



Pre-Event Activities

1. **Connect with Partner Organizations.** The Count Us In Voter Registration Campaign is supported by Self-Advocates of Indiana, Direct Support Professionals of Indiana (DSPIN), The Arc of Indiana, and INARF. We encourage you to replicate this partnership in planning your voter registration event. If you are not sure what partners are in your local community, check out the following for more information:

[Self-Advocates of Indiana](#) -- (317) 977-2375

[The Arc of Indiana](#) -- 317-977-2375

[INARF](#) -- 317-634-4957

[DSPIN](#) -- 317-634-4957

2. **Tell Us About It.** Don't forget to tell us about your plans by completing and submitting the [Event Confirmation Form](#).

3. **Educate Yourself.** Make sure you understand the dos and don'ts of voter registration. Learn about [helpful hints](#) for planning a voter registration event, as well as the ins and outs of voter registration and [501\(c\)3 organizations](#). Check out information about [voting in Indiana](#).

4. **Use Your Website.** Encourage participation in your event and voter registration through your website. If your organization has web banners on your web site or purchases/has donated web banners on other sites, consider utilizing this space to announce your event and thank people for their participation.

5. **Use Your Social Network.** If your organization uses Facebook, Twitter, or Instagram, use it to raise awareness for your event. Post messages before, during, and after the event to keep people engaged and connected to this important event. Use the event hashtag #CountUsIn.

6. **Alert the Press.** Once the date of your event is confirmed, send a press alert to your media outlets two weeks prior to the event and, again, one week prior to the event. Check with your local publications/stations to determine the best time to send a press alert for the best chance of placement. Consider all media outlets: daily and weekly papers, chamber of commerce newsletters, radio and television stations. Find out who is responsible for assigning or editing stories related to your event (i.e., Human Interest, Local Politics, and Local News). When you send out your press alert, personally address it to that individual. Check the media outlet's web site or ask about the preferred format and method of receiving alerts: e-mail, fax or regular mail. Do not send alerts to general, generic email addresses.

Basic Format: (Please note, this format is a very simple guide - deviate as occasion, need or preference dictates.)

Include header

FOR IMMEDIATE RELEASE

Contact: Your name, title

Your organization

Phone:

Email:

Date and time of event, who will be attending.

Why you are hosting the event. This should be of human interest, not broad and impersonal. It should also reveal something about the importance of people with disabilities being a part of the election/voting process.

Reporters prefer stories with quotes. Include quotes from partner organizations on the importance of the event to their organization, people with disabilities and the state of Indiana.

Short, concise background on partner organizations. Include affiliation with Self-Advocates of Indiana and Direct Support Professionals of Indiana and brief explanation.

Self-Advocates of Indiana (SAI) is a statewide advocacy organization that empowers people with intellectual and developmental disabilities.

The Direct Support Professionals of Indiana (DSPIN) is a group of Direct Support Professionals (DSPs) from across Indiana who dedicated to building a qualified direct support workforce in our home state.

Press contact information.

Follow up the alert with phone calls to media to inquire if they will be attending the event. Calls can be the same day as the alert is sent, or the following day to make sure they received the alert. You can also call the day before the event to see if they will be covering the story.

7. Send an e-Blast. Let your organization's "friends and families" help get the word out by sending out an e-Blast via e-mail. An e-Blast is a condensed form of your press alert and does not include contact information and has a more informal and personal tone.