

## GUIDES.VOTE—OVERVIEW FOR SUPPORTERS

In a time of political cynicism, disinformation, and spin, [nonpartisan guides](#) provide a concise and credible way to compare candidate stands and make informed voting decisions. Beginning in 2012, the national Campus Election Engagement Project (CEEP) developed widely praised nonpartisan candidate guides to help college students vote. The impact they made prompted distribution and promotion by other groups serving a wide variety of external communities, from the American Democracy Project and Black Voters Matter to National Voter Registration Day sponsor Nonprofit Vote and Vote.org.

The [guides](#) have now become an independent project called [guides.vote](#), sponsored by [Youth Service America \(YSA\)](#). YSA has been an enthusiastic CEEP partner since the beginning and has extensively distributed the guides over the last decade. YSA will energetically promote them to their [extensive network of partners](#), while the guides team engages other major constituencies, with a growing list of organizations committing to promote and distribute them.

In 2020, the guides project created a presidential guide, 33 candidate guides for the closest Senate and governor’s races, 7 Spanish translations, 21 primary guides, a general [Congressional guide](#), and issue guides such as how to [combat disinformation](#). Here’s [the full 2020 list](#). We’ll create 2022 guides and translations for all the most important statewide races plus an updated Congressional guide.



### Why these guides are critical to election participation.

Key factors make the Guides.Vote nonpartisan guides stand out. They are:

- **Truly nonpartisan**, providing a balanced and accurate picture of candidates across the political spectrum, enabling their use by organizations that don’t want to take partisan stances.
- **Accurate and accountable**, independently researched by veteran journalists, rather than drawing solely from campaign websites or allowing the candidate to manipulate positions by saying one thing in a primary and another in November.
- **Drawing on extensive experience**, with our production team consisting of journalists and researchers from *Los Angeles Times*, *Time Magazine*, *Business Week*, AP, *Toronto Globe & Mail*, Encyclopedia Britannica, *San Jose Mercury*, and *Seattle Times*, plus an experienced Spanish translator. All our 2020 team members are returning, and some of our editors go back as far as 2012.
- **Comprehensive**, providing candidate positions on a full array of key issues, allowing voters a broad and deep understanding.
- **Supporting media literacy** by linking all candidate positions to credible original sources. This allows the reader to see candidate statements for themselves, identify the sources, and understand the context.

By increasing voter confidence, the guides increase voter turnout. Partners confirm that they address top reasons that youth and others chose not to vote – cynicism about the candidates and their handlers, confusion about where candidates actually stand, and assumptions that “they’re all the same, all corrupt and compromised.” Providing accurate and fair information that contrasts major differences in candidate positions allows users to get past these barriers and others and make informed voting

decisions. Our campus partners said our guides played an important role, for instance, in student voting rates doubling [between 2014 and 2018](#), where a million more students voted at the campuses where they were distributed than four years before.

Being able to clearly contrast candidate stands becomes even more critical given the consistent drop-off in voting rates in non-presidential years, a drop-off that's likely to only increase without Donald Trump on the ballot to galvanize turnout on both sides. For instance, youth voting in [Virginia's 2021 gubernatorial election plummeted to 25%, from 56% in 2020](#).

### How the guides are used.



- Guides will be available through a dedicated website [Guides.Vote](#), which just launched. The team is creating new interactive ways to engage with them, where users can either scan the list for a multi-issue comparison or search the issues about which they care the most.
- The team will also create Social Media Toolkits and other resources for each race to help organizations promote the information.

Here's a 2020 [Instagram example](#). We just had a great conversation with [taskforce.us](#), whose library of social media content has generated 50 billion views. They'll will supply us pro bono with animated gifs that our partners can use, and additional customized ones for a modest fee.

- Campus partners engaging over 6.4 million students have rated the nonpartisan guides as their top resource for inspiring students to vote. They've distributed them extensively, using campus websites, social media and student media, distribution in classes and events, and through blowing the guides up as banners in high traffic areas.
- The guides have also been increasingly distributed and promoted, with similarly powerful responses, by non-campus partners. In 2020, Black Voters Matter printed 40,000 copies of [the Georgia Senate runoff guides](#) to distribute on their GOTV bus tour. Additional distribution partners include Do Something, When We All Vote, the Divine Nine historically black sororities and fraternities, Rock the Vote, Turbovote, the Student PIRGs, Youth Service America, the Opportunity Youth network of non-college youth, major faith-based community organizing networks, national Muslim groups, and Spanish-speaking organizations that distributed our Spanish translations, plus a general link to CEEP from the American Library Association.
- The guides can be easily modified to align with opportunities. Ms. Magazine, for instance, [reformatted the guide information and links](#) to help Georgians vote in the 2021 senate runoff election. And Black Voters Matter stripped down the questions so they could put the Ossoff/Perdue race on one side of their printed handout and the Loeffler/Warnock race on the other.



**How you can help.** We're raising a little over \$250,000 to produce, promote and distribute our 2022 nonpartisan guides. This will cover the cost of researchers, writers and editors, our Spanish translator, and creating and maintaining a website. It will also allow us to re-engage two highly effective staffers who got some of the largest organizations to distribute the 2020 guides and offer mini grants to help interested organizations print the guides. Finally, funding will support social media, a media firm, and advertng promotions. This includes a top-level social media staffer who will produce state-specific social media toolkits and promotional campaigns.

Our new fiscal sponsor, Youth Service America (EIN 52-1500870), will accept designated tax-deductible donations for Guides.Vote. Checks, grants, and DAF contributions can go to:

Youth Service America  
PO Box #65525

Washington, DC 20035-5525

Please indicate that the contribution is for the guides.vote project.

For more information, including, contact [nonpartisanguides@gmail.com](mailto:nonpartisanguides@gmail.com)

**SCOPE OF GUIDES AND BUDGET**

**20 States – 16 Governor’s Guides, 14 US Senate Guides, 5 Secretary of State Guides  
Plus Spanish translations, a national US Congressional Guide and 4-5 Court Guides**

- **Alaska** – Governor, US Senate
- **Arizona** – Governor, US Senate, Secretary of State
- **Colorado** – US Senate
- **Florida** – Governor, US Senate
- **Georgia** - Governor, US Senate, Secretary of State
- **Iowa** - Governor, US Senate
- **Kansas** - Governor
- **Maine** - Governor
- **Maryland** - Governor
- **Michigan** – Governor, Secretary of State
- **Minnesota** - Governor
- **Missouri** - US Senate
- **Nevada** - -Governor, US Senate
- **New Hampshire** – Governor, US Senate
- **New Mexico** - Governor
- **North Carolina** - US Senate
- **Ohio** – Governor, US Senate
- **Pennsylvania** - Governor, US Senate, Secretary of State
- **Texas** - Governor
- **Wisconsin** - Governor, US Senate, Secretary of State
- **National US Congressional Guide** – usable for any congressional race
- **Court Guides 4 – 5 state Supreme Court guides (states TBD)**
- **Spanish translations of relevant guides**

<b>GUIDES.VOTE 2022 BUDGET</b>					
	<b>CASH</b>	<b>IN-KIND</b>		<b>CASH</b>	<b>IN-KIND</b>
<b>GUIDES PRODUCTION</b>			<b>PROMOTION &amp; OUTREACH</b>		
Research and Writing	\$42,000	\$5,000	Outreach staffers	\$54,000	\$25,000
Editing and Review	\$25,000	\$40,000	Social Media Staffer	\$25,000	
	\$8,000		Mini-grants for guides	\$30,000	
Translation and Design			printing		
			Media firm	\$20,000	\$30,000
Total	\$75,000	\$45,000	Total	\$129,000	\$55,000
<b>WEB DEVELOPMENT</b>			<b>ADMINISTRATION &amp; FUNDRAISING</b>		
Website design, hosting, updating	\$28,000		Fundraising, Planning, finances, reporting	\$20,000	\$25,000
Total	\$28,000		Fiscal Sponsorship & Program Support	\$13,000	\$10,000
			Total	\$33,000	\$35,000
<b>TOTAL CASH: \$265,000</b>			<b>TOTAL IN-KIND: \$135,000</b>		