

Mixed Greens

An assortment of fresh tossed ideas.

003 Looking good on election day

Presto chango! Voters into fans. by Evelyn Arnold

How to quiet your phones on election day by Vicky Dalton

Working with media: top 7 by Brian Zylstra

Presto chango! Voters into fans.

Even though we have been voting by mail in Chelan County for over 3 years, Election Day can still be extra busy with voters coming to our office. Many voters like to wait until Election Day to cast, drop off or mail their ballot.

Some it seems put off until Election Day to tell us there is a problem of some sort. I ask myself, "Hmm...why did the delay? The ballots were sent out almost 20 days ago and they are just coming in now!" I must admit I have had these thoughts.

The problem is sometimes our thoughts can be revealed by our actions. The reality is, Election Day voters **are on time** and we should be prepared to provide them with a positive experience. The following ideas will ensure your voters have that experience and walk away pleased with your office.

1. Front line staff should be approachable, knowledgeable, and helpful
2. Provide more than enough information and help, anticipate questions voters will ask and answer before they ask
3. Have clear signs to your office and voter service centers
4. Have adequate parking available
5. Use high school students as greeters and guides if needed
6. Thank the voter for coming

If you try these ideas, the voters who came in confused or with a problem will leave your office impressed with your professionalism and willingness to accommodate their needs. Viola! Regular ol' voters have been transformed into your biggest fans.

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