

VOTE411.org Checklist

Monmouth County 2018 Election Cycle

	WHAT	BY WHEN
1.	Select the elections you'd like to cover from the list of Monmouth County municipal and Board of Education races.	
2.	Locate the candidate information (Name, party, address) for each of the races you're covering. Both the Board of Education and municipal candidate lists are posted on LWVTO.ORG. (Members Only Page, password league1920, "VOTE411 Toolkit).	
3.	Track down candidate emails. A sample letter to send candidates explaining VOTE411 and requesting their emails (on LWV letterhead) is available on LWVTO.ORG. (Members Only Page, password league1920, "VOTE411 Toolkit). (NOTE 1)	
4.	ONLY IF YOU CHOOSE NOT TO USE THE DEFAULT QUESTIONS (Note 2), create 3 to 5 questions to ask the candidates.	
5	IF YOU HAVE TIME, research and prepare background information on the elected offices: <i>office name; length of term; salary; unexpired term, if applicable (available on list of candidates—step 2 above); size of governing body; form of government (for municipalities)</i> . (Call the local Board of Ed or town hall.) We have a generic description of board of education responsibilities that will be added to school board races,	
6.	<p>WHEN YOU HAVE ALL THE CANDIDATES' EMAILS OR HAVE EXHAUSTED ALL AVENUES TO FIND THEM, send the information you do have (the output of steps #3, 4, 5 above.) to Ted Dellinger (ted.dellinger@gmail.com):</p> <ul style="list-style-type: none"> • Candidate names and emails • If you have it: description of the office • If you are not using the default, your 3-to-5 questions for the candidates <p>IF YOUR LIST OF EMAILS IS NOT COMPLETE, indicate this in your message to Ted, along with a brief description of your search for the missing information and COPY Peggy Dellinger at peggydellinger@gmail.com (Note 3)</p>	
7.	Ted will email invitations to the candidates from VOTE411 within two weeks of receiving your list. The invitation comes from ted.dellinger@gmail.com with the subject line "Invitation: League of Women Voters VOTE411." It contains a unique link that the candidate will use to enter data into VOTE411.org. Ted will "publish" the race at the time he emails the invitations and candidate responses will be visible to the public as soon as they enter them. Candidates can enter—and edit—data in their profiles up to the cut-off date we have set (one week before the election). (NOTE 4)	
8.	<p>Once the race has been "published (made visible to the public)," monitor the website for candidate responses and alert Ted (ted.dellinger@gmail.com) if a follow-up reminder needs to be sent. When candidates have entered their information, consider sending an email thanking them for their participation.</p> <p>To monitor, go to VOTE411.org and enter an address in the election district.</p>	
9	Use all available media to promote VOTE411	

NOTES

1. The candidates enter their biographical information and answers to our questions directly into VOTE411 via a link emailed to them. We need to get their email addresses and send them to Ted. You can see a copy of the invitation the candidates will receive (with a description of VOTE411, instructions, and a link) on LWVTO.ORG, “Members Only” Page, VOTE411 Toolkit.

Tips for tracking down emails: Contact candidate campaign headquarters, party headquarters, municipal clerk or board of education business administrator. Check municipal or board of education websites (for incumbents), LinkedIn, Facebook, findpeoplesearch.com and other online white pages.

(Starting in 2019, candidates are required to submit emails when they file.)

2. **Generic questions for municipal races (used as default if you do not submit questions to Ted)**: What are the major challenges facing the community and how would you propose to address them if elected? What qualifies you for this position, both personally and professionally? What factors are critical to the quality of life in your community and what would you do to improve or preserve them?

Generic questions for Board of Ed races (used as default if you do not submit questions to Ted): What are the major challenges facing the district and how would you propose to address them if elected? What qualifies you for this position, both personally and professionally? What factors are critical to the quality of education in your district and what would you do to improve or preserve them?

3. We will send the invitations to the candidates for whom we have emails, even if we do not have emails for all. For this reason, it is critical that we keep careful records of our due diligence in tracking down emails—hence the need to document this in your message to Ted and copy Peggy. Hopefully, as candidates see or hear of their opponents’ VOTE411 presence, they will send their emails to us. Candidates can enter or change their information on VOTE411 up to our cut-off date, one week before the election.
4. A copy of the VOTE411 invitation is available on LWVTO.ORG “Members Only” Page, VOTE411 Toolkit.

The candidates enter logistical/biographical data (website, campaign address, campaign phone, campaign email, Facebook, current elected position, education/qualifications, years in the community). They enter the answers to our questions. Responses have a 1500 character limit (about 200 words).

5. VOTE411.org gives the user personalized data. To see what is available to a voter in a specific election district, you need to enter an address in that district. You can use the address of a public building (library, town hall, school, etc. or even a candidate’s address). This allows you to see what a user will see and check which candidates have entered data.