

How to Distribute guides.vote Nonpartisan Candidate Guides on Campus

Here are some ways to distribute the [guides.vote](https://www.guides.vote) Candidate Guides, drawn from what a variety of schools have done.

We're happy for you to use and distribute our candidate guides, so long as you credit guides.vote as the source, don't modify them, use the guides in fair and nonpartisan way, and [let us know](#). The more parallel ways you distribute them, the more they'll help students get past the barrier of feeling they don't know enough to vote and will help them decide who to vote for. If you would like to co-brand them with your school logo and colors, please [reach out to us](#) to discuss that.

Because our guides are nonpartisan, make sure not to express preference for a candidate or party while you're distributing them. Always use them in a nonpartisan context for voter education and for getting people to vote, but not to say "these guides show why you need to vote for or against candidate X." And make sure you always follow campus rules.

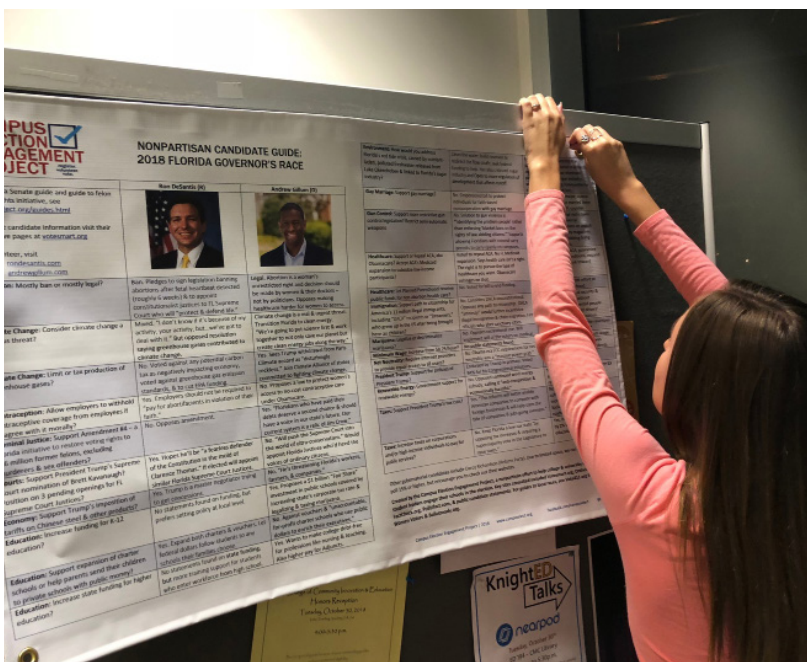
Online/Media

- Ask students to forward them to friends.
- Distribute them through all-campus email—the most efficient way to reach everyone. Senior administrators and top student government leaders have access, and hundreds of schools have been doing this.
- Distribute them through social media outlets and text blasts. Here are [social media images](#) you can use created by top-level animators (make sure to link to [guides.vote](https://www.guides.vote) in the tagline), [here's a toolkit of sample posts](#), and [sign up here for updates](#). If possible, let us know how many students viewed them.
- Post them prominently on your school's election-related website, and then link to them. Whether on your website or as hard copy, make sure that you don't post them adjacent to content that may be construed as partisan.
- Encourage your student newspaper to use them as a starting point for their election coverage, reprinting them with co-branding or adapting their content with attribution for longer stories. The earlier

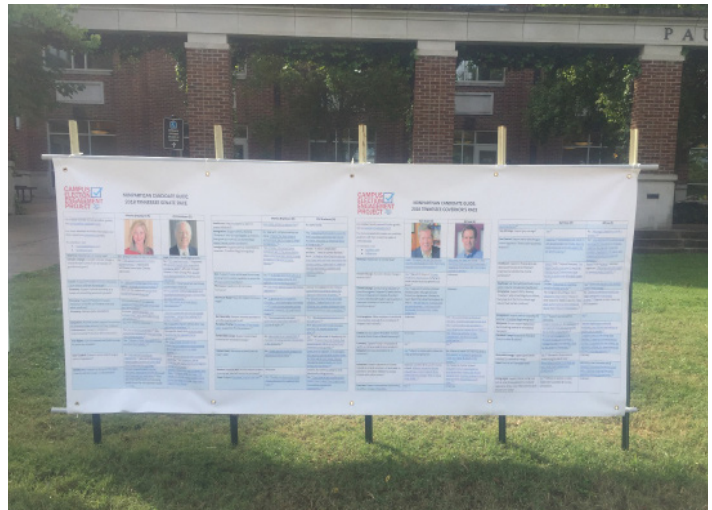
you get your paper the guides (and create a more general working relationship), the more likely they'll be able to use them.

In Person

- Distribute printed copies of the guides in students' physical mailboxes.
- Have student volunteers hand them out as part of your nonpartisan voter engagement effort. (And while you're handing them out, make sure not to wear clothing that expresses a political preference.)
- Make them a starting point for conversation and reflection. Use them to help spark discussions in classrooms and residence halls. The goal is not to get agreement. It's to get students weighing in on how their own values relate to candidate positions.



- Think big: Blow the guides up as large posters. Display the posters in high-traffic areas of the student union, classroom buildings, or residence halls. It's an inexpensive way to get major visibility. If you let us know that you're interested, [guides.vote](https://www.guides.vote) may be able to cover the cost.
- Distribute them off-campus; post printed versions in cafes and bars where students congregate.



Use our [resource for creating your own nonpartisan guides](#) for down-ballot races: Secretary of State, Attorney General, along with Congressional and local legislative races and local and statewide initiatives. Students can draw up these guides under the supervision of political science, communications, or honors faculty. Distribute them in the campus, community, and online as you would the [guides.vote](https://www.guides.vote) guides.

[Sign up](#) so we can send you the guides as we produce them, along with future resources we're developing to help you distribute them.

And add your own creative ideas. Let us know what you come up with so we can pass them on.

Why These Guides Matter

“In today’s day and age, it’s hard to know what’s real and not. These nonpartisan guides gave students the ability to be educated voters and know they were getting accurate information.”

— Katie Prebelich, Central Michigan University Student Body President

When people don't vote, it's often because they feel they don't know where the candidates stand, and mistrust politics in general. “I don't know enough,” they say. “All the ads, all the lies, you can't believe what the candidates say, and I don't want to vote for the wrong person. If I only knew what they actually stood for....”

Since 2012, [guides.vote](https://www.guides.vote) has offered an antidote. We publish fair, nonpartisan, and accurate candidate guides for major United States elections. We'll create guides for all the major 2022 races, in English and Spanish. We originally created the guides for college students, and both campus advisors and student fellows said they played a critical role in getting students to vote, calling the guides their favorite electoral engagement resource. In recent years, major civic engagement groups have also begun embracing them, helping their voters as well get past the reflex response of “they're all the same. They're all just lying and spinning.”

Partners appreciate how the guides dig deep into candidate stands, instead of just copying and pasting from candidate websites. The editorial team creating the guides is led by a former *Business Week* Boston bureau chief and *Los Angeles Times* Tokyo reporter and includes a 19-year senior editor and manager at *Encyclopedia Britannica*. The guides are researched and written by former reporters for *Time*, the *Associated Press*, *Toronto Globe & Mail*, *Seattle Times*, and similar outlets.

From the feedback we get, the guides are enormously helpful for voters who feel they don't have enough trustworthy information about the candidates, or who feel overwhelmed by all the confusing claims and counterclaims. The guides address obstacles to voting by giving people concise, meticulously sourced, and extensively researched information about candidate positions, so people can get past these barriers and feel confident enough to vote. We hope you'll integrate the guides into your voter engagement efforts.

“The number one answer we get when we ask a student why they are not voting is because they are not educated enough. We then hand them two sheets with information on candidates and amendments and talk them through it to encourage them to become educated voters!”

— Dalton Hoffer, Assistant Director for Student Engagement, Univ of North Carolina Pembroke

