

# Summary for Partners

*In an era of political disinformation and spin, voters struggle to find trustworthy information on where candidates stand. Facing one of the most consequential elections in U.S. history, how do we overcome the political mistrust that makes too many voters, especially young voters, stay home in cynical resignation?*

## Why Guides Matter

To help people overcome barriers and vote



## Barriers:

Disinformation & Spin



Cynicism



Political Withdrawal



## The Antidote:

Information that's Accessible, Transparent, and Nonpartisan



Makes clear differences and stakes

[guides.vote](https://guides.vote) answers these challenges by creating and distributing nonpartisan [candidate guides](#) for America's most important elections, giving voters the confidence they need to participate, understand the stakes, and make informed decisions. The guides highlight where candidates stand on key issues, with links to credible sources. Concise, trustworthy, and user-friendly, the guides help people rise above the myth that voting is not worthwhile because candidates are "all the same."

Collaborating with our terrific partners, we distributed 600,000 individual guides in 2022 nationwide. In 2023, in just six races, we equaled the 280,000 printed guides we distributed for all 46 races in 2022; plus the guides had 100,000 online views. They also traveled further as individuals emailed them to friends, shared them on social media, and even posted printed versions on neighborhood lamp posts. **Partners have already committed to distribute 3.5 million of [our 2024](#) guides. With your help, we hope to distribute 5 million or more.**

# What makes the guides so effective?

- **Independently researched and edited** by [veteran journalists](#) and editors using multiple sources, not just the candidate's website or survey responses.
- **Comprehensive.** The guides provide candidate positions on over a dozen issues, from abortion and climate change to health care, voting rules, and whether Biden's 2020 election was legitimate.
- **Accessible.** Side-by-side format lets voters easily compare candidate stands.
- **Nonpartisan.** Can be distributed in environments like college and university campuses, and by nonpartisan partners. Individually vetted for 501(c)3 compliance by a top-level lawyer who specializes in this and can reach voters who mistrust partisan appeals.
- **Antidotes to political withdrawal.** They help partners amplify their impact as they work to engage reluctant voters.

**NONPARTISAN CANDIDATE GUIDE**  
**guides.vote**  
**Georgia Senate December 6 Runoff Election**

**THE ISSUES**

**HERSCHEL WALKER** (REPUBLICAN)  
**RAPHAEL WARNOCK** (DEMOCRAT - INCUMBENT)

See [guides.vote/ga](#) for information on how to vote  
[teambherschel.com](#) | [warnockforgeorgia.com](#)

**ABORTION** Ban or legal? | **CLIMATE CHANGE** Should climate change be a top priority? | **ECONOMY** Decrease or increase government investment in, and regulation of, the economy? | **ELECTIONS** Did Joe Biden legitimately win the 2020 Presidential election? | **ENVIRONMENT** Loosen or tighten environmental regulations? | **GUN RULES** Pass more or less restrictive legislation on guns? Or keep the same? | **HEALTH CARE** Increase government role in health care, such as expanding Medicaid, limiting drug prices or promoting COVID safety?

Georgia Senate Runoff 2022 guide showcasing accessible side-by-side comprehensive format

**GUÍA APARTIDISTA**  
**guides.vote**  
**Nevada Senado**

**LOS ASUNTOS**

**CATHERINE CORTEZ MASTO** (DEMOCRAT - TITULAR)  
**ADAM LAXALT** (REPUBLICAN)

Consulte [guides.vote](#) para obtener guías en línea con enlaces y fuentes.  
[catherinecortezmastocom](#) | [adamlaxalt.com](#)

**ABORTO** (Prohibir o legalizar?) | **CAMBIO CLIMÁTICO** (Debe el cambio climático ser una prioridad?) | **ECONOMÍA** (¿Disminuir o aumentar la inversión del gobierno y la regulación de la economía?) | **ELECCIONES** (¿Los Biden ganaron legítimamente las elecciones presidenciales de 2020?) | **MEDIO AMBIENTE** (¿Debemos endurecer las normas ambientales?) | **REGLAS PARA LAS ARMAS** (¿Aumentar o reducir las normas de las armas?)

Nevada Senate 2022 guide in Spanish

We distribute our guides through a [broad range of nonprofits and advocacy groups](#). We make them available through a [mobile-friendly format](#) and [printable PDFs](#) on our [guides.vote](#) site, and through reprinting on partner websites like [the NAACP](#), campus websites, and publications like *Teen Vogue*. Our [Spanish translations](#) are often the only non-English guides for key races. Partners email PDFs or links to the guides to their members, post them on their websites, link to them on social media, and integrate them into texting and phone bank campaigns. [Here are some more approaches](#). Partners also distribute printed guides through canvassing, mailings, and tabling, both distributing guides directly and using them to brief staff and volunteers. Partners also distribute free printed guides that we supply for canvassing, mailings, and tabling.

Our election guides are particularly useful for historically underrepresented constituencies, especially young voters, who mistrust politics in general and feel they don't know enough to decide. In the Harvard Institute of Politics highly respected annual survey of 18 to 29-year-olds, [63% of those who are on the fence about voting in 2024](#) and [68% of overall respondents said that nonpartisan guides would help](#). And among youth who didn't vote in 2022, 53% said it was because they [didn't have enough information or didn't think their votes mattered](#). Given the low approval ratings [of both President Biden and former President Trump](#), our guides will be particularly important to give ambivalent voters a clear sense of how the candidates differ and help them understand what's at stake in the election.

## Multiplying Our Impact



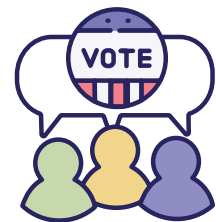
Direct reach



Distribution by partners



Reprints and links



Voter-to-voter sharing

# Background

An independent project since March 2022, guides.vote grew out of candidate guides that a previous organization produced for 10 years to engage college students. These guides became the favorite resource of our campus partners, who said they made a major difference in helping students decide not just which candidates to support, [but whether to vote at all](#). Our guides are produced by [a stellar team](#) of researchers, writers, and editors, who've worked for places including *Business Week*, *Time*, *Los Angeles Times*, *Encyclopedia Britannica*, *Christian Science Monitor*, *Congressional Quarterly* and CBC radio and TV. **The guides don't just quote campaign websites or sometimes misleading candidate rhetoric—when they say one thing in a primary and another in the general, for instance. Instead, the guides cover the broad picture of candidate actions and stands, including any actions as elected officials.** Because our links are transparent and go to credible sources, they also teach media literacy and let readers follow up to understand the issues at stake. Partners say there are no other comparable guides.

“ Thank you for making available the guides we were able to utilize in the 2022 election and the 2023 Wisconsin Supreme Court race. Our partners were grateful for the resources, as they were easy to read and quick to distribute at various events leading up to the election. ”

—Alethea Bonello, Deputy Field Director, Black Voters Matter Fund

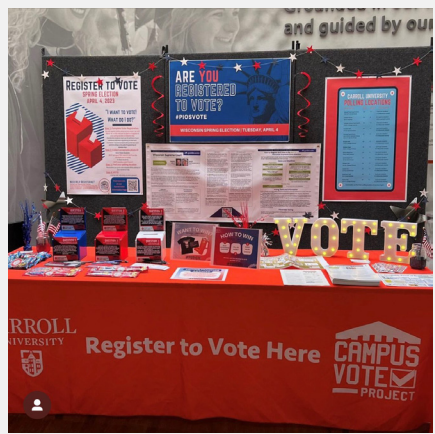
Our partners include All In Challenge, All Sides, American Democracy Project, Andrew Goodman Foundation, Arizona Student Association, Ben & Jerry's Ice Cream, Bridge Alliance, Campus Vote Project, Campus Compact, the Civics Center, Center for Common Ground, Do Something, Common Cause, the Fulcrum, Headcount, Rise, Living Room Conversations, the Lawyer's Committee that runs 866-OurVote, LULAC, Mi Vota Familia, Nonprofit Vote, Oxfam America, Patagonia, Opportunity Youth United, the Catholic social justice lobby Network, the major Muslim engagement groups MPAC and Arab American Foundation, Ohio Student Association, US Vote Foundation, Vote.org, Vote America, Vote Forward, Voto Latino, VoteRiders, and Youth Service America. Plus media partners like MTV, Teen Vogue, and States Newsroom.

“ As a trusted messenger, NAACP provided these nonpartisan guides to our network of over 2 million members, volunteers, social media activists, and partners. Carefully and transparently sourced, they’re useful for everyone. ”

—Phaedra Jackson, Field Director NAACP



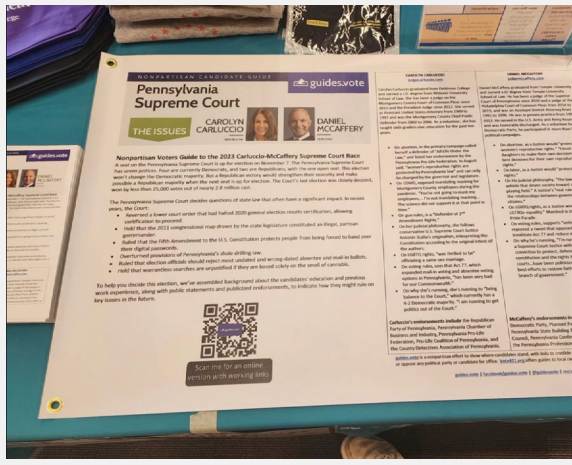
NAACP website reprinting our guides



Banner and printed guides at Wisconsin's Carroll University



Northampton Community College Bethlehem PA 2023



Banner and printed guides at Northampton Community College Bethlehem PA 2023

“ Without exception, every campus I visited and every student I talked with appreciated the guides. This is the exact kind of resource that our students want and need. ”

—Noah Foster, 2023 Campus Vote Project Wisconsin Assistant Director

# 2024 Target Guides— Building on our first two years

In 2022, guides.vote produced [46 nonpartisan guides](#) in English and Spanish, targeting [20 states](#) with the closest and most consequential races. We created Senate, Governor, and Secretary of State guides, plus a national Congressional guide, a guide to the election’s potential impact on the Supreme Court, and a guide to [Detecting Disinformation](#).

In 2023, we distributed guides to the [Wisconsin Supreme Court](#), [Pennsylvania Supreme Court](#), [Virginia legislature](#), [Kentucky](#) and [Mississippi](#) governors’ races, and an Ohio initiative to [limit future citizen initiatives](#).

In 2024 we’ll produce a Presidential guide and update our [national Congressional guide](#), our [guide to disinformation](#), and our [Supreme Court guide](#). We’ll produce state-specific guides to races for US Senate, governor, and selected state Supreme Court and state legislature races, including such states as Arizona, Florida, Maine, Michigan, Minnesota, Montana, Nevada, New Hampshire, Minnesota, North Carolina, Ohio, Pennsylvania, Texas, Virginia, West Virginia, Washington, and Wisconsin. We’ll also cover 25 U.S. House races, focusing on states like Alaska, California, New York, and Washington State that may not have competitive state-wide races. Here’s [our working schedule](#).



Examples of 130 of our previous guides can be found on the guides.vote website

We’d love to schedule a conversation on how you can use our guides to help get voters to the polls in 2024 and beyond. Contact Outreach Director [Joe Wallace](#) for more information.