

Get Out The Vote/Election Webinar

Austin O'Boyle –
Senior Director, Advocacy
Aristotle



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PROGRAM



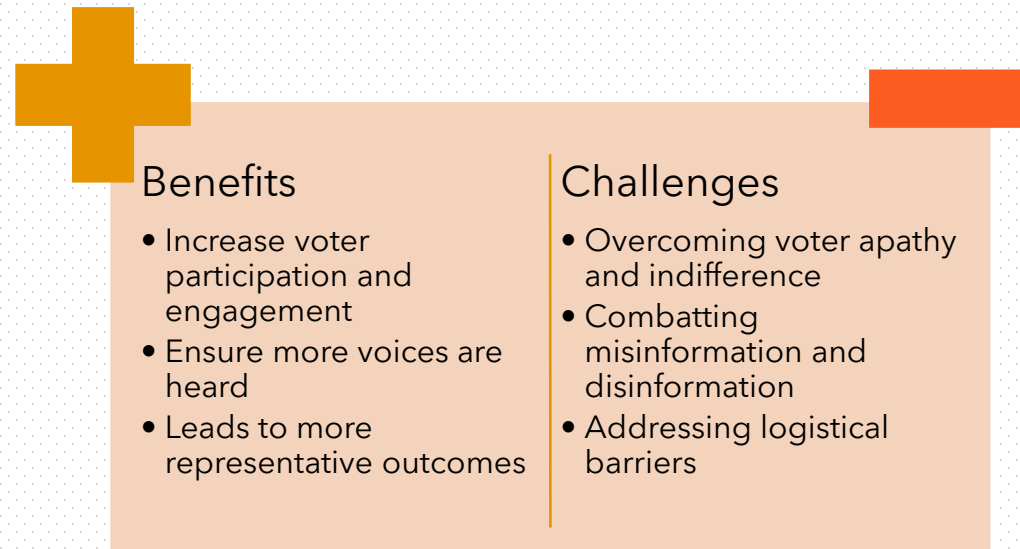
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Agenda

- What is Get Out The Vote (GOTV)?
- Arizona REALTORS® Key Contact GOTV
- Arizona Elections: Primary Results
- What does this mean for Arizona REALTORS®
- Questions?

What is Get Out The Vote (GOTV)?

- GOTV is a campaign aimed at increasing voter turnout in elections
- The purpose is to mobilize eligible voters in the electoral process and to ensure they know when, where, and how to vote
- Strategies to increase eligible voter participation includes, personal outreach, social media, and assisting voters with getting to polling locations
- GOTV campaigns target unregistered and/or first-time voters, infrequent, or underrepresented voters



Arizona REALTORS® Key Contact GOTV

Where do you fit in?

- Make sure that you are registered to vote!
- Do your research on who to vote for.
- Post on Social Media:
 - AZ REALTORS® staff will be sharing GOTV-themed social media content for you to share on your social channels to ensure your REALTOR® network knows to register to vote.
- Encourage your peers to register to vote:
 - AZ REALTORS® staff will share some resources to help you activate your peers to register for the upcoming general election (registration deadline is October 7th, so time is ticking!).



Arizona Elections: Primary Results

- On July 30th, the primary elections for AZ down ballot races took place to determine the candidates for the November 5th General Election.
- Key Takeaways:
 - Low voter turnout. Could be a poor indicator of what will occur in November.
 - AZ lived up to its "battleground state" designation, as depending on region/geographic area, radical candidates were able to win several primaries leading to further speculation as to how November will play out for the state/federal levels.
 - Let's talk about a few federal and state races!



What does this mean for Arizona REALTORS®?

- Seeing as though there was low voter turnout and small margins of victory on election day, the July 30th primaries gave us only a small snapshot of what may occur in November. It is important to remember the following:
 - Regardless of who ultimately controls the state legislature or who your lawmakers will be in January, it is important that the AZ REALTORS® have a good relationship with all elected officials.
 - It is called the "REALTOR® Party" for a reason. Regardless of personal political affiliation, do your research on which candidates would be (or have been for incumbents) allies for the real estate industry in AZ. We want legislators that are willing to work with us regardless of party!
 - As a Key Contact, we want you to be a source of information for your peers when it comes to the upcoming elections. It is important that they register to vote, but they also need to understand the above points!





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**Thank you for
being an
Arizona
REALTORS®
Key Contact!**