

Summary for Partners

In an era of political disinformation and spin, voters struggle to find trustworthy information on where candidates stand. Facing one of the most consequential elections in U.S. history, how do we overcome the political mistrust that makes too many voters, especially young voters, stay home in cynical resignation?

Why Guides Matter

To help people overcome barriers and vote



Barriers:

Disinformation & Spin



Overload



Cynicism



Political Withdrawal



The Antidote:

Information that's Accessible, Transparent, and Nonpartisan



Makes clear differences and stakes

guides.vote answers these challenges by creating and distributing nonpartisan [candidate guides](#) for America's most important elections, giving voters the confidence they need to participate, understand the stakes, and make informed decisions. The guides highlight where candidates stand on key issues, with links to credible sources. Concise, trustworthy, and user-friendly, the guides help people rise above the myth that voting is not worthwhile because candidates are "all the same."

Collaborating with our terrific partners, we distributed 600,000 individual guides in 2022 nationwide. In 2023, in just six races, we equaled the 280,000 printed guides we distributed for all 46 races in 2022; plus the guides had 100,000 online views. They also traveled further as individuals emailed them to friends, shared them on social media, and even posted printed versions on neighborhood lamp posts. **Partners have already committed to distribute nearly 5 million of [our 2024 guides](#).** And with your help, we'll reach far more.

What makes the guides so effective?

- **Independently researched and edited** by [veteran journalists](#) and editors using multiple sources, not just the candidate's website or survey responses.
- **Comprehensive.** The guides provide candidate positions on over a dozen issues, from abortion and climate change to health care, voting rules, and whether Biden's 2020 election was legitimate.
- **Accessible.** Side-by-side format lets voters easily compare candidate stands.
- **Nonpartisan.** Can be distributed in environments like college and university campuses, and by nonpartisan partners. Individually vetted for 501(c)3 compliance by a top-level lawyer who specializes in this and can reach voters who mistrust partisan appeals.
- **Antidotes to political withdrawal.** They help partners amplify their impact as they work to engage reluctant voters.

NONPARTISAN CANDIDATE GUIDE		
Ohio US Senate 2024		
THE ISSUES	SHERROD BROWN DEMOCRAT - INCUMBENT	BERNIE MORENO REPUBLICAN
See guides.vote for online guides with links and sources.	sherrod.brown.com	berniemoreno.com
ABORTION Ban or legal?	Legal. Supports "abortion access for all women." "Ohioans...don't want politicians interfering in their personal medical decisions." Would gut the Roe v. Wade abortion protections.	Ban. In 2022 was "absolutely pro-life, no exceptions." "Abortion is the murder of an innocent baby." In 2024 said he supports "reasonable exceptions." Donated \$100,000 to a group opposing Ohio's 2023 abortion rights initiative.
CLIMATE CHANGE Should climate change be a top priority?	Yes. Supports taking " aggressive action " to combat climate change. Supports increasing renewable and clean energy jobs. Voted to fund \$369 billion in climate and clean energy initiatives. Voted for \$1.2 trillion in infrastructure , part of which reduces greenhouse gas emissions.	No. Would increase domestic coal, natural gas, and oil production. "We need to prioritize American energy." Opposed funding \$369 billion in climate and clean energy initiatives. Opposes incentives for solar, wind, and electric vehicle industries.
CRIMINAL JUSTICE How to ensure effectiveness and fairness in law enforcement?	Would give officers the "resources, training, and support they need." Sponsored bills to protect police with de-escalation training, and to end racial profiling, ban chokeholds and no-knock warrants, and improve community relations. " Taj, worried ...to increase diversity in the justice system."	" Empower local law enforcement." Would maintain policies that protect police from civil lawsuits around use of excessive force. "Will always support law and order." " Demoralizing the police" is the goal of "the radical left."
ECONOMY Decrease or increase government investment in, and regulation of, the economy?	Increase. Supported \$1.2 trillion infrastructure bill . "We need to create jobs, invest in our small businesses and American manufacturing, and raise wages and benefits."	Decrease. Wants to " massively reduce anti-growth regulations, cut government spending, and end inflation," and "allow free markets to work."
ELECTIONS Did Joe Biden legitimately win the 2020 Presidential election?	Yes. "President-Elect Joe Biden's election proves that our country is choosing truth and unity over lies and division."	Mixed. In 2020 said "To my conservative friends: accept the results of 140m+ votes cast... Was there probably some " fraud, illegal votes, etc. yes. Was it anywhere near enough to change the result, no." In 2022 said "President Trump says the election was stolen, and he's right."
ENVIRONMENT Loosen or tighten environmental regulations?	Tighten . Is " taking on corporate polluters." " Environmental stewardship is an ongoing responsibility." Praised requiring companies to disclose greenhouse gas emission information. Introduced a bill to clean and protect the Great Lakes.	Loosen . Calls for "permits for new drilling" of oil. Opposes "This Green New Deal, this idea that all of us should drive an electric car."

Ohio US Senate 2024 guide showcasing accessible side-by-side comprehensive format

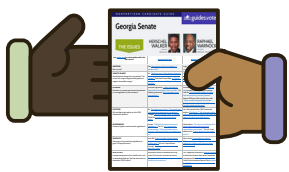
GUÍA NO PARTIDISTA		
Arizona Senado de Estados Unidos 2024		
LOS ASUNTOS	RUBEN GALLEGOS DEMOCRAT	KARI LAKE REPUBLICAN
Consulte guides.vote para obtener guías en línea con enlaces y fuentes.	rubi.gallegos.com	karilaake.com
ABORTO ¿Prohibir o legalizar?	Legalizar. Coprodujo Proyectos de ley para proteger el aborto y las proveedoras de servicios de aborto y los datos de salud reproductiva. Acorda de veto y la iniciativa sobre el derecho al aborto de Arizona. "La única protección que realmente tenemos es codificar esto y ponerlo en la boleta electoral y proteger a Roe ."	Prohibir. En 2021, dijo que Arizona debería aprobar una " campaña al corazón " de la ley de Tetraz , con una prohibición de seis semanas, sin excepciones por intento o violación, e incentivos para que los ciudadanos demanden a las personas que ayuden o realicen un aborto. En 2022 estaba " suscitando emoción " con la prohibición casi total de 1864 en Arizona. En 2024, después de que un tribunal de Arizona confirmó la prohibición de 1864, dijo que anulaba las excepciones por violación, intento y la vida de la madre.
CAMBIO CLIMÁTICO ¿Debería el cambio climático ser una máxima prioridad?	Sí. "El clima está cambiando y tememos que actúe ." "No podemos seguir postergando el problema del clima para el futuro." Apoya un compromiso de 369 mil millones de dólares para el clima y la energía limpia. La mayor inversión en la historia de Estados Unidos. Votó a favor de mantener los programas que reducen las emisiones de gases de efecto invernadero.	No. "Los izquierdistas radicales... han pasado meses impulsando la transición colectiva ... para declarar una emergencia climática." Se opone a inversiones climáticas y energéticas por valor de 369 mil millones de dólares. "No podemos seguir impulsando esta agenda verde que en realidad está destruyendo nuestros empleos y nuestra Economía."
JUSTICIA PENAL ¿Cómo garantizar la eficacia y la justicia en la aplicación de la ley?	Votó a favor de mantener una ley de Washington, DC que prohíbe las restricciones por el cuello y la ampliación de las cámaras corporales. Firmó un proyecto de ley para enfrentar la crisis de mujeres indígenas desaparecidas y asesinadas ayudando a la policía tribal a brindar más protección. Apoyó los esfuerzos por desfinanciar a la policía.	" Detenemos este ataque a nuestra policía". Se opone a las juntas de revisión civiles. Presiona a la policía de demandas. "La policía no ataca a las personas de color." Demandó el FBI. No permite que las personas soliciten asilo en Estados Unidos si abandonan un país con "crimen Elevado."
ECONOMÍA ¿Debería o aumentar la inversión gubernamental y la regulación de la economía?	Aumentar. Apoya un proyecto de ley histórico de infraestructura de 1.2 billones de dólares, que incluye más de 1,000 millones de dólares para la infraestructura de Arizona . Presiona un proyecto de ley que financia programas contra la pobreza. Se opone a recortar fondos para las operaciones y el cumplimiento del IRS.	Disminuir. " Recorta el gobierno federal en un 50 por ciento." "Quita la vida más fácil para nuestra industria minera", incluso "si tenemos que luchar contra el gobierno federal para que lo haga".
EDUCACIÓN ¿Limitar la enseñanza de temas relacionados con el racismo y la identidad de género?	Probablemente no. " Prohibir libros " es lo que hacen los comunistas. " La historia Afro-Americana es historia de Estados Unidos".	Limitar. "Nuestras escuelas deben concentrarse en educar a nuestra generación de jóvenes. Educar verdaderamente, no adoctrinar... no dejar esta basura DEI (diversidad, equidad, inclusión)." "
ELECCIONES ¿Joe Biden ganó las elecciones presidenciales de 2020?	Sí. Va una vez más a las elecciones por parte de funcionarios electorales que "apoyan la falsa afirmación del ex presidente Trump de que las elecciones de 2020 fueron robadas".	No. "Fue una elección sucia ". Los resultados "fueron basados y falsos " lo saben. Es por eso que las criaturas corruptas del pantano persiguen a cualquiera que diga la verdad sobre elecciones fraudulentas . Trump ganó."

Arizona US Senate 2024 guide in Spanish

We distribute our guides through a [broad range of nonprofits and advocacy groups](#). We make them available through a [mobile-friendly format](#) and [printable PDFs](#) on our [guides.vote](#) site, and through reprinting on partner websites like [the NAACP](#), campus websites, and publications like [Teen Vogue](#). Our [Spanish translations](#) are often the only non-English guides for key races. Partners email PDFs or links to the guides to their members, post them on their websites, link to them on social media, and integrate them into texting and phone bank campaigns. [Here are some more approaches](#). Partners also distribute printed guides through canvassing, mailings, and tabling, both distributing guides directly and using them to brief staff and volunteers. Partners also distribute free printed guides that we supply for canvassing, mailings, and tabling.

Our election guides are particularly useful for historically underrepresented constituencies, especially young voters, who mistrust politics in general and feel they don't know enough to decide. In the Harvard Institute of Politics highly respected annual survey of 18 to 29-year-olds, [63% of those who are on the fence about voting in 2024](#) and [68% of overall respondents said that nonpartisan guides would help](#). And 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](#). Given how many people dislike both President Biden and former President Trump, our guides will be particularly important to give ambivalent voters a clear sense of how the candidates differ and help them understand what's at stake in the election.

Multiplying Our Impact



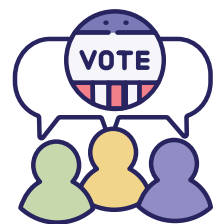
Direct reach



Distribution by partners



Reprints and links



Voter-to-voter sharing

Background

An independent project since March 2022, guides.vote grew out of candidate guides that a previous organization produced for 10 years to engage college students. These guides became the favorite resource of our campus partners, who said they made a major difference in helping students decide not just which candidates to support, [but whether to vote at all](#). Our guides are produced by [a stellar team](#) of researchers, writers, and editors, who've worked for places including *Business Week*, *Time*, *Los Angeles Times*, *Encyclopedia Britannica*, *Christian Science Monitor*, *Congressional Quarterly* and CBC radio and TV. **The guides don't just quote campaign websites or sometimes misleading candidate rhetoric—when they say one thing in a primary and another in the general, for instance. Instead, the guides cover the broad picture of candidate actions and stands, including any actions as elected officials.** Because our links are transparent and go to credible sources, they also teach media literacy and let readers follow up to understand the issues at stake. Partners say there are no other comparable guides.

“ Thank you for making available the guides we were able to utilize in the 2022 election and the 2023 Wisconsin Supreme Court race. Our partners were grateful for the resources, as they were easy to read and quick to distribute at various events leading up to the election. ”

—Alethea Bonello, Deputy Field Director, Black Voters Matter Fund

Our partners include Afterschool Alliance, All In Challenge, All Sides, American Democracy Project, Andrew Goodman Foundation, Arizona Student Association, Ben & Jerry's Ice Cream, Bridge Alliance, Campus Vote Project, Campus Compact, the Civics Center, Center for Common Ground, Do Something, Common Cause, the Fulcrum, Headcount, Rise, Living Room Conversations, the Lawyer's Committee that runs 866-OurVote, LULAC, Mi Vota Familia, Nonprofit Vote, Oxfam America, Patagonia, Opportunity Youth United, the Catholic social justice lobby Network, Rock the Vote, the major Muslim engagement groups MPAC and Arab American Foundation, Ohio Student Association, US Vote Foundation, Vote.org, Vote America, Vote Forward, Voto Latino, VoteRiders, Youth Volunteer Council, and Youth Service America. Plus media partners like MTV, Teen Vogue, and States Newsroom.

“ As a trusted messenger, NAACP provided these nonpartisan guides to our network of over 2 million members, volunteers, social media activists, and partners. Carefully and transparently sourced, they’re useful for everyone. ”

—Phaedra Jackson, Field Director NAACP



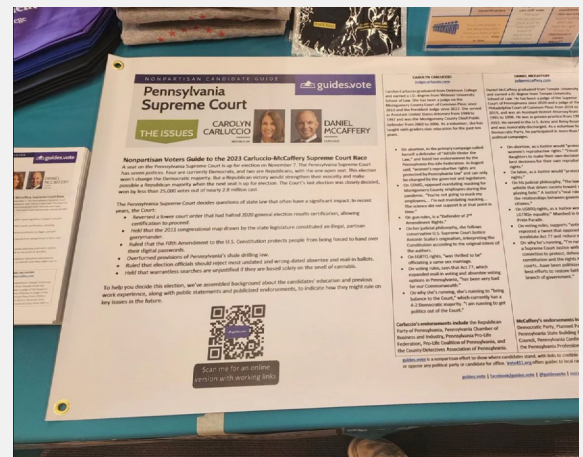
NAACP website reprinting our guides



Banner and printed guides at Wisconsin's Carroll University



Northampton Community College
Bethlehem PA 2023



Banner and printed guides at Northampton
Community College Bethlehem PA 2023

“ Without exception, every campus I visited and every student I talked with appreciated the guides. This is the exact kind of resource that our students want and need. ”

—Noah Foster, 2023 Campus Vote Project Wisconsin Assistant Director

2024 Target Guides—

Building on our first two years

In 2022, guides.vote produced [46 nonpartisan guides](#) in English and Spanish, targeting [20 states](#) with the closest and most consequential races. We created Senate, Governor, and Secretary of State guides, plus a national Congressional guide, a guide to the election's potential impact on the Supreme Court, and a guide to [Detecting Disinformation](#).

In 2023, we distributed guides to the [Wisconsin Supreme Court](#), [Pennsylvania Supreme Court](#), [Virginia legislature](#), [Kentucky](#) and [Mississippi](#) governors' races, and an Ohio initiative to [limit future citizen initiatives](#).

In 2024 we're producing a Presidential guide and have updated our [national Congressional guide](#), our [guide to disinformation](#), and our [Supreme Court guide](#). We're producing state-specific guides to races for US Senate, governor, and selected state Supreme Court and state legislature races, including Arizona, Florida, Maine, Michigan, Minnesota, Montana, Nevada, New Hampshire, Minnesota, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, and Wisconsin. We're also covering 25 U.S. House races, focusing on states like Alaska, California, New York, and Washington State that may not have competitive state-wide races. Here's [our working schedule](#).



Examples of 130 of our previous guides can be found on the [guides.vote](#) website

We'd love to schedule a conversation on how you can use our guides to help get voters to the polls in 2024 and beyond. Contact Outreach Director [Joe Wallace](#) for more information.