



The Easy Voter Guide Project

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Objectives

- Ensure awareness of statewide resources offered by LWVCEF
- Solicit input on 2012 voter education needs, and feedback on LWVCEF's preliminary plans for 2012 voter education
- Provide update on EVGP

Statewide Resources from LWVCEF

➤ SmartVoter.org

- Personalized ballot lookup
- Information on statewide and local candidates and measures

➤ Cavotes.org

- “Pros & Cons” on statewide ballot propositions
- Background information on voting & elections, redistricting, campaign finance, and other topics
- Links to other nonpartisan resources

➤ EasyVoter.org and EasyVoterGuide.org

- “Why vote” and “how to vote” materials (English & Spanish)
- “Fast Facts” series
- Printable brochures, videos, teaching resources

The Easy Voter Guide Project

➤ Purpose: Expand the informed electorate in California.

- Reduce barriers to participation
- Make nonpartisan information accessible to broader cross-section of eligible electorate.

➤ Background

- Established 1994 by Susan Clark / CSL partnership.
- Operated as a collaborative with CK Group or LWVCEF providing project coordination.
- LWVCEF became lead partner in 2006.

The Easy Voter Guide Project

➤ Offerings

- Election Guides (easy language) in multiple languages
- “Why vote”, “How to vote”, and “Fast Facts” resources
- Most recently (2010 General Election):
 - Circulation nearly 1M election booklets and 500k reprints
 - Five languages: English, Spanish, Chinese, Vietnamese, Korean
 - Major funding from James Irvine Foundation and CSL

➤ Current Situation

- Irvine funding ended spring 2011
- LWVCEF Board suspended production until funding and capacity issues can be addressed

EVGP & LWVCEF 2012 Election Resources

- EVGP proposal for January LWVCEF Board meeting.
- June 2012 Primary
 - No Easy Voter election Guide
 - Top-two open primary and redistricting voter education resources
 - Online election resources via Cavotes.org and SmartVoter.org (including “Pros & Cons”)
- Nov 2012 General
 - Easy Voter election Guide with statewide ballot measures and relevant background & “how to vote” information
 - Links to candidate information online
 - Add-ons dependent on funding

We Need Your Feedback...

- LWVCEF preliminary 2012 election plans
 - June – Top-two and redistricting resources; no EVG
 - Nov – EVG with propositions but no candidates
- Purchasing printed Guides (Nov 2012)
 - How many would you order at \$5k for first 25k copies?
 - Other input?
 - Would co-branding make a difference? Other difference-makers?
 - Would you be willing to submit a pre-order form?

Other Ways You Can Help

- Ideas about new funders for EVGP
- Letters of support for EVGP foundation grants



THANK YOU!

Visit us at:

cavotes.org

easyvoter.org

easyvoterguide.org

smartvoter.org