

Using voter pledge cards

vote.minneapolismn.gov
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Pledge cards are available for use by any group or organization

Any organization or group can download, print, and use the pledge card templates available on vote.minneapolismn.gov. The City of Minneapolis Elections & Voter Services Division will also provide pledge cards printed on cardstock and pre-cut for organizations and groups requesting cards for use. If desired, Elections & Voter Services can work with an organization to add their logo to the pledge card design, and can help develop a personalized plan for using the cards that will meet organizational objectives.

Options for using voter pledge cards

Some options for using pledge cards include collecting pledges at events, organizational locations, or any other place an organization or group may be interacting with potential voters. Even when the next scheduled election in the city of Minneapolis is not for several months, pledges to vote can still be collected and can be effective for motivating and reminding people of their commitment as the next election draws nearer.

Filling out the cards

To use the cards, simply have voters complete the front of the card with their desired contact information. There is space to provide an email address, cell phone number, and home address. Even if a voter does not wish to receive contact by mail, completing their address helps to ensure messaging is targeted to where a voter lives and votes and helps in tracking pledges.

The right hand side of the card includes an opportunity for the person filling out the card to indicate why they are committing to vote, with potential issues voting can have an impact on. This is an opportunity to help the voter make a meaningful connection as part of their commitment, and opens a potential conversation about the value of voting beyond just, "It's your right." While talking to voters, encourage them to identify personally significant reasons for voting. Potential action on common issues many people care about can be directly connected to what happens on each Election Day.

Collecting the cards

Organizations can compile the contact information from pledge cards and use it for their own ongoing communications and interactions as future elections occur. Studies have shown voters contacted about voting by an organization they trust are as much as 17% more likely to vote in an election than those not contacted. Additionally, the likelihood of voter turnout increases with additional points of contact.

Elections & Voter Services can also work with partnering organizations to help compile contact information from pledge cards and, if desired, can send voters text or email reminders of their pledge and important election-related dates.

- Organizations can choose to both make their own follow up and to partner with Elections & Voter Services for sending reminders.
 - If an organization will be sharing the information on pledge cards with Elections & Voter Services, the organization should have the Voter pledge card Tennessee warning printed on the backside of the cards.
- After an election, Elections & Voter Services can assist partnering organizations in determining which voters from their contact list cast a ballot in that election. This adds an ability to track quantifiable results for voter outreach efforts that can be invaluable for planning and funding purposes in an organization.
- A particularly powerful reminder can be sending a voter a copy of their own pledge to vote with election specifics. Elections & Voter Services can do this by including a digital image of their pledge card with a reminder.