HOW YOUR COMPANY CAN DISTRIBUTE OUR NONPARTISAN CANDIDATE GUIDES

GUIDES.VOTE

ONLINE & MEDIA DISTRIBUTION

- Link to our website in email newsletters. Notify your employees, customers and, and partners, and ask them to forward them to friends.
- Include our guides on your website. Add a blurb or link to them from your nonpartisan election resource page.
- Circulate our social media images and promotional toolkits created by the top-level content creators of Taskforce.us. Or sign up for more info.
- Link to them or feature them in any nonpartisan election engagement webpages you create. Make sure you don't have other adjacent content that could be deemed partisan.
- Connect us—or share our content—with your networks of like-minded influencers and institutions who can reach others.

IN PERSON DISTRIBUTION

- Hand out the guides as fliers and distribute them at retail venues or corporate workplaces, or enlarge them for printed banners and posters to hang to display at an outdoor event. Sign up so we can send you the guides as we produce them, along with future resources we're developing to help you most effectively distribute them.
- Add your own creative ideas. Let us know what you come up with so we can pass them on

ABOUT OUR GUIDES

There's a myth among too many potential voters that it's not worth casting their ballot because candidates are "all the same," and all "spinning or lying." Given this widespread political cynicism and the persistent threat of misinformation, nonpartisan candidate guides provide concise and credible ways to compare candidate stands. They empower voters who crave effective and easy-to-read resources that are free of political bias. A 2020 Knight Foundation study found that 38% of the of non-voters they surveyed believed that "a neutral source of basic information about candidates and issues" would have been the best motivator for them to get out and vote.

Beginning in 2012, our guides.vote team has produced highly accessible and meticulously researched guides to key races, first to help college students vote (through the national nonpartisan Campus Election Engagement Project), where the schools said they played a critical role not just in helping students decide who to vote for but whether to vote at all. They then got distributed by a broad array of civic organizations to help their constituents understand where candidates actually stand, including corporations from Ben & Jerry's to Salesforce.

Now a separate entity created by the same experienced team, guides.vote is producing guides for the major 2022 races in English and Spanish, with an interactive online format and plug-and-play social media toolkits to support their reach.

SHARE OUR GUIDES FOR 2022 MIDTERMS

As you develop voter resources for the 2022 Midterms, consider sharing **Guides.Vote's nonpartisan candidate guides** as a concise and credible way for your employees and customers to compare candidates' positions and feel confident enough to vote. We're actively seeking organizational partners to help us spread the word and would love to talk about how you could use your resources and networks to distribute or promote our guides.

Contact us here for more information.

Why These Guides Matter

Our partners appreciate how the guides dig deep into candidate stands. Our team of veteran journalists averages 40 hours on each guide, evaluating and reviewing available information. We study campaign websites, newspaper articles, Twitter feeds, voting records, radio and TV interviews, and other sources of public record. This breadth of research is important because although we quote from candidate websites, official sites and statements often blur candidate positions as much as they reveal them.

The editorial team creating our guides is led by a former *Business Week* Boston bureau chief and *Los Angeles Times* Tokyo reporter, and includes a 19-year senior editor and manager at *Encyclopedia Britannica*. The guides are researched and written by former reporters for *Time*, the Associated Press, Toronto *Globe and Mail*, *Seattle Times*, and similar outlets.

The resulting guides offer fair and accurate summaries of candidate positions on a range of issues important to voters, particularly young voters. We sum up candidate positions in concise, bite-sized answers that allow voters to get a sense of where candidates stand through a quick scan. We also link to credible sources which they can verify for broader context. Other ten years producing the guides, our partners, including hundreds of colleges and civic organizations, have said they particularly appreciate our meticulously nonpartisan approach.

Based on feedback over the past 10 years, our guides make a huge difference helpful to voters who feel they have too little trustworthy information about the candidates, or are overwhelmed by confusing claims and counterclaims. They address obstacles to voting by giving people concise, meticulously sourced, and extensively researched information about candidate positions, so people can get past these barriers and feel confident enough to vote. We hope you'll integrate them into your voter engagement efforts.
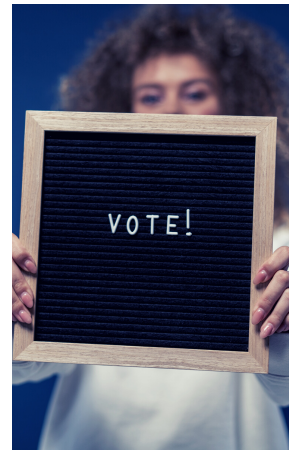
"Miami Dade College's 160,000 students represent their communities. Most work, go to school, and face major socioeconomic challenges. These non-partisan guides break down candidate stands in ways that are credible and easy to understand. They're an invaluable and essential part of helping our students understand issues and candidates."

– Josh Young

Director MDC Institute for Civic Engagement and Democracy

www.guides.vote.com