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**ELECTION INNOVATION**  
& RESEARCH

# 2020 EBU Outreach Study

Identifying your state's outreach plan

# Start-up data checklist

- When do you plan to do the EBU mailing?
- When do you need to receive the EBU list?
- Interested in or planning to use the EBU “refresh”?
- Planning to “household” the list?

# Outreach specifics

- Sending a postcard, or doing other kinds of contact?
- Is the postcard finalized? Can we help with design?
- Open to trying different designs/messages?
- Interested in doing additional outreach, if possible?
- What is your plan to coordinate with local media and stakeholder groups?
- Does your state allow voters to request absentee ballots online?

# Data to track

- Was an EBU mailing returned?
- Registration date – the date the voter submitted the application
- Did they register online, by paper, at DMV, or some other method?
- Date of the mailing(s)?

# Timeline

- Date of the mailing and any follow-up outreach, by individual
- Date you need the randomized lists
- Date ERIC sends you the EBU list
- Date the postcard design is finalized

# Questions?

Please feel free to contact CEIR with any questions you might have.

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