

# How to Distribute guides.vote Nonpartisan Candidate Guides on Campus

“ Today, it’s hard to know what’s real and not. These nonpartisan guides give students the ability to be educated voters and know they’re getting accurate information. They’re easy to navigate, while thorough and detailed on the issues. Our students loved being able to use them when making their voting plans. ”

—Katie Prebelich, Central Michigan University Student Body President

Here are some ways to distribute [guides.vote’s](#) guides, drawn from hundreds of colleges and universities that have used them to [help their students vote](#). The more widely you distribute them, the more they’ll help your students overcome their mistrust of politics, ambivalence about the candidates, and fears that voting doesn’t matter. As described below, always use them in fair and nonpartisan ways.

## Digital

### ● Distribute by Email

- Send through all-campus email—the most efficient way to reach everyone. Senior administrators and top student government leaders have access, and hundreds of schools have done this. You can send out [links](#), but if you cut and paste actual guides into emails and format for your email platform, far more people will read them.

- Ask student groups to forward [the guides](#) to their members. Send them to faculty and alumni too.

### ● Reprint on Campus Websites

- Post or link to them on your school’s election website. Posting actual guides is ideal.

## ● Post on Social

- Distribute through social media outlets and text blasts. Use our [social images](#) created by top-level animators, and our [toolkit of sample posts and email templates](#). Always link to the guides.
- Share the Instagram carousels and short-form videos we'll create with 2024 Presidential content.
- Ask campus influencers to promote the guides.

## ● Engage Your Student Newspaper

- Ask your student paper to reprint the guides or link to them in election coverage.
- Ask local newspapers and radio or TV stations to do the same.

## In-Person

### ● Distribute Prints

- [Order guides as free large-format 2' x 3' banners](#). Display in high-traffic areas, like on the walls or in front of the student union, library, bookstore, classroom buildings, and residence halls.



*Wisconsin Supreme Court Guide as banner at Carroll University*



*Guides as 11" x 17" posters UW Oshkosh*

- Have student volunteers hand out printed guides for canvasses, tabling, and events. (Make sure they don't wear clothing or buttons expressing a political preference.) If you submit a clear distribution plan through [our order form](#), we may be able to provide free printed guides.
- Distribute printed copies of the guides in students' physical mailboxes. Or post them in cafes, bars, hair salons, and other off-campus locations where students congregate.

● Educate and Inform

- Make them a starting point for civil conversation and reflection. Use them to spark discussions in classrooms and residence halls and get students weighing in based on their own values.
- Use their source links to help teach media literacy. Faculty can use [previous guides](#) to explore our current political landscape.
- Ask service-learning partners to [request free guides or banners](#) to engage their constituents.



Northampton Community College  
Bethlehem PA 2023



Banner and printed guides at  
Carroll University

## Receiving the Guides

If you [sign up for updates](#), we'll send you links when guides are released, along with new resources to distribute them. Here's our [2024 Projected Guides Production Schedule](#). You can also use our [Creating Your Own Guides](#) resource to help students create guides for additional down-ballot races. Please [tell us](#) how you're distributing the guides, so we can track their impact.



Georgia Senate Runoff 2022  
guide showcasing accessible  
side-by-side format

## Staying Nonpartisan

We're delighted for you to distribute our candidate guides, so long as you credit [guides.vote](https://guides.vote) as the source, don't modify them without [letting us know](#), and use them in a fair and nonpartisan way. Make sure not to combine them with partisan materials or express preferences for a candidate or party while distributing them. Avoid saying or implying "these guides show why you need to vote for—or against—candidate X."

Why Guides Matter	Barriers:		The Antidote:
To help people overcome barriers and vote	Disinformation & Spin	Cynicism	Information that's Accessible, Transparent, and Nonpartisan
			
	Overload	Political Withdrawal	Makes clear differences and stakes
			

When students don't vote, it's often because they don't know where candidates stand, don't like them, and mistrust politics in general. [guides.vote](https://guides.vote) creates an antidote with our fair, nonpartisan, and accurate guides. Team members first created them in 2012 for the campus engagement project CEEP, at the request of the schools. Both campus advisors and student fellows said the guides have played a critical role [in getting students to vote](#), calling the guides their favorite electoral engagement resource in CEEP's post-election surveys.

The guides seem particularly important given the dismal youth-approval ratings of [both Biden and Trump](#), which puts young voters at greater risk of staying home. Among youth who didn't vote in 2022, 53% said it was because they [didn't have enough information or didn't think their votes mattered](#). In a recent national youth poll by Harvard's Institute of Politics, [68% of respondents and 63% of those on the fence about voting in 2024](#) said that nonpartisan guides would help.

Please see our [Partner Summary](#) for more background, and [get in touch](#) with questions or distribution ideas.