

18 April 2024

Top tips for getting the vote out

Tailor these methods to you and your workplace to maximise turnout.

Our reps have been using innovative methods to engage with members and publicise and promote the [national ballot](#).

For Rose (HMRC Croydon and national young members' committee equality officer) it's all about sweet reminders:

"You can't use Teams or Outlook to explicitly canvas members to vote yes. But you can (and should!) blind copy all members of your branch into an email, asking them to check their PCS Digital details are correct.

"Actively holding recruitment events in the middle of the ballot can grow the union as well as remind existing members to vote. And hand out sweets while leafleting! If you want people to stop and engage, have a box of chocolates nearby."

Neil (HMPO Eastern branch organiser) puts his success down to intel and comms:

"Get databases as accurate as possible, start talking to members as soon as possible, be persistent and enjoy great teamwork. We used our WhatsApp group to remind members to post their ballot papers and I sent personalised messages to all members a week after the launch. Then reps focused on members who hadn't responded or weren't in the WhatsApp group.

"We reached 50% within three weeks. Remaining members were divided up between reps who sent out personal letters and emails. This helped push us to nearly 60% a week later. Then we focussed on members who'd said they would vote but who hadn't informed us yet."

A combination of planning and visibility was key for Karen (HMPO Northern branch secretary):

"Before the ballot began, our branch made an organising plan to give all reps weekly targets. We made sure to order our group-specific ballot materials and booked a stall in the foyer area so members could confirm their details.

“In weeks one and two, we concentrated on speaking to colleagues in person. Then we did a period of leafleting before and after work. We ensured our Facebook account was up to date and set up a WhatsApp broadcast group. By week three we’d started texting members who we’d not seen face-to-face. This tipped us over 50%.”

[Tell us you’ve voted by logging in to PCS Digital](#). Order a [replacement ballot paper](#) if you need one.

Not yet a member? [Join PCS now](#). Join before Sunday 21 April to get a vote in the ballot.