Campaign & Support

Local Ballot Measures

Advocate for a local ballot measure in your community. This guide will help you research, understand, and push for the issues that matter to you and your neighbors. Learn how to mobilize volunteers, raise awareness, and communicate effectively with voters.

01 Research the Measure

Conduct Online Research: Get familiar with current local ballot measures.

Get Connected: Talk to the people or groups endorsing the measure.

Attend Council Meetings: Learn what is being discussed, and stay engaged.

PRO TIP: SET UP A SEARCH ENGINE EMAIL ALERT FOR THE ISSUES YOU CARE ABOUT TO STAY INFORMED.

02 Build Your Team

Reach Out: Connect with local elected officials, community leaders, and other active residents.

Create Connections: Connect with all friends and family who are passionate about the issue at hand.

Find Volunteers: To help with fundraising, canvassing, and data collection.

PRO TIP: FIND VOLUNTEERS THAT CAN CONTRIBUTE SKILLS LIKE GRAPHIC DESIGN, OR DATA ANALYSIS TO CREATE EFFECTIVE VISUAL MATERIALS.

03 Tailor Your Campaign

Identity the Issues: Pinpoint the issues most important to your community and when relevant, connect the ballot measure to these issues.

Share: Connect with community leaders and local influencers to amplify information.

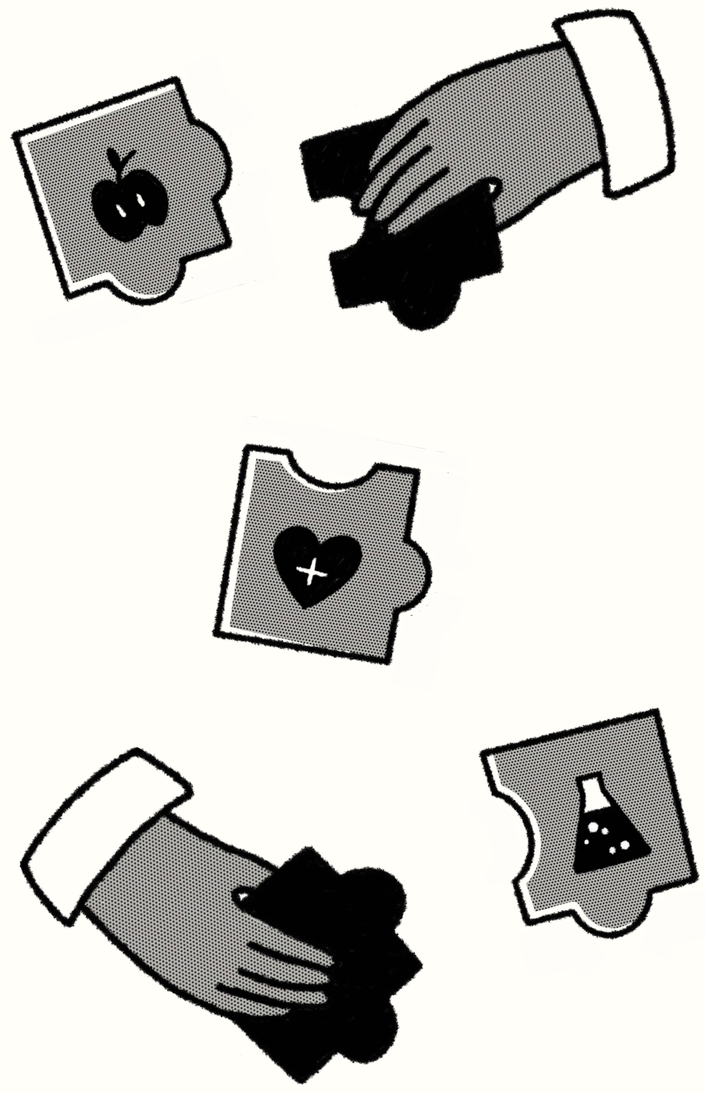
Visuals: Create easy-to-understand visuals that break down complex policies and share accurate election information.

04 Take Action

Fundraise: Fundraise for materials (flyers, lawn signs, etc.) and compensation for people campaigning.

Spread the Word: Go door-to-door, make calls, mail postcards, and bring your outreach to community events.

Leverage Local Media: In order to spread the word and get endorsements.



TIPS FOR SUCCESS

- **Personal Connections Matter:** People are more likely to engage with a familiar face and personality.
- **Use Data Wisely:** Break down complex policies with infographics.
- **Consistency is Key:** Keep the momentum going until election day.
- **Show Appreciation:** No matter the outcome, do not forget to take time to recognize and thank those who contributed to the campaign.

RESOURCES

- HOW TO MAKE AN INFOGRAPHIC UNDER 1 HOUR | EASY GUIDE (2025)
- INFOGRAPHICS TOOLKIT