



Engaging Your Voters Checklist

Demonstrate your value to accomplish more, and be top of mind next Election Day

As an elected leader, you are constantly juggling priorities and decisions in order to make a difference in your community. With limited resources, you can't afford to waste time on strategies that don't move the needle. In this environment, the only option is to modernize in order to create better experiences for your citizens, to engage them in civic processes, and to increase visibility for the work you've done -- all while saving time and resources. This checklist will help engage your voters and will help increase awareness of the important work you do.

Expand Your Base of Engaged Citizens

The primary barrier to citizen participation in civic processes is lack of time. While you may get voters to the polls, citizens need fast and easy ways to connect with you inbetween Election Days. With more than half of voters being Millennials and Gen-Xers, using modern technology is critical to expand your base of engaged citizens. Expand your base of engaged citizens by:

- [*Posting Digital Agenda and Meeting Minutes*](#)

- [*Streaming Meetings Live and Promoting On-Demand*](#)

- [*Sending Surveys to Citizens With Text Campaigns*](#)



Communicate Proactively with Digital Tools

Increasing visibility of your priorities with being proactive in communicating with your expanded base of engaged citizens will build trust with your voters. And when citizens come to you, make the information they need easy to find. But don't wait for them; be more proactive by:

- [*Sharing Live and On-Demand Video*](#)
- [*Providing Regular Updates on Your Website*](#)
- [*Pushing Targeted Emails and Digital Newsletters*](#)

Impact: Drive Your Outcomes and Make a Difference

During your term, you can reach new levels of citizen engagement than ever before. By making it easy to connect with you on digital platforms, you'll be sure to hear voices you've missed in the past. This additional level of engagement will enable you to demonstrate your value, accomplish more, and be top of mind next Election Day.

About Us: Granicus connects a powerful network of 160 million people for more than 4,000 government organizations at the local, state and federal levels. Our goal is to help government better communicate, more easily manage meetings and agendas, and increase the use of digital services to boost citizen engagement.

For more information, please visit [Granicus.com/solutions](https://www.granicus.com/solutions).