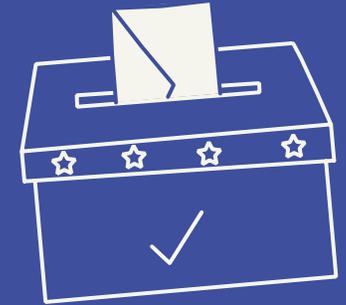


# GOVOTENYC MID-POINT CHECK-IN REPORT BACK



**HESTER ST**

**OCTOBER 15, 2021**

Hester Street held a meeting for GoVoteNYC grantees to check in on the progress of each other's voter outreach work, share resources and best practices, and discuss a key voter outreach challenge for the upcoming New York 2021 general elections—**messaging for the ballot proposals, in particular Proposal #1 on redistricting**. This document is a synthesis of the updates and ideas generated around this topic.

Thank you to all the insightful feedback from the attendees of this convening: Chinese Progressive Association, Chinese-American Planning Council, Hispanic Federation, Korean Community Services of Metropolitan New York, New York Immigration Coalition, New York Public Library, New York Civic Engagement Table, Women for Afghan Women, MinKwon Center for Community Action, Northwest Bronx Community and Clergy Coalition, Queens Public Library, and other individuals.

For questions or more information email [vote@hesterstreet.org](mailto:vote@hesterstreet.org)

# VOTER OUTREACH UPDATES AND FEEDBACK



## Tactics



## Collaboration



## Messaging

### Successes stories

**Hispanic Federation's social media toolkit** available online and in English and Spanish

**In-person outreach events**

**Free giveaways at in-person events**  
e.g. free ice cream!

**District candidate forums**

**GoVoteNYC map for targeting districts**

**Integrating voter and civic engagement into everyday programs**

**Cross-promoting and sponsoring programs with neighborhood partners**

**Library branch system**

**Civic programs working group** to think about ways to bring entry points of civic engagement into everything we do

**Working in GOTV coalitions**  
e.g. APA Voice

**Jointly published reports** e.g. [MinKwon Center with NYIC on RCV](#)

**Education on rank-choice voting and ballot proposals**

**Easy to read translations**—direct translation of technical terms not always understood

**Relating voting to community's most pressing issues**

**Option to register to vote online**

### Challenges

**Reaching new people**—engaging the same folks for census, primary and now general

**Reaching people who can't connect on social media or Zoom**

**Text message success has gone down** because so many people are receiving messages. [New 10DLC compliance](#) makes text outreach even harder.

**Building the institutional support to keep some of the GOTV work going**

**Changes with elected officials and new administrations** a challenge for community members

**Explaining to community members the throughline of how the city and state works for them** e.g. how does the census affect your day to day life

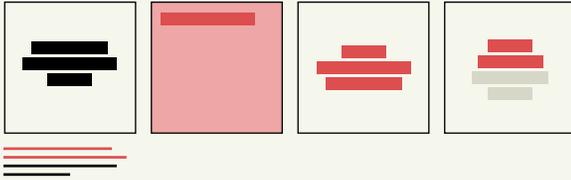
# IDEAS FOR BALLOT PROPOSAL #1 MESSAGING FRAMEWORK

Messaging Principle	Connect civic participation to impacts on daily life	Show <u>why</u> , not just how the ballot will change things	Provide information without taking a position
Top level message	Yes on Ballot proposal #1 means a fairer political process		Yes on Ballot proposal #1 means making changes to the redistricting process in NYC
Example hooks	Vote YES on Ballot proposal #1 for a fairer process	Vote YES on #1 to require the state to count ALL residents	WE ALL COUNT IN THIS STATE!
Key supporting points	Yes on #1 means that incarcerated people count	Yes on #1 means ending prison-based gerrymandering	Redistricting is the process of drawing the lines of districts from which public officials are elected
	Yes on #1 means that non-citizen residents count	When we are undercounted, we don't get funding	[Pros and cons of the proposal]
Supporting visuals	Visual of redistricted congressional district before and after	Maps that demonstrate how much overrepresented certain districts that have prisons in them are vs. the district where those people are from	Visual of redistricted congressional district before and after
Considerations	Have to meet literacy on both the topic and in general to explain this	Language barriers prevent this from being a one-size-fits-all exercise	There is a gap in knowing what redistricting is
			Some orgs don't wanna take a position, more about presenting information

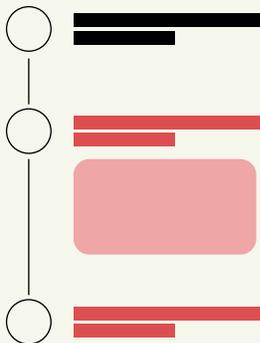
# APPLYING MESSAGING FRAMEWORK

-  Hook or Title
-  Key supporting points
-  Key supporting visual

## Instagram posts



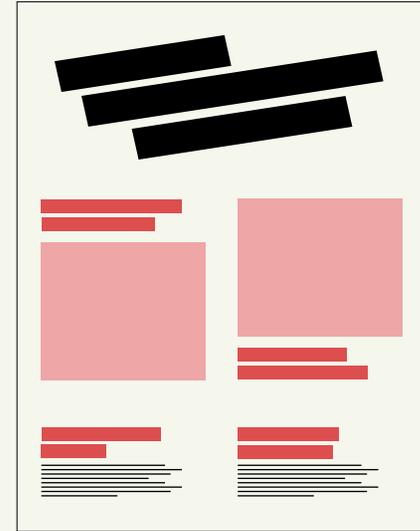
## Twitter thread



## Informational website



## Flyer



## Talking points

