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5. **Introductory Email**

**To:** All candidates running in the election (Send so they see all are receiving same information at the same time; that is, put all email addresses in the “To” line.)

**BCC:** Yourself (Keep an email folder of all your correspondence with candidates in case of questions/problems)

**Subject:** League of Women Voters Invitation to VOTE411

**VOTE411.org** is the League of Women Voters award-winning, nonpartisan online voter guide, with customized ballot information from the top of the ticket down to local races. **VOTE411** gives you a way to reach your voters with your own message.

You recently have or will soon receive an email from the **League of Women Voters of Monmouth County**, with the subject line ***Invitation to Participate: VOTE411****.* Look for it—and it might be in your spam folder.

The email will include your **personal direct link** into VOTE411, where you can introduce yourself to your voters in your own words.

Our VOTE411 technical guru, Ted Dellinger (ted.dellinger@gmail.com) will be available if you need help entering your data. We will make candidate responses public as they are received, and we do not edit your response. You will be able to enter your response at your convenience and edit up to Election Day.

**But don’t delay! Early voting begins October 28th, and mail ballots will be sent to voters even sooner—starting on September 23rd. People who vote early or by mail tend to be high-information voters who will be looking for your responses far in advance of Election Day.**

VOTE411 is a **free, direct, and easy** way to get your message to voters in your own words. The site won a Webby Award for Internet excellence and has been visited by 40 million people nationwide.

Watch for your email invitation! I encourage you to participate and am happy to help in any way I can. Don’t hesitate to reach out to me.

Sincerely,

*Name*

League of Women Voters VOTE411 Team

*Phone number (only if you want to give it out)*

1. **Thank you email**

Thank you for posting your responses on VOTE411!

VOTE411 is an important tool for educating voters about the election, especially for the local races that affect them so directly.

We’re very glad you are a part of this essential voter engagement effort.

Best of luck,

*Name*

*VOTE411 Team*

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1. **Reminder emails**

**First reminder:**

This is a friendly reminder that you have not yet posted information about your candidacy on VOTE411, the online voter guide from the League of Women Voters.

It’s not too late!

VOTE411 is an easy, free, and direct way to introduce yourself to your voters. Don’t delay!

**All you need is the email from Ted Dellinger with your individual link. Let me know if you need the link resent.**

On the site, we will ask you to respond to simple questions that will give you a good opportunity to tell your voters why you are running, in your own voice.

Call, text or email me with any questions or concerns.

And thank you for running!

Best regards,

*Name, phone*

**Reminder email version 2 (if it fits the circumstances):**

One of your opponents has posted a profile on VOTE411.  I'm sure you will want to do the same!

You should have received your individual link in an email from Ted Dellinger.  If you need it sent again, let me know.

I’m happy to help, so feel free to contact me with any questions or concerns.

Thanks for running,

*Your name*

*Cell phone*

**Reminder email version 3 (once VBM voting has begun)**

My ballot is on my kitchen table, but your response in VOTE411 is not there!

This is a friendly reminder that you have not yet posted information about your candidacy on VOTE411, the online voter guide from the League of Women Voters.

It’s not too late!

VOTE411 is an easy, free, and direct way to introduce yourself to your voters. Don’t delay!

**All you need is the email from Ted Dellinger with your individual link. Let me know if you need the link resent.**

On the site, we will ask you to respond to simple questions that will give you a good opportunity to tell your voters why you are running, in your own voice.

Call, text or email me with any questions or concerns.

And thank you for running!

Best regards,

*Name*

*Phone*

**Unique email request**

Dear *[Insert candidate name]*:

I am a member of the local League of Women Voters VOTE411 team, working on [www.vote411.org](http://www.vote411.org), the League’s online voter guide, for the general election.

VOTE411 lets voters compare candidates from the top of the ticket down to the local level. It lets candidates present themselves to voters in their own words in an easily accessible format.

We would like to include the *[Insert name of race, e.g., Belmar council, Neptune mayoral, etc.]* racein VOTE411 this year.

**To participate in VOTE411, each candidate** **must provide a unique individual email**. This allows the VOTE411 system to generate a unique individual link for that candidate’s responses, which are uploaded directly to the website.

If you send me an individual email address, we will be able include you in the guide. To respond or for questions, you can reach me at *[Insert contact information].*

The email address you send me will not be visible to the public. It will only be used by the VOTE411 system to generate your individual link for uploading responses to the voter guide.

Hoping to hear from you soon,

Name

League of Women Voters Vote411 Team