

# ENGAGEMENT STRATEGY TOOLBOX

TACTIC	OPPORTUNITY	CONSIDERATIONS
Hosting an all-candidates forum	Nonprofits are well-positioned to sponsor forums and increase public understanding of the election process and candidates who are running.	Candidates are usually more willing to attend when: <ul style="list-style-type: none"> <li>• they have clear positions on issues</li> <li>• they expect a large audience</li> <li>• there is guarantee of neutrality</li> </ul>
Attend candidate forums hosted by others	Many of these forums provide opportunities for questions from those in attendance - have your question prepared in case you have a chance to ask about your issue.	Be respectful of the organizer and make sure your issue is related to the topics at hand.
Platform analysis	Reviewing party platforms, assessing what they have to say about issues of importance to your nonprofit, and sharing that information can be very valuable to people who care about the issues that your nonprofit works on.	Political parties may choose to share party platforms at different times and in different formats - check the CCVO website as we follow these developments.
Sharing resources and background materials with candidates	This is a great way to educate candidates about your issues, your constituency, or your community. Candidates rely on you to educate them about your issues.	You may share research and your policy priorities with candidates, and ensure that the same information is available to all candidates.
Attending meetings with individual candidates	These meetings can be helpful when a candidate's opinion is different from yours - to let the candidate know that there is an alternative and organized viewpoint.	Make sure to: <ul style="list-style-type: none"> <li>• Prepare talking points, issue, briefs, fact sheets, etc.</li> <li>• Keep it brief and use plain language</li> <li>• Anticipate their questions</li> <li>• Send thank you letters, including contact information for further questions, and follow-up with summary notes, actions items, etc.</li> </ul>
Public awareness campaigns	Sharing stories and background materials through traditional and social media is a great way to increase understanding and awareness with public stakeholder groups and the community.	You may oppose or support a policy, but keep your communication nonpartisan by making sure it is not connected to a single candidate or political party.
Get out the vote	Nonprofits have played, and continue to play, an essential role in the weeks leading up to elections. Traditionally marginalized groups (younger, diverse, low income) are often supported by nonprofits through access to information about how to vote and transportation to polling stations, among other supports.	When political candidates recognize the voting power of the nonprofit sector, they are more likely to listen to our issues and concerns. This is our opportunity to engage new voters and show power in numbers. Check the <a href="#">CCVO website</a> for resources on voter engagement.