



Make 2020 the Year of the Environmental Voter Be Part of *Elders Promote the Vote* *Project Summary*

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What is *Elders Promote the Vote*? - A partnership between Elders Climate Action (ECA) and the Environmental Voter Project (EVP) to encourage millions of strong environmentalists to vote in the 2020 election.

How does it work? Research shows that people with strong environmentalist priorities are not always the most consistent voters. But they are very persuadable to vote. ***Elders Promote the Vote*** is forming and training teams of volunteers to text, call and canvass to encourage strong pro-environment voters to get to the polls. We gained experience in 2018 and 2019, making more than 650,000 voter contacts with a get-out-the-vote message. This will help us to amplify our efforts in 2020. We will message millions of prospective environmental voters in twelve key states.

What do we hope to accomplish? Before Election Day 2020, ***Promote the Vote*** volunteers will contact more than *two million environmental voters* and deliver a strong get out the vote message. This will generate tens of thousands of pro-environment votes that would not have otherwise been cast.

How can I help? ***Promote the Vote*** is a people-driven campaign, and we need ***your*** help to make 2020 the Year of the Environmental Voter. Our main activity will be texting using the high powered Hustle texting app. ***Your phone number and other personal information will never be disclosed.*** We will provide training, technical support, and regular updates about how we can best use our people power to move voters.

Signing up is simple. Just go to eldersclimateaction.org/promotethevote and fill in the form. We will send you detailed information about how to get started. *Please only sign up once!*

Questions? pauld@eldersclimateaction.org