will ask:

“What did you learn?”

Outcome: This is a key step that allows people to think about the work they just did and name what they learned.

6. Next steps and connecting with voting resources

This is a chance for you to step in and provide some direction. You can answer participants' questions, provide them with information, and point them toward other resources that will make it easier for them to register and vote.

Outcome: Participants will walk away with “next steps” for continuing on the pathway toward registering and voting.

Additional advice

It should take about five to seven minutes to complete all the steps in the “Why Vote?” Tool.

This is an opportunity to engage with clients so they can think and make their own connections about the importance of voting. You can use this tool with individuals, or you can use it with groups.

Using it with individuals

- Do not just hand out the tool. Make sure participants complete all the steps. The participant should be the one thinking, making connections, and asking questions.
- Your role is to ensure they complete the steps. It is not to convince them, make connections for them, provide questions, or to give information while they are going through the process.
- You can provide participants with information and connect them with resources after they have completed the process. The step-by-step process serves as a primer for receiving information more effectively.

Using it with groups

- The same recommendations above also apply for sharing the tool with groups.
- Participants can work in pairs or groups of three to complete the different steps, and then they share their results.
- Depending on the size of the group, sharing can be done pair to pair, group to group, or in the large group.

If you have questions about how to use or share this tool, please write to us at rightquestion.org/contact. Select “voter engagement” as your field.