

#CommunityActionVotes Campaign: How-to Guide



1

Pick a Campaign Manager

Designate one member of staff to oversee the campaign. This person should have the final review of all items, manage the campaign calendar, and be responsible for editing and publishing. The campaign manager needs **all social media and email platform logins, administrative rights on social media accounts, and a [Canva.com](https://www.canva.com) account (free).**

2

Review the Campaign Calendar

Go over the CAVotes campaign calendar with your team, adding in your other scheduled emails and e-newsletters. If needed, **adjust the dates/times to ensure no items overlap** to prevent overwhelming inboxes and other social media campaigns you already have scheduled. Avoid emailing or posting too much on social on the same day.

3

Customize the Materials for Your Brand

We recognize that our language and graphics might not be a perfect fit with your organization, so **feel free to edit as needed to best fit your brand** and tone. OPTIONAL: Use Canva to adapt the designs we provided you to add your logo, if needed.

4

Schedule the Campaign

Schedule your emails and social media posts ahead of time so you don't have to remember to post throughout the coming weeks! Hootsuite and similar platforms can be extremely helpful if you do not want to schedule the posts through each individual social media channel. Automating your posts and emails can be a huge time-saver!



Did you know? CSBG funding *cannot* be used for voter registration advocacy!

Due to funding restrictions, Community Action Agencies that are **fully** funded by CSBG **cannot** participate in this campaign. However, agencies that are only **partially** funded by CSBG, are **permitted** to participate in voter registration activities as long as CSBG funds are not used for that purpose.