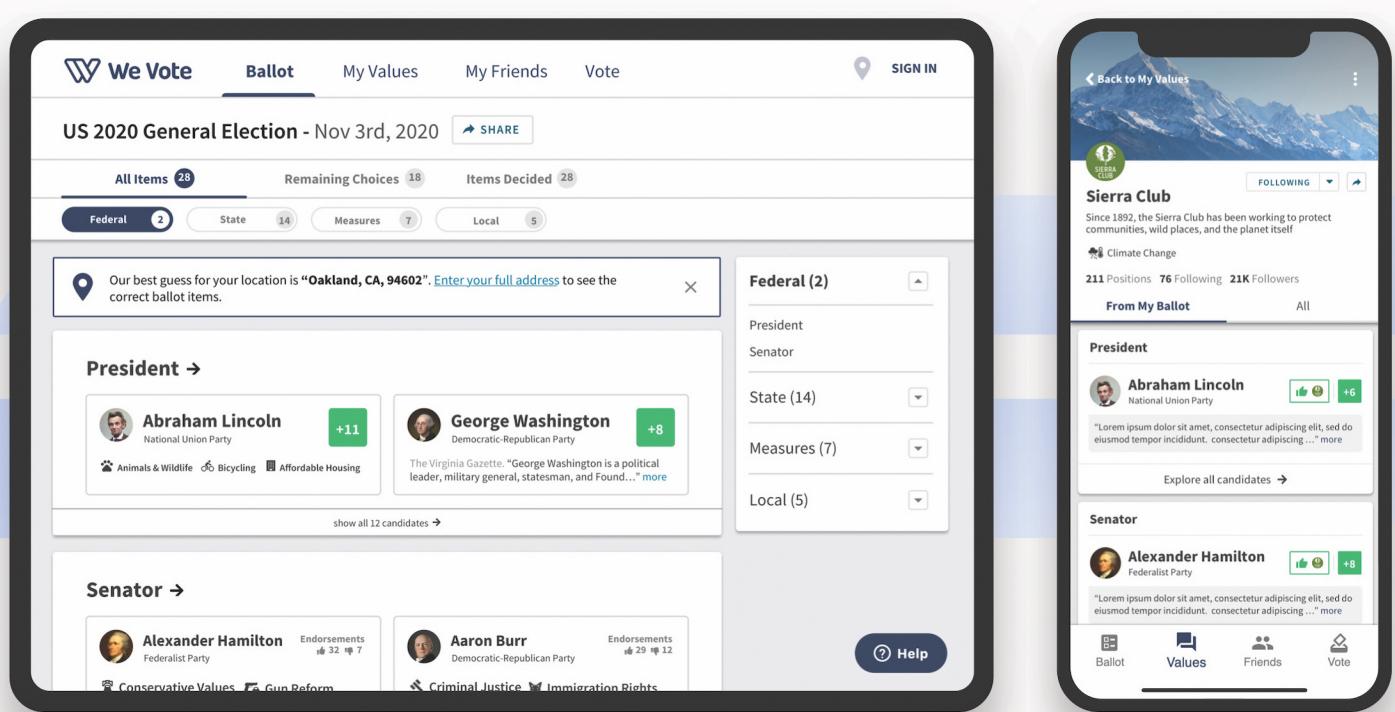


# Voting Should Be Simple

Plan out your entire ballot in **6 minutes**



The image displays two views of the We Vote website. On the left, a desktop browser shows the 'Ballot' section for the 'US 2020 General Election - Nov 3rd, 2020'. It features a navigation bar with 'SIGN IN', tabs for 'Ballot', 'My Values', 'My Friends', and 'Vote', and a location pin icon. Below the tabs are filters for 'All Items 28', 'Remaining Choices 18', and 'Items Decided 28', with categories 'Federal 2', 'State 14', 'Measures 7', and 'Local 5'. A message box says 'Our best guess for your location is "Oakland, CA, 94602". Enter your full address to see the correct ballot items.' The main content area shows 'President' and 'Senator' sections with candidate profiles like Abraham Lincoln and George Washington. On the right, a mobile phone screen shows the 'Sierra Club' profile page. It includes a header with 'Back to My Values', a bio about the club's history, a 'Climate Change' section, and social media stats ('211 Positions', '76 Following', '21K Followers'). Below this is a 'From My Ballot' section for 'President' and 'Senator' roles, each with a profile for Abraham Lincoln and Alexander Hamilton respectively.

It's often hard to tell which candidate or ballot initiative is best for you. We've created a digital voter guide informed by issues you care about and people you trust. Through our nonpartisan, open source platform, we'll help you become a more confident voter, up and down the ballot, so you can help your friends be better voters too.

## How Does We Vote work?

We Vote is an online tool where voters view their ballot, see endorsements from their social networks for all candidates and measures, and find candidates who share their values.

Our platform seamlessly imports endorsement data from across the web, then allows voters to geolocate their specific ballot. From there we enable voters across the country to use value matching technology to quickly plan their ballot using compiled endorsements, at-a-glance ballot information, and issue-based ranking features.

## Why should my campaign use We Vote?

All electoral organizations and campaigns are invited to claim their verified profile and add live endorsement data on We Vote for free. Provide clear visual endorsements for all voters making ballot decisions where your org or candidate has a recommendation. Send your custom We Vote URL to your list to help supporters bookmark your ballot guide, share your guide with friends, and help these voter networks complete their entire ballot in under six minutes.

Use our premium features to expand your reach and profile customization. We Vote will partner with you to craft outreach strategies that maximize social sharing and help you efficiently leverage your networks of existing supporters to reach hard-to-motivate contacts.

Social sharing features allow influencers to make easy recommendations to their networks, so don't miss the social effects of using We Vote.

## My group strictly avoids endorsements. Why should we use We Vote?

Only 6 out of 10 voters is expected to cast a ballot next year! Improving overall voter participation in the United States is our civic duty. Our We Vote Election Center is a great nonpartisan resource you can use to help increase participation without telling people who to vote for. Finally there is an appropriate way to facilitate increasing voting for members, plus further your brand exposure via We Vote's social sharing tools.

We Vote Election Center allows your members, staff, or supporters to access unbiased, state-of-the-art ballot facts so that you can do your (appropriate) part to empower your people to vote confidently. We offer premium features to further customize your brand presence and expand your reach with highly customizable options for tailored messaging.

## How do you protect security and fight misinformation?

No trolls allowed! Our mission is to help people vote confidently with unbiased information. To protect against misinformation, organizations with verified Twitter accounts can log in to create pages and post public information. Further, to eliminate negative friction, We Vote voters are matched with people and organizations that they Friend or Follow. Let's keep the focus where it belongs: on efficient ballot matching.