

# How to Distribute guides.vote Nonpartisan Candidate Guides

“As a trusted messenger, NAACP provided these nonpartisan guides to our network of over 2 million members, volunteers, social media activists, and partners. These guides compare candidate positions on key issues, so voters know who is running for office to represent them and their communities. Carefully and transparently sourced, written by veteran journalists, they're a resource that's useful for everyone.”

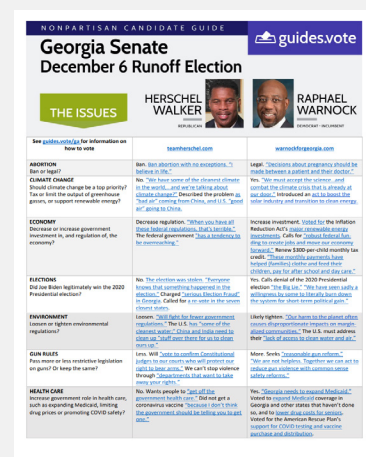
—Phaedra Jackson, Field Director, NAACP

Here are some ways to distribute our [guides.vote](https://guides.vote) guides in your community: The more widely you circulate them, the more they'll help potential voters overcome their mistrust of candidates and parties, and fears that their voting doesn't matter. As described below, please use them in fair and nonpartisan ways.

## In-Person

### • Distribute free printed guides

- Use our printed guides for canvasses, tabling, events, and nonpartisan mailings. If you have a strong distribution plan, order through [our form](#) to receive free printed copies (available for most of our guides). In 2024, the NAACP will distribute around 500,000 printed guides and Black Voters Matter around 300,000.
- Print out [our PDF versions](#) and post them on the walls of libraries, cafes, bars, barber shops, hair salons, and any other locations where people will see them.



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

- If you have access to a high-traffic space, like a community center or library, [order guides as free large-format 2' x 3' banners](#) to display in prominent locations.



*Wisconsin Supreme Court Guide as banner at Carroll University*



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

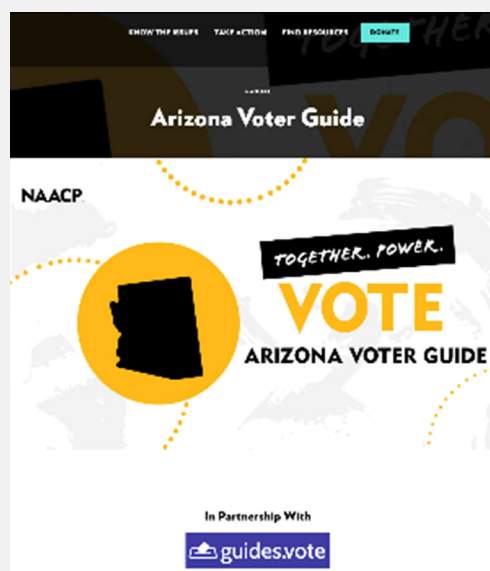
## Digital

### ● Distribute by email

- Distribute our guides through email to members, constituents, and partners. Ask people to forward to friends. 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.
- Forward them to partner organizations and ask them to do the same.

### ● Post on your website

- Post on your website, as outlets including [Teen Vogue](#), [States Newsroom](#), and [US Vote Foundation](#) have done.
- Post the entire guide, or with [our permission](#), follow [the NAACP's model](#) of posting a half dozen key questions and answers and linking to the rest. Either way, please credit us and don't change answers or questions.
- Post links to the [guides.vote](#) website, though doing so is less impactful.



*NAACP website reprinting our guides*

### • Post on social

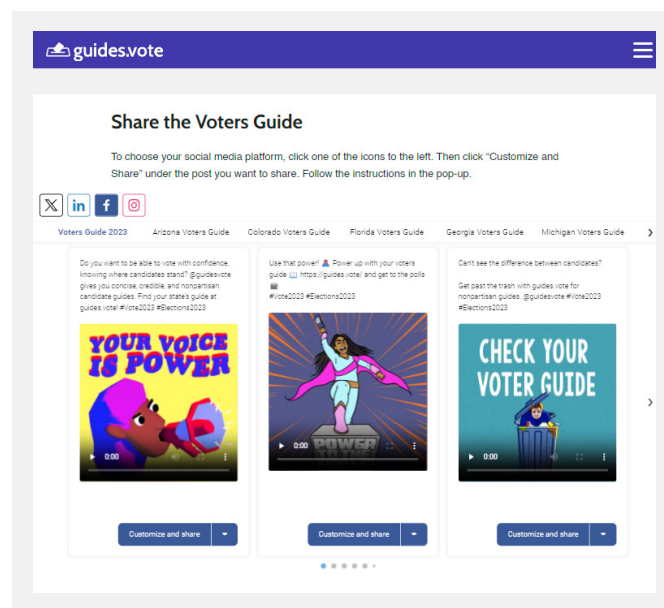
- Distribute through social media outlets and text blasts. Use our [social images](#) created by top-level animators, and our [toolkit of sample posts and email templates](#). We're adding more images created by the firm that handles our partners Vote Early Day.
- Share the Instagram carousels and short-form videos we'll create with 2024 Presidential content.
- If you know key influencers, ask them to pass the word.
- Link to our guides in your texting outreach, as Center for Common Ground has done, in chatbots, like Vote.org, and for phone bank volunteers, as VoteRiders has done.

## Engaging Partners

- If you work with a coalition, invite us to speak with them on a webinar, as Nonprofit VOTE has done.
- Ask your local newspapers or online news sites to reprint the guides or link to them in election coverage. Ask radio or TV stations to do the same. Media can contact us with any questions.
- If you work with college campuses, ask campus media to run the guides and administrators or student leaders to send them out via all-campus email.

## 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](#). Please [tell us](#) how you're distributing the guides, so we can track their impact. Also credit [guides.vote](#) as the source, and don't modify them without [letting us know](#). You can use just part of a guide if you want to, say combine two races in a single handout, or include just a half dozen questions on a website, but we [have to approve that](#).

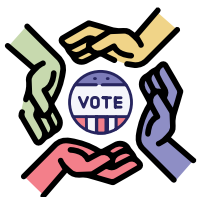


## Staying Nonpartisan

It's critical that you use our guides in a fair and nonpartisan way for voter education and getting people to vote. Avoid combining the guides with partisan online materials. While distributing them in person, avoid expressing preferences for a candidate or party. Don't wear partisan gear or buttons for canvasses or tabling, and never say or imply, "these guides show why you need to vote for or against candidate X."

### Why Guides Matter

To help people overcome barriers and vote



### Barriers:

Disinformation & Spin



Cynicism



Political Withdrawal



### The Antidote:

Information that's Accessible, Transparent, and Nonpartisan



Makes clear differences and stakes

When people don't vote, it's often because they don't know where candidates stand, don't think they like either candidate, and mistrust politics in general. [guides.vote](https://guides.vote) creates an antidote with our fair, nonpartisan, and accurate guides. Our guides seem particularly important given the dismal ratings of [both Biden and Trump](#), which puts voters at greater risk of staying home. For instance, 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](#).

Please see our [Partner Summary](#) for more background and our resource on [How and Why We Create Our Guides](#) for a look at our process. And please [get in touch](#) with questions or distribution ideas.