

VOTER GUIDES

CD OHIO 18 SUCCESS EXAMPLE



- ✘ RESULT: Incumbent Lost Unexpectedly

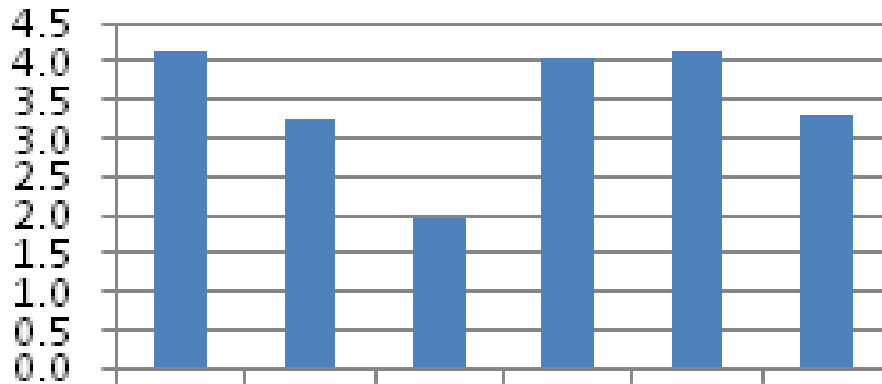
- ✘ Candidate Nights – *Incumbent was no-show*
 - + Six Candidate Nights throughout Congressional district
 - + Much praise from attendees and local media
 - + Based on website access records - web-traffic from the Republican Party, Democratic Party, Campaign Consultants, National Lobbying Organizations, and National Corporations.

- ✘ Voter Guides
 - + 65,000 Sunday Newspaper Inserts just prior to Election - Inexpensive
 - + Incumbent Voter Guide column stated: “Refused to answer”

- ✘ Neighborhood / Precinct Organizing
 - + Door-to-Door limited, since mostly rural
 - + Much Volunteer Phone-banking from outside of district

2010 POST ELECTION SURVEY RESULTS

Election Impact Average



■ Election Impact Average



NON-PARTISAN VOTER GUIDE OVERVIEW

- Inform voters of Candidates' positions
 - Can use content from Candidate Nights
- Every candidate receives a questionnaire
 - Federal, state, & local elections
 - Simple questionnaire focused on Constitutional Principles
- Questionnaire Responses will be:
 - Printed on a Voter Guide
 - Posted on the internet
 - Distributed to voters:
 - Newspaper inserts just prior to election
 - Door-to-Door through Neighborhood / Precinct Canvassing
 - At polls on Election Day
- Non-Partisan Voter Guides
 - Provide candidate responses with no additional commentary to the voter.
 - In other words, **the voter** decides who the best candidate is based on their values.



ABIGAIL ADAMS PROJECT



- ✘ Launched in the fall of 2009.
- ✘ Already, 23 states have joined and other states are coming on board.



SAMPLE VOTER GUIDE



Voter Information Guide

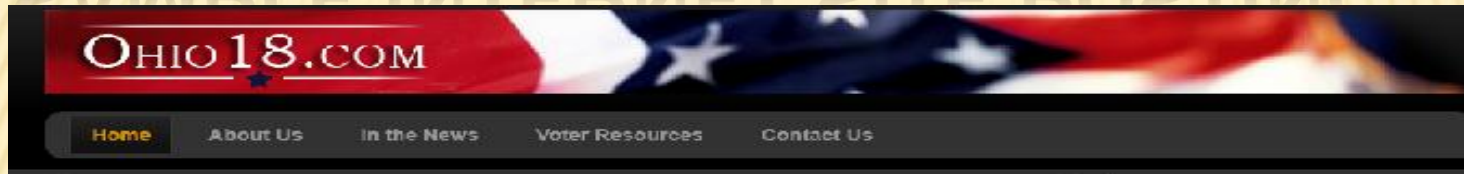
S= Support O= Opposed

An * by a candidates response denotes that their conduct, speeches, voting record and/or legislation is contrary to the answer they gave

Category	#	ISSUE	Candidates: US Senate/Utah			
			John Doe	Jane Doe	Jack Doe	Fred Doe
Health Care	1	Taxpayer funded healthcare mandated and run by the government?	O	S	O	
Federal Authority	2	Imposing government restrictions on an individual's right to keep and bear arms	O*	S	S	
	3	Religions of this nation who teach a belief in God and obedience to divine authority	S	S	O	
Economy	4	Did you support passing the TARP or Stimulus bill?	S	Declined Response	O	
	5	Capitalism as the best overriding economic system for the United States	O	O	O	Candidate refused to answer survey
Abortion	6	Requiring parental consent for abortions performed on girls under age 18?	S	O	O	
Marriage	7	State marriage amendments defining marriage as between one man and one woman?	O	Declined Response	S	
Immigration	8	"Guest Worker" programs for immigrants	S*	O	O	
Environment	9	Drilling for oil in American controlled lands and waters	O	O*	S	
Taxes	1	Repealing the income tax and other taxes, abolishing the Internal Revenue Service, and enacting a national sales tax to be administered primarily by the States	O	S	O	
	0	Tax Credits for parents who send their children to private schools	S	S	O	
Education	1	The US Constitution empowers the Federal Government to make laws or regulations concerning the operation of schools or the content of curriculum	O	S	S	
	2					
National Security	1	The top priority for National Security in the US is the war on terror	S	S	S	
	3					
Public Trust	1	It is reasonable for citizens to expect public servants to live by a high moral standard	O	O	O	
	4					
	5		S	O	S	

Note: As of April, 2011, Social and Faith-based questions will no longer be asked.

SAMPLE INTERNET SITE POSTING



Hold Them Accountable: BobGibbs.info



Visit www.BobGibbs.info to learn how Bob Gibbs is representing YOU in Congress.

Ohio 18 Voter Guide Now Available

Because of the hard work of volunteers for the [The Ohio Abigail Adams Project](#), we have the pleasure to present to you this non-partisan voter guide for District 18.

The voter guide is a table listing various ballot items for the 18th District. It includes columns for the item number, a description of the item, and the candidate or measure name. The items listed include:

- 1. Ballot for the 18th District, General Election
- 2. Ballot for the 18th District, Primary Election
- 3. Ballot for the 18th District, Special Election
- 4. Ballot for the 18th District, Absentee Ballot
- 5. Ballot for the 18th District, Provisional Ballot
- 6. Ballot for the 18th District, Ballot for the 18th District, Ballot for the 18th District
- 7. Ballot for the 18th District, Ballot for the 18th District, Ballot for the 18th District
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- 19. Ballot for the 18th District, Ballot for the 18th District, Ballot for the 18th District
- 20. Ballot for the 18th District, Ballot for the 18th District, Ballot for the 18th District

Donate to Ohio18

We are grassroots volunteers.



We need your support.

The Ohio Library Council is a 501(c)(3) non-profit organization. Contributions to Ohio18 are tax-deductible.

- STEP 1**
REGISTER TO VOTE
- STEP 2**
LEARN ABOUT THE CANDIDATES
- STEP 3**
LOCATE YOUR POLLING PLACE
- STEP 4**
VOTE BY ABSENTEE BALLOT IF NECESSARY
- STEP 5**
VOTE!

PERSPECTIVE



- ✘ Will use voting records to qualify the candidates answers and make notations of discrepancies on the voter guide.
 - ✘ The “*” next to the candidates answer indicates he/she voted differently than how they answered our survey.
- ✘ If candidates refuse to return the survey, will mark on the voter guide “refused to answer”
 - ✘ It is in their best interest to participate!
- ✘ Provides candidate issue perspective, despite media hype and political tactics
- ✘ Even voters who have not “followed politics” will have the appropriate information prior to voting

VOLUNTEER NEEDS



✘ Volunteer Positions

- + State Coordinator - Conduct research on all State-wide candidates. Upload this information to website
- + County Coordinator - Conduct research on all county specific candidates. Upload this information to website
- + Team Leaders - Create and distribute voter guides. Download information from website.

✘ www.abigailadamsproject.org

- + Click on the your state's link on the home page.
 - ✘ Ohio State Coordinator: Marsha Frost
Email: abigailadams@zoominternet.net
- + Join the website and decide where you would like to serve

VOTER GUIDE DETAILS – SEE AAP WEBSITE



"If we mean to have heroes,
statesmen and philosophers, we
should have learned women."
-Abigail Adams

HOME | ABOUT THE PROJECT | WHO WE ARE | VOTER INFORMATION | VOLUNTEER | DONATE | CONTACT US

Homemakers for America launches the Abigail Adams Project!



Homemakers for America announces the official launch of the Abigail Adams Project—a voter information initiative that will provide candidate information without including party affiliation. The project will outline who the candidates are and where they stand on the issues from the President of the United States all the way down to school boards in every city, county and state in the country. The information will be open to all candidates and not just those running with one of the two common parties.

Homemakers for America is teaming up with Aa A Mom and several other organizations including Tea Party, Liberty, and 6-12 Groups to coordinate efforts and provide the tens of thousands of volunteers needed to carry out the project in time for the 2010 General Election.

The Abigail Adams Project not only provides voter information through the Internet but also provides teams of volunteers by state and county all over the nation to pass out the information to voters at polls on Election Day.

The Abigail Adams Project will truly revolutionize the electoral process. No longer will candidates need a machine

AAP Endorsements

I truly want you to know, and understand how much I, and my fellow candidates from Seneca County, appreciate all the effort that you put into this project. This is one fine piece of world I knew it was an overwhelming and difficult task. I commend you and your team of helpers to pull this off!

With all Sincerity, May God Bless you richly for your Service!

Jim Green
President North Central Ohio Conservatives, Inc.
Tiffin, Ohio Seneca County

My wife and I just wanted to thank you for making an effort to educate voters! As each Election Day approaches, we always struggle and stress attempting to learn facts about candidates' stance on issues, especially in the State and Local races and those that are supposedly non-partisan! All too often, we think candidates just wish to tell us how "nice" they are and actually try to avoid their position on important issues! Thank you so much!

Paul and Danis Allison, Conover, NC

What a revolutionary ideal. We used projects like this to put some controls on the machine in Chicago in the first Mayor Daley years. I just returned from the polls in Atlanta and was reduced to voting out incumbents and voting with reference to the groups of lawn signs in our neighborhood. I mailed signs in certain yards and voted against all those candidates. This after attempts to do serious research...I'd like to help. Please keep me informed as you proceed with organization.

Christine
Professor of Economics, Georgia

Questions?

