

An Announcement is Vital

Once the voter information packet has been completed the next step is to let the voters know that it is available which is best done through an "announcement." This announcement does not need to be long and it doesn't need to be made by the pastor but it needs to be made from the pulpit by a trusted part of the church staff. When this is done it shows that the information packet is something that the pastor and church staff feel has value and that it is important enough to take time to bring to the attention of those in attendance.

Let me relate two first hand experiences:

One - In the Spring of 2014 there was a special election for a state senate seat here in Riverside County. Senator Emmerson had resigned and five candidates ran for that seat. Our Salt and Light team did our candidate research and then compiled that into our Inland Empire Pro-Family Voter Information packet.

The Salt and Light team was ready on Sunday morning with copies of our packet at the Salt and Light table ready for distribution; however, the packet was finished late on Saturday and we had not gotten word to our pastoral staff that the packet was ready so we did not get an announcement. Some were given to folks who stopped by our table and I personally flagged down some friends and gave them a packet. We got out about fifteen (15) packets during our morning services that Sunday.

The next Sunday our executive pastor (the late Pastor Layne Livingston) made a special announcement plus used a short video showing the importance of voting. He said that we had a special election coming up which was very important and that information was available at the Salt and Light table. The entire announcement, including the video, was about two minutes. That Sunday we gave out approximately five hundred (500) voter information packets.

Two - We had been working like crazy to get our voter information packet ready for distribution before the absentee ballots were mailed out. We made it just before Sunday but we had asked for the announcement concerning our packets to be made the following Sunday because we had a big day planned at church for Life Choice, our local Crisis Pregnancy Center, and we didn't want to compete with that effort.

I attended the first service as I usually do and during the announcements I was very surprised to see on the screen a large round campaign button containing the word VOTE and then to hear an announcement concerning our voter information packets. Our announcer that morning asked, "How many here are confused about who to vote for? Many hands went up and he went on to say, "We have voter information for you at the Salt and Light table."



Several people had been asking about our packets so I had brought forty five (45) copies with me but I knew that because of the announcement that that would not be nearly enough so I quietly got up and went outside where I found a church staff member who was able to quickly run off more copies. We gave out, if our count was right, four hundred and seventy two packets (472) that day.

IN SUMMARY - We have repeatedly seen that the results of not having an announcement versus having an announcement are dramatically different.

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