



## National Civic Action: Promote the Vote Outreach Templates

This document includes handy templates for letters, emails, phone calls, text messages, and social media posts to help you contact people as part of your Promote the Vote efforts. Spread the word—and do your part to support democracy!

Click here to jump to the template you need:

- [Letter Template](#)
- [Email Template](#)
- [Phone Script](#)
- [Text Message Template](#)
- [Sample Social Media Posts](#)

---

Promote the Vote is a nonpolitical and nonpartisan initiative designed to increase civic participation. As tax-exempt, 501(c)(3) organizations, GSUSA and Girl Scout councils cannot take sides in elections or support or oppose any political candidates. Promote the Vote materials should not be used to target a particular political party or individuals on any one side of an issue. The focus should be on encouraging everyone, regardless of political party, affiliation, or beliefs, to participate in the democratic process. These materials were produced in partnership with League of Women Voters Education Fund, a 501(c)(3) nonpartisan organization that works to register and provide voters with election information through its election resource [VOTE411.org](http://VOTE411.org)



## National Civic Action: Promote the Vote Letter Template

### Tips for Sending Letters

- **If you can, write it by hand.** A personal touch can show your reader how much you care. Plus, it's your unique stamp! No one has your handwriting but you.
- **Make it neat.** Make sure your recipient can read the wonderful words you write to them!
- **Make it personal.** Let your creative side shine with bright colors, glitter pens, drawings, or other personal touches.
- **Don't write the date.** It may take a while for this letter to be delivered. Leaving off the date will help your reader feel special and remembered, even if they receive it late.

### What to Write to Help People Register to Vote

Dear [Name],

I hope you and your family are safe and well.

Election Day is coming up on [insert date]. As I learned in Girl Scouts, voting is a great way to make positive changes in our communities. I'm excited to participate and do my part, but I'm not yet eligible to vote—so can I count on you to vote on my behalf? I'm asking you to register and make a voting plan because [choose one or more]:

- You represent me/our community.
- I learn by your example.
- Voting is our most basic civic duty that generations before us fought for; I believe it's important not to take it for granted.
- It's important to participate in elections and raise our voices for causes we care about.
- Your vote matters!

You can prepare for Election Day in a few easy steps:

- First, make sure you're registered to vote! You can check your registration status online at [VOTE411.org/girlscouts](https://www.vote411.org/girlscouts).

---

Promote the Vote is a nonpolitical and nonpartisan initiative designed to increase civic participation. As tax-exempt, 501(c)(3) organizations, GSUSA and Girl Scout councils cannot take sides in elections or support or oppose any political candidates. Promote the Vote materials should not be used to target a particular political party or individuals on any one side of an issue. The focus should be on encouraging everyone, regardless of political party, affiliation, or beliefs, to participate in the democratic process. These materials were produced in partnership with League of Women Voters Education Fund, a 501(c)(3) nonpartisan organization that works to register and provide voters with election information through its election resource [VOTE411.org](https://www.vote411.org)



- Second, make a plan! You may be able to vote early or by mail, or you can choose to vote in person. Either way, learn about your options and where to vote at [VOTE411.org/girlscouts](https://VOTE411.org/girlscouts).
- Third, make sure you know what's going to be on your ballot. Head to [VOTE411.org/girlscouts](https://VOTE411.org/girlscouts) and fill in your address for a localized guide with information on the candidates and issues on your ballot.

Please tell me your plan once you've made it. I look forward to hearing from you!

Sincerely,

[*Your name*]



## National Civic Action: Promote the Vote Email Template

**Subject Line:** Register to vote and make a plan for Election Day!

### Email Body

Hi [*Name*],

I hope you and your family are safe and well.

Election Day is coming up on [*insert date*]. As I learned in Girl Scouts, voting is a great way to make positive changes in our communities. I'm excited to participate and do my part, but I'm not yet eligible to vote—so can I count on you to vote on my behalf? I'm asking you to register and make a voting plan because [*choose one or more*]:

- You represent me/our community.
- I learn by your example.
- Voting is our most basic civic duty that generations before us fought for; I believe it's important not to take it for granted.
- It's important to participate in elections and raise our voices for causes we care about.
- Your vote matters!

The best way to ensure you vote is to make a plan. First, make sure you're registered to vote! You can check your registration status or register to vote at [VOTE411.org/girlscouts](https://VOTE411.org/girlscouts).

Once you've registered, it's time to decide how you want to vote! You may be able to vote early or by mail, or you can choose to vote in person. Either way, learn about your options and where to vote at [VOTE411.org/girlscouts](https://VOTE411.org/girlscouts).

**NOTE:** If you want to help your email recipient make a plan, include information on how to request an absentee ballot or mail-in ballot. If you know where they are registered, you can find the state-specific information they need using [VOTE411](https://VOTE411.org) and provide it to them. For example:

Did you know? Any voter in [*insert your state*] can vote by mail. There are two ways to request a

---

Promote the Vote is a nonpolitical and nonpartisan initiative designed to increase civic participation. As tax-exempt, 501(c)(3) organizations, GSUSA and Girl Scout councils cannot take sides in elections or support or oppose any political candidates. Promote the Vote materials should not be used to target a particular political party or individuals on any one side of an issue. The focus should be on encouraging everyone, regardless of political party, affiliation, or beliefs, to participate in the democratic process. These materials were produced in partnership with League of Women Voters Education Fund, a 501(c)(3) nonpartisan organization that works to register and provide voters with election information through its election resource [VOTE411.org](https://VOTE411.org)



ballot by mail:

- Use an **absentee ballot**.
- Contact your local election office to request a mail-in ballot; you can find the number for your local **office here**.

Please let me know if I can answer any questions to help you make your plan to vote.

Sincerely,

[*Your name*]

---

Promote the Vote is a nonpolitical and nonpartisan initiative designed to increase civic participation. As tax-exempt, 501(c)(3) organizations, GSUSA and Girl Scout councils cannot take sides in elections or support or oppose any political candidates. Promote the Vote materials should not be used to target a particular political party or individuals on any one side of an issue. The focus should be on encouraging everyone, regardless of political party, affiliation, or beliefs, to participate in the democratic process. These materials were produced in partnership with League of Women Voters Education Fund, a 501(c)(3) nonpartisan organization that works to register and provide voters with election information through its election resource [VOTE411.org](https://www.vote411.org)



## National Civic Action: Promote the Vote

### Phone Script

Hi there! This is [*Your name*]. How are you doing today?

I'm calling as part of a Girl Scout project. We're reaching out to people in our community to encourage them to register to vote and make a plan for Election Day, which is coming up on [*insert date*].

As I learned in Girl Scouts, voting is a great way to make positive changes in our communities. I'm excited to participate and do my part, but I'm not yet eligible to vote—so can I count on you to vote on my behalf? I'm asking you to register and make a voting plan because [*choose one or more*]:

- You represent me/our community.
- I learn by your example.
- Voting is our most basic civic duty that generations before us fought for; I believe it's important not to take it for granted.
- It's important to participate in elections and raise our voices for causes we care about.
- I believe that your vote matters.

Do you know if you're registered to vote at your current address?

- **[IF YES]:** Awesome! If you want to double-check, here's where you can go: [VOTE411.org/girlscouts](http://VOTE411.org/girlscouts).
- **[IF NO]:** Not a problem—it's really easy. You can visit [VOTE411.org/girlscouts](http://VOTE411.org/girlscouts) to find out how to register in your state.
- **[IF THEY DON'T KNOW]:** No worries—you can check your registration status at [www.VOTE411.org/girlscouts](http://www.VOTE411.org/girlscouts) and register to vote. The deadline is [*insert your state's deadline*].

I am so excited that you're going to be registered and ready to vote! Can I also help you make a plan to cast your ballot?

- Many states allow early mail-in voting. You can find out about your state-specific guidelines

---

Promote the Vote is a nonpolitical and nonpartisan initiative designed to increase civic participation. As tax-exempt, 501(c)(3) organizations, GSUSA and Girl Scout councils cannot take sides in elections or support or oppose any political candidates. Promote the Vote materials should not be used to target a particular political party or individuals on any one side of an issue. The focus should be on encouraging everyone, regardless of political party, affiliation, or beliefs, to participate in the democratic process. These materials were produced in partnership with League of Women Voters Education Fund, a 501(c)(3) nonpartisan organization that works to register and provide voters with election information through its election resource [VOTE411.org](http://VOTE411.org)



at [VOTE411.org/girlscouts](https://VOTE411.org/girlscouts) the same link I shared earlier. Mailing can take up to 14 days, so make sure you request a ballot in time!

- If you'd like to vote in person, you can find your polling location at [VOTE411.org/girlscouts](https://VOTE411.org/girlscouts) or by calling [*insert number of election day contact*].

By the way, you can also use [VOTE411.org](https://VOTE411.org) to create a localized ballot guide with information on all the candidates and issues you'll be voting on. Be sure to check it out before you head to the polls!

Thank you for voting! Let me know if you have any questions!

---

Promote the Vote is a nonpolitical and nonpartisan initiative designed to increase civic participation. As tax-exempt, 501(c)(3) organizations, GSUSA and Girl Scout councils cannot take sides in elections or support or oppose any political candidates. Promote the Vote materials should not be used to target a particular political party or individuals on any one side of an issue. The focus should be on encouraging everyone, regardless of political party, affiliation, or beliefs, to participate in the democratic process. These materials were produced in partnership with League of Women Voters Education Fund, a 501(c)(3) nonpartisan organization that works to register and provide voters with election information through its election resource [VOTE411.org](https://VOTE411.org)



## National Civic Action: Promote the Vote Text Message Template

Hi there, it's [*Your name*]! My Girl Scout troop is helping people register to vote and make a plan for Election Day on [*insert date*]! Are you registered to vote at your current address? Even if you are, it's always good to double-check. Here's where you can find that info:

**[VOTE411.org/girlscouts](https://VOTE411.org/girlscouts)**.

Once you're registered, use **[VOTE411.org/girlscouts](https://VOTE411.org/girlscouts)** to find your polling location, look up information about how and where to vote, and research what's on your ballot.

Let me know if you need any help! And thank you for voting!

---

Promote the Vote is a nonpolitical and nonpartisan initiative designed to increase civic participation. As tax-exempt, 501(c)(3) organizations, GSUSA and Girl Scout councils cannot take sides in elections or support or oppose any political candidates. Promote the Vote materials should not be used to target a particular political party or individuals on any one side of an issue. The focus should be on encouraging everyone, regardless of political party, affiliation, or beliefs, to participate in the democratic process. These materials were produced in partnership with League of Women Voters Education Fund, a 501(c)(3) nonpartisan organization that works to register and provide voters with election information through its election resource **[VOTE411.org](https://VOTE411.org)**





## National Civic Action: Promote the Vote

### Sample Social Media Posts

#### Directions for Girl Scouts choosing to use social media to amplify their message:

1. **Copy and Paste:** Use one of the pre-written posts below to share the important voting information with your followers. Feel free to personalize it, but remember to stay neutral and non-partisan.
2. **Add the Disclaimer:** If you choose to modify the message, please include the following disclaimer to ensure neutrality: “Girl Scouts do not endorse any political party or candidate.”
3. **Choose a Visual:** Pair your post with a safe and neutral visual such as:
  - A photo of a Girl Scout or of a troop member that has consented to a photo post
  - A simple “I Voted” sticker
  - An image of a ballot box or polling location (without any political party or candidate logos)
4. **Select from Pre-Written Posts:**
  - It’s important to participate in our democracy! If you’re eligible, make sure you’re registered to vote and make a plan for Election Day! Learn how to register and find out if you can vote by mail @VOTE411: [VOTE411.org/girlscouts](https://www.vote411.org/girlscouts).
  - Be sure to vote on [insert date] or vote early! Register to vote, learn about your voting options, and research what’s on your ballot. @VOTE411: [VOTE411.org/girlscouts](https://www.vote411.org/girlscouts). Did you know the deadline to register to vote in [insert state] is [insert date]? Make sure you’re registered by going to @VOTE411: [VOTE411.org/girlscouts](https://www.vote411.org/girlscouts). You can also use the site to find your polling location or vote by mail information!
  - Why vote? Because it’s your chance to have your voice heard! Make sure you’re registered to vote, then make a plan for Election Day! Find your polling place or learn if your state allows mail-in voting @VOTE411: [VOTE411.org/girlscouts](https://www.vote411.org/girlscouts).

*Note: Always ensure the visuals and messages are non-partisan and inclusive, reflecting the Girl Scouts’ commitment to civic engagement and community service without endorsing any specific political views.*

---

Promote the Vote is a nonpolitical and nonpartisan initiative designed to increase civic participation. As tax-exempt, 501(c)(3) organizations, GSUSA and Girl Scout councils cannot take sides in elections or support or oppose any political candidates. Promote the Vote materials should not be used to target a particular political party or individuals on any one side of an issue. The focus should be on encouraging everyone, regardless of political party, affiliation, or beliefs, to participate in the democratic process. These materials were produced in partnership with League of Women Voters Education Fund, a 501(c)(3) nonpartisan organization that works to register and provide voters with election information through its election resource [VOTE411.org](https://www.vote411.org)