**Script for callers**

Hello,

I’m \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, a member of the League of Women Voters, and I’m calling to urge you to take part in the League’s online voters’ guide, Vote411.org. Our guide, which posts responses in the candidates’ own words, is used by voters throughout Washington as they research and make decisions on who to vote for.

You should now have received our emailed invitation to participate, including the questions we’re asking and a link you use to get to your unique site on the guide. If you missed the invitation, we will be happy to resend it to you.

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**FAQs for callers – info to respond to candidate questions:**

**What should they know about the LWV:** LWV is strictly nonpartisan and doesn’t ever endorse candidates.

**Technical details for the candidate:**

* Offer assistance with technical problems: [vote411@lwvwa.org](mailto:vote411@lwvwa.org)
* The link to your site is the long blue-font line in their invitation or reminder email.
* If at some point the site asks for your code, it’s at the end of that long blue line.
* You (the candidate) have total control over the words you choose as you answer the questions we ask.
  1. There is a character limit of 1000 characters – each keystroke counts as a character.
  2. You can go into your site at any time and make any changes you want. Your site is totally under your own control.

**Deadline:** Deadline for responding is Sept 18th, but you can continue to go to your site and respond or make changes at any point.

**What is the voter experience:**

* Once the website, Vote411.org, is ‘live,’ voters will be able to see all races that will appear on their own ballots.
  1. Primary winning candidates will remain live
  2. General election-only candidates and ballot measures will go live shortly after the candidate’s ‘deadline’ for responding.
* Once the ballots are mailed, voters fill out their ballots at any point, so it’s best for you and your voters if you have entered your responses by the date ballots are mailed.

**Why Vote411 is different from other voter guides:**

* **Trusted:** Backed by the non-partisan legacy of the League – voters trust Vote411 for balanced information
* **Relevant:** Constituent questions means the information you’re providing is incredibly relevant to voters in helping them make informed choices
* **Easy to use:** It’s online and voters simply plug in their address and immediately see every candidate and issue that appears on their ballot

**Clarification on what Vote411 is NOT:**Your responses are NOT intended as screening that could lead to a League endorsement – all your responses will go directly to voters.  The League of Women Voters does NOT ever endorse candidates, maintaining our trusted non-partisan status.

**The benefit to voters:**It is critical that voters get access to balanced information about the candidates and issues that are on their ballots.  Providing information through Vote411 helps voters get all the information they need – including a clear impression of who you are and how you will tackle the issues that they care about most in their communities.

**The benefit to candidate:**The League is a trusted source of balanced information that many voters turn to for information about their ballot.  Submitting your answers is a quick and easy way to get your unfiltered, unbiased message out to many voters directly.

**Ease and security of participation:**Each candidate is provided with their own personal link to login and submit responses securely and directly to voters through the VOTE411 platform.