



Planning Your Print Voter Guide

Define the purpose of the guide

- General voter education
- Decide which races to include (local, state, etc.)
- Candidate information
- Ballot measures/initiatives
- General election information

Candidate/Ballot Measures/Initiatives Information

VOTE411 is a key resource for candidate questions, responses and ballot measures/initiatives information. You will want to work closely with your local VOTE411 Administrator or Statewide Director for data uploads in various formats (HTML, spreadsheet, etc.).

Meet with your VOTE411 Team

- Decide the number of questions you want to include
- Decide on word limits for responses
- Confirm that VOTE411 administrator has confirmed candidate statuses, and that races and candidates are in ballot order
See link [here](#) for Michigan ballot standards.
- Honor the VOTE411 administrator's deadlines for candidate responses
- After the deadline has passed, request exports from the VOTE411 system (**do not edit candidates' responses**). Cut and paste the information into your desired guide format.

Voter Guide Formats

We have attached several samples of local League guide formats. It is important to decide your format options before design.

Design and Readability

A voter guide should be easy to read and navigate.

- Changes to your export from the VOTE411 system should be consistent
- Use readable fonts and adequate spacing
- Use bold or shaded section headers to improve navigation
- Include headings and page numbers
- Include a Table of Contents for larger guides
- Include League branding, logo, and contact information

- Maintain consistent formatting throughout
- Design for both print and digital distribution, when possible

Accessibility

Consider ways to format the guide for accessibility

- Large-print versions
- High-contrast text
- Plain language
- PDF version for online sharing

Additional items commonly included to enhance your guide

- Polling place or election information
- Voting options (early voting, absentee)
- Voter registration information and deadlines
- Important election dates and deadlines
- QR codes linking to online resources such as [VOTE411](#)

Timeline and Workflow

Create a production schedule that includes

- Meet with VOTE411 team
- Question approval and response word limits
- Candidate outreach
- Submission deadlines
- Layout and design
- Printing
- Distribution dates

Accuracy and Verification

Establish a careful review process:

- Verify candidate names and office titles
- Confirm election dates and deadlines
- Edit and proofread multiple times (the more eyes the better!)

Production Considerations

Plan ahead for:

- Printing costs
- Page count
- Paper quality
- Color vs. black-and-white printing

- Print deadlines
- Quantity needed
- Mailing or distribution costs

Budget and Funding

Develop a realistic budget for:

- Printing
- Postage
- Advertising
- Translation services (if applicable)

Distribution Strategy

Determine where and how the guide will be distributed for the greatest impact:

- Mail delivery
- Libraries
- Clerk offices
- Community centers
- Schools and campuses
- Faith communities
- Public events
- Digital sharing through websites and social media

Potential funding sources may include:

- Donations
- Sponsorships
- Grants
- Community partners

Many Leagues also create guides in booklet, brochure, postcard, PDF, or web-based formats depending on community needs and distribution plans.

Disclaimer Statements

It is important to include disclaimer statements in your voter guide. An example is provided below.

Candidate statements are presented as submitted and do not imply endorsement or opposition by the League of Women Voters.

The League of Women Voters does not verify or certify the accuracy of candidate responses. Voters are encouraged to independently fact-check information provided on VOTE411 and consult multiple sources when making voting decisions.

Other Options

Some Leagues also combine a printed voter guide with an online version to expand voter access and provide updated election information closer to Election Day.

In addition to producing a printed voter guide—or as an alternative—local Leagues may wish to:

- Invest time, effort, and resources in promoting the VOTE411 online voter guide through local media, posters, yard signs, bookmarks, and other outreach materials. Including a Quick Response (QR) code is an effective way to direct voters to the guide. LWVUS has an excellent toolkit (see link [here](#))
- Create a Portable Document Format (PDF) version of voter information to share through the local League website or distribute to locations such as libraries. Keep in mind that VOTE411 content is updated on an ongoing basis, so a PDF version may not reflect the most current information available online.

The LWVMI Voter Guide Template Committee offers tutorials to assist local Leagues in creating voter guides, including:

- *Creating a Local Print Voter Guide in Tables* — Paula Bowman, Northwest Wayne County League
- *Creating a Local Voter Guide in Word from an Exported VOTE411 HTML File* — Carolyn Vertin, Lenawee County League