

GET OUT THE VOTE

A 2024 ELECTION VOTER'S GUIDE



American Booksellers Association in
partnership with League of Women Voters



The American Booksellers Association (ABA) and the League of Women Voters (LWV) are partnering to engage, educate, and empower voters in 2024.

Local businesses like independent bookstores are a vital part of their community and are often the first to feel the impact of local, state, and federal policies. Through this partnership, ABA and LWV aim to help indie bookstores mobilize their communities and encourage everyone to vote this election season!

We've created this toolkit to outline actions indies can take to engage their community, provide information like key election dates, and offer valuable resources.

ABOUT OUR ORGANIZATIONS

AMERICAN BOOKSELLERS ASSOCIATION [BOOKWEB.ORG](https://bookweb.org)

For almost 125 years, the American Booksellers Association (ABA) has been the guiding voice for independently-owned bookstores. Founded in 1900, ABA is a national not-for-profit trade organization that supports the success of independent bookstores. This success is assisted through education, information dissemination, business services, programming, technology, and advocacy. ABA's membership has evolved over the years, and our members are more diverse, involved in community, and act as

guiding forces in locales around the country. The total number of independent bookstores we represent is 2,500+.

ABA is governed by a volunteer board that is elected by the membership. In addition to the Board of Directors service, members also serve on a number of advisory councils, including the ABA Diversity, Equity & Inclusion Council (DEIC) in support of ABA's commitment to antiracism, representation, equity, and access.

LEAGUE OF WOMEN VOTERS (LWV) [LWV.ORG](https://www.lwv.org)

LWV is a nonpartisan organization that has fought since 1920 to empower voters and defend democracy. It conducts voter registration, education, mobilization, and protection activity at the national, state, and local level through 750+ Leagues in all 50 states, the District of Columbia and US Virgin Islands. With more than a million members and supporters, the League is one of the most trusted nonpartisan voices in the elections landscape with deep grassroots in every corner of America.

League of Women Voters also powers VOTE411.org, a one-stop shop for all the tools and information a person needs to make their voice heard. VOTE411 offers information in both English and Spanish, and includes tools to register to vote, check your registration, learn what's on your ballot, and more.

For more information, visit [LWV.org](https://www.lwv.org) and [VOTE411.org](https://www.vote411.org).

Follow LWV on social: [Instagram](#), [X \(Twitter\)](#), [TikTok](#), [Facebook](#)

Follow VOTE411 on social: [Facebook](#), [X \(Twitter\)](#), [Instagram](#)

HOW BOOKSTORE OWNERS CAN HELP GET OUT THE VOTE WITH LWV AND OUR RESOURCES

1 Share election information and tools via VOTE411

Launched by the League of Women Voters Education Fund in 2006, VOTE411.org is voters' one-stop shop for nationwide election-related information and tools. With its voter registration tools and personalized voter guide – provided in both English and Spanish – VOTE411 is one of the most visited nationwide election information sites and has served millions of voters to date.

Some of the most helpful tools on VOTE411 for voters include:

- ★ **Voter registration tool.** This allows voters from anywhere in the country to update their voter registration.
- ★ **Personalized voter guide tool.** This offers ZIP-code specific information on the candidates and ballot measures that will be included on a voter's upcoming election ballot. To make the voter guides, LWV asks candidates questions, and candidates answer in their own words, facilitating a fully nonpartisan process to help voters research what will be on their ballots.
- ★ **Voting information by state.** This offers state-specific information on upcoming elections and deadlines, absentee ballots, voter ID laws, and more.

The ABA and LWV's co-branded VOTE411 page (VOTE411.org/ABA) helps independent bookstores mobilize their consumers to make their voices heard and helps ABA demonstrate the power of independent bookstores in their communities.

Ways to use this resource include:

- ★ Add VOTE411 to your website and post on social media
- ★ Pass out VOTE411 printed materials at your check-out counter, tables, or at events. Check out [designed materials for printing here](#), including bookmarks!
- ★ Share VOTE411 with staff so they can help spread the word.

2 Collaborate with your local League on civic programming

It is imperative that voters know who is on the ballot and what those candidates stand for. Stores can contact their local League and request they put specific positions in their ballot guide related to their business and community concerns. For instance, if there are important zoning votes coming up for city council that will impact your business, ask your local League to include the city council candidate's position on that issue in the LWV ballot guide. If your state is considering legislation that relates to the First Amendment, make sure your local League includes the position of Senate and Congressional candidates in the ballot guide. You can use the League's ballot guides to educate your customers on candidate positions on issues that are important to your store and your community. Contact your local League using this [League Locator](#) to talk about your community's needs this election season and identify areas where you can work together for greater impact.

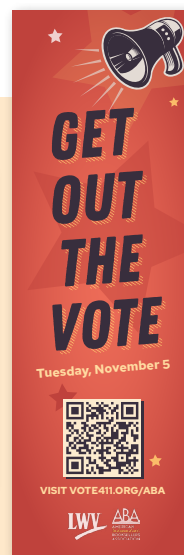
This could include:

- ★ Hosting voter registration drives or information tabling at your store
- ★ Hosting a civic information session with expert speakers on an important community issue being voted on
- ★ Hosting a mis- and disinformation training
- ★ Collaborating on a candidate forum event
- ★ And more!

MARKETING ASSETS

Our digital assets and print materials are designed to help you as a community leader energize and engage your community, including a blank template for your personalization to customize with language that you feel comfortable with.

[GET ASSETS →](#)



2024 ELECTION KEY DATES

While local election calendars will look different depending on your ZIP-code, and civic engagement is a year-round activity that LWV is constantly working on, there are a few key dates in 2024 to help independent bookstore owners start creating a calendar for civic programming. These are all dates that LWV will offer programming around.

1. August 1: National Poll Worker Recruitment Day

- ★ This is a day of action to **encourage people to sign up** to become poll workers. Power the Polls offers an online portal where people can sign up to receive local poll worker information. LWV is a national partner of [Power the Polls](#), so be sure to use their link when signing up poll workers: powerthepolls.org/LWV.

→ [More information.](#)

2. September 17: National Voter Registration Day

- ★ This is the **largest nonpartisan, coordinated nationwide effort to register voters** each September before voter registration deadlines start to fall. It's the perfect day to share VOTE411's online [voter registration tool](#) or co-host an in-person drive with your local League.

→ [More resources.](#)

3. October 7-11: National Voter Education Week

- ★ This week focuses on providing voters with the resources they need to vote with confidence, including learning what's on their ballot. This is a great week to share VOTE411.org's [make a voting plan page](#) or the personalized [voter guide tool](#).

→ [More information and resources.](#)

4. October 29: Vote Early Day

- ★ This civic holiday empowers voters with information to cast their ballot early, whether that's in person or by mail. Voters can easily check their state's [early voting rules here](#).

→ [More information and resources.](#)

5. November 5: General Election Day

- ★ The day that everyone across the country will be heading to the polls (unless they have voted early!) to cast their ballots. **This is a great day to share [VOTE411](#) as a resource for voters, along with the election protection hotline (1-866-OUR-VOTE)** which they can call with any last-minute questions or concerns at the polls.