



## **RECOVERY VOICES COUNT**

A Guide to Non-Partisan  
Civic Engagement

840 First Street NE, Third Floor  
Washington, DC 20002  
202.737.0690

[www.facesandvoicesofrecovery.org](http://www.facesandvoicesofrecovery.org)  
[info@facesandvoicesofrecovery.org](mailto:info@facesandvoicesofrecovery.org)



## Dear Recovery Advocate:

Faces & Voices of Recovery is pleased to bring you the 2018 non-partisan **CIVIC ENGAGEMENT GUIDE**.

We started RECOVERY VOICES COUNT in 2008 as part of our national movement to make it possible for even more of our friends, neighbors and family members to experience long-term recovery from addiction. Since then thousands of recovery advocates have registered to vote as a direct result of this campaign!

We continue to organize and mobilize the recovery community to have a strong voice because we know that *by our silence we let others define us*. We must hold elected officials and policy makers accountable, by informing them about the laws, rules and regulations that will benefit recovery, and those that are barriers to recovery, and asking them to take a position on the issues that WE care about.

Growing numbers of recovery community organizations across the country have prioritized active citizenship and community reconnection as an important element of recovery support and a factor supporting long-term recovery. RCO's are raising recovery voices in the local, state and national arenas. Together, we are building an informed constituency of consequence — an important part of the electorate that cannot be ignored.

With the 2016 national elections approaching, recovery community organizations are conducting voter registration and Get-Out-The-Vote activities, sponsoring candidate forums, and getting candidates for political office on record about critical policies that will make recovery a reality for even more Americans. They are making RECOVERY VOICES COUNT.

Please join us in reaching out and organizing the recovery community to participate in the electoral process. Use this guide as your best resource for practical hands-on tools. Please let us know what you've accomplished and check out webstore at [www.facesandvoicesofrecovery.org](http://www.facesandvoicesofrecovery.org) for RECOVERY VOICES COUNT merchandise such as T-shirts, buttons, banners and bumper stickers to promote and unite the campaign.

Let's engage and mobilize the recovery community to make RECOVERY VOICES COUNT IN 2016!

Sincerely,



Patty McCarthy Metcalf  
Executive Director

**PS.** More than five million Americans are barred from voting because of their past criminal convictions. Many of these disenfranchised people have experienced recovery from addiction but still face lifetime bans on participating in civic life as voters. Recovery community organizations around the country are working in coalition with allied organizations to address this policy. To find out about the laws in your state, go to [felonvoting.procon.org/view.resource.php?resourceID=286](http://felonvoting.procon.org/view.resource.php?resourceID=286).

# RECOVERY VOICES COUNT

WHAT IS CIVIC ENGAGEMENT? .....	PAGE 1
GETTING STARTED .....	PAGE 2
NON-PARTISAN VOTER REGISTRATION .....	PAGE 4
VOTER REGISTRATION INFORMATION .....	PAGE 6
NON-PARTISAN VOTER EDUCATION .....	PAGE 9
NON-PARTISAN GET-OUT-THE-VOTE ACTIVITIES.....	PAGE 13
KEEPING IT NON-PARTISAN: CIVIC ENGAGEMENT.....	PAGE 14
<b>APPENDIX A-1</b>	
State Voter Registration Deadlines.....	PAGE 16
<b>APPENDIX A-2</b>	
Voter Registration Drive Checklist (Preparing for the Drive).....	PAGE 19
<b>APPENDIX A-3</b>	
Voter Registration Drive Checklist (Day of the Drive).....	PAGE 20
<b>APPENDIX A-4</b>	
Sample Sign.....	PAGE 21
<b>APPENDIX A-5</b>	
Sample Flyer For Registration Table.....	PAGE 22
<b>APPENDIX A-6</b>	
Sample Registration Table Sign.....	PAGE 23
<b>APPENDIX A-7</b>	
Voter Registration Sign-up.....	PAGE 24
<b>APPENDIX B</b>	
Sample Questions For Candidates.....	PAGE 25
<b>APPENDIX C</b>	
Sample Get-Out-The-Vote Telephone Script.....	PAGE 26
<b>APPENDIX D</b>	
Sample Get-Out-The-Vote Emails.....	PAGE 27
<b>APPENDIX E</b>	
Recovery Bill Of Rights.....	PAGE 28
<b>APPENDIX F</b>	
Sample Public Service Announcements.....	PAGE 29
<b>APPENDIX G</b>	
Successful Strategies From Recovery Voices Count Campaigns.....	PAGE 30
<b>APPENDIX H</b>	
Other Useful Resources.....	PAGE 32
<b>APPENDIX I</b>	
Let Us Know.....	PAGE 35

## WHAT IS CIVIC ENGAGEMENT?

Civic engagement means involvement in your community. To make the voice of the recovery community heard, civic engagement from our community must increase. This is one strategy recovery advocates are using to change discriminatory public policies and make sure people with addiction get the help they need.

You do not have to run for public office to participate in the political process in your community. Some have chosen to do this, however there are many other ways to get involved. In this guide, you will find information about organizing civic engagement activities in your city or town. Civic engagement is not something we can wait for others to do- the recovery community must take action!

### Three Common Civic Engagement Activities Are:

#### **Voter Registration**

Every successful civic engagement campaign starts with registering people to vote. This guide provides you with detailed information about who's eligible to vote, how to conduct voter registration drives, and overcoming objections that people have in registering to vote.

#### **Voter Education**

Education is a powerful predictor of civic engagement. The more people know about the issues that affect them, the more likely it is that they will participate in civic affairs. If we expect those who we register to vote to exercise that right, then we must provide them with good information about the issues they care about and the candidates' positions on those issues. This guide provides you with some tools to do just that.

#### **Voter Participation**

Finally, you can register people to vote and give them all the information in the world, but if they stay home on Election Day, then we've not done a good job of engaging them as citizens. This is called Get-Out-the-Vote or GOTV for short. This guide gives you strategies and techniques for getting people to the polls to exercise their right to vote.

## GETTING STARTED

### Forming a Committee

Forming a committee of individuals in your community who are interested in working on the RECOVERY VOICES COUNT civic engagement campaign is your first step. The committee can include representatives from your organization, individual recovery advocates, or representatives from other organizations. Diversity is key. Seek representatives from allied organizations, as well as people who might not be members of your organization but share the same beliefs as you. The committee should be involved in planning the civic engagement activities that will be carried out through Election Day, November 6th, 2018.

We suggest you take some time and brainstorm who would be helpful to you on your committee. There's quite a bit you can do, so the larger and more diverse the committee, the better. Here are some suggestions for committee members:

- ▶ Recovery Community Organizations other than your own
- ▶ Treatment Providers / Employees / Alumni
- ▶ Medication-assisted recovery groups
- ▶ Recovery housing providers
- ▶ Prevention Coalitions
- ▶ High school and collegiate recovery communities
- ▶ Drug Court staff and/or graduates
- ▶ Criminal justice reform advocates
- ▶ Medical professionals / Health care workers / Social workers
- ▶ Parent and family Groups
- ▶ LGBTQ community members
- ▶ Faith based organizations / Churches / Synagogues / Mosques, etc.
- ▶ Workplace union representatives
- ▶ Sheriffs and other law enforcement officials
- ▶ Local groups you may be working on other projects with
- ▶ Others (Use space below to list)

---

---

---

---

---

---

---

---

After you figure out who you want to invite to join your committee, get their contact information including email addresses, and send out an invitation to an organizational meeting.



## GETTING STARTED Continued

### Planning Is the Key to Success

Planning is critical to a successful campaign. After you've set up your committee, use the information below to put together an organizational meeting. At the meeting, develop your voter registration, voter education and get-out-the-vote strategies. Here are some things that the committee should think about:

- 1. What resources do you have?** Volunteers; upcoming events; newsletter, website and other communications; relationships with the recovery community and allied organizations. Do you have money to fund the campaign, print and mail brochures and other materials, provide refreshments at events, etc?
- 2. What are your goals?** The number of individuals who you want to register to vote; the number of individuals who you want to get out to vote.
- 3. What are your targets?** What potential voters are you hoping to engage? Where do they live; are they already members of your organization or are they people that you hope to involve in your organization?
- 4. Who are your likely allies and partners?** Is everyone that should have been invited to your organizing meeting there? Are there other groups or individuals not represented that should be?
- 5. Who will be responsible for carrying out the campaign?** Does your organization have staff who can be involved in these activities? What can volunteers do, such as voter registration at community events or get-out-the-vote activities?
- 6. Who are your volunteers?** Part of any successful campaign is having enthusiastic and reliable volunteers. It is important to identify the key volunteers you have in your networks. What skills do they have? How interested in the topic are they? Are they consistently reliable? Did they find you, or you find them? And, most importantly, are they someone that can be trusted as an effective messenger of your message?
- 7. What will your theme be?** *Recovery Voices Count; We Recover and We Vote; Another Voter for Recovery; Keep it simple, non-partisan, and inspiring!*
- 8. What non-partisan voter registration activities will you do?** (See the information below about how to organize your non-partisan voter registration program.) Register voters at existing events, such as Recovery Month observances; recovery community centers; trainings that you have scheduled, etc.
- 9. What type of voter education will you be involved in?** Will you prepare a voter information guide that educates voters on the candidates for office and the important issues facing the recovery community this election season? Make sure you review **KEEPING IT NON-PARTISAN: CIVIC ENGAGEMENT** and **VOTER EDUCATION** for extra information.
- 10. What Get-Out-The-Vote activities will you do?** (See the information below about how to organize Get-Out-The-Vote activities.) Be sure to include as part of your strategy to contact every new voter that you register and all of the members of your organization by phone, reminding them to vote.
- 11. What is your timeline?** Working backwards from November 8, 2016, lay out the dates and times for the activities that you would like to do.
- 12. What are some new, creative ideas you may want to incorporate into your campaign?**  
See Appendix G for successful strategies from previous Recovery Voices Count campaigns.
- 13. How are you going to evaluate your campaign?** Make sure the committee clearly understands what non-partisan civic engagement is and what types of activities you are allowed to do under the law. See **KEEPING IT NON-PARTISAN: CIVIC ENGAGEMENT** below for more information.

# NON-PARTISAN VOTER REGISTRATION

## Information and Guidelines

The first step in exercising our right to vote is registering with local election officials. In most states people must register before Election Day, although some states allow “same day registration.” (See registration deadlines in Appendix A-1 and be sure to double check voter registration criteria and deadlines.) Make sure that volunteers understand this information. Communicating correct information is critical to getting participants to actually register. Non-partisan voter registration is simply registering eligible citizens without connecting it to any candidate or political party.

## How Do You Organize a Voter Registration Drive?

**1. Your RECOVERY VOICES COUNT** organizing committee should designate one person as the lead coordinator for the drive. This person should act as the liaison between the elections board and the participating voter registration volunteers. It takes some amount of planning and preparation to conduct a voter registration drive and will require teamwork to organize (See checklist of activities in Appendix A-2).

**2. Contact the local elections office in the county where you will hold the drive** and let them know that you want to hold a voter registration drive. They can give you information about your state’s voter registration requirements and the materials you will need—voter registration information manuals, voter registration forms and voter’s guides. Ask them how to store the completed voter registration forms and make arrangements for their timely return to the appropriate elections office.

**3. Contact registration outreach programs,** sponsored by such groups as the League of Women Voters, to obtain voter educational information and materials that can be distributed to registrants (optional).

**4. Make up a list of possible locations for your voter registration drive.** You might include clinics, day treatment programs, peer advocacy organizations, self-help organizations, or “high-traffic” public areas such as community centers, schools, libraries, shopping centers, grocery stores, churches, or community festivals or rallies. ***Don’t forget to include September 2018 National Recovery Month activities on your list.***

**5. Contact the appropriate organizations for permission to register voters on their premises.** You may want to stress the non-partisan aspect of your drive as many property or business owners may not want partisan activity happening on their premises but will not mind nonpartisan activities.

**6. Set the date and time(s) for your drive.** Pick a date that gives you enough time to register voters and return their completed registration cards before the deadline in your state (See Appendix A1 for voter registration deadlines in your state.) You can decide how long the drive should be depending upon where you’re going to hold it. For example, it’s good to schedule lunchtime drives between 11:00 a.m. and 2:00 p.m. Drives at libraries, grocery stores, shopping malls and similar locations can last four to six hours between 10:00 a.m. and 4:00 p.m. And if you’re setting up a voter registration table during a community festival, you may want to be there the entire day.

**7. Figure out how many people you will need and sign up volunteers to staff the drive.** You will need a team of at least two people to staff the registration table. If you have a list of your members, you can develop a phone bank to recruit volunteers and let them know that you’ll be registering people to vote and where. Set up time-slots and make your assignments.

## NON-PARTISAN VOTER REGISTRATION Continued

**8. Partner with others in the community to maximize your Recovery Voices Count campaign.** Potential partners include: Treatment Providers (Clients/Alumni/Employees); Recovery Houses; Community Anti-Drug Coalition (CADCA) and/or other prevention coalitions; Student Groups, Drug Court participants, staff or graduates; Criminal Justice Reform advocates, League of Women Voters; Health care professionals; PTAs and other family groups; LGBTQ Community Organizations; faith-based organizations and other local groups you are working with on other projects.

**9. Gather all of the necessary equipment and supplies several days before the drive.** You will need a table, chairs, clipboards, pens, voter registration applications, voter's guides and your organization's literature, e.g. fact sheets, pamphlets, newsletters, etc. Be creative with your table. Decorate it with banners, balloons and/or signs encouraging people to "Be Another Voter for Recovery" and "Register to vote here." (See Appendix A-5 for a sample sign). In preparing a voter registration banner, don't forget the name of your organization or group and its logo. Because this activity is non-partisan, make sure that you do not have any materials endorsing a particular candidate on your table.

**10. Keep track of those you have registered to vote.** If you have contact information for the people you register, you can create phone-bank lists to call these new voters before Election Day to remind them to exercise their right to vote and offer them transportation to the polls. While this may seem like an invasion of privacy, it is perfectly legal and will be a major advantage in following up with registered voters. (See Appendix A-7 for a sample registration sign-up sheet.)

**11. Publicize your voter registration drive.** Put up posters and flyers around your community and hang them in your Recovery Community Center, Drug Court, office, store windows or other locations. You can also send out press releases to local media announcing the date, time and location of your voter registration drive. This is a great way to publicize your drive and to raise awareness in the community. (See Appendix A-4 for a sample flyer.)

**12. Train your volunteers.** Schedule a training session to review your state's guidelines for registering voters. Make sure that each volunteer is thoroughly familiar with the registration forms. If required in your state, volunteers should attend any mandatory training sessions conducted by the local elections board.

**13. On the day of the drive set up the table.** Make sure you have plenty of pens, voter registration applications and instructions, voter's guides and your organization's literature. Volunteers may stand by the registration table with clipboards and voter registration applications in-hand, ready to ask passers-by if they are registered to vote. (See VOTER REGISTRATION BACKGROUND INFO for tips on how to ask people if they're registered.)

**14. Tell people who register** that they will receive a voter registration card in the mail within two or three weeks and, if not, they should contact the local board of elections.

**15. Turn in completed voter registration applications** to the local elections official in a timely manner. It's really important that you know the laws in your state and be sure to get the card turned in to the right place within the correct amount of time. Legally-mandated time limits vary by state.

**16. Contact your local elections board** or consult the rules governing voter registration drives on your state's web site which can be accessed via the web site of the National Association of State Elections Directors: [http://www.nased.org/NASED%20Rosters/NASED\\_ROSTER\\_11\\_6\\_2015\\_MOST\\_CURRENT.pdf](http://www.nased.org/NASED%20Rosters/NASED_ROSTER_11_6_2015_MOST_CURRENT.pdf). (See VOTER REGISTRATION BACKGROUND INFO for more information about voting eligibility.)



## VOTER REGISTRATION INFORMATION

### What Does a Voter Registration Volunteer Do?

A voter registration volunteer helps to register voters individually or as part of an organization or group. The voter registration volunteer offers eligible individuals the opportunity to apply to register to vote by distributing voter registration applications, providing assistance with completion of the application and, when requested, returning promptly the completed applications to a state or local election official for processing.

#### Here are some tips about how to register voters:

##### ***“Are you a registered voter?”***

If the person says no, encourage him or her to fill out an application. Review each completed application for accuracy and completeness: Can you read the writing? Are all the sections filled out? Is the form signed?

If the person says yes, ask whether there has been a change in name or address since the last time he or she voted. If so, you can show them where to update that information on the application.

If the person is reluctant to register, here are some possible answers to common responses:

##### ***“I don’t have time.”***

**Response:** “That’s why we’re here. This will take less than a minute. What’s your last name?”

##### ***“My candidate always loses.”***

**Response:** “That’s why we’re here. So many people just didn’t vote in the last election. We’re going to register people and encourage them to vote so we can make a difference on Election Day. What’s your last name?”

##### ***“My vote doesn’t make a difference.”***

**Response:** “That’s why we’re here. A lot of people feel that way, but if we all voted we could make a difference. We’re going to register people and encourage them to vote so we can hold politicians accountable on Election Day. What’s your last name?”

**Response:** “I think it’s important that you register to vote. We need more people in the community to get involved and support candidates who will help our neighborhood.

**Response:** “We can’t keep electing politicians who don’t care about addiction recovery. We need to elect officials who care about our community.”

The U.S. Election Assistance Commission points out that “Just” one vote can and often does make a difference in the outcome of an election. Here are a couple of examples:

In 1997, Vermont State Representative Sydney Nixon was seated as an apparent one-vote winner, 570 to 569. Mr. Nixon resigned when the State House determined, after a recount, that he had actually lost to his opponent Robert Emond 572 to 571.

In 1989, a Lansing, Michigan School District millage proposition failed when the final recount produced a tie vote 5,147 for, and 5,147 against. On the original vote count, votes against the proposition were ten more than those in favor. The result meant that the school district had to reduce its budget by \$2.5 million.

## VOTER REGISTRATION INFORMATION Continued

***Every vote does count. However, if an individual further refuses to register to vote, wish them a good day and look for your next voter registrant prospect.***

When you're talking to people about registering to vote, please remember that because you are conducting a non-partisan voter registration drive, you must:

Never mention the name of a candidate or a party, and staff and volunteers should make sure that none of their materials or clothing contains candidate or party information or advertising.

If asked how you plan to vote, do not answer the question.

If you are asked what party you prefer, do not answer the question. Rather explain that your purpose is to promote the democratic process and not particular candidates.

Do not ask the persons you are working with how they plan to vote or what their party preference is or make any effort to find out their allegiance to any candidate or party — whether directly or indirectly.

Do not select a target area or group because you believe the voters in that group or areas will favor a particular candidate even if the candidate is a member of a group that your organization serves.

Do not publicize which candidates agree with the positions that your organization supports.

Avoid any appearance that your voter registration activities are timed to coincide with politically significant events in a particular candidate's campaign.

***Smile, make eye contact, be enthusiastic!!***

### Who has the right to vote?

In general, an individual must be

- a United States citizen by birth or naturalization
- 18 years old on or before the date of the next general election following the date of registration
- a resident of the state in which he or she wishes to vote

Each state has different voter eligibility rules. For instance, many states have eligibility requirements that permanently or temporarily disqualify citizens for felony conviction or adjudication as mentally incompetent by a court of law. The conditions for restoration of these voting rights are listed on state voter registration application forms. There's information elsewhere in our RECOVERY VOICES COUNT civic engagement campaign materials about efforts to restore the voting rights of individuals with criminal convictions.

### When is the deadline for registering to vote in the 2018 Mid-term Election?

Each state has its own deadline for registering to vote. Although deadlines vary, many states require the receipt of completed voter registration application forms 30 days before the November **8 mid-term** election date.

See Appendix A-1 for a state-by-state listing of voter registration deadlines for the 2018 **mid-term** elections.

## VOTER REGISTRATION INFORMATION Continued

### Who Can Conduct a Voter Registration Drive or Project?

Any group or organization may conduct a voter registration drive. In most states, anyone who is eighteen years or older may register other people to vote. However, each state has its own laws governing voter registration.

For instance, to qualify as a voter registration volunteer in some states, a person must first become deputized, attend a training session, or meet other special requirements. To find out about your state's voter registration requirements and its rules governing voter registration drives, you can go to the National Association of State Elections Directors' web site at [http://www.nased.org/NASED%20Rosters/NASED\\_ROSTER\\_11\\_6\\_2015\\_MOST\\_CURRENT.pdf](http://www.nased.org/NASED%20Rosters/NASED_ROSTER_11_6_2015_MOST_CURRENT.pdf) and search for your state elections director. Each state site also includes information about how to contact your local elections boards or officials who can answer any questions you have concerning your voter registration drive.

### Voter registration drives must be conducted in a non-partisan manner

All activities conducted by a non-profit 501(c)(3) (non-profit) organization during the election season must remain non-partisan. Organizations and individuals engaged in voter registration drives cannot make any statements in support of or in opposition to any particular candidate or party, or carry on any activity designed to reflect a preference or recommendation for a political party or candidate. **This means that you can never endorse or oppose any candidate for any public office. When you do voter outreach, please talk only about the issues affecting our recovery community, not the candidates who support or oppose them.** Absolutely no attempts may be made to sway the voters to register for a particular candidate and/or political party. The Alliance for Justice has published single page checklists of rules for nonprofit-election related activities which can be obtained at <http://www.afj.org/assets/resources/nap/election-year-activities-for-501c4s.pdf>.

When conducting non-partisan voter registration drives, volunteers and staff of nonprofits are frequently confronted by individuals who would like to engage in a partisan discussion. Here are some helpful suggestions for disengaging from these conversations:

### How to respond to partisan statements:

***"Which of the two mayoral candidates should I vote for?"***

**Response:** "I'm not here to tell you who to vote for. I respect your ability to make that decision for yourself. I would encourage you to check the candidates' websites, attend a candidate forum, or speak with the candidates directly to see who is most in line with your values and the issues you care about."

***"We need to get out the vote for Candidate X – I hope you are telling everyone who she is and to vote for her!"***

**Response:** "This is a non-partisan voter registration drive. We just want to make sure that everyone is participating in our democratic system and getting their voice heard in the upcoming election!"

The Federal Election Commission requires that a sign or written notice (see Appendix A-6) be posted stating:

***Our voter registration services are available without regard to the voter's political preference. Information and other assistance regarding registering or voting, including transportation and other services offered, shall not be withheld or refused on the basis of support for or opposition to particular candidates or a particular party.***

## NON-PARTISAN VOTER EDUCATION

Education about issues is a powerful predictor of civic engagement. The more people know, the more likely it is that they will participate in civic affairs. If we expect those who we register to vote to exercise that right, then we must provide them with good information about the issues they care about and information about the candidates' positions on those issues.

An effective campaign relies on simple and powerful messaging. You can develop one-page fact sheets about critical issues in your community and present them to all of the candidates that you will be contacting as well as local and state political parties.

There are many ways to educate the electorate and get candidates on the record. Here are a few forums and ways that you can do this. There's more detailed information on each on the following pages.

### **Attend Campaign Events, Forums, and Town Meetings**

Organizing to create a unified presence and convey a consistent message at events.

### **Encourage local media to focus on our issues**

Providing information to media about addiction prevention, treatment and recovery issues.

### **Social Media**

An effective way to message candidates and your community.

### **Debates**

Making sure recovery community issues are inserted into candidate debates.

### **Organize an Event**

10 Easy Steps to Organize a RECOVERY VOICES COUNT Event

## **Attend Campaign Events, Forums, and Town Meetings**

Call the candidate's schedulers or the candidate's campaign directors to find out when and where the candidates will be in your area. Project Vote Smart ([www.votesmart.org](http://www.votesmart.org)), On The Issues ([www.ontheissues.org](http://www.ontheissues.org)), and GovTrack ([www.govtrack.us](http://www.govtrack.us)), are all excellent resources to find more about your legislators and bills.

Publicize each event with advocates in your Recovery Community Organization and through allied organizations, treatment, and other recovery networks. Make sure that you have recovery advocates or volunteers at each event for the candidate in the election you are targeting to ask questions to get the candidates on record using the questions in Appendix B. If your Recovery Community Organization publishes a newsletter, you may qualify for a press credential for campaign events. If you do, try to attend events and forums as part of the press corps.

Organize recovery advocates and other volunteers at each event with signs that say: **RECOVERY VOICES COUNT** and the name of your organization. Make sure to tell the sign holders to position themselves in front of any TV cameras or reporters. It will be very powerful if signs with these messages show up in the press coverage of events in your community. We also suggest that all of the sign holders wear purple T-shirts. This will create a visual effect that ties the centralized message to a uniform color around the country.

**Please see Appendix - B for Questions to Ask Candidates.**

## NON-PARTISAN VOTER EDUCATION Continued

### Encourage Local Media to Focus on Our Issues

Make your own news. Find out when candidates will be on talk radio shows and call in with questions about alcohol and other drug treatment and recovery issues (for sample questions, see Appendix B). Send letters to the candidates asking them to respond to locally-tailored variations of the sample questions. See if your daily newspaper will agree in advance to print the candidates' responses to your questions. If so, let the candidates know this, and they will very likely respond. If they respond, publicize the responses locally through your newsletter, letters to the editor, editorials, etc. If you get a commitment from one candidate, tell the other candidates "Candidate X is on board, where do you stand?" Publicize the answers.

Brief your local press corps (print, radio, TV). Try to get them interested in raising questions about the candidates' positions on addiction recovery issues. Schedule an editorial board meeting to discuss these issues. You can also write an op-ed piece that will draw attention to drug and alcohol issues when it is published in your local newspaper.

For more information on planning an editorial board meeting or writing an op-ed, visit [www.facesandvoicesofrecovery.org](http://www.facesandvoicesofrecovery.org).

### Social Media

This is the era of social media. It is a must have for all organizations- especially for candidates. Take advantage of amplified exposure. Create some sample Facebook, Twitter, and Instagram posts for your community to share. These messages should be taken from any preexisting fact sheets, and contain information vital to educating about your community's issues. Additionally, find news about the issues that concern you. This is an excellent way to easily disseminate information through Facebook and Twitter- and will stimulate conversation. Be cognizant to always route these posts back to your organization and to your lens.



All candidates and elections boards will have multiple social media accounts. Find the candidates and issues important to you and make sure to like and follow the candidate/issue/election board/city/state. Follow the accounts you are interested in closely. This is a simple and cost effective method to appear on the radar for this issue. Respond to posts, share posts, and engage in dialogue. You will also stay on top of upcoming events and the latest news. Take time to look through other page followers — this is a great way to find out who else is interested in the issue and find new allies, information, and people to add to your alliance.

### Debates

A growing number of radio and television stations are asking viewers to submit questions to candidates during and after televised debates. Web-only debates allow internet users to directly ask candidates questions, either through text or video submissions on FaceBook, Twitter and YouTube. These online debates provide a new forum for getting candidates on record about drug and alcohol prevention, treatment and recovery issues. As we move toward November 2016, there will probably be several online opportunities to address local, state and national candidates.



## NON-PARTISAN VOTER EDUCATION Continued

### Organize an Event

#### 10 Easy Steps to Organize a RECOVERY VOICES COUNT Event

**1. Organize** a planning committee. Use your **RECOVERY VOICES COUNT** committee to plan the event. Contact all of the members of your committee and ask if they will help plan it. Set up a meeting within one or two weeks of your initial conversations with people to keep the momentum going.

**2. Set a date and time.** You will want to hold your event well before the election. It will require a couple of months lead time and lots of patience. Remember that federal candidate events will require more lead-time than those for state or local candidates.

**3. Find out when** candidates might be able to attend. After your first meeting, send out informal invitations to each campaign's scheduler (the person who knows where candidates will be on any given date) to identify some possible dates.

**4. Decide** if your event will be "closed" (candidates from only certain parties will be allowed to participate) or "open" (candidates from all parties will be allowed to participate) and decide on a theme. Create a theme that will interest as many candidates as possible with a catchy title that will engage the press.

**5. Consider all of the logistics** and put together a plan that includes a timeline and who will be responsible for the different tasks. Make a list of things that you will need to do for a successful event including the theme; location; food and beverages; budget; identifying a fair, reputable moderator; and meeting the needs of reporters. Make sure to include contacting all of the individuals and groups who you want to attend. You should use newspapers, fliers, emails, editorials and letters-to-the editor, community calendars, and personal phone calls to publicize the event for several weeks ahead of time.

**6. Extend a formal invitation** to each campaign and the political parties. The schedulers need to put possible dates on the candidate's list of events, so contact them as soon as you have the basics down. The scheduler will then try to narrow down dates and events the candidate wishes to attend — the process requires a great deal of patience and flexibility. If there's someone in your planning committee with a personal connection to a candidate or political party, ask them to be the contact person to the scheduler. Your formal invitation should be enthusiastic, yet polite. Ask the candidate to attend your event. (You may want to invite each candidate's proxy, e.g., spouse, other family member or elected official, in case the candidate isn't available.) Make sure to include the names of all of the other organizations that are sponsoring the event in your invitation. Don't make false promises about the amount of press or the number of people who will attend your event. It's important to contact the local and/or state political parties as soon as possible and invite them to attend as well.

**7. Follow-up.** When you receive a commitment that a candidate or his/her proxy will attend, hopefully six to eight weeks prior to the event, you can carry on with your planning. Stay in regular contact with the campaign offices as well as the offices of the state political parties, especially as you draw near to the event. Any time you have legitimate news about your event (e.g., a new sponsor signs on) contact the candidates to show them how successful you have been. Two to four weeks before the event, request a definitive answer on whether or not the candidate or proxy will be at the event. If the answer is yes or probably, then ask what you can do to help "advance their team," which means help with travel and other arrangements. Maintain regular contact with the campaign and the state and/or local party and inform them of the candidates and VIPs who have agreed to attend the event. Finally, call the week of the event to serve as one last reminder.

## NON-PARTISAN VOTER EDUCATION Continued

**8. Plan and execute** your media strategy. Two to three weeks before your event, email a pdf (or fax) a media advisory to all of the television and radio stations that you've identified. Remember to keep the state and/or local political parties and all of your collaborators abreast of developments. Follow up with a phone call, confirming that the correct person received the advisory and ask if he or she is planning to cover your event. Call again two days before to make sure that the person will be attending. Try to generate media interest several weeks ahead of time by meeting with editorial boards, writing letters to the editor and writing Op-Eds. Send your press coverage to the candidates, state political parties and to Faces & Voices!

**9. Include making signs,** banners, and t-shirts with the centralized messages: **RECOVERY VOICES COUNT** and the name of your organization. Organize a core group of 10 to 20 people who will hold these signs or wear the buttons and t-shirts facing the cameras and press during the event.

**10. Prepare a list** of questions for the candidates and pick people who will be prepared to ask them. You can use the questions in Appendix B of this Guide and prepare additional questions on issues of importance in your community.



**CASE STUDY:** In January 2016, Faces & Voices of Recovery worked with the Addiction Policy Forum to co-sponsor the **New Hampshire Forum on Addiction and the Heroin Epidemic**. It was held at Southern New Hampshire University in Manchester, NH and attracted five Presidential candidates. Three additional candidates sent a high profile surrogate to discuss their position on addiction recovery issues. Faces & Voices developed a series of questions important to the recovery community and many were asked to the candidates during the forum. The forum was a remarkable success and is a model for the other forums for candidates in the national and state elections.

## NON-PARTISAN GET-OUT-THE-VOTE ACTIVITIES

Registering voters is the first step. Educating voters about the issues is an important part of your civic engagement campaign. Next is the fun and inspiring part — getting out the vote. This is where you engage your members and newly-registered voters in actually exercising their right to vote. Once people are registered and educated about the election, the final step is to make sure that they get to the polls and cast their ballot.

There are many reasons that people who are registered fail to vote on Election Day. There may be transportation problems getting to the polls and sometimes people are hesitant about actually voting. Your campaign should focus on encouraging the individuals you have registered and your members, friends and allies who are registered to vote, to get to the polls! Your non-partisan Get-Out-The-Vote activities can be a lot of fun, building community spirit and commitment to your organization. They're also a great way to engage volunteers in specific, important activities.

Here's a list of some suggested Get-Out-The-Vote activities for your RECOVERY VOICES COUNT civic engagement campaign committee to consider. Think about what makes the most sense for your organization to take on and plan accordingly. (See Appendix D for sample Get-Out-The Vote emails.)

### **Two weeks before Election Day:**

Mail reminders to vote. Use this as a reminder for folks to check that they have received their voter registration cards, know when elections are, where to vote, and give them a phone number to call if you are providing transportation to the polls on Election Day.

Organize a group of volunteers who are willing to drive people to the polls.

### **Five days before Election Day:**

Call registrants — remind them to vote and ask if they need transportation to their polling place. This is a great activity for volunteers (See Appendix C for a sample telephone script).

### **Day before Election Day:**

Go door-to-door. Remind people to vote and leave written reminders for people who aren't home.

### **Election Day:**

Offer transportation to and from the polls. This is a very important activity because it's the best way to make sure that people have an opportunity to exercise their right to vote. Publicize that your organization is offering rides to the polls and keep a list of people who have said that they would like a ride. You should have someone who is specifically in charge of giving rides and a phone number that you can use for people to call to sign up for rides.

Make sure that your volunteer drivers use a car that is not covered in candidate or party-specific bumper stickers and that they do not mention candidates on the phone or at the door.

## KEEPING IT NON-PARTISAN: CIVIC ENGAGEMENT

For organizations with nonprofit 501(c)(3) status, it is critical that you remain non-partisan in all aspects of your voter engagement campaign. There is a great deal that nonprofits may do legally to participate in the electoral process. Here is a basic guide to general rules. However, laws may vary by state and circumstance. **When in doubt, consult a lawyer or go to [www.afj.org](http://www.afj.org) or [www.bolderadvocacy.org](http://www.bolderadvocacy.org) for guidance.**

Partisan political activity involves explicit support for candidates and political parties. For example, individuals or certain groups may use their time or resources to support the Republican Party, the Democratic Party, or any other party. Or they may use their time and resources to support Candidate X or Candidate Y in the upcoming election. Individuals and certain groups have the right to support or oppose any candidate or party and to engage in all kinds of partisan activity.

Non-partisan activity is different. By definition, non-partisan activity does not support or oppose specific candidates or political parties. Instead it engages people in the electoral process itself, without regard to parties or candidates. It encourages democratic participation by enlarging the electorate, informing people of their rights and responsibilities, and educating on issues of concern to various constituencies.

Nonprofit 501(c)(3) organizations are restricted to non-partisan political activity due to their tax status. Despite some restrictions, they are learning that it is possible to be political without being partisan. In doing so, they are contributing to a renewal of our democracy.



*Kara Lee Nelson, of Juneau, Alaska, voted after being disenfranchised for eight years. (photo provided by: Kara Lee Nelson)*

### General Rules for 501(c)(3) Organizations in Election Season

#### Remain non-partisan

Nonprofit 501(c)(3) organizations must remain non-partisan. Never endorse or express a preference for any candidate or political party in an election. Even messages that don't mention a candidate or don't explicitly support or oppose a candidate might be too partisan if the language implicitly suggests support or opposition.

#### Speak broadly about issues

Nonprofit 501(c)(3) organizations must talk about issues in ways that don't appear to favor one candidate over another. Raising important issues in the context of their electoral work is a powerful tool for nonprofits working to mobilize voters, but nonprofit 501(c)(3)s need to be careful. Mention several issues, not just one or two. You don't want to look as if you're selectively choosing issues to favor one candidate over another. It's OK to remind voters that health care is a critical issue in the election, but a nonprofit 501(c)(3) should not promote a particular candidate's plan to address the issue.

#### Permissible Election Activities Checklist

Nonprofit 501(c)(3) public charity organizations are strictly forbidden from engaging in any political activity in support of or in opposition to any candidate for public office. The IRS will consider all of the facts and circumstances surrounding an activity to determine whether the activity violates this prohibition. However, 501(c)(3) public charity organizations can engage in non-partisan voter education activity and in a limited amount of lobbying.

## KEEPING IT NON-PARTISAN: CIVIC ENGAGEMENT Continued

### **501(c)(3)s MAY:**

- Engage in limited lobbying, including work on ballot measures
- Conduct non-partisan education and training sessions on participation in the political process
- Educate all of the candidates on public interest issues
- Publish legislative scorecards (with certain restrictions)
- Prepare candidate questionnaires and create voter guides (with certain restrictions)
- Canvass the public on issues
- Sponsor candidate debates (with certain restrictions)
- Rent at fair market value mailing lists and facilities to other organizations, legislators, and candidates (with certain restrictions)
- Conduct non-partisan Get-Out-The-Vote and voter registration drives
- Establish a controlled 501(c)(4) organization
- Work with all political parties to get its positions included on the party's platform (with certain restrictions)

### **501(c)(3) s MAY NOT:**

- Endorse candidates for public office
- Make any campaign contributions
- Make expenditures on behalf of candidates
- Restrict rental of their mailing lists and facilities to certain candidates
- Ask candidates to sign pledges on any issue (tacit endorsement)
- Increase the volume or amount of incumbent criticism as election time approaches
- Publish or communicate anything that explicitly or implicitly favors or opposes a candidate

*Thank you to the Wellstone Action Fund for use of their materials from "Non-partisan Voter Engagement Manual."  
If you have questions on permissible activities please contact [info@facesandvoicesofrecovery.org](mailto:info@facesandvoicesofrecovery.org).*



## APPENDIX A-1 State Voter Registration Deadlines

### Mid-term Election, November 8,

2016 State	Registration	Election Day Registration	
Deadline			
Alabama	Postmarked 11 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Alaska	Received 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Arizona	Received 29 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Arkansas	Postmarked 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
California	Postmarked or submitted to an elections office (or NVRA voter registration agency) on or before 15 days prior to Election Day. (to vote in that election)	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Colorado	Postmarked 22 days before an election if through a voter registration drive. All other applicants may register at any time through Election Day; however, if you register after the 8th day before an election, your ballot will not automatically be mailed to you and you must appear in person to obtain your ballot.	You may also register in person on Election Day.	<a href="#">Register to Vote Here</a>
Connecticut	Postmarked 14 days before the election or received in person 7 days before the election.	You may also register on Election Day.	<a href="#">Register to Vote Here</a>
Delaware	Postmarked by the fourth Saturday before a general or primary election, or 10 days before a special election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
District of Columbia	Postmarked 30 days before the election.	You may also register in person on Election Day as long as you can provide proof of residency.	<a href="#">Register to Vote Here</a>
Florida	Postmarked 29 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Georgia	Postmarked by the fifth Monday before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Hawaii	Received at least 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Idaho	Postmarked 25 days before the election.	You may also register in person on Election Day.	<a href="#">Register to Vote Here</a>
Illinois	Postmarked 28 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Indiana	Postmarked 29 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Iowa	Received in-person 10 days before General and Primary Elections (11 days before all other elections), or postmarked 15 days before Election Day.	You may also register in person on Election Day.	<a href="#">Register to Vote Here</a>
Kansas	Postmarked 21 days before the election if mailed, received at the county office 21 days before the election if delivered in person.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Kentucky	You must register before the deadline.	Postmarked 29 days before the election.	<a href="#">Register to Vote Here</a>
Louisiana	Received 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Maine	Received 21 days before the election.	You may also register in person on Election Day.	<a href="#">Register to Vote Here</a>
Maryland	Postmarked 21 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Massachusetts	Postmarked 20 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>

## APPENDIX A-1 State Voter Registration Deadlines, Continued

State	Registration Deadline	Election Day Registration	
Michigan	Postmarked 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Minnesota	Received 21 days before the election.	You may also register in person on Election Day as long as you can provide proof of residency.	<a href="#">Register to Vote Here</a>
Mississippi	Postmarked 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Missouri	Received before 5pm (or normal close of business) on the fourth Wednesday prior to the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Montana	Postmarked 30 days before the election.	You may also register in person at the County Clerk's office on or before Election Day.	<a href="#">Register to Vote Here</a>
Nebraska	Postmarked by the third Friday before the election, or received in-person by 6pm on the second Friday before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Nevada	Postmarked by 31 days before the election, or submitted online by 21 days before an election, or received in-person at a clerk's office 21 days before an election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
New Hampshire	Received 10 days before the election.	You may register in person on Election Day.	N/A
New Jersey	Received 21 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
New Mexico	Postmarked 28 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
New York	25 days before the election and received no less than 20 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
North Carolina	Received 25 day before the election.	You can register in person and vote early during the "one-stop" voting period.	<a href="#">Register to Vote Here</a>
North Dakota	N/A	N/A	N/A
Ohio	Received 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Oklahoma	Postmarked 25 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Oregon	Postmarked 21 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Pennsylvania	Received 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Rhode Island	Received 30 days before the election.	Mailed voter registration forms received after the deadline will be accepted as long as the mail is postmarked on or before the voter registration deadline. You may register in person on Election Day, but only for Presidential elections.	<a href="#">Register to Vote Here</a>
South Carolina	Postmarked 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
South Dakota	Received 15 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Tennessee	Postmarked 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Texas	Postmarked 30 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Utah	Postmarked 30 days before the election, or received in person 15 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Vermont	Received by 5pm on the Wednesday before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>

## APPENDIX A-1 State Voter Registration Deadlines, Continued

State	Registration Deadline	Election Day Registration	
Virginia	Received 22 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Washington	Postmarked by the Monday four weeks before the election, or received in person at the county elections department the Monday one week before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
West Virginia	Postmarked 21 days before the election.	You must register before the deadline.	<a href="#">Register to Vote Here</a>
Wisconsin	Postmarked 20 days before the election.	You may also register in person on Election Day.	<a href="#">Register to Vote Here</a>
Wyoming	Received 14 days before the election.	You may also register in person on Election Day.	N/A

**Special thanks to Rock The Vote** for their election materials and information. Please see more at: <http://www.rockthevote.com/get-informed/elections/voter-registration-deadlines>.

## APPENDIX A-2 Voter Registration Drive Checklist

### Preparing for the Drive

Activities	Responsible Person	Notes/Completion Date
Contact local elections office for rules governing voter registration drives.		
Decide on location(s) for your drive.		
Get permission from business/property owner.		
Set the date and time(s) for your drive.		
Sign up volunteers to staff the drive.		
Advise local election office of your drive and obtain voter registration cards, guides and manuals.		
Obtain voter educational information and materials for registration outreach programs.		
Gather equipment and supplies.		
Prepare banners, voter registration signs, sign-in sheets and name tags.		
Publicize your drive. Prepare flyers and press releases.		
Train your volunteers. Make sure volunteers are registered voters and attend mandatory training conducted by local elections board.		

## APPENDIX A-3 Voter Registration Drive Checklist

### Day of the Drive

Activities	Responsible Person	Notes/Completion Date
Set up table & chairs.		
Pens & clipboards		
Voter Registration Cards		
Voter Guides and Information Brochures		
Name tags		
Sign-in Sheets		
Your organization's brochures		
Banners		
Post sign "Register to Vote Here"		
Post sign "Our voter registration services are available without regard for the voter's political preference...."		
Approach people with a smile and offer them the opportunity to register to vote or update their registration information		
Make sure voter registration applications are properly completed and signed		
Account for all voter registration applications		
Deliver completed cards to your local elections office		
Thank everyone for their assistance, including the volunteers and the organization hosting the drive		
Evaluate your voter registration drive for possible improvements		



# **BE ANOTHER VOTER FOR RECOVERY!**

REGISTER TO VOTE  
at the

**RALLY FOR RECOVERY!**

10:00 am – 2:00 pm  
Capitol Steps, Your town

This non-partisan voting registration drive is  
sponsored by the xxxx organization.

# **BE ANOTHER VOTER FOR RECOVERY!**

**REGISTER TO VOTE HERE**

Election Day is Tuesday  
November 6, 2018

This non-partisan voting registration drive is  
sponsored by the xxxx organization.

**Our voter registration services are available without regard for the voter's political preference. Information and other assistance regarding registering or voting, including transportation and other services offered, shall not be withheld or refused on the basis of support for or opposition to a particular candidate or particular political party.**

## APPENDIX A-7 Voter Registration Sign-up

Event Day/Time/Location:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_



### QUESTIONS TO ASK CANDIDATES

Use the following five questions to ask candidates about key recovery issues.

1. An estimated 22.7 million Americans (8.6 percent) need treatment for a problem related to drugs or alcohol. Untreated addiction, and the accompanying negative stigma, often leads to other problems and illnesses such as heart disease, lower work productivity, overcrowded jails, and developmental damage to the addicted person's children. Yet, there continues to be a large "treatment gap" with only 2.5 million people (0.9 percent) receiving treatment at a specialty facility. ***If elected, will you take action to address stigma surrounding addiction, and increase access to addiction treatment and recovery services to all that need them?***
2. The war on drugs has proven that despite spending billions per year to fight it, drug use has not decreased. With an explosion in prison populations, continued substance abuse in vulnerable populations, and a spike in opioid use and overdoses, the electorate is pushing for a new approach that puts an emphasis on treatment and alternatives to jail. ***Do you agree with this statement and why? Do you support treating addiction comprehensively as a public health issue and not a criminal justice issue?***
3. Many in long-term recovery have experienced insurance discrimination, having been denied any form of continued care that would help manage and treat their chronic illness. While the Affordable Care Act and past parity legislation has lessened this problem, discrimination remains prevalent in the insurance market. ***What would you do to ensure compliance with the Mental Health Parity and Addiction Equity Act? Do you support transparency from insurance providers about addiction treatment?***
4. Many people who are in jails and prisons struggle with addiction. Despite the fact that there is effective treatment and community-based recovery for addiction that reduces recidivism and keeps people out of costly jails and prisons, many don't receive any treatment for their addiction while incarcerated or after they return to their families and community. ***Do you support strengthening access to addiction treatment and recovery support services for people who are or have recently been incarcerated? Do you agree with providing treatment and recovery support as an alternative to incarceration?***
5. Millions of individuals in long term recovery from addiction have been convicted of low level drug offenses, making it difficult to receive education services, find employment, and access housing. Too often this strain can lead to relapses back into active addiction, and families and communities suffer the emotional and economic costs. ***Do you support criminal justice reform in this area and lowering barriers to reintegrate into society, as it relates to substance use disorders and recovery?***

For more information on what you can do to get involved, go to [www.facesandvoicesofrecovery.org](http://www.facesandvoicesofrecovery.org) or email: [info@facesandvoicesofrecovery.org](mailto:info@facesandvoicesofrecovery.org)



## APPENDIX C Sample Get-Out-the-Vote Telephone Script

Hi, is \_\_\_\_\_ (first name) there?

Hi, my name is \_\_\_\_\_ (your first name) and I'm a volunteer with \_\_\_\_\_ (your organization). On Tuesday, we have a chance to have an impact on who's elected to represent us in Congress and in \_\_\_\_\_ (other seats that are being voted on in your community) and we want to make sure that every registered voter in our community goes to the polls. Do you intend to vote?

### **If they say yes, I intend to vote:**

Great! Do you have any questions about where to vote?

*[If yes, tell them to look on their voter registration card where the information about where to vote is listed. If no, thank them and say good night.]*

### **If they say no, I'm not voting:**

Well, we are the only people that can make change in our community. If we all vote on Tuesday, we win! Can we count on your vote? Do you have any questions or need help to make it easier to vote? Like a ride to the polls?

*[Allow them to answer the question. If they want to vote, but have an obstacle, help them solve it. If they have given up on voting, let them know how vital it is for everyone to vote.]*

### **Thanks and have a great night!**

## APPENDIX D Sample Get-Out-the-Vote Emails

**Subject: (YOUR ORGANIZATION NAME) RECOVERY VOICES COUNT CAMPAIGN**

### YOUR VOTE MATTERS!

The recovery community must have a voice in this election! This is a very exciting time for the recovery community as it becomes clearer to the public and candidates that the country's next leaders must be prepared to address the public health crisis of addiction.

### Locate your polling place

Polls close at 8 PM



**Subject: RECOVERY VOICES COUNT - VOTE ON TUESDAY NOVEMBER 6, 2018**

Voting empowers you. It helps you feel like an integral part of your community. If you think your vote doesn't matter THINK AGAIN. This year's race is historic and each vote matters. Locate your polling place

Remember - You, a family member, friend or colleague only lose your right to vote while you are serving a sentence, are on probation or parole. If you are no longer serving a sentence, completed probation or parole or are on parole or probation for a non-indictable offense, **you CAN vote in New Jersey.**

### IMPORTANT DATES

November 3, 2018

3 p.m. deadline for obtaining an absentee ballot in person at your County

### Clerk's Office

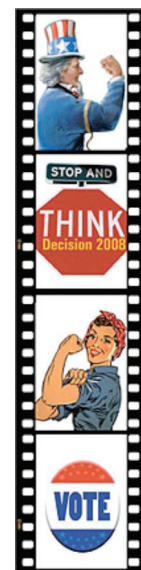
November 6, 2018

General Election. Polls open at 6 AM and close at 8 PM

### VOTER EDUCATION

This year's Decision 2018 includes the annual election guide, candidate survey and associated responses, as well as a directory of Congressional candidates running for election. The **candidate survey responses** help voters to assess the overall agreement with and support for principles and issues related to the prevention and treatment of and recovery from of alcohol and drug addiction. Additional information about Decision 2018 can be found at Recovery Voices Count - (your organization) website

Learn more about how the candidates view addiction issues



# The **RECOVERY** BILL OF RIGHTS

We will improve the lives of millions of Americans, their families and communities if we treat addiction to alcohol and other drugs as a public health crisis. To overcome this crisis, we must accord dignity to people with addiction and recognize that there is no one path to recovery. Individuals who are striving to be responsible citizens can recover on their own or with the help of others. Effective aid can be rendered by mutual support groups or health care professionals.

Recovery can begin in a doctor's office, treatment center, church, prison, peer support meeting or in one's own home.

The journey can be guided by religious faith, spiritual experience or secular teachings. Recovery happens every day across our country and there are effective solutions for people still struggling. Whatever the pathway, the journey will be far easier to travel if people seeking recovery are afforded respect for their basic rights:

**1. We have the right to be viewed as capable of changing, growing** and becoming positively connected to our community, no matter what we did in the past because of our addiction.

**2. We have the right—as do our families and friends—to know about the many pathways to recovery, the nature of addiction** and the barriers to long-term recovery, all conveyed in ways that we can understand.

**3. We have the right, whether seeking recovery in the community, a physician's office, treatment center or while incarcerated, to set our own recovery goals,** working with a personalized recovery plan that we have designed based on accurate and understandable information about our health status, including a comprehensive, holistic assessment.

**4. We have the right to select services that build on our strengths,** armed with full information about the experience, and credentials of the people providing services and the effectiveness of the services and programs from which we are seeking help.

**5. We have the right to be served by organizations or health care and social service providers that view recovery positively,** meet the highest public health and safety standards, provide rapid access to services, treat us respectfully, understand that our motivation is related to successfully accessing our strengths and will work with us and our families to find a pathway to recovery.

**6. We have the right to be considered as more than a statistic, stereotype, risk score, diagnosis, label or pathology unit—**free from the social stigma that characterizes us as weak or morally flawed. If we relapse and begin treatment again, we should be treated with dignity and respect that welcomes our continued efforts to achieve long-term recovery.

**7. We have the right to a health care and social services system that recognizes the strengths and needs of people with addiction** and coordinates its efforts to provide recovery-based care that honors and respects our cultural beliefs. This support may include introduction to religious, spiritual and secular communities of recovery, and the involvement of our families, kinship networks and indigenous healers as part of our treatment experience.

**8. We have the right to be represented by informed policymakers** who remove barriers to educational, housing and employment opportunities once we are no longer misusing alcohol or other drugs and are on the road to recovery.

**9. We have the right to respectful, nondiscriminatory care from doctors** and other health care providers and to receive services on the same basis as people do for any other chronic illness, with the same provisions, copayments, lifetime benefits and catastrophic coverage in insurance, self-funded/ self-insured health plans, Medicare and HMO plans. The criteria of "proper" care should be exclusively between our health care providers and ourselves; it should reflect the severity, complexity and duration of our illness and provide a reasonable opportunity for recovery maintenance.

**10. We have the right to treatment and recovery support in the criminal justice system** and to regain our place and rights in society once we have served our sentences.

**11. We have the right to speak out publicly about our recovery** to let others know that long-term recovery from addiction is a reality.

**ENDORSED BY:** American Association for the Treatment of Opioid Dependence, Inc. • American Society of Addiction Medicine • Community Anti-Drug Coalitions of America • Ensuring Solutions to Alcohol Problems • Entertainment Industries Council • Johnson Institute • Join Together • Legal Action Center • NAADAC, the Association for Addiction Professionals • National African American Drug Policy Coalition • National Alliance of Advocates for Buprenorphine Treatment • National Alliance of Methadone Advocates • National Association on Alcohol, Drugs and Disability • National Association of Drug Court Professionals • National Association for Children of Alcoholics • National Association of Addiction Treatment Providers • National Council on Alcoholism and Drug Dependence • National Council for Community Behavioral Healthcare • Rebecca Project for Human Rights • State Association of Addiction Services • TASC, Inc. • Therapeutic Communities of America • White Bison

Order copies of the Recovery Bill of Rights here:  
<https://facesandvoicesofrecovery.myshopify.com/>

## APPENDIX F Sample Public Service Announcements



### FAVOR Pee Dee (SC) 2018 Recovery Voices Count Campaign

Faces & Voices of Recovery (FAVOR) Pee Dee is hosting “Rally for Recovery! and Recovery Voices Count!”

**Join us for our Annual Walk for Recovery from Alcohol and Other Drug Addiction on September 20th, at the Florence Rail Trail/Naturally Outdoors, 2519 West Palmetto in Florence from 10AM – 2PM.**

The walk and rally are part of the 26th annual observance of National Alcohol and Drug Addiction Recovery Month, a nationwide celebration of those in recovery from alcohol and other drug addiction, their families, friends and allies.

There will be food, fun, fellowship, entertainment and prizes with the 3 mile walk beginning at 11AM.

For more information, visit the FAVOR SC website at [www.favorsc.org](http://www.favorsc.org) or call 555-555-5555. Recovery is a reality!

Don't let your life be confined by drug or alcohol addiction. Know that for every lock, there is a key. Reclaiming your life can be accomplished, and if you have a problem with addiction, there are real solutions to get on your way. Faces & Voices of Recovery (FAVOR) Pee Dee has joined with the Department of Alcohol and Other Drug Abuse Services, the Substance Abuse and Mental Health Services Administration, Faces and Voices of Recovery and many local partners in hosting **Rally for Recovery! and Recovery Voices Count!** on **September 20th from 10am-2pm at the Florence Rail Trail/Naturally Outdoors, 2519 West Palmetto Street in Florence.**

There will be a 3 mile walk for recovery, food, fun, entertainment, prizes and messages of hope, freedom and purpose. Join FAVOR Pee Dee in this celebration and help us let our friends and neighbors know that people can and do recovery from alcohol and drug addiction.

It's a historic and exciting election year. Unfortunately, less than half of eligible Americans vote. Faces & Voices of Recovery (FAVOR) Pee Dee emphatically encourages every individual, family member and friend of recovery who is eligible, to register to vote and then exercise their right at the poll on Election Day.

Be informed, know where the candidates stand on the issues, insure you are registered and vote on Election Day! See you at the Rally! For more information, contact 555-555-5555 or visit [www.favorsc.org](http://www.favorsc.org).

## APPENDIX G Successful Strategies: Recovery Voices Count Campaigns

### Voter Registration

Across the country, recovery community organizations register voters at Recovery Month and Rally for Recovery! events.

In San Francisco, voter registration was most successful at day-long street fairs, where NCADA reached out to family members and friends of recovery with their engaging booths and recovery materials. NCADA also registered voters at metro stations.

### Voter Education

**Friends of Recovery – Vermont** organized a Vermont Gubernatorial Candidates Forum at the Burlington, VT Turning Point Recovery Community Center in 2010. Five Democratic candidates and two Independent candidates participated in a moderated dialogue on addiction and recovery issues. The candidates expressed their views on questions ranging from the importance of funding for recovery supports, to the need for a more integrated substance abuse system and ongoing funding for prevention. There were questions specifically about marijuana, maintaining the minimum legal drinking age (MLDA), buprenorphine, and beer taxes. More than 80 people came in during the course of the event, which was transmitted as a live broadcast on radio station WDEV. During the Forum, participants met with candidates and were encouraged to learn more about the issues and get out to vote in the election this year.

**Connecticut Community for Addiction Recovery (CCAR)** focused their voter and candidate education activities on the issue of recovery housing. They do this on an ongoing basis, choosing one particular issue to focus on.

**Ohio Citizen Advocates (OCA)** produced a voter's guide that was printed full-color and web-based and widely distributed via email. The guide included a full-page copy of The Recovery Bill of Rights in addition to voter education information. OCA also hosted a toolkit on its website with voter and candidate information.

In 2008, **Ohio's Department of Corrections** agreed to include OCA's pamphlet and voter registration for any inmate reentering the community who was focusing on a substance abuse program as an inmate. 700 packages and voter registration forms were sent out and from now on, people reentering the community will receive this information thanks to OCA's Recovery Voices Count project.

The **Missouri Recovery Network** developed a website guide developed with the names of candidates, responses to the 5 questions, and also a list of candidates who signed the pledge. The website guide also included information on voter eligibility and registration.

**In Illinois**, a number of Rally for Recovery! activities included voter registration and education activities. In Springfield a rally and speaking program in front of the State Capitol was followed by a march down the main street and into a park where festivities continued with live music and civic engagement opportunities. In Chicago, recovery advocates partnered with Congressman Danny Davis for a march around the west side of Chicago followed by a rally where hundreds of people took part in voter registration activities, pledging to vote and endorsing the Recovery Bill of Rights.

## APPENDIX G Successful Strategies Continued

**NCADD-New Jersey** produced a new edition of their voter guide Decision 2010 New Jersey General Election Guide that was distributed at the annual Governors Council of Alcohol and Drug Addiction and at a day-long State House event as well as online.

In Connecticut, **Connecticut Community for Addiction Recovery** (CCAR) held Town Hall meetings in 2008. At the first in Meriden, CCAR members and other residents asked elected officials about their positions on key issues. Other town hall meetings were hosted in Willimantic, Hartford and Bridgeport.

### Voter Participation (Get Out The Vote)

In Kentucky, **People Advocating Recovery** (PAR) developed a database of registered voters and contacted them all by email with reminders to vote in 2010.

**In South Carolina**, all five chapters of FAVOR – South Carolina, planned Rally for Recovery events which incorporated Recovery Voices Count as their main theme in 2008. Advocacy Action areas at each of the rallies provided places for participants to register to vote and endorse the Recovery Bill of Rights. In Greenville, South Carolina they used the celebrity status of folk singer Livingston Taylor to attract members of the community to their rally.

**Colorado-based Advocates for Recovery** partnered with the Colorado Participation Project and Rock the Vote to develop a database of registered voters. Voters registered through the campaign were emailed with regular updates and a reminder to vote on November 1, 2010.





## APPENDIX H Other Useful Resources

**Organization:** Faces & Voices of Recovery

**Website:** <http://www.facesandvoicesofrecovery.org/>

**Resources Available:** Recovery Voices Count materials and resources, Voices of Recovery merchandise.

**Organization:** Bolder Advocacy

**Website:** [http://bolderadvocacy.org/wp-content/uploads/2012/05/Election\\_Year\\_Activities\\_for\\_501c4\\_Social\\_Welfare\\_Organizations.pdf](http://bolderadvocacy.org/wp-content/uploads/2012/05/Election_Year_Activities_for_501c4_Social_Welfare_Organizations.pdf)

**Resources Available:** Permissible Election Activities Checklist, Election Activities of Individuals Associated with 501(c)(3) Organizations. Training conducted.

**Organization:** American Votes

**Website:** [www.americavotes.org](http://www.americavotes.org)

**Resources Available:** Coalition of large membership-based organizations engaged in grassroots voter mobilization and education effort in ten targeted states: Colorado, Florida, Nevada, Michigan, Minnesota, New Hampshire, New Mexico, Ohio, Pennsylvania and Wisconsin.

**Organization:** League of Women Voters

**Website:** [www.lwv.org](http://www.lwv.org)

**Resources Available:** Voter Information: voter's guides and candidates' information, registration deadlines, state boards of elections contact list.

**Organization:** Nonprofits Help America Vote/NPAction

**Website:** [www.npaction.org](http://www.npaction.org)

**Resources Available:** Tools and information for nonprofit advocacy, including a state advocacy guide for each state. See articles in "Voter Participation and Electoral Advocacy:" *Practical Tips for a Successful Voter Registration. Getting People Involved in the Voting Process.*

**Organization:** Rock the Vote

**Website:** [www.rockthevote.org](http://www.rockthevote.org)

**Resources Available:** Links to local election offices and voter registration information for each state, current candidates for each state (where available). Information on holding events, and up to date news.

## APPENDIX H Other Useful Resources Continued

**Organization:** Wellstone Action Fund

**Website:** [www.wellstone.org](http://www.wellstone.org)

**Resources Available:** Non-Partisan Voter Engagement Manual: Instructions, references, tools and sample materials for voter registration, education and transportation.

### Non-Profit Resources:

**Organization:** Community Anti-Drug Coalitions of America (CADCA)

**Website:** [www.cadca.org](http://www.cadca.org)

**Resources Available:** *Election Guide 2016* (<http://www.ncdp.rocks/PDFs/presidentialprimaryelectionguide2016.pdf>) includes 10-step guide to organizing a candidates forum, sample candidates questionnaire, sample op-ed, state boards of elections contact list (Appendix 1) and Federal Tax Laws and Federal Election Laws for Nonprofit 501(c)(3) organizations.

**Organization:** ACLU

**Website:** <https://www.aclu.org/issues/voting-rights>

**Resources Available:** With more than a million members, activists, and supporters, the ACLU is a nationwide organization present 50 states, Puerto Rico, and Washington, D.C. They have voter information, and other important information.

**Organization:** NAACP

**Website:** <http://www.naacp.org/programs/entry/civic-engagement>

**Resources Available:** The NAACP are frontline advocates committed to raising awareness for political, educational, social and economic equality of minority group citizens in the electoral process. With approximately 2,200 adult branches, youth councils, and college chapters in 49 states, 5 countries and the District of Columbia, the NAACP is a large and active organization.

**Organization:** Congress.org

**Website:** <http://www.congress.org/election/home/>

**Resources Available:** *Election 2016:* Candidates and Information. State Voter guides include candidate profiles for federal and state candidates and links to state sites for voter registration and polling place information.

**Organization:** NCADD-New Jersey

**Website:** [www.ncaddnj.org](http://www.ncaddnj.org)

**Resources Available:** *Decision 2011 New Jersey General Election Guide* (<http://www.ncaddnj.org/page/Election-Guide.aspx>) promoting the Awareness of Key Issues Surrounding Addiction Prevention, Treatment and Recovery Programs.

**Organization:** National Consumer Supporter Technical Assistance Center

**Website:** [www.ncstac.org](http://www.ncstac.org)

**Resources Available:** The National Mental Health Voter Empowerment Project includes information on *Launching a Successful Voter Empowerment Campaign*.

## APPENDIX H Other Useful Resources Continued

### Governmental Agency Resources:

**Organization:** Federal Election Commission

**Website:** <http://www.fec.gov/>

**Resources Available:** Official source on federal election regulations.

**Organization:** Internal Revenue Service

**Website:** [www.irs.gov](http://www.irs.gov)

**Resources Available:** IRS Fact Sheet ([www.irs.gov/newsroom/article/0,,id=154712,00.html](http://www.irs.gov/newsroom/article/0,,id=154712,00.html))

**Organization:** National Association of State Election Directors

**Website:** [http://www.nased.org/NASED%20Rosters/NASED\\_ROSTER\\_11\\_6\\_2015\\_MOST\\_CURRENT.pdf](http://www.nased.org/NASED%20Rosters/NASED_ROSTER_11_6_2015_MOST_CURRENT.pdf)

**Resources Available:** Roster of State Election Directors with links to each state director's web site.

**Organization:** US Election Assistance Commission

**Website:** [www.eac.gov](http://www.eac.gov)

**Resources Available:** National Mail Voter Registration Form includes state-by-state registration requirements and can be used to register to vote at [http://www.eac.gov/assets/1/Documents/Federal%20Voter%20Registration\\_1209\\_English.pdf](http://www.eac.gov/assets/1/Documents/Federal%20Voter%20Registration_1209_English.pdf).

## APPENDIX I Let Us Know

### LET US KNOW ABOUT YOUR RECOVERY VOICES COUNT CIVIC ENGAGEMENT CAMPAIGN

Please let us know about the work that you and other recovery advocates did in your Civic Engagement campaign.

Your name: \_\_\_\_\_

Your organization: \_\_\_\_\_

Your phone number: (     ) \_\_\_\_\_ Your email: \_\_\_\_\_

Activities you organized: \_\_\_\_\_

---

---

---

---

---

---

---

---

Comments: \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

---

---

Thanks! email us at [info@facesandvoicesofrecovery.org](mailto:info@facesandvoicesofrecovery.org)