

PROTECT  
**50+**  
VOTERS

**AARP  
VOTER  
ENGAGEMENT  
CAMPAIGN**

## PARTICIPANT INSTRUCTIONS

- I will be presenting and slides should be advancing every few seconds.
- I will stop intermittently to ask for questions which will be read from 'chat' or you can unmute and ask.
  - Any questions of which I don't have answers, I will get back to you on.
- If you have technical difficulties, try logging out and coming back in to the meeting.
  - The Powerpoint is in the chat for download.

**1. Mute your microphone.**

**2. Turn off your video.**

**3. Use the 'chat' feature to ask a question.**

AARP VOTER ENGAGEMENT: PAST TO PRESENT



OFFICIAL ABSENTEE VOTING MATERIAL

## POWER OF THE 50+ VOTER

**2016**

Election of  
President  
Donald Trump

**53% of the  
electorate was 50+**

**2018**

Nancy Pelosi,  
House  
Speakership

**59% of the  
electorate was 50+**

**2020**

US Presidency  
Senate  
House

**Voters 50+ again  
will decide the  
winners**



## Most Impacted

Multicultural  
Communities &  
Civic Participation

Black and Hispanic populations continue to have higher rates of hospitalization and deaths than whites.

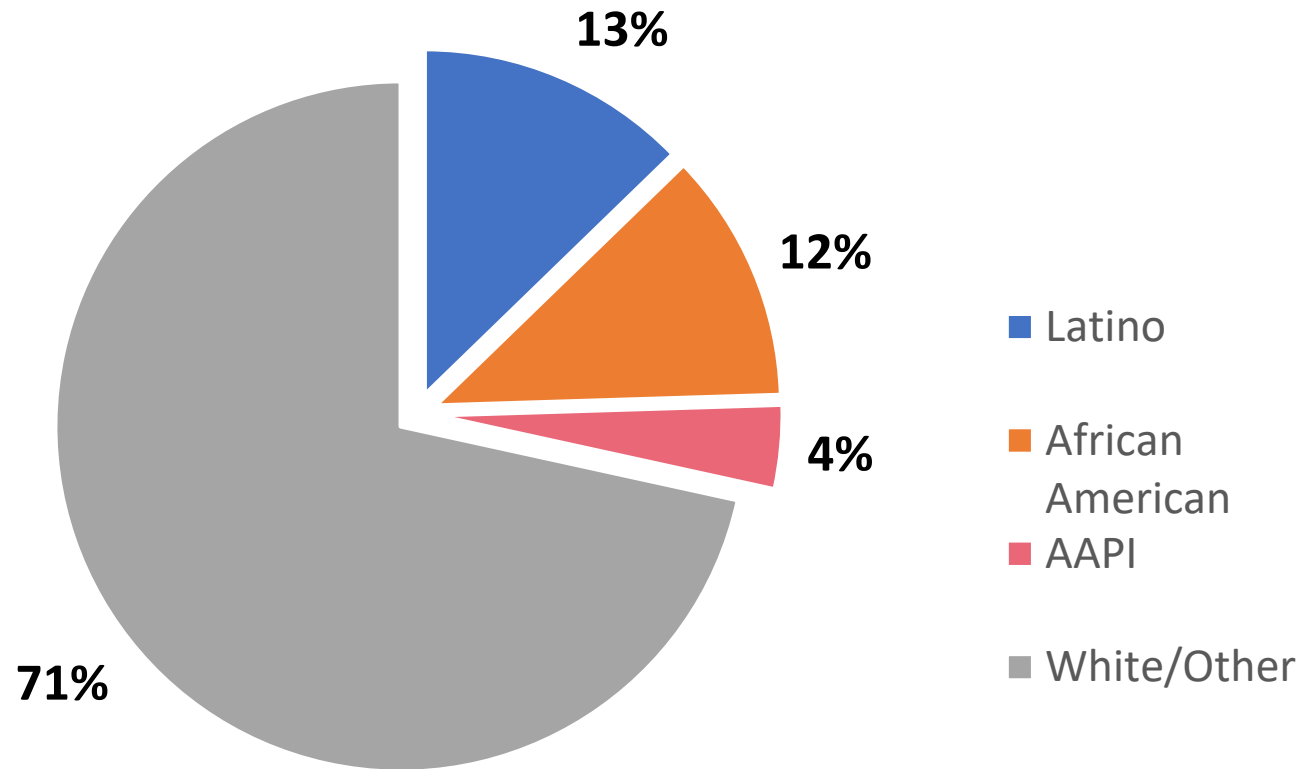
## How AARP Will Focus Efforts?

- Safe In-Person Voting Options
- Voting from Home Options
- Early Voting Options



## MULTICULTURAL VOTER IN 2020

Voter Blocs / Demographics



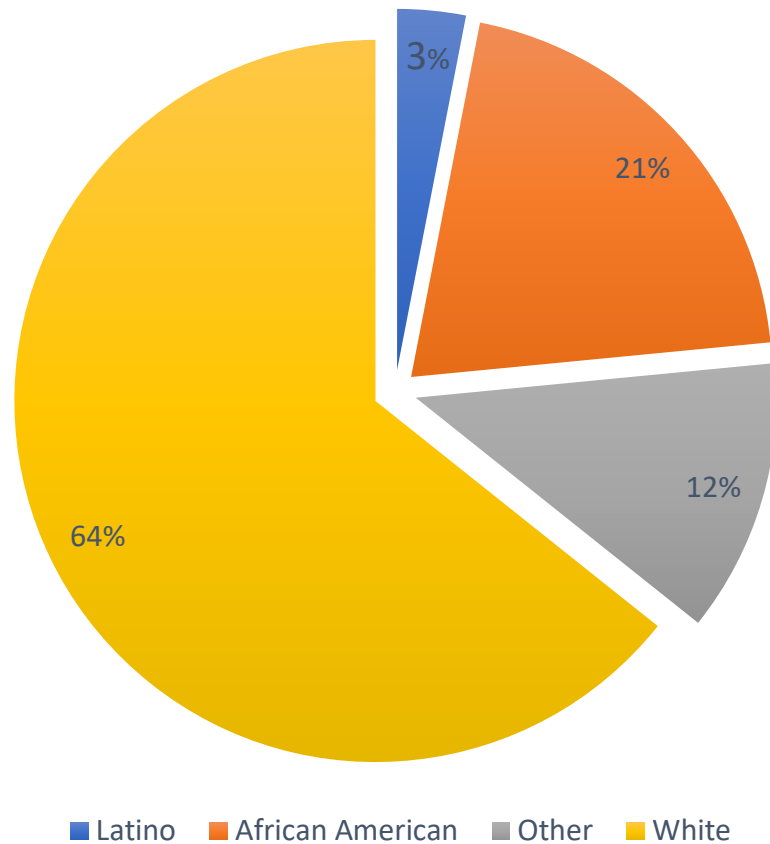
## THE MULTICULTURAL VOTE

In 2020, the multicultural vote cannot be understated.

Nearly a third of all eligible voters in 2020 will be from communities of color.

## NC Voter Registration Statistics

### Voter Blocs / Demographics



## THE NC MULTICULTURAL VOTE

In 2020, the multicultural vote cannot be understated.

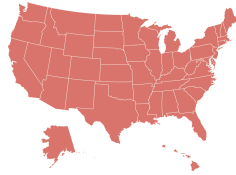
More than a third of all eligible NC voters in 2020 will be from communities of color.

## 2020 VOTER ENGAGEMENT CAMPAIGN GOALS



### **Be the Champion of the 50+**

Be the champion of the 50+ with candidates and political influencers, fighting for voting safely from home or in-person



### **Inform 50+ on State Voting Processes**

Be a trusted source of information about the voting process in each state, advocating for more open absentee voting



### **Relationships with Elected Officials and Influencers**

Develop and/or improve direct relationships with elected officials, political influencers, and election boards



### **Push Top Advocacy Priorities with Candidates**

Urge candidates to offer solutions on Rx Drugs, Social Security, Medicare, Long-Term Care/Family Caregiving, and Jobs and the Economy



### **Be a Trusted Source of Information**

Provide factual and reliable information on candidate positions on the issues



# CAMPAIGN STRATEGY

## 50+ ELECTORATE MESSAGE STRATEGY

**TARGET:** 50+ ELECTORATE

PLAYS A DECISIVE ROLE

CRITICAL THAT THEY VOTE

WAYS TO VOTE SAFELY

WHERE THE CANDIDATES STAND

## POLITICAL TARGET MESSAGE STRATEGY

**TARGET:** (CANDIDATES, AIDES, MEDIA ETC.)

MAJOR 50+ VOTER CAMPAIGN

INFORMING VOTERS HOW TO VOTE IN THEIR STATE

50+ ELECTORATE WILL DETERMINE OUTCOME OF ELECTION

## WHAT DOES SUCCESS LOOK LIKE?

Measuring Success	Achieving Success
70% of AARP members in battleground states say that AARP's materials helped them cast their vote	Break through the partisan clutter
Adoption of AARP issues and terminology on 50+ voters	Influence the candidates, operatives, and media
Battleground & targeted states engage 75% of the candidates through tactics	Build capacity in the targeted states
Cultivate and progress in relationships with influencers	Allow for flexibility with messaging and tactics
Increase volunteer and activist engagements in campaign	

## TIMELINE

**August 3, 2020**

*Media launch,*

*August 14: Social Security 85<sup>th</sup> Anniversary*



**September 2020**

The Bulletin, Presidential Debates, Battleground  
Polls, Media Partnerships



**October 2020**

The Bulletin  
Presidential/VP Debates  
Direct mail to battleground states;  
Chaser Live Agent Calls;  
Digital Ads;



**November 2020**

**November 3:** Election Day  
**November 4:** and onward: Post Election  
Analysis



# LAUNCH PLAN

(English + Spanish)  
Voter Engagement  
Launch Page

[aarp.org/elecciones2020](http://aarp.org/elecciones2020)

[aarp.org/election2020](http://aarp.org/election2020)

@aarpadvocates

[Facebook.com/AliadosAdelante](https://Facebook.com/AliadosAdelante)

[Facebook.com/AARPAAdvocates](https://Facebook.com/AARPAAdvocates)

**AARP** Real Possibilities | Join | Renew | Help | Member Benefits | AARP Rewards | Register | Login

**POLITICS & SOCIETY**  
**Government & Elections**

Advocacy · Government & Elections · Events & History · Government Watch

**STATE OF MARYLAND**  
**OFFICIAL BALLOT DROP BOX**  
Insert Ballot Here  
Any tampering with the dabbles or drop box is a crime  
**OPEN 7am - 8pm**

**CDC Issues Health, Safety Guidelines for Voters, Poll Workers**  
Preventive measures and voting options top the list

**Coronavirus-Related Restrictions in Maryland**  
Many actions involve stay-at-home orders

**2020 Holidays for the U.S. Postal Service**  
Get services online when Post Offices are closed

**Will Coronavirus Impact the 2020 Election?**  
Completing surveys online or by phone

**News & Analysis**

**CORONAVIRUS: A MESSAGE FROM JO ANN JENKINS**  
AARP Real Possibilities

**As COVID-19 Cases Skyrocket, Let's Stay Diligent**  
It's important to protect ourselves and our loved ones

**Turning 65?**  
Explore Medicare supplement insurance plans from UnitedHealthcare Insurance Company.

**How Will America's Most Vulnerable Be Affected by Crises?**  
Pandemic, economy, race likely to drive change

**Delaware, New Jersey Hold Primaries Amid Coronavirus**  
Connecticut is last state that will hold a contest

**Will the Coronavirus Affect the 50-Plus Vote?**  
See how citizens will cast their votes

**How Older Voters Will Cast Their Votes in 2020**  
November remains unpredictable

**Election 2020**

**2020 Election May Decide Future of Medicare**

**What Impact Will the Election Have on Drug Prices?**

**What Will Happen to Medicaid After the Election?**

**Special Report: AARP Bulletin**  
ELECTIONS 2020  
WILL OLDER VOTERS DECIDE THE OUTCOME? PAGES 1-6  
ALSO INSIDE: THE FUTURE OF NURSING HOMES PAGE 16  
Real Possibilities  
AARP.ORG/BULLETIN | JUNE 2020 | VOL. 81 | NO. 5

**ADVOCACY ALERT**

Friend,

**More than 46,000 nursing home residents have died from COVID-19 so far. That's 517 a day — and the number keeps growing.**



**ADVOCACY ALERT**

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### Key Takeaways from AARP Research

- Younger voters are the focus of the 2020 election.
- A majority of 50+ voters believe voters under 50 will be most decisive in November.
- 50+ will still be the deciders of the election.

### Key Learnings that Helped Form Message Architecture

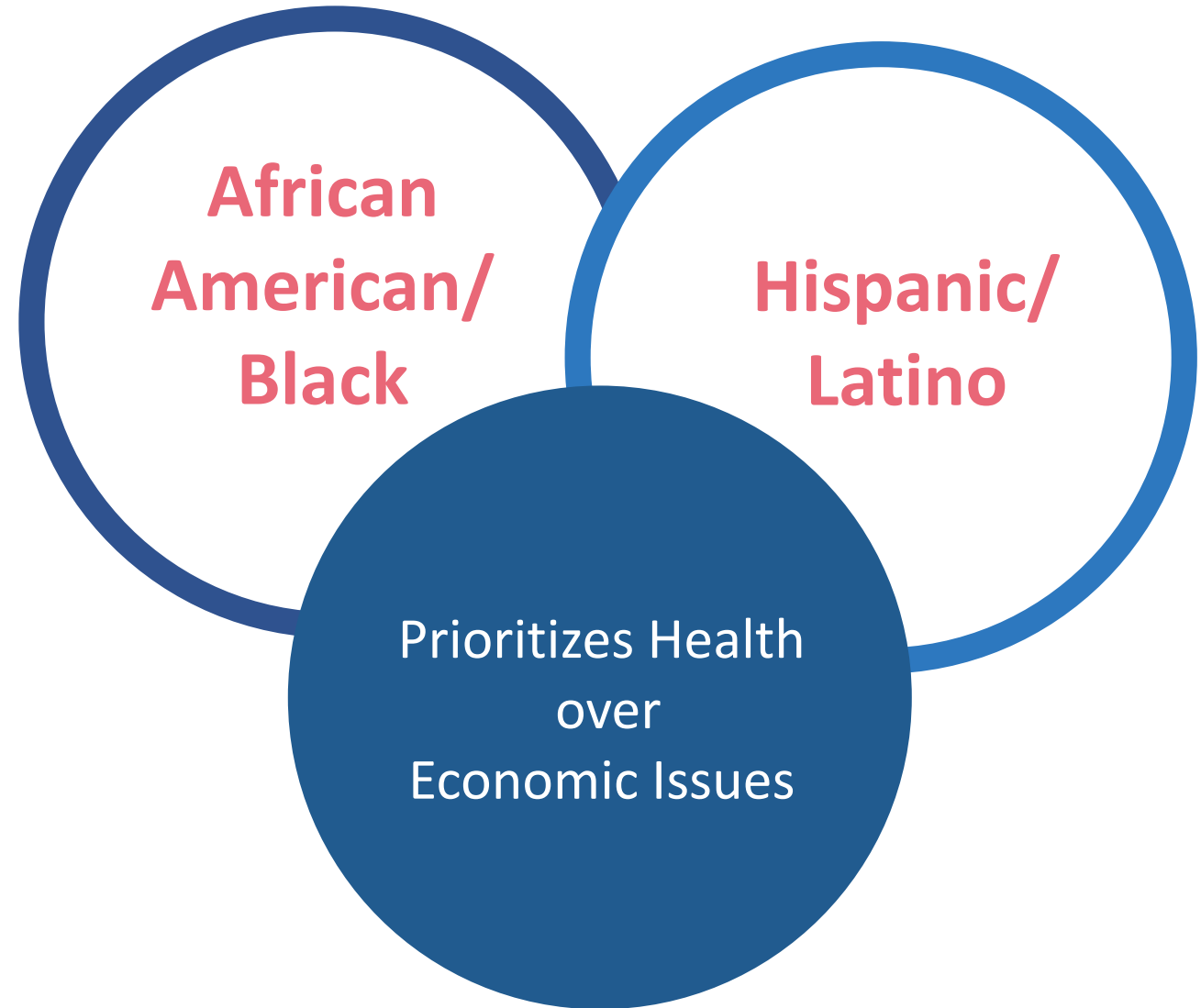
“Protecting Voters/Americans 50+” is a theme throughout our research.

Voting safely must include voting at the polls to have a non-partisan reach.

Overall, 50+ voters are supportive of reforms to make absentee ballot access more widespread, with 70%+ favoring no excuse absentee voting

## MULTICULTURAL AUDIENCES

A greater share of **multicultural** voters are concerned about voting safely.



## Overall Message

AARP is fighting to protect 50+ voters and make your voice heard on the issues that matter – protecting Social Security and Medicare, lowering prescription drug prices, and ensuring you can vote safely from home or in-person.





## CAMPAIGN MESSAGE ARCHITECTURE

### **Protect Americans 50+:**

To win, candidates must talk about the issues that matter to 50+ voters – like voting safely from home or in-person, preventing cuts to Social Security and Medicare and lower prescription drug prices.

### **Protect Health & Financial Security:**

Politicians need to protect the health and financial security of voters 50+, especially during this pandemic.



## CAMPAIGN MESSAGE ARCHITECTURE

### **Engage All Generations:**

Issues important to 50+ voters, like health and financial security, are also important to voters of all ages.

### **Demand Action:**

AARP is demanding action from politicians to ensure that 50+ Americans – from working parents, to family caregivers, to seniors in nursing homes – can vote safely.



CAMPAIGN CALL TO ACTION

“

Make Sure  
the 50+ Voter  
is **Heard.**



## INFLUENCER + CANDIDATE AUDIENCES

“

AARP wants to help you **cast your vote safely** and make sure you know all your voting options.



**VOTE  
HERE**

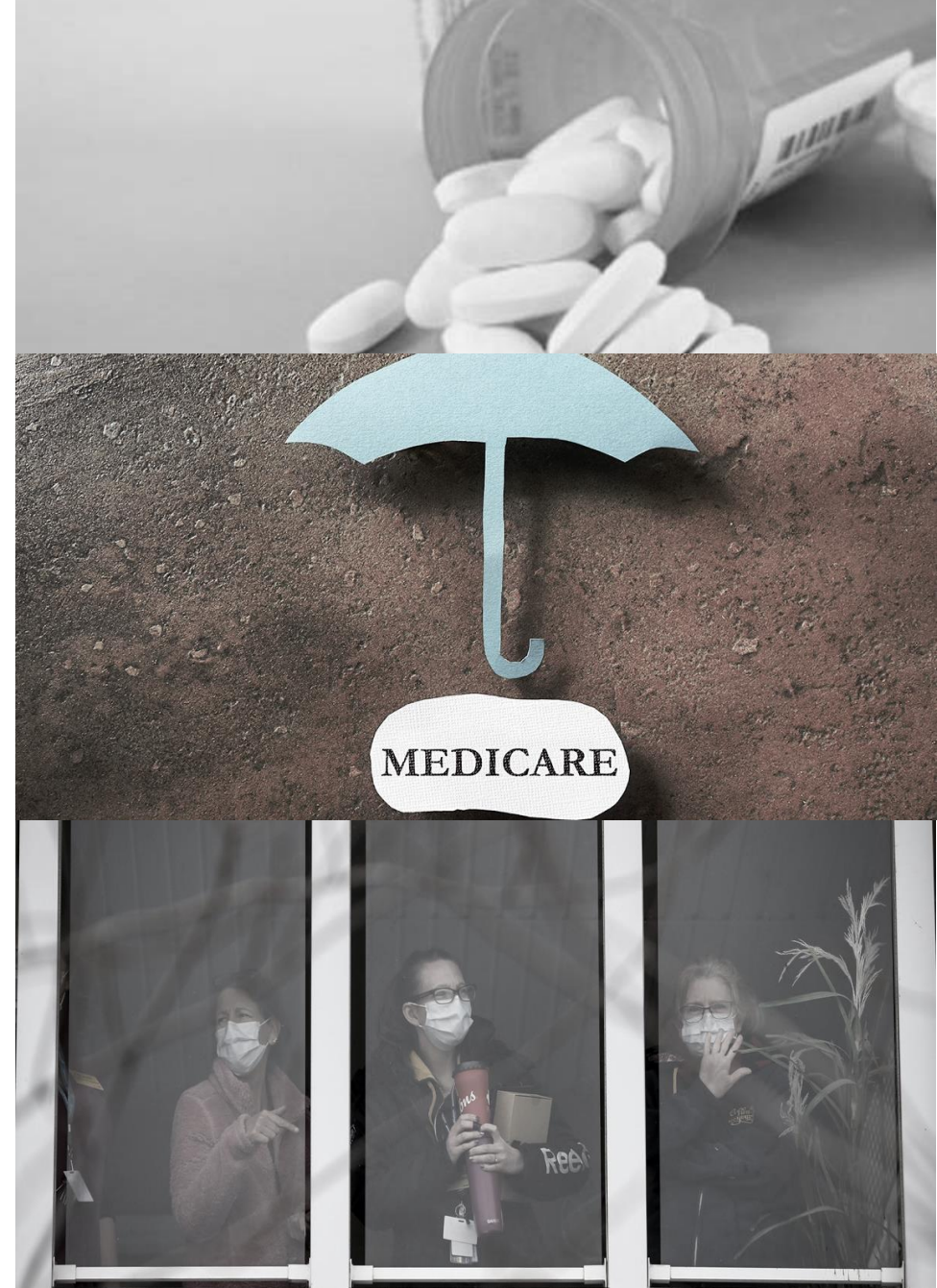
**POLLING PLACE**

Q&A



## ISSUE FRAMING

Helping older Americans **protect** themselves during the pandemic.



**STATE  
QUESTION  
TOPICS**

- Putting Retirement Security In Reach: Creating Work and Save Retirement Savings Vehicle
- Caregiving: CARE Act
- Home & Community Based Care: Nursing Facility Quality
- Prescription Drug Pricing: Steps to ensure access
- Telecommunications: Access to High Speed Broadband

# STATE CANDIDATE QUESTIONS

Knowing that employees are 15X more likely to save when they have access to payroll deduction, will you commit to working to increase workplace retirement savings option and help reverse the trend of under saving for retirement?

What will you do to provide more resources and training for family caregivers? Do you support laws or regulations that call for hospitals to recognize and instruct family caregivers when their loved ones are hospitalized?

How will you ensure that North Carolina residents in nursing homes received quality nursing home care?

With the rising cost of vital prescription drugs that many North Carolinians rely on, what steps do you plan to take to ensure that older people and their families have affordable access to these life-sustaining drugs?

How will you ensure that North Carolinians have access to affordable, reliable, high-speed internet service including those living in rural areas? What will you do to promote high-speed internet expansion and quality improvements?

**AARP  
Earned a  
Reputation for:**

**Objectivity, balance, and non-partisanship —**

Representatives or volunteers in leadership positions should not take part in any public political or partisan activity that may be construed as an AARP endorsement.



## **Permissible Political Activity NOT in AARP Capacity**

- Expressing opinion on proposed legislation, quality of public official job performance, candidate platform
- Making financial contributions to a candidate, PAC, or political party
- Becoming a candidate for political office or hold public office
- Working for a political party or candidate campaign

## **Prohibited Political Activity**

- Engaging in personal political activity while actively on duty for AARP
- Engaging in personal political activity using AARP resources of any type.

MISUSE OF AARP NAME AND LOGO





## What are the **60 Day** and **30 Day** Rules?

### **Purpose:**

Elected officials who are on the ballot must be treated like candidates.

### **The 60 Day Rule Begins:**

Labor Day Weekend and runs through November 3.

### **The 30 Day Rule Begins:**

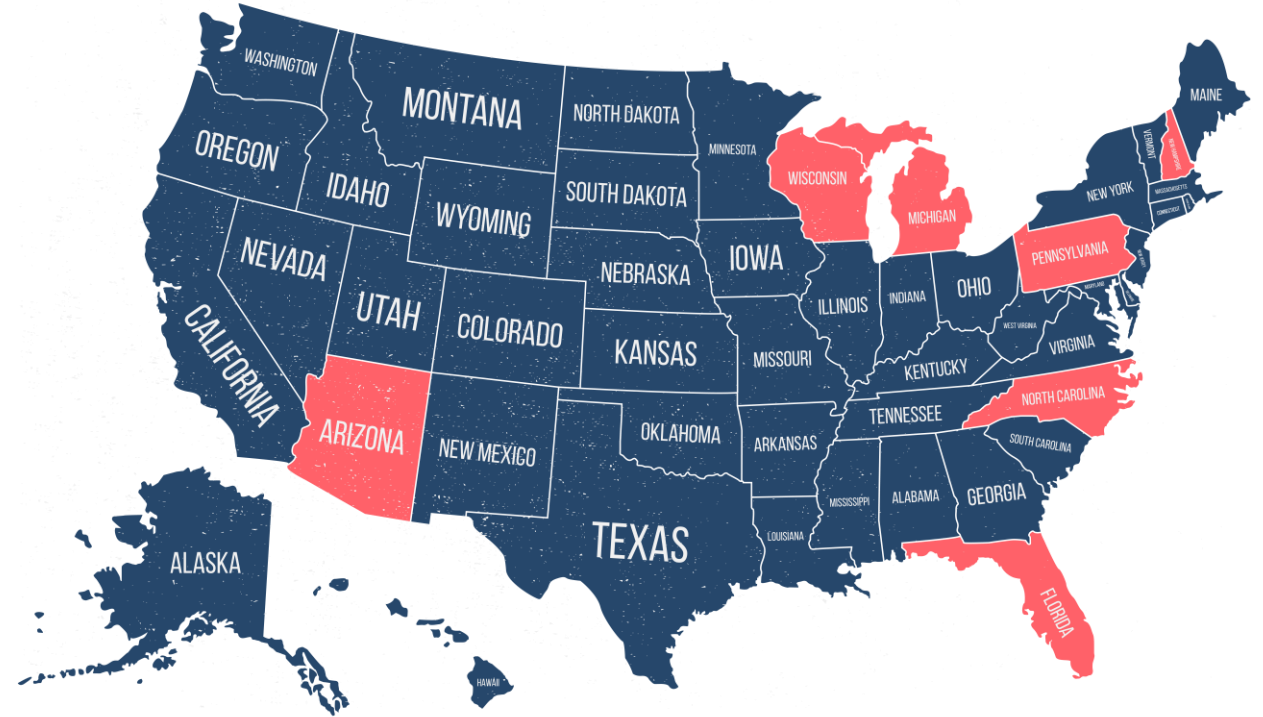
30 days before state primary.

Q&A

## TARGETED RACES: PRESIDENTIAL



# Presidential Battleground States



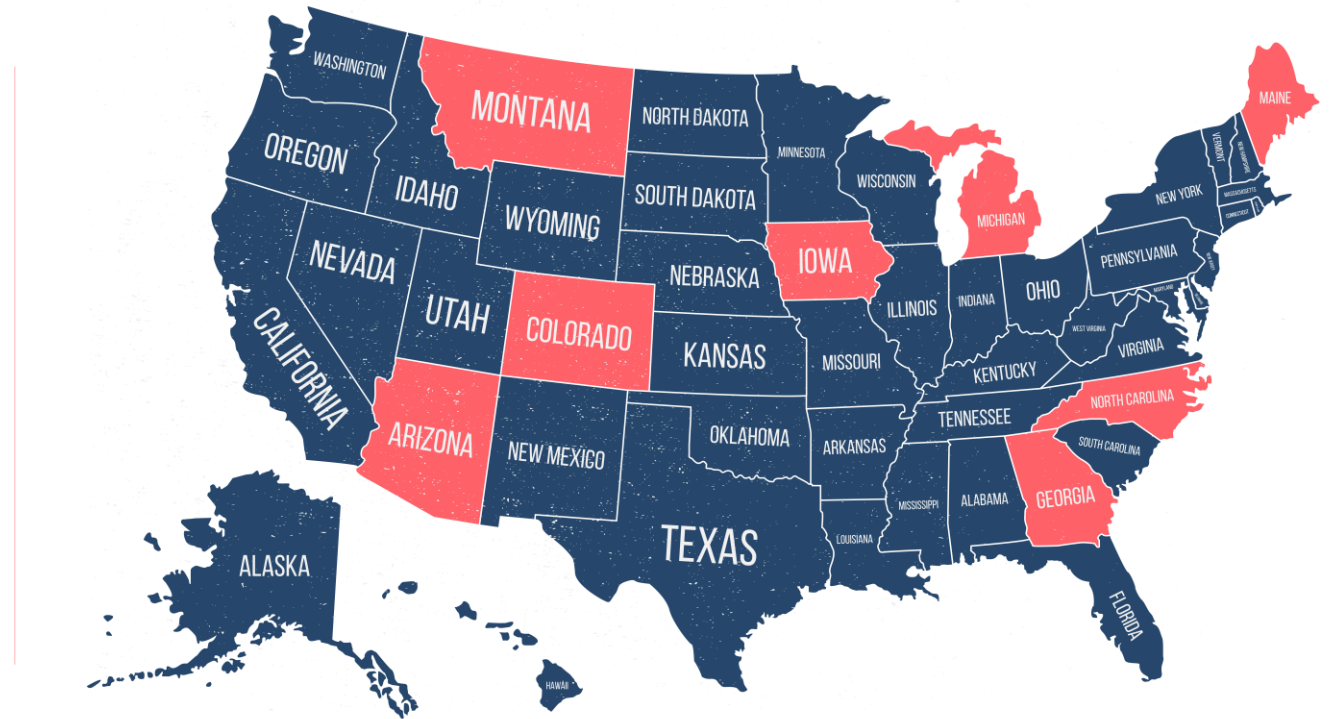
*Arizona, Florida, Michigan, New Hampshire, North Carolina, Pennsylvania, Wisconsin*

## TARGETED RACES: SENATE

*\*States are Presidential and Senate battleground states.*



# Targeted Senate Races



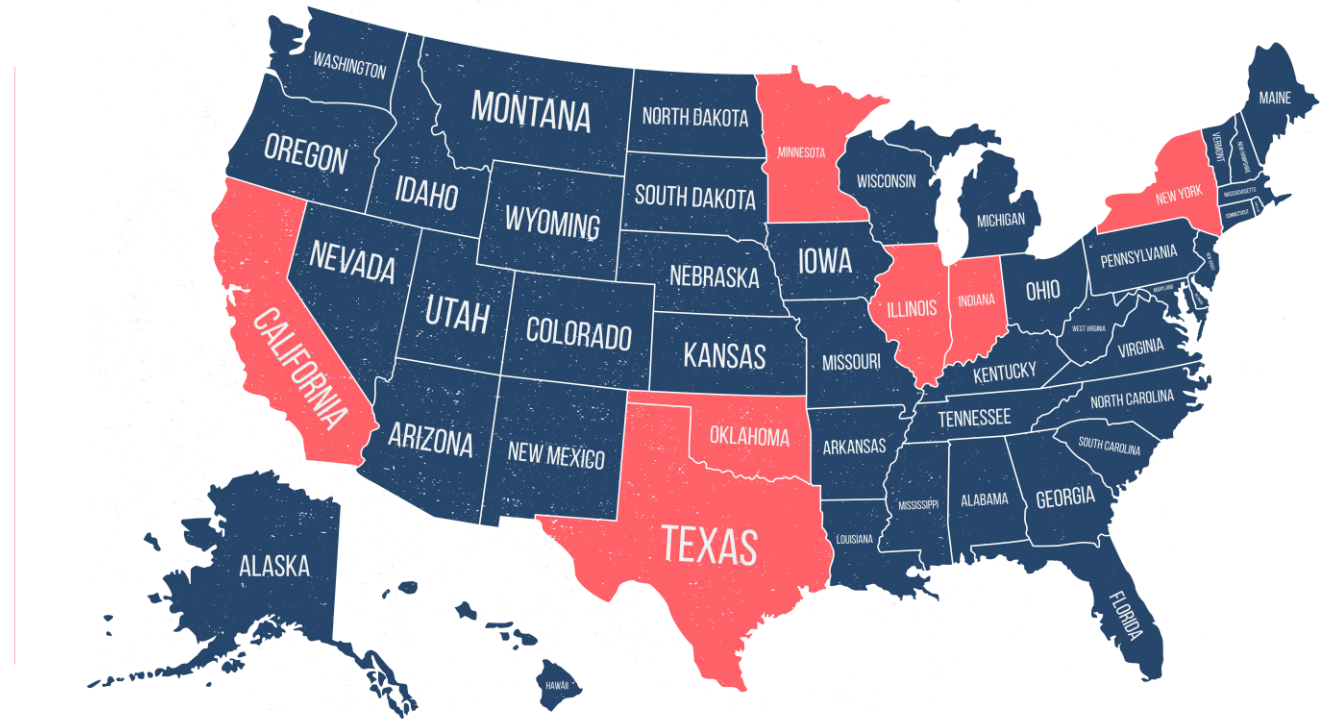
*Arizona\**, *Colorado*, *Georgia*, *Iowa*, *Michigan\**, *Montana*, *North Carolina\**

## TARGETED RACES: HOUSE

Research suggests the House *will not* flip this cycle.



## Targeted House Races

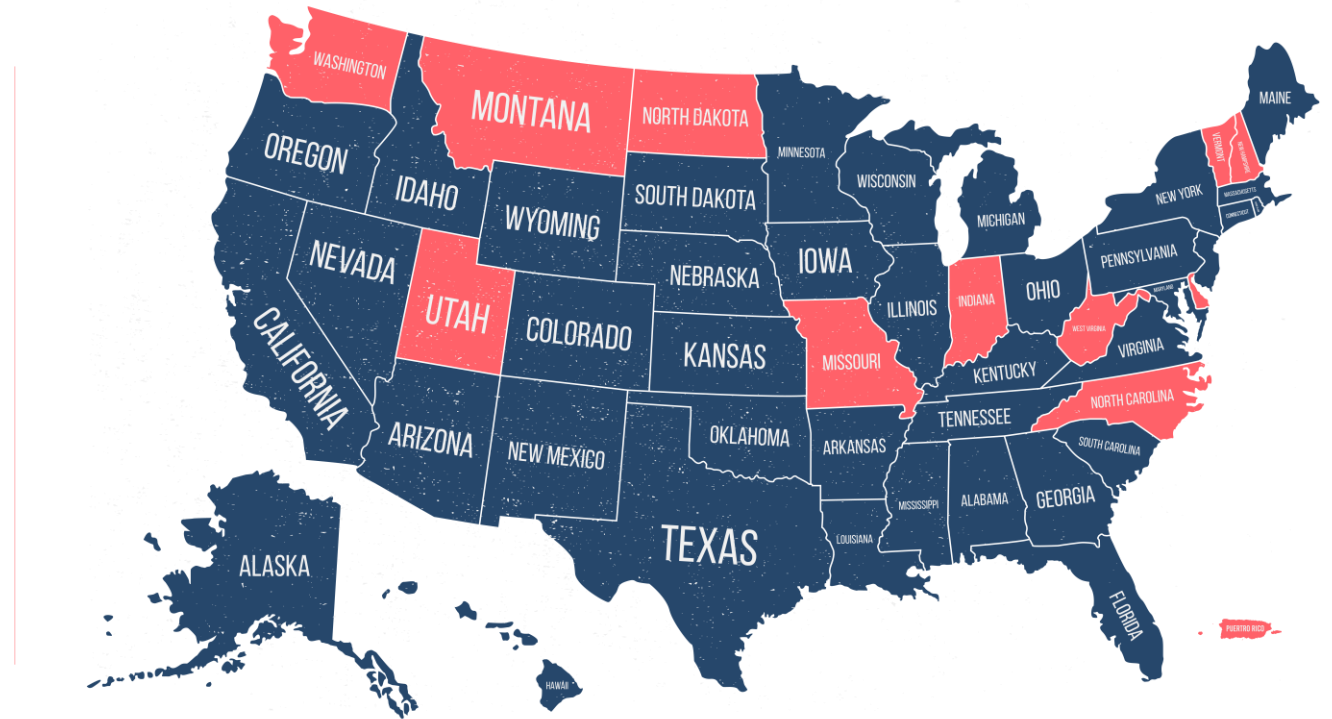


*California, Illinois, Indiana, Minnesota, New York, Oklahoma, Texas*

## TARGETED RACES: GUBERNATORIAL



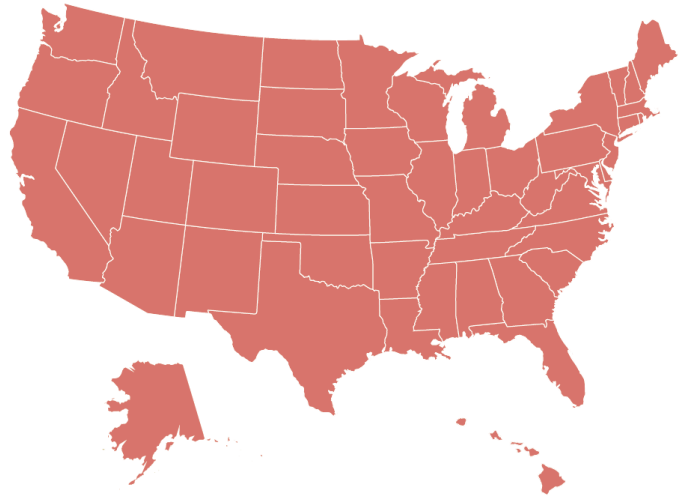
# Gubernatorial Races



Currently, none of the **gubernatorial races** are competitive.  
11 states and one territory will have gubernatorial elections in 2020.



## OUR NATIONWIDE EFFORT



Focus is our voter access effort for AARP members and the 50+.

Will execute tactics that create visibility and engage AARP members, activists, volunteers, and influencers.

Q&A

## National Tactics for All States

- Email – “I’m In”
  - [action.aarp.org/add-my-name](https://action.aarp.org/add-my-name).
- Social Media
- Bulletin Article
- AARP.org state page

## Targeted States Tactics

- Direct mail
- Live agent calls
- Media partnerships
- Polling Senate/House Race
- Tele-town Halls
- Text messaging

## Who is an Influencer?

Individuals with expertise on one or more of our issues and wide-reaching networks within your state or at the national level.

Is a trusted voice among multicultural audiences and can be tapped to help amplify American's awareness of AARP's available resources.

### TACTICS LIST

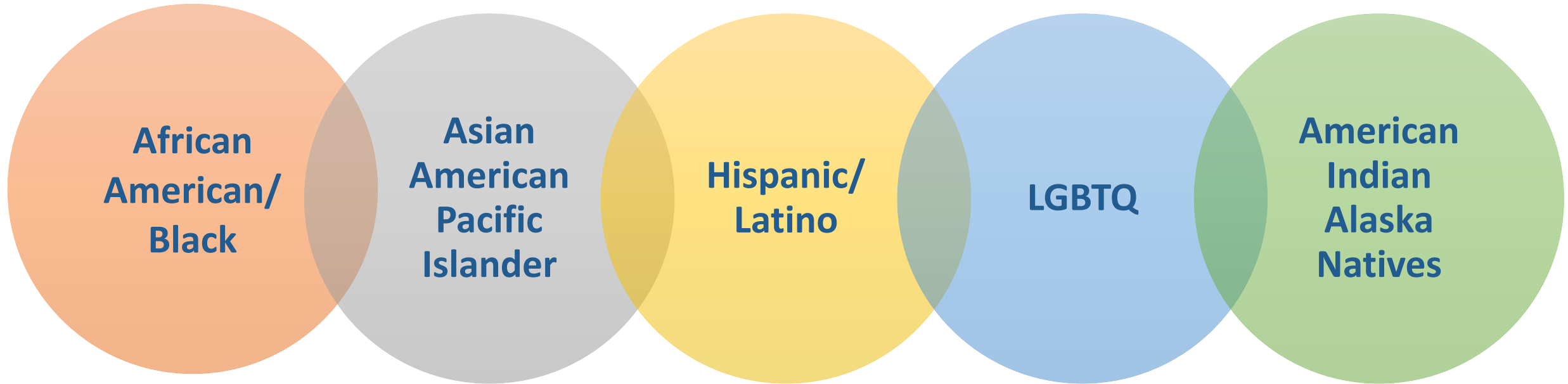
- Social Media
- Paid Advertising in targeted states
- AARP owned channels
- Polling data from battleground states
- Other innovative tactics

## Target States

- Tele-town Halls - Candidate forums, Board of Elections
- Webinars on AARP issues
- Radio ad buys
- Video Voters guides
- Social media ad buys
- Sponsor debates through media partnerships
- Other innovative tactics



## ENGAGING MULTICULTURAL AUDIENCES



## *Presidential Debates Series*



SEPT 29

### **First Presidential Debate**

*Case Western Reserve  
Cleveland, OH*



OCT 07

### **Vice Presidential Debate**

*University of Utah  
Salt Lake City, UT*



OCT 15

### **Presidential Townhall**

*Miami, FL*



OCT 22

### **Final Presidential Debate**

*Belmont University  
Nashville, TN*

## Virtual Volunteer Opportunities

1

Star in social media videos on how to vote safely

2

Send Letters to the Editor (LTEs)

3

Host Virtual Debate Watch Parties

4

Host Virtual Discussions about Issues Important to the 50+

5

Write Postcards Reminding Members or Friends to Vote



# Virtual Volunteer Opportunities

6

XXX

7

XXX

8

XXX

9

XXX

10

XXX

## SOCIAL MEDIA

#Protect  
Voters50  
Plus

Amplify our campaign by  
retweeting  
@AARPadvocates on  
Twitter, or reposting AARP  
Advocates Facebook page.



Repost from AARP  
state Twitter &  
Facebook accounts.



**BOARD OF ELECTIONS**

Q&A



PROTECT  
**50+**  
VOTERS

**THANK YOU!**