



## VoterVoice State Capabilities

Did you know ABC National's VoterVoice subscription supports state-level capabilities? Through VoterVoice, ABC National Government Affairs staff can work with your chapter to do things like send informational broadcast emails, such as Get Out the Vote messages; send action alerts for your members to get in touch with the state legislature; and score state elected officials on key votes.

### GOTV

With Election Day quickly approaching, ABC National can send Get Out the Vote messages to your chapter's members. ABC National coordinated with the appropriate chapters from May to mid-September on 2020 presidential and state primaries, pushing emails with state-specific links, voter information and a plug for [ABC Votes](#). If your chapter is interested, lean on National to help inform voters this election year, whether it's simply informational or highlighting a particular race.

Of note, email messages can be narrowed down by state legislative districts (for both chambers) as well as congressional district. General, scaled-down state alerts can also be sent via the [ABC Action app](#). Additionally, messaging reports are available detailing the metrics of every broadcast email sent.

### Action Alerts

[ABC's Action Center](#), powered by VoterVoice, can host state advocacy campaigns in addition to federal campaigns. If there's legislation moving in state government that your chapter either supports or opposes, ask your members to take appropriate action as needed. Target your state's governor, House members, Senate members, lieutenant governor, attorney general and secretary of state.

Custom state and local targets can also be added. Action alerts are typically sent to members through both email and the ABC Action app. ABC National can share advocacy reports about the sender, recipient and message details. Please refer to the contact information below to learn more.

### Scorecards

ABC chapter state legislative scorecards are supported through VoterVoice. Similar to National's [federal scorecard](#), chapters are encouraged to identify priority issues, score key votes and use the scorecard to support pro-merit shop lawmakers. Scorecards can also be used to determine political giving, similar to the strategy employed by ABC National with federal political contributions.

Educate members on policy issues closer to home and hold elected officials accountable. In addition, scorecards can be displayed on the ABC Action Center and integrated into the ABC Action app.

Please contact grassroots manager Patrick McCarty ([mccarty@abc.org](mailto:mccarty@abc.org)) for additional assistance or to learn more about National's VoterVoice subscription and how it can be utilized by chapters.