

Science Outreach in Election Season:

a How-To Guide at the State and Federal Level for [Science Debate](#)

Are you a student or scientist who wants to get involved in elections and policy? **Science Debate** is a great place to start – form a team to survey candidates for office on their science views and priorities to better inform all voters when they go to ballot box! Here's how to get started:

Months to
Election Day

6



RESEARCH WHAT
MATTERS

Form a team! Schedule recurring check-ins
Develop candidate survey questions

- Identify science priorities of constituents (i.e., water quality)
- Split responsibility by question topic (e.g., infrastructure, public health) and region or Congressional district
- [An NC Science Debate Team Example](#)

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Field input from non-profits, scientists, lawyers, and policy experts to shape final questions

- Ensure questions are fair, impartial, understandable, and relevant (no “gotcha” questions!)
- NC Science Debate’s [Potential Partner Organizations](#)



COLLECT
FEEDBACK

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QUESTION
CANDIDATES

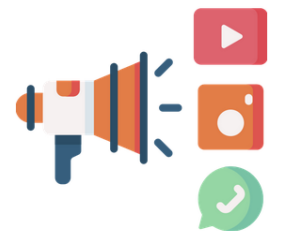
Send out surveys to candidates!

- Contact candidates in each race at same time
- Coordinate weekly follow-up emails, calls, and social media outreach
- Develop social media presence for outreach and publicizing results (Website, Facebook, Twitter, etc.)
- *Give candidates 2+ months to respond by Election Day*

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Publish Results!

- Provide open-access to results online
- Prepare op-eds to local news outlets and contact media to raise awareness



SPREAD THE
WORD

Election Day!

Share survey results to inform voters!

[More Resources and Lessons Learned from the 2020 Science Debate North Carolina Team](#)

For a summary of previous efforts, check out our NC Science Debate Team [Results!](#) Keep questions simple and the questionnaire short! Be persistent asking candidates to complete the survey – phone calls most effective. [NC publishes registered candidate lists](#) with contact info, like most states!