

How to use TBA's GOTV Toolkit

- 1 Designate a GOTV Leader.** Every project needs a leader, so designate one person to take charge in this important effort.
- 2 Include internal calendar reminders** at the bank for important dates listed on the toolkit.
- 3 Send a message to employees** sharing what this election means to you, the industry, and your customers. We've included a sample letter in the toolkit to help you share the message.
- 4 Print posters and brochures!** Print enough to hang in common employee work spaces and leave enough brochures for anyone interested in learning more nearby.
- 5 Digitally promote!** Use social media cards to promote getting out the vote to your community through whatever social media channels you use. Include email banners to internal employee communications as ads or to your signatures and link to the [TXThrives.org](https://www.txthrives.org) site.

Get started now and go to the toolkit at texasbankers.com/GOTV.



TexasBankersAssociation
Strong Banks. Stronger Communities.