

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



Cynicism



Overload



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 500,000 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. With your help as a partner, we hope to reach a million and a half or more voters [in 2024](#).

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

Georgia Senate
December 6 Runoff Election

THE ISSUES

HERSCHEL WALKER
REPUBLICAN

RAPHAEL WARNOCK
DEMOCRAT - INCUMBENT

See [guides.vote/ga](#) for information on how to vote

[teamherschel.com](#)

[warnockforgeorgia.com](#)

ABORTION Ban or legal?	<p>Bar. Ban abortion with no exceptions. "I believe in life."</p> <p>No. "We have some of the cleanest climate in the world...and we're talking about climate change!" Described the problem as "bad air" coming from China, and U.S. "good air" going to China.</p>	<p>Legal. "Decisions about pregnancy should be made between a patient and their doctor."</p> <p>Yes. "We must accept the science...and combat the climate crisis that is already at our door." Introduced an act to boost the solar industry and transition to clean energy.</p>
CLIMATE CHANGE Should climate change be a top priority? Tax or limit the output of greenhouse gasses, or support renewable energy?	<p>Decrease regulation. "When you have all these federal regulations, that's terrible." The federal government "has a tendency to be overreaching."</p>	<p>Increase investment. Voted for the Inflation Reduction Act's major renewable energy investments. Calls for "robust federal funding to create jobs and move our economy forward." Renew \$300-per-child monthly tax credit. "These monthly payments have helped (families) clothe and feed their children, pay for after school and day care."</p>
ECONOMY Decrease or increase government investment in, and regulation of, the economy?	<p>No. The election was stolen. "Everyone knows that something happened in the election." Charged "serious Election Fraud" in Georgia. Called for a re-vote in the seven closest states.</p>	<p>Yes. Calls denial of the 2020 Presidential election "the Big Lie." "We have seen sadly a willingness by some to literally burn down the system for short-term political gain."</p>
ELECTIONS Did Joe Biden legitimately win the 2020 Presidential election?	<p>Loosen. "Will fight for fewer government regulations." The U.S. has "some of the cleanest water." China and India need to clean up. "Stuff over there for us to clean ours up."</p>	<p>Likely tighten. "Our harm to the planet often causes disproportionate impacts on marginalized communities." The U.S. must address their "lack of access to clean water and air."</p>
ENVIRONMENT Loosen or tighten environmental regulations?	<p>Less. Will "vote to confirm Constitutional judges to our courts who will protect our right to bear arms." We can't stop violence through "departments that want to take away your rights."</p>	<p>More. Seeks "reasonable gun reform." "We are not helpless. Together we can act to reduce gun violence with common sense safety reforms."</p>
GUN RULES Pass more or less restrictive legislation on guns? Or keep the same?	<p>No. Wants people to "get off the government health care." Did not get a coronavirus vaccine "because I don't think the government should be telling you to get one."</p>	<p>Yes. "Georgia needs to expand Medicaid." Voted to expand Medicaid coverage in Georgia and other states that haven't done so, and to lower drug costs for seniors. Voted for the American Rescue Plan's support for COVID testing and vaccine purchase and distribution.</p>
HEALTH CARE Increase government role in health care, such as expanding Medicaid, limiting drug prices or promoting COVID safety?		

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

GUÍA APARTIDISTA

Nevada Senado

LOS ASUNTOS

CATHERINE CORTEZ MASTO
DEMOCRAT - TITULAR

ADAM LAXALT
REPUBLICAN

Consulte [guides.vote](#) para obtener guías en línea con enlaces y fuentes.

[catherinecortezmasto.com](#)

[adamlaxalt.com](#)

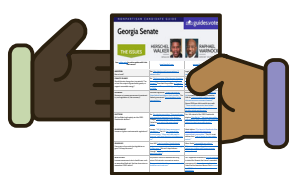
ABORTO (Prohibir o legalizar?)	<p>Legalizar. Después de la anulación de Roe v. Wade, apoya un proyecto de ley para "conservar las protecciones de Roe en la ley federal y garantizar el acceso al aborto" en todo el país. Se opone a un proyecto de ley para prohibir el aborto en todos los estados después de 15 semanas. Apoya proyectos de ley para garantizar que las mujeres puedan acceder a métodos anticonceptivos y viajar de manera segura para abortar en los estados.</p>	<p>Prohibir. Dijo que la decisión Roe v. Wade de la Corte Suprema de 1973 "siempre fue una broma." Demócrata fue una "victoria histórica para la justicia de la vida." Apoya un referéndum que prohíba el aborto después de las 18 semanas y se opone a que los contribuyentes financien el aborto. El aborto se debe decidir "rápido por estado."</p>
CAMBIO CLIMÁTICO (Debe el cambio climático ser una prioridad? ¿Imponer impuestos o limitar la emisión de gases de efecto invernadero o apoyar las energías renovables?)	<p>Si. Votó a favor de la Ley de Reducción de la Inflación (IRA), incluidos \$369 mil millones en incentivos de energía limpia. En 2023 copatrocinó un proyecto de ley para restaurar las regulaciones climáticas de EE. UU. a lo que eran antes de que Trump asumiera el cargo. Busca apoyo federal para la industria de energía solar de Nevada.</p>	<p>No. Los seres humanos juegan un papel en el cambio climático, pero se necesita un "debate vigoroso" sobre el tema. La mala gestión forestal, no el calentamiento global, amenaza los incendios forestales. La energía solar y eólica "nunca harán el trabajo." "El sol puede dejar de brillar, el viento puede dejar de soplar, y estas cosas requieren energía solo para poder usarlas." Se opone al IRA.</p>
ECONOMÍA (¿Debería el gobierno aumentar la inversión del gobierno y la regulación de la economía?)	<p>Aumentar. Durante COVID, "luchó por ayuda de emergencia para salvar a las pequeñas empresas de Nevada." Aprobó la Ley de Inversión en Infraestructura y Empleo, con "acciones históricas en Nevada" y en "empleos y manufactura estadounidenses."</p>	<p>Disminuir. "Necesitamos menos regulaciones, no más." Se opone al gasto en la Ley de Reducción de la Inflación. Los demócratas inyectaron "billones de dólares en una economía ya sobresaturada" a través de los proyectos de ley de alivio de COVID que lo que causó la inflación.</p>
ELECCIONES (¿Joe Biden ganó legítimamente las elecciones presidenciales de 2020?)	<p>Si. "Joe Biden ganó la presidencia en una elección libre y justa." "En Nevada... los extremistas intentaron cuestionar los resultados de nuestras elecciones." "Presintieron... cinco demandas que desafiaban la equidad del sistema electoral... (todas) fueron desestimadas o fracasaron."</p>	<p>No. Como copresidente de la campaña de NV Trump, presentó ante el Tribunal el 5 de noviembre de 2020 para detener el conteo de las boletas en disputa. En octubre de 2021 dijo que Biden es presidente, pero no dijo si fue elegido legítimamente. En 2022 ganó a Trump "Presidente de los Estados Unidos."</p>
MEDIO AMBIENTE (¿Relajar o endurecer las normas ambientales?)	<p>Endurecer. Presentó proyectos de ley para fomentar el reciclaje de aguas residuales y el control de la erosión para combatir la sequía. Se le opuso a los esfuerzos para convertir a Yucca Mountain en un sitio de desechos nucleares. Como fiscal general, aprobó un acuerdo de mil millones de dólares con American Petroleum para la limpieza del lago Mead.</p>	<p>Relajar. Se opone a los "mandatos costosos y onerosos sobre las protecciones de energía." Apoya la "ayuda del gobierno" para el Trácton y la "reducción del estatus." En 2016 desafió la autoridad de la EPA para imponer nuevas regulaciones sobre las emisiones de las centrales eléctricas.</p>
REGLAS PARA LAS ARMAS (¿Apoyar una legislación menos o más restrictiva sobre las armas?)	<p>Más. Proyectos de ley copatrocinados en 2013 para prohibir los cargadores de alta capacidad y 2021 para ampliar las verificaciones de antecedentes a todas las ventas de armas. Votó a favor de un proyecto de ley para financiar la implementación de horas de banderita roja y fortalecer las verificaciones de antecedentes.</p>	<p>Menos. Se opone a un proyecto de ley de banderita roja que se convirtió en ley de banda roja en 2020. "Aumentar las restricciones al acceso de los ciudadanos respetuosos de la ley a las armas de fuego no es efectivo para reducir la violencia armada." En 2017 aprobó la legislación nacional para que los ciudadanos porten armas ocultas en estados donde no viven.</p>

Nevada Senate 2022 guide in Spanish

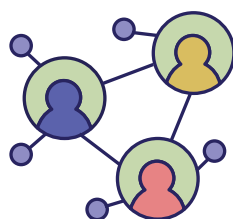
We distribute our guides through a [broad range of nonprofits and advocacy groups](#). We make them available through a [mobile-friendly format](#) and [printable PDFs](#) on our [guides.vote](#) site, and through reprinting on partner websites like [the NAACP](#), campus websites, and publications like *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. In addition to our own online reach, we've supplied over 550,000 free printed guides in the past two years for partners to distribute, and hope to do more in 2024.

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 the low approval ratings [of 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



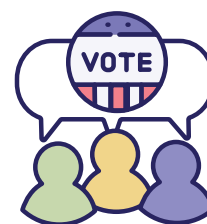
Direct reach



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.

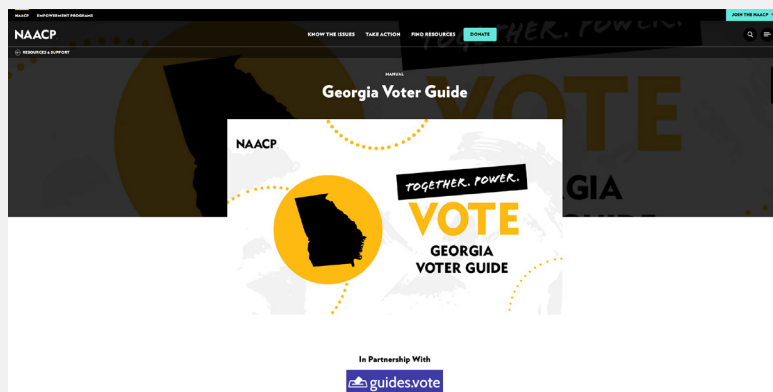
“ Thank you for making available the guides we were able to utilize in the 2022 election and the 2023 Wisconsin Supreme Court race. Our partners were grateful for the resources, as they were easy to read and quick to distribute at various events leading up to the election. ”

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

Our partners include 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, the major Muslim engagement groups MPAC and Arab American Foundation, Ohio Student Association, US Vote Foundation, Vote.org, Vote America, Vote Forward, VoteRiders, Working America, 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



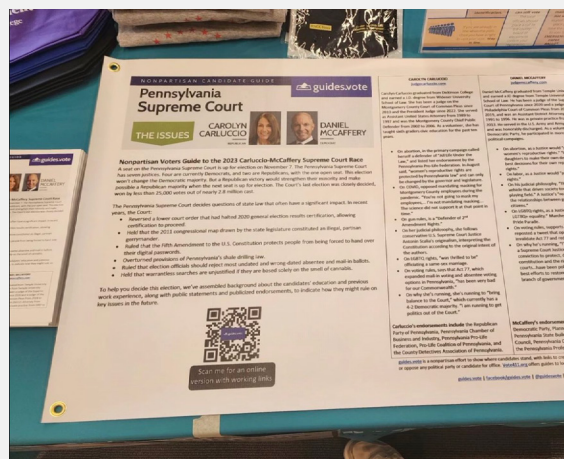
NAACP website reprinting our guides



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'll produce a Presidential guide and update our [national Congressional guide](#), our [guide to disinformation](#), and our [Supreme Court guide](#). We'll produce state-specific guides to races for US Senate, governor, and selected state Supreme Court and state legislature races, including such states as Arizona, Florida, Maine, Michigan, Minnesota, Montana, Nevada, New Hampshire, Minnesota, North Carolina, Ohio, Pennsylvania, Texas, Virginia, West Virginia, Washington, and Wisconsin. If we get sufficient funding, we'll also cover up to 30 U.S. House races, adding races in states like Alaska, California, New York, and Washington state. [Here's our tentative 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.