“The vote is precious. It is almost sacred. So go out and vote like you’ve never voted before.”

John Lewis
Former United States Representative
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Introduction

Why Voter Engagement

The COVID-19 pandemic, which is disproportionately affecting communities of color, and persistent racial violence perpetrated on these communities, are reminders of the systemic racism that continues to permeate our society. This carries over to voter suppression tactics that disenfranchise eligible voters and make it more difficult to cast a ballot. At PagerDuty, we are committed to building Just and Equitable Communities and to combating systemic discrimination. We believe that voting, and supporting a democracy where all voices are counted, is one of our most important rights and responsibilities, and a way for every individual to drive social impact.

Purpose of this toolkit

This toolkit is for anyone who wants to deepen their commitment to civic engagement. PagerDuty does not encourage support for any specific candidate or issue, but rather asks that we each actively participate in our democratic process. There are six different types of action you can take:

- Volunteer
- Vote
- Learn
- Advocate
- Play
- Run

What is nonpartisan?

Helping people vote is a safe, nonpartisan activity as long as you’re not telling or suggesting to someone whom to vote for or against. Being nonpartisan does not mean non-participation. The main principle for being nonpartisan is to conduct voter engagement and education in such a way that you are not showing support or opposition for a specific candidate or political party. The following can all be nonpartisan, depending on the scope and mission of the organizing entity.

- Conduct or Promote Voter Registration
- Educate Voters on the Voting Process
- Distribute Nonpartisan Sample Ballots or Voter Guides
- Organize Get-Out-the-Vote Activities
- Encourage and Help People to Vote

Source: NonprofitVOTE

PagerDuty’s social impact work is carried out with a commitment to transparency and to open source our learnings. That’s why we’re sharing this toolkit, and we welcome you to view and share the resources in this guide, or use as a baseline for creating your own. Advancing equity in all our communities will take a collective effort — please join us in this work.
Volunteer

Even as you prepare to cast your own vote, there are plenty of ways you can volunteer to make sure others have the chance to exercise their rights and have their voices heard. Check out the opportunities with some of our newest partners.

PagerDuty.org Voter Engagement Partners

**NAACP**

NAACP is recruiting volunteers to call and/or text low frequency voters in key battleground states. You choose how much time to commit based on your availability—from a few minutes to a few hours per week. They’re also providing content and shareable graphics you can use to educate your family and friends about how to participate in elections where they live—an easy way to counter the disinformation being spread. Volunteers are provided with tools, training and resources for success.

→ Sign up to volunteer.

**Election Protection**

Election Protection will help you find the best way to get involved—whether that’s monitoring polling places (from your vehicle, or with proper personal safety equipment), watchdogging social media for disinformation, or reaching out to voters to make sure they know their rights.

→ Sign up to volunteer as a poll monitor

→ Lawyers & paralegals: Sign up to staff hotlines

**When We All Vote**

When We All Vote is a nonpartisan organization on a mission to help all eligible voters register and get ready to vote. They’re recruiting Voting Squad Captains, volunteer leaders that build and lead a voting squad. Each voting squad is a volunteer team of at least 3 people that works together to help register friends, family, neighbors, coworkers—any eligible voter in your community. Voting Squad Captains hold the group accountable for completing one action every month.

→ Sign up here to be a Voting Squad Captain

→ Sign up here to be a text-banking volunteer

**Power the Polls**

Power the Polls is focusing on healthy, low-risk candidates to ensure that those workers most susceptible to the coronavirus are given the space to take care of their health, while still keeping polling sites open and available for efficient in-person voting.

→ Sign up here to volunteer as a poll worker

**LDF**

NAACP Legal Defense and Educational Fund (LDF) works year-round to fight voter suppression and support Black political participation, engaging volunteers to monitor what’s going on locally.

→ Sign up here to volunteer

“I raise up my voice – not so I can shout, but so that those without a voice can be heard.”

Malala Yousafzai
Activist, Nobel Peace Prize recipient
Other Ways to Volunteer

**Write Postcards**
Research shows that most students are never asked to register to vote. You can be the one to ask by sending postcards to the class of 2020 to get them to register to vote. Civics Center supplies the postcards and list of addresses, you supply the stamps.

**Phone-banking**
VoteRiders need volunteers to participate in a mix of different types of phone-banking, such as:

- Calling voters who have indicated they are, or may be, in need of voter ID assistance
- Calling voters likely to have voting questions
- Calling organizations that may be interested in using VoteRiders’ tools and services

**Special Opp: CAP Participants and Recent College Graduates**
*Ask Your College* is a growing volunteer campaign to urge colleges and universities to empower every eligible student to vote. Volunteers ask a college they care about to work toward the goal of full student civic participation, including registering students whether they reside at school or at home. If you are a CAP participant or recent college graduate (or not so recent!), sign up using their volunteer action form to get materials to ask your college to join the ALL IN Campus Democracy Challenge.

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**Global Opportunities**

**In Australia**
GetUp (a PagerDuty Impact Customer!) is an independent movement of more than a million people working to build more participation in democracy. GetUp is not affiliated with any political party and their political independence enables them to work with and critique all political parties. They engage in both online (signing petitions, writing emails to influence decision makers) and offline activities (meeting local MPs, handing out How To Vote cards at polling booths or attending rallies).

**In Canada**
Operation Black Vote Canada (OBVC) is a nonprofit and multi-partisan organization that supports the election of Black people to public office. They do this by educating, motivating and advocating for Black Canadians to participate in Canada’s government, agencies, boards, commissions, civil service and in Canada’s political process at all levels. Sign up here to volunteer.

**In the UK**
ShoutOut UK (SOUK) is a nonpartisan social enterprise with a mission to strengthen democracy by providing training and programmes on Media Literacy & Political literacy. Sign up here to volunteer.
“When we vote, we take back our power to choose, to speak up, and to stand with those who support us and each other.”

Loung Ung
Human Rights Activist and Lecturer

Vote

Sign Up for Automated Election Reminders

TurboVote

TurboVote (a product from Democracy Works, a PagerDuty Impact Customer) provides you with all the information you need to vote with confidence.

→ Sign up for election reminders and get help with voter registration and voting by mail—all in one place!

Research Candidates

Find all your ballot information at BallotReady. BallotReady aggregates content from candidates’ websites, social media, press, endorsers and board of elections for comprehensive, nonpartisan information about the candidates and referendums on your ballot. Even better, make it a team-building event by hosting a virtual BYOB (Bring Your Own Ballot) party. Chat with friends, family, or coworkers over the choices on your ballots together.

Vote By Mail, Explained

As states across the country work to expand vote-by-mail so that everyone can vote safely, When We All Vote has compiled answers to all your vote-by-mail questions.

Voting and COVID precautions

Healthy Voting helps you find healthy, secure, and safe ways to cast your ballot this year. Your voting options depend on your state as well as deadlines for mail voting, early voting, and voting in-person on Election Day. The site’s guidance is based on advice from leading public health experts as well as the latest updates to state election law.

Know Your Voting Rights

The ACLU has compiled a list of resources to help you know your voting rights. Learn more about how to exercise your voting rights, resist voter intimidation efforts, and access disability-related accommodations and language assistance at the polls. If you experience trouble at the polls, call the nonpartisan Election Protection Hotline at 1-866-OUR-VOTE. Get Social: When We All Vote provides Instagram sharables to spread the word via social media and combat disinformation about voting rights.

Voter Registration Age Requirements

While the legal voting age in the US is 18, voter registration and pre-registration rules and ages are different in every state. Check your state’s official voter registration page in the links provided here for the most detailed and up-to-date information.

Global Opportunities

In Australia

The Australian Electoral Commission maintains an impartial and independent electoral system for eligible voters. Visit their site to check your voting enrollment status and more.

In Canada

Elections Canada works to ensure that all Canadians can exercise their democratic rights to vote and be a candidate.

In the UK

Democracy Club builds digital tools to support everyone’s participation in UK democracy. Use Who Can I Vote For? to find information about elections and candidates, and Where Do I Vote? to find your polling station.
Learn

‘Post-truth’ was the Oxford Dictionaries word of the year for 2016. While solving misinformation and disinformation isn’t simple, building media literacy and learning more about government and policy is a critical civic skill.

Follow the Money
The nonpartisan, nonprofit National Institute on Money in Politics (NIMP) promotes an accountable democracy by compiling comprehensive campaign-donor, lobbyist, and other information from government disclosure agencies nationwide and making it freely available. Visit FollowTheMoney to find out who’s funding the candidates running for office on your ballot.

Separate Voting Facts from Fiction
Read Common Cause’s post Dispelling Common Voting Disinformation Narratives, or the Brennan Center’s report Dirty Tricks: 9 Falsehoods that Could Undermine the 2020 Election.

Build Your Media Literacy
Organizations like the News Literacy Project can help you become a responsible consumer of media. The News Literacy Project is a nonpartisan, national education nonprofit and provides resources for the public to learn the abilities needed to be smart, active consumers of news and information and engaged participants in democracy. Subscribe to their podcast, Is that a fact?, to understand how you can be part of the solution to the misinformation crisis.

Diversify Your News Sources
Most people get news from relatively few sources, which often lean towards a particular point of view, contributing to polarization. An app like Read Across the Aisle or DeBias can offer a more balanced media diet.

Watch
The ACLU’s short film Take a Vote: The Battle for Our Democracy sheds light on systematic voter suppression in the US. Host a viewing party and then facilitate a discussion with your team about what you learned.

Global Opportunities

“Democracy in the contemporary world demands, among other things, an educated and informed people.”

Elizabeth Bishop
Poet and Short-story Writer

Voting Around the World
Voters in the US may head to the polls on Tuesdays, but much of the rest of the world votes on Sunday. However, countries in which English is the primary language tend to be the exception to this rule; in Canada, citizens vote on Mondays, while in Britain they vote on Thursdays, and Australians on Saturdays. Learn other facts about elections around the world here. Most countries have chosen an electoral system very different to the one used in national elections in the US. Check out FairVoter’s explanation of the different electoral systems around the world.
Advocate

Democracy is about more than just voting. If there isn’t an election happening, there are plenty of ways you can engage in civic action.

Connect With Your Elected Officials
- In the US, find your federal and state elected officials at Common Cause. Or sign up for alerts from the Town Hall Project to be notified of events with your members of congress.
- In Canada, find your representative here.
- In the UK, use WriteToThem, a website which allows you to type in your postcode and it will create an email outline to send to your MP.
- In Australia, find your senators and members of parliament here.

Write an Op-Ed
Get your voice out there by writing a letter to the editor. Most newspapers have tip and open op-ed submission portals. Make it a team-building event by sharing stories, workshopping your letters as a group, and submitting them together.

Sign Petitions
- Take a stand with the League of Women Voters to ensure elections are always fair, free and accessible. Express your commitment to stopping voter suppression tactics that threaten the right to vote.
- Join All Voting Is Local in their fight to protect and expand the right to vote.

Family Friendly Advocacy
Facilitate Action Civics activities in your own home with Generation Citizen’s suite of Family Activities that include lobbying a legislator and writing an op-ed.

“Our political leaders will know our priorities only if we tell them, again and again, and only if those priorities begin to show up in the polls.”

Peggy Noonan
Author, Columnist, and Speechwriter

Global Opportunities

In Australia
Be part of Sydney’s community consultative process through the online consultation hub at Sydney Your Say.

In Canada
Check out all the resources the City of Toronto put together in their My Local Government - It’s For Me booklet.

In the UK
The digital tool FixMyStreet allows individuals to report, view and discuss local problems.
But I want to say, use your vote, use your voice. Don’t let others speak for you.”

Gemma Cairney
UK Radio DJ, Oxfam Ambassador

Research shows that the biggest determinant of whether you grow up to be an educated voter is not race or economic level or education. It’s whether or not your parents did it and showed that it was important.

Play Online
iCivics works to ensure every student in America receives a quality and engaging civic education and graduates from high school well prepared and enthusiastic for citizenship. All games can be played in 30-45 minutes. Access to some of their content requires joining the iCivics community (free).

Play Kahoot! at home or with friends and family virtually. Kahoot has created a curated list of politics-related trivia games to play. (Note: Kahoot! operates with a freemium model and their basic plan, in which you can host kahoots for up to 10 players, is free.)

Get Crafty
Moms Rising, a grassroots network focused on creating a more family-friendly America, created an activity guide to introduce children to the idea of voting.

Kids Voting USA is a nonpartisan, grassroots-driven voter education program committed to creating lifelong voting habits in children, increasing family communication about citizenship, and encouraging greater adult voter turnout. Visit their family fun resources to find election night results map coloring pages, word searches, and more.
Run for Office

Today, 40% of state legislature races go uncontested and the problem is worse at the local level. The ultimate recourse for citizens to effect change is to run for office themselves. Consider running, starting with local offices that deal with issues you care about, such as your school board.

Run for Office is a free service that allows you to search for upcoming elections you may be eligible for and provides all the tools you need to launch a successful campaign whether you are a seasoned veteran or first-time campaigner.

By identifying and tackling the barriers to elected leadership, She Should Run convinces women from all political leanings, ethnicities, sexual identities, and backgrounds to see themselves as future candidates. The organization provides women who are curious about public office with a starting place to explore their options. Get all the tools and resources you need to explore a run for yourself by registering for the She Should Run Community today.

“Democracy is not a spectator sport.”

Marian Wright Edelman
Founder, Children’s Defense Fund

Global Opportunities

In Australia
The Australian Election Commission has published a 58-page Candidates Handbook for federal elections and by-elections, with all the information you need to consider a campaign.

In Canada
Elections Canada maintains a Tools for Candidates section of its website including information on How to Become a Candidate.

In the UK
The Parliament Project works to inform, inspire and encourage women to stand for election in all spheres of Government in Scotland and England. A nonpartisan initiative, the project focuses on practical training and support, running workshops to demystify the process for women wanting to get involved in politics and online peer support circles to support women’s political ambitions more deeply.
“Do the unexpected. Take 20 minutes out of your day, do what young people all over the world are dying to do: vote.”

Rick Mercer
Canadian Comedian