



## How to Host a Voter Registration Drive

### 2018 Student Toolkit



# HOW TO HOST A VOTER REGISTRATION DRIVE

## 2018 Volunteer Toolkit

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## About Voter Registration Drives

Save the Children Action Network (SCAN) launched the High 5 for Kids campaign to ensure candidates and voters prioritize children in the 2018 elections. One of the best ways someone can be a voice for kids is with their vote! We need your help to register new voters to elect public officials who will invest in kids. You can register many voters at a time with an event called a voter registration drive (VRD).

SCAN is using a tool called TurboVote to register new voters and provide already registered voters with polling information and other updates about voting. With TurboVote, students can register to vote or sign up for election updates from their phone, tablet or computer by visiting [scan.turbovote.org](https://scan.turbovote.org).

Voter registration drives are a popular way to promote community involvement and civic participation around the country. They could take the form of a club meeting, special event or tabling session. This toolkit lays out the steps to carry out a successful voter registration drive.

**Not 18 yet?** You can still help your older classmates register to vote. Students can register to vote if they will be 18 by Election Day, and some states allow minors to pre-register for future elections at age 16 or 17. Check your state's voter registration rules for more information.

## National Voter Registration Day

Tuesday, September 25 is National Voter Registration Day, a nationwide holiday to celebrate our democracy by encouraging people to register to vote or update their registration. This is a perfect day to host a voter registration drive, as social and traditional media will be buzzing about the holiday.

## Planning Your Registration Drive

When planning a voter registration drive, the first step is to research your state's voter registration laws. Some states have few or even no laws about VRDs, while other states have more restrictive rules around helping others register to vote. The best source for up to date information on voter registration is your state election office. Check out this directory of state election offices to locate your state's website. If you can't easily find a web page on voter registration and drives, type "voter registration drive" into the website's search bar to find the most relevant information.

Consider these common issues when researching your state's rules around VRDs:

- **Training:** In most states, people and organizations participating in registration drives do not need to undergo training before they can register new voters. But other states require special training in order to run registration drives or provide optional training opportunities. will be.
- **Registration:** In most states, anyone may get involved in a VRD. However, in some states people who wish to register new voters must provide their information and register with the state.
- **Paper Forms:** In addition to using the online TurboVote tool, you may also want to have some paper forms on hand.
  - **Requesting Forms:** Usually you can obtain a small number of voter registration forms from your local or state election office (around 25) without needing to formally request them or register their registration drive. To obtain a larger number of forms, you may need to submit a formal request. Such requests often include a signed statement affirming that the registration forms will be used only in accordance with established local or state guidelines.
  - **Returning Completed Forms:** Determine how you can return completed voter registration forms. Can you deliver them to a municipal office or mail them? Keep in mind that many states require registration forms to be submitted within an established deadline.

Read our toolkit on [Organizing Successful Events](#) on the Student Ambassador portal for more tips on how to make your registration drive a success!

## Promoting Your Registration Drive

If you want your voter registration drive to be as successful as possible, you have to tell people about it! Promoting your voter registration drive in a variety of ways can both drive traffic to your in-person drive and encourage people to register online.

### Email

Send an email to your club members or anyone who has attended a previous SCAN event. You can also email to the people you have in your personal contacts list.

#### Sample Email Script:

Hi [First name],

Kids can't vote – but you can!

Voting is one of the most important things we can do to create positive change in our communities and ensure accountability among our leadership. We need to ensure that our elected officials will invest in kids in the U.S. and around the world so that every child has the opportunity to thrive.

Unfortunately, millions of Americans won't be able to vote this Election Day either because they aren't registered or because they've moved and haven't updated their registration status. Are you one of them?

Voter registration is easy and takes just a few minutes. We're holding a registration drive party on [date] at [location] between [start time-end time]. We hope you'll stop by to register to vote or update your registration, and join us for refreshments!

Already registered to vote? Great! You can receive updates about your polling place and more by signing up for TurboVote at [scan.turbovote.org](http://scan.turbovote.org).

We also hope you'll tell your friends and family about our registration drive! Please forward this email to 5 friends who might need to register or re-register.

Thank you for making our registration drive a success!

[Your Name]

Student Ambassador, Save the Children Action Network

[Email]



## Facebook

You can promote your voter registration drive by posting on your SCAN club's group, other groups or your own page. You can even consider creating a Facebook event to remind folks to stop by your registration drive. Don't forget to add a photo or graphic!

### Sample Facebook Posts:

Voter registration is easy and only takes a few minutes! Drop by our voter registration drive at [location] on [date] from [start time-end time].

Do you know somebody who's still not registered to vote? Tell them about our registration drive at [location] on [date]!

In honor of National Voter Registration Day on 9/25, we're holding a voter registration drive at [location] on [date]! Get yourself ready for this year's election.

Americans are more mobile than ever before. Have you moved recently? Do you need to update your voter registration? It's fast and easy. Check out [scan.turbovote.org](http://scan.turbovote.org).

Come to our voter registration drive on [date] at [location]. We have a goal of registering 50 new voters! Help us reach our goal by coming to register and bringing a friend. Please share!drive at [location] on [date]!



## Twitter

Twitter is a great way to share short, timely pieces of information. Using graphics/photos and hashtags can get your message seen by more people, which can turn into a larger turnout at your drive!

### Sample Twitter Posts

Voter registration is easy! Drop by our voter registration drive at [location] on [date] from [time].

Do you know somebody who's still not registered to vote? Tell them about our registration drive at [location] on [date]!

In honor of #VoterRegistrationDay we're holding a registration drive at [location] on [date]! Get ready for #Election2018

Have you moved recently? Need to update your voter registration? It's fast and easy. [scan.turbovote.org](http://scan.turbovote.org)

Come to our voter registration drive on [date] at [location]. Help us reach our goal of 50 new registrations!

### Sample Hashtags

#Election2018

#2018Midterm

#ElectionDay

#NationalVoterRegistrationDay

#WhyIVote

#VotingMatters

#VAElection or #VAVotes (use your state abbreviation)



## Running Your Voter Registration Drive

After you've worked to promote turnout, it's time for a successful registration drive! If you are tabling, it's ideal to have 3-4 people working at a registration drive – enough people so that you can keep each other company, you can take turns taking a break, and so on.

Be sure you have the TurboVote link posted largely enough that registrants can easily type it into their phones. You can download our poster with the link or write it on a whiteboard. If you have a laptop or tablet, you could also bring it in case students don't have a smartphone. Ask your SCAN staff contact for pizza, donuts or other refreshments to draw in your classmates.

If you are setting up a table at school for your voter registration drive, keep in mind our top five tabling tips:

1. **Location, Location, Location!** Reserve space in a high-traffic area with good visibility without being too loud for a conversation. Ex: student union, dining hall/cafeteria, quad/green space.
2. **Presentation counts.** Organize swag neatly, with the TurboVote link printed front and center. Consider using baskets or upright flyer holders to make your table really pop. Limit the quantity of swag on the table so people don't feel overwhelmed.
3. **Grab their attention.** Don't just sit behind the table and wait for people to come up to you. Stand in front of the table and engage passersby with a question like, "Are you registered to vote?"
4. **Give away swag.** Ask your SCAN staff contact for plenty of swag to hand out to folks who stop by your table.
5. **Follow up!** Always have a sign-up sheet for students who are interested in joining your club. That way you can add them to your email list and follow up via email or text within a week to invite them to your next event!

Finally, please remember to take high-quality photos and post them on your club or personal social media accounts! SCAN can share these photos on our own social media accounts or use them in reports and on our website. *Note: We will need a photo release waiver on file for any students under 18 in photos.*

## Guidelines for Your Registration Drive

After you've worked to promote turnout, it's time for a successful registration drive! If you are tabling, it's ideal to have 3-4 people working at a registration drive – enough people so that you can keep each other company, you can take turns taking a break, and so on.

Keep these important rules in mind when conducting your voter registration drive:

- Don't worry about who is and is not eligible to vote. TurboVote collects information from registrants to ensure they meet the state's voting requirements, including age. It can also help people check their registration status so they don't submit a duplicate registration form.
- Don't discuss your own political leanings or candidate preferences. Remember that SCAN is a bipartisan organization and you are a voice for kids when representing this organization.
- You can't fill out any forms for applicants; you can only provide them with the TurboVote link or paper form and answer questions. The exception is for registrants with disabilities who request help, and in some states you must indicate on the form that you provided this assistance.
- For paper forms:
  - Return completed registration forms by the required return deadlines specified in your area, if any, and before the voter registration deadline.
  - Even if registration forms are late, you must still return them. Failing to submit completed registration forms is against the law.

Best of luck with your voter registration drive! Know that you are helping others exercise their constitutional rights and be represented in government leadership. If you have any questions, feel free to reach out to your SCAN staff contact.

## How to Answer Common Questions

Below are some questions you may be asked when registering voters, as well as how to answer them!

**Q:** When are the upcoming elections?

**A:** Election day is November 6.

**Q:** (For college students or boarders) Should I register to vote where I go to school or in my hometown?

**A:** Either one, but not both. You can only be registered to vote at one address.

**Q:** I'm an international student. Do I have to be a citizen in order to register to vote?

**A:** Yes. You must be a born or naturalized U.S. citizen to register to vote.

**Q:** I think I already registered to vote at a different address, but I'm not sure. What should I do?

**A:** TurboVote can help you check your current voter registration status. Just check "Not sure" when asked if you're currently registered to vote. If it shows you're already registered, TurboVote can walk you through how to update your voting address.

**Q:** Can I use a P.O. Box or dorm as my voting address?

**A:** You cannot use a P.O. Box, but you can use the physical address of your dorm. Be sure to include your room number.

**Q:** Where do I vote?

**A:** TurboVote will send you your polling location! You can also find your polling location on your state's election website.

## Additional Resources:

The Save the Children Action Network website has even more resources.

- **Learn more about the issues:** At [SavetheChildrenActionNetwork.org/issues](http://SavetheChildrenActionNetwork.org/issues), you can learn more about early childhood education and maternal and child survival.
- **Learn more about our campaigns:** At [SavetheChildrenActionNetwork.org/act](http://SavetheChildrenActionNetwork.org/act), you can learn about our current campaigns and participation in actions – online and off – to help kids.
- **Read our blog:** Our blog – called the Voice for Kids – has stories from volunteers like you, staff and coalition partners and more. Read inspiring and informative stories at [SavetheChildrenActionNetwork.org/blog](http://SavetheChildrenActionNetwork.org/blog).

## Thank you!

We appreciate your tireless advocacy on behalf of children!

Your help is vital to ensuring that our future elected leaders create real change for kids. Together, we can give every child a strong start in life.

We are here to help you every step of the way. Please keep us posted on your efforts and feel free to reach out with questions or ideas to your SCAN staff contact.