

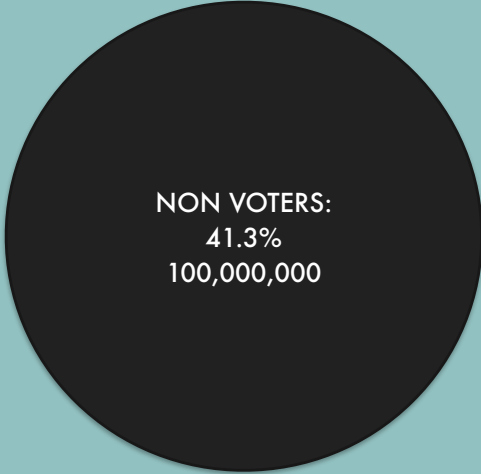
Thanks, Torie. This is an update on a presentation I made a year ago. I hope you remember Blue Voter Guide, so I'm going to focus on some things you may not know. Those of you who have used it are aware it's a very different kind of voting guide built to make voting decisions easier. Enter your address and we show you what's on your ballot, and for each candidate, judge, and measure you'll see a list endorsements from trusted progressive organizations. An x-Ray of who supports whom. You don't have to wade through reams of information. Make informed, confident choices in minutes instead of hours. Save it, print it, share it. You've unleashed all your voting power.

All great for you, me, and our friends.

What I want to focus on today is how this is solving an enormous and enormously under-appreciated turnout problem: which is confusion about who to vote for, especially down ballot, among new, hesitant, low-propensity voters.

CLICK

Who Won the 2016 Election?



NON VOTERS:
41.3%
100,000,000

So here's a trick question. Let's look at 2016 and see who won.

So here's how Donald Trump did. He got 27% of the eligible voters, about 63 million.

CLICK Hillary did better. She got 28 and a half percent, which was nearly 66 million. Although she did lose the electoral collage.

But there's another group.

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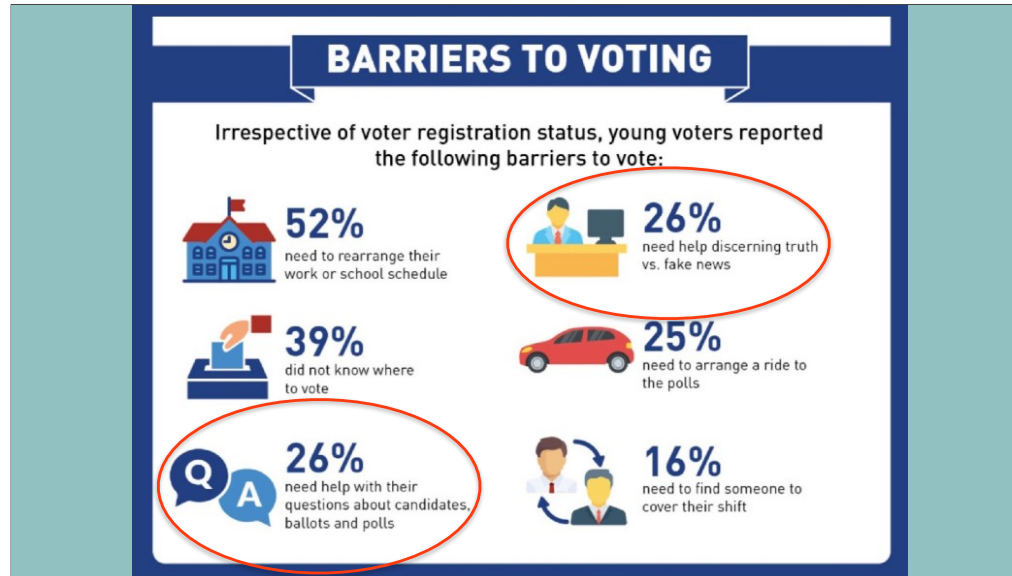
People who who could have but didn't vote. All 100 million of them. They won. They beat Trump and Hillary.

The number of eligible non-voters fell to 79 million in the 2020 election. It's still in the scores of millions.



The Knight foundation did a deep dive into the non-voters by looking at a large sample of them. They called this the 100 million project.

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Here we're looking at the barriers to voting reported by young voters.

CLICK On the bottom left we see that over a quarter of them didn't vote because of uncertainty about the candidates.

CLICK These are people who needed help telling real news from fake news. There may be some overlap but this is telling you that from a quarter to half of young people had trouble voting because they didn't feel they had enough information, or didn't trust the information they had.

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The Knight study broke down the reasons even further, summed up in a T-shirt. Young people were not engaging with the news. It had become noise.

CLICK

POLITICS

Is it apathy or anxiety? What's keeping some young Californians from voting



Michael Gualtieri, center, participates in a group discussion as part of his student leadership class at the George Washington University in Visalia.

By PROCELIA VEGA
STAFF WRITER

OCT. 10, 2022 5 AM PT



VISALIA, Calif. — At 18, Luis Avila decided not to cast a ballot in the 2020 presidential election.

It wasn't because he thought it was unimportant. Instead, the thought of voting for the first time left him overwhelmed.

SUBSCRIBERS ARE READING

CALIFORNIA FOR SUBSCRIBERS
These California cities are booming even as L.A., San Francisco lose population

TRAVEL & EXPERIENCES FOR SUBSCRIBERS
11 perfect California road trips to take this spring break

CALIFORNIA
Love beach in Monterey County triggers massive flooding, prompts evacuations, rescues

CLIMATE & ENVIRONMENT
Flashy with rain, California plans to replenish drought-depleted groundwater with floodwaters

CLIMATE & ENVIRONMENT
As snow records fall along the western Sierra Nevada, fears loom over impending snowmelt

WORLD & NATION
Feds know for years Ventana-kamided pills from Mexican pharmacies were killing Americans

INTERACTIVE

10%
Interactive
Discover

Here's an article from the LA times about a young guy who didn't vote. This is what he said, "I don't know how to do this," "Like it's a huge step. I don't want to make the wrong decision."

CLICK



JOHN DELLA VOLPE

John Della Volpe is the director of polling at the Harvard Kennedy School Institute of Politics, where he has led the institute's polling initiatives on understanding American youth since 2000. He is the author of the best-selling book, *FIGHT, How Gen Z is Channeling Their Fear and Passion to Save America*.

From an interview by Simon Rosenberg on *Hopium*

“

With this [young] generation, they feel like ***they want to be perfect, and they want to have all of their homework done*** and understand not just the office, but each of the candidates who are vying for that local office. ***And if they don't feel comfortable they're going to leave that blank.*** That education element is going to be as or more important than the persuasion piece.

This is John Della Volpe, director of polling at Harvard Kennedy School, he's been studying young voters for two decades, this is what he told Simon Rosenberg on the Hopium podcast a couple of months ago:

"Gen Z voters want to 'be perfect' and have all their homework done. Or else they will leave a ballot item blank."

CLICK

**Vote rápida e inteligentemente.
Vote demócrata.**

Use nuestra guía de votación como modelo para su boleta de votación



VOTE... Fast. Smart. Blue.

Turn your sample ballot into a super SIMPLE ballot



CONVIERTA NUESTRA GUÍA
A ESTE CÓDIGO QR
EN UNA BOLETA EJEMPLAR



Escriba su dirección para crear una guía de votación personalizada con recomendaciones fiables de candidatos y propuestas, incluyendo jueces. **Compártala** con su familia, sus amigos, y en sus redes sociales, incluyendo WhatsApp.

BlueVoterGuide.org

¿No está seguro si está inscrito para votar? Verifique o inscríbese en 2 minutos en **Voterizer.org**

TURN A SAMPLE BALLOT
AT THIS QR CODE
INTO A SIMPLE BALLOT



Enter your address to create your ballot guide with trusted, progressive endorsements for candidates, propositions, and judges! **Share your ballot guide** with family, friends, and on social media.

BlueVoterGuide.org

Not sure if you're registered to vote? Check in 2 minutes with **Voterizer.org**

So how does this affect you as an activist? Well here's a story.

I got a call from a Swing Left Peninsula activist in N. California. She led Voter Registration drives in central California. She encountered young Spanish speaking kids who didn't want to register because they were afraid to vote. It was too intimidating. This is the exact problem that was highlighted in the Knight study. So she started giving out Blue Voter Guide postcards, telling everyone to keep the card and point their phone at the QR code when it came time to vote. No muss no fuss. Only there was no Spanish version of the postcard, which she asked me to make, which is what you're looking at at the top, the English on the other side, shown below.

BLUE
VOTER GUIDE

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About Blue Voter Guide

Blue Voter Guide makes voting easy by clearly showing the endorsements of a wide range of progressive organizations. Blue Voter Guide will show your ballot for all national offices, all statewide offices and ballot measures, and your state legislators. In most locations, we'll show you your down ballot races as well.

Our data is sourced from a neutral, non-partisan not-for-profit organization focused on politics and policy, which exclusively relies on official information.

For an in-depth view of Blue Voter Guide, check out this interview on [The Great Battlefield Podcast](#).

Your information is not retained or tracked by us, nor is it available to third parties.

Volunteers

Blue Voter Guide is made possible by the work of many volunteers, including: Holiday Adair, Janet Algase, Greg Bartlett, Alan Berman, Sarah Bilhms, Britney Brim, Melanie Burgess, Randy Caruso, Annette Damey, Gerhard Engel, Lori Howell, Ellen J., Ellen L., Susan L., Wayne Liebman, Kathleen Mowdy, Kim Nava, Jane Neumann, Kristin Ollney-Agruzzese, D.R.R., Debbie Savage, Leah Shepperd, Billie M. Spaight, Larry Stowell, Mary Hansen, Angela Nordsven, Judy Guinan, M.J.-II, Sue Dodds, Tracey Butler, Barbara Stephens, Lorraine Millard, David D, Diana Attias, Rick Clingman, Betsy Rubinstein, Geof Vasquez, Gideon Heltzer

Endorsement Policy

Blue Voter Guide uses the following criteria to determine inclusion of an endorsing organization's recommendations:

1. The organization's values are congruent with a Blue, progressive, liberal, left-of-center, people-centered agenda, and/or the Democratic Party platform.
2. The organization has a website or Facebook page that lists their endorsements.
3. In the absence of an organization website or Facebook page, a web-based news article attests to an endorsing organization's specific recommendations.



Spread the Word

Spread the Word. Find postcards and stickers to help you spread the word about Blue Voter Guide by clicking [here](#).

[Donate](#) [Volunteer](#)

When you go to register voters, this postcard should be in your toolbox. If you go to the about page

CLICK you get there by clicking up here

CLICK you'll see "spreading the word" at the bottom.

CLICK Clicking on the word "here" takes you to this Printable tools page (actually on the Field Team 6 website). It's not there now, but will be live late this evening.

CLICK

Spread the word about Blue Voter Guide with cards and stickers!



Available in all 50 states in 2024!

BLUE
VOTER GUIDE

Turn your sample ballot into a super SIMPLE ballot.
Makes voting easy and fun!

Just enter address to create your ballot with progressive endorsements for candidates, propositions and judges! Share your choices with family, friends, and on social media.

[BlueVoterGuide.org](https://www.BlueVoterGuide.org)

AVERY PRINTABLE POSTCARDS: [avery.com/products/cards/5889](https://www.avery.com/products/cards/5889)
Follow printing directions provided in package.

2-SIDED: ENGLISH+SPANISH

Vote rápida e inteligentemente.
Vote democrata.

Vote rápida e inteligentemente. Vote democrata. Este formulario simplifica el proceso de votación. Modélo para su boleta de votación.

VOTE... Fast. Smart. Blue.
Turn your sample ballot into a super SIMPLE ballot.

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AVERY PRINTABLE POSTCARDS: [avery.com/products/cards/5889](https://www.avery.com/products/cards/5889)
Follow printing directions provided in package.

Click the image to self print, or click [HERE](#) to order FREE printed stickers (you pay shipping.)



<https://www.avery.com/bank/labels/94514>

Print on paper - two per sheet or click to use this [Avery label](#)

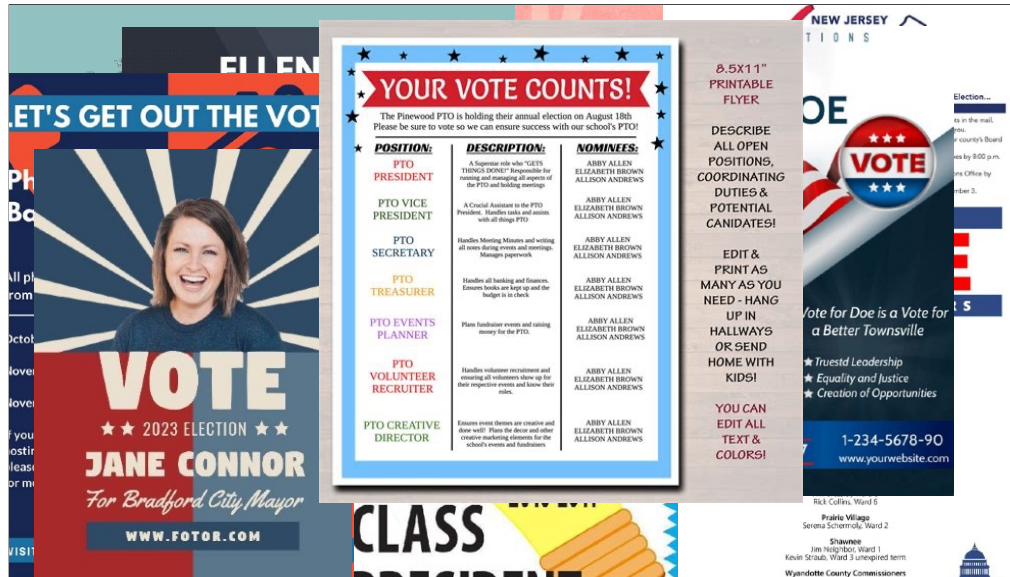
Use this [Avery label](#)

That takes you to a page where you see this. Every graphic here contains a QR code that goes to the Blue Voter Guide website. The stickers on the right are free, you can order them for the price of postage. The postcards on the left are printable—the one in the middle has English and Spanish—you download everything and print it on any paper, or you can order Avery labels, which they fit on.

This also works for GOTV. When you canvas, you will encounter people who think voting is too much of a chore. Tell them about Blue Voter Guide. Give them something with the QR code on it. Blue Voter Guide was created for them.

Blue Voter Guide is critically helpful to low propensity voters as it quickly increases that crucial "I've done my homework" feeling that enables pro-democracy choices. It boosts turnout for all our candidates, not just one or another candidate in particular.

CLICK



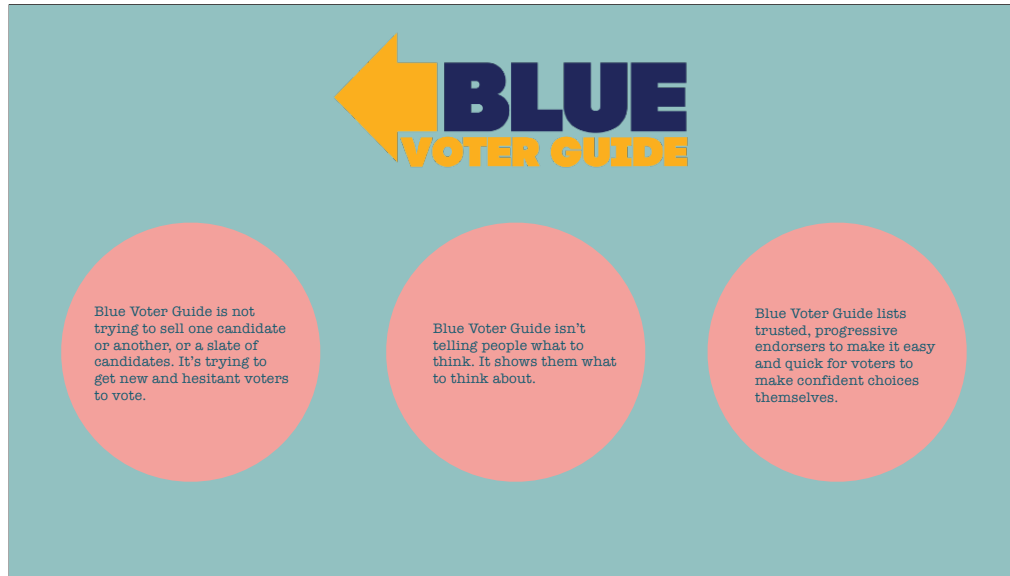
I want to say more about this idea of elevating all Blue candidates, because it's counter intuitive, even controversial--when we canvass we're usually canvassing for one candidate. I've had conversations about Blue Voter Guide with CADEM and when I tell them what it is, and how it features many progressive endorsements, I've gotten the response, well that's fine, but we've already endorsed the candidates we want, why do we need more endorsements?

CLICK It's short-sighted of the party, or any endorsing org, only to think about its own sheet of endorsements, which is one more piece of information that gets to an already overwhelmed voter.

Moreover, Recent CADEM polling has shown that young voters do not feel tethered to the party--much less any single endorsing organization, or candidate. I suspect that's true nationwide.

So when you're canvassing, by all means tell people about your candidate. But don't forget the problem of getting them to vote at all. Please consider telling them about Blue Voter Guide as well.

CLICK



Because when young voters are afraid they'll make mistakes, it stops them from voting.

CLICK Blue Voter Guide is not trying to sell one candidate or another, or a slate of candidates. It's trying to get new and hesitant voters to vote. It's apples and oranges. What good is your slate if the voter is afraid to vote? The vast majority of voters using blue voter guide will make choices in agreement with the Democratic party and other progressive endorsing orgs.

CLICK But the voter will come to this not because Blue Voter Guide tells them what to think, but rather shows them what to think about. Blue Voter Guide is trusted precisely because it doesn't endorse specific measures, judges, or candidates.

CLICK It just lists trusted, progressive endorsers for each of these and makes it easy and quick for the voters to make confident choices themselves.

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