guides.vote

GUIDES.VOTE OVERVIEW FOR POTENTIAL PARTNERS

In a time of widespread political cynicism, disinformation, and spin, nonpartisan candidate guides can provide a concise and credible way to compare candidate stands. They can help people get past both misinformation and the myth that it's not worth voting because candidates are "all the same," "all spinning or lying." From 2012-2020, the national nonpartisan Campus Election Engagement Project (CEEP) produced highly accessible and meticulously researched guides to key races, first to help college students vote, and then to help the constituents of a broad array of civic organizations understand where candidates actually stand. Now a separate entity created by the same experienced team, guides.vote is producing guides for all the major state 2022 races, with a more interactive online format and plug-and-play social media toolkits. We'd love to talk about possibly distributing or promoting them.

- We've produced the guides since 2012 with sterling responses from college campuses, reaching 600 schools in 2020. The guides have also been promoted or distributed by civic and community groups including American Democracy Project, Black Voters Matter, Do Something, Nonprofit Vote, Vote.org, When We All Vote, the Divine Nine historically black sororities and fraternities, Rock the Vote, the Student PIRGs, Youth Service America, the Opportunity Youth network of non-college youth, major faith-based community organizing networks, and Spanish language organizations that distributed our Spanish translations, plus a general link to CEEP from the American Library Association. We also have some great new partners like LULAC, the oldest national Latino group in the country, the Partnership for American Democracy, and Vote Early Day.

- We've heard repeatedly that our guides offer an effective antidote to cynical withdrawal, giving clear, comprehensive, and nonpartisan ways to contrast candidate positions. The guides address doubts that "I don't know enough about the candidates" and the cynicism that argues "they're all the same, they're all corrupt and compromised." They're particularly useful in non-presidential years, when voters have less information on where candidates stand, and where there won't be a candidate like Trump to draw people to the polls on both sides.

- The team that produces the guides consists of veteran journalists and researchers from *Los Angeles Times*, *Time Magazine*, *Business Week*, the Associated Press, *Toronto Globe & Mail*, Encyclopedia Britannica, *San Jose Mercury*, *Seattle Times, CBC television*, and others, plus an experienced Spanish translator. In 2020 the team produced 33 candidate guides (including all the close Senate and governor's races) and seven Spanish translations, plus 21 primary guides and issue guides.

- With 2020 team members all repeating for 2022, and some going back to the guides' 2012 inception, we're producing a similar number of guides, including all the close Senate and gubernatorial races, key Secretary of State and State Supreme Court races, a guide to the U.S. House of Representatives designed for nationwide use (we're just finishing updating it), and our newly updated guide to Detecting Disinformation. Here's the list and archive from the last few years.

- Unlike guides based solely on candidate websites, our guides look at a broad array of information, including votes or actions candidates took if holding relevant offices, and statements they made in the primaries. Our guides are also all clearly and transparently sourced with links to credible media sources. Schools distributed them through channels ranging from all-campus email and social media to faculty and students handing them out and blowing them up as banners in high traffic areas. We've updating previous resources on how to distribute the guides on campuses and for community groups. In CEEP's 2020 post-election survey, campus

partners gave the guides an 8.6 average rating on a 10-point scale and student fellows called them their favorite resource for engaging their peers and praised their nonpartisanship.

- The guides have worked well in their existing format, as when Black Voters Matter printed 40,000 copies of the Georgia Senate runoff guides to distribute on their GOTV bus tour. But we're also improving the format. Ms. Magazine, for instance, used their own format for reprinting our Georgia runoff guides, and the new guides will incorporate a more interactive online format that lets readers either jump immediately to compare candidate stands on their preferred issues or scroll down issue-by-issue. We're also working on adapting the guides to social media (here's a 2020 Instagram example) and creating social media toolkits for partners can use. We've got a great new partnership with taskforce.us, who will supply us pro bono animated gifs that our partners can use. Our social media team is working to integrate the gifs into plug-and-play social media toolkits—the TaskForce images have reached 50 billion people.

- Otherwise, our guides team is building on our long-time approaches that have worked so well, focusing on the most salient issues to give a concise and accurate picture of where candidates stand and highlight key differences between them. This last is particularly critical when so many potential voters risk turning away from participation because they don't understand the stakes and say there's not enough difference to be worth showing up to vote.

With CEEP's written agreement, the guides will now be hosted by a new standalone project under the branding of guides.vote (and promoted by our fiscal sponsor, Youth Service America, to their extensive partner networks). You can see a list of groups distributing our guides on our partners page, and we'd love to talk about ways you could distribute or promote them through your networks. We're reachable at nonpartisanguides@gmail.com.

All organizations and individuals are welcome to link to our guides on our website or print them out to distribute. If you're a 501 (c) (3) nonpartisan organization, you're also welcome to co-brand them with the logo and styles of your community organization or company, so long as you include the guides.vote logo, give us credit as the source, and let us know.

SCOPE OF GUIDES
20 States – 16 Governor's Guides, 14 US Senate Guides, 5 Secretary of State Guides
Plus Spanish translations, a national Guide to the US House of Representatives, and 4-5 Court Guides

- **Alaska** – Governor, US Senate
- **Arizona** – Governor, US Senate, Secretary of State
- **Colorado** – Governor, US Senate (SP)
- **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
- P**ennsylvania** - Governor, US Senate
- **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)**
- **Guide to Detecting Disinformation**
- **Spanish translations of relevant guides**