



It's My Vote 2016: Voter Registration

AAUW Government Relations + Public Policy Department
August 31, 2016

Agenda

- I. *It's My Vote: I Will Be Heard 2016*
- II. Voter Registration: mechanics & best practices
- III. Building your branch through GOTV
- IV. AAUW resources
- V. Q&A

It's My Vote: I Will Be Heard 2016

- Increase **voting participation** among women ages 18 to 34
- Voter **registration**, voter **education**, and voter **turnout**
- Advance our **public policy priorities** and **recruit new members** to AAUW

Voter Registration: The Basics

- **What?**

- Provide target demographic with voter registration forms and encouragement to turnout on Nov. 8
- Online or paper

- **Where?**

- On campus
- In community
- Public spaces, diverse audience

- **When?**

- September and early October; know your state's deadlines!
- National Voter Registration Day: September 27



The Ground Rules

1. Be nonpartisan. Volunteers may not suggest what candidate to support or party to join.

2. Follow your state's voter registration laws and procedures. Review registration guidelines and download forms.

- Sec. of State/Board of Elections
- Local Election Officials
- Federal Elections Legal Network

Organizing a Voter Registration Drive in 5 Easy Steps

1. Get started.

- Set goals
- Know the rules

2. Make a plan.

- Recruit volunteers
- Assign roles
- Train them!



Voter Registration Drive Planning Template

Date of Event:	
Time of Event:	
Event Location:	
Event Coordinator/Point of Contact:	
Target Audience:	
Objectives/Goals:	
Event Volunteers (name and contact info):	

Organizing a Voter Registration Drive in 5 Easy Steps

3. The big event

- Think: before, during, after
- Be friendly, approachable, impartial
- Keep it personal



Organizing a Voter Registration Drive in 5 Easy Steps

4. Follow up!

- Thank volunteers
- Turn in forms
- Follow up with voters

5. Share your success.

- Report Back Form: bit.ly/AAUWreportform

Best Practices

- Go to the source
 - College campuses
 - Community spaces
 - Rush hour
- Team up!
 - Coalition partners
 - Local branches
 - Student organizations

Best Practices

- Already registered? Check your status.
 - www.canlvote.org
- Collect contact information & follow up
- Let us know in advance and after:
 - Buttons, stickers, temporary tattoos:
bit.ly/AAUWeventform
 - Take photos!

Building Your Branch through GOTV

- New blood
 - Members
 - Coalition partners
- Community exposure
 - AAUW as the “trusted messenger”
- Future advocacy efforts

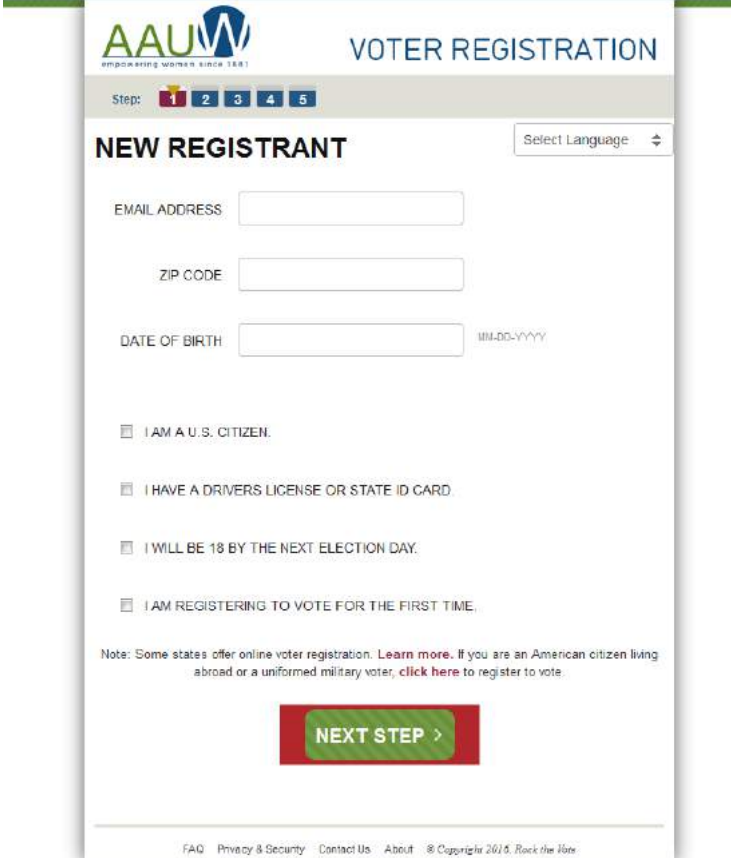
AAUW Resources

- IMV homepage: <https://www.aauwaction.org/my-vote/>
- 2016 GOTV Toolkit: <http://bit.ly/GOTVtoolkit>
 - Planning template
 - Checklist
- How-To Docs: <http://www.aauw.org/resource/advocacy-how-tos-guides/>
 - Host a Voter Registration Drive
 - Register Voters on College Campuses
 - The Art of Following Up

AAUW Resources

- Online Voter Registration Tool:

<http://bit.ly/itsmyvote>



The screenshot shows the AAUW Voter Registration tool interface. At the top left is the AAUW logo with the tagline "empowering women since 1881". To the right, it says "VOTER REGISTRATION". Below the logo is a progress indicator showing five steps, with the first step highlighted in red. The main heading is "NEW REGISTRANT" and there is a "Select Language" dropdown menu. The form includes input fields for "EMAIL ADDRESS", "ZIP CODE", and "DATE OF BIRTH" (with a "MM-DD-YYYY" format hint). Below these are four checkboxes for eligibility: "I AM A U.S. CITIZEN.", "I HAVE A DRIVERS LICENSE OR STATE ID CARD.", "I WILL BE 18 BY THE NEXT ELECTION DAY.", and "I AM REGISTERING TO VOTE FOR THE FIRST TIME." A note at the bottom states: "Note: Some states offer online voter registration. [Learn more](#). If you are an American citizen living abroad or a uniformed military voter, [click here](#) to register to vote." A prominent red button with a green arrow says "NEXT STEP >". At the very bottom, there are links for "FAQ", "Privacy & Security", "Contact Us", and "About", along with a copyright notice: "© Copyright 2015. Rock the Vote".

AAUW Resources

- Upcoming Advocacy Events Form:
<https://bit.ly/AAUWeventform>
- Advocacy Events Report Back Form:
<https://bitly.com/AAUWeventsform>

Upcoming Trainings

- **Voter Education: September 28 at 7pm ET**
 - Bird-dogging
 - Voter guides
 - Candidate and issue forums
- **Voter Turnout: October 18 at 7 pm ET**
 - From registration to Election Day
 - Member recruitment

<http://www.aauw.org/event/2016/08/2016-gotv-skill-trainings/>

Partners

- National Voter Registration Day
- Federal Elections Legal Network
- Campus Vote Project
- 866 Our Vote
- Long Distance Voter
- Election Assistance Commission

Questions?

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