

# VOTER ACCESS TECHNOLOGY GUIDE

CHOOSE THE BEST CIVIC TECH  
FOR YOUR CAMPUS



STUDENTS  
LEARN  
STUDENTS  
✓ VOTE

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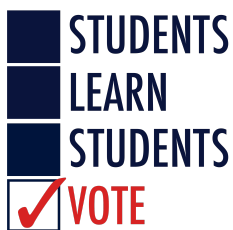
# Introduction

This guide was created by the Students Learn Students Vote Coalition, to support college and university campuses in navigating the variety of voter access technology tools available. Over the last few years, we've heard from hundreds of our campus partners across the coalition that it would be helpful to have centralized information about the variety of voter access tools and other civic technology that are available to them.

In response to these needs shared by our partners, we researched and reached out to nonpartisan voter access technology organizations who shared their responses to a standardized set of questions, which were used to compile this guide. We also researched additional voting guides and ballot guides that can be accessed online and used to support student voters and your voter engagement efforts.

Our hope is that our partners at colleges and universities across the country can use this guide to more easily understand the different types of voter access technology that is available, and easily assess and compare these tools to identify the ones that are the best fit for their unique campus context to further research and get in contact with. Ultimately, we believe that you will know your campus context and organizational needs best and we hope this information just makes it a little easier to reach your final decision.

## About Us



Comprised of a diverse group of more than 300 local, state, national, and student nonpartisan organizations with a presence on more than 1,000 campuses nationwide, the [Students Learn Students Vote \(SLSV\) Coalition](#) is the national hub and largest nonpartisan network in the United States dedicated to increasing college student voter participation and democratic engagement. We believe every college student deserves easy and equal access to participate in every election, facilitated and encouraged by their institutions of higher education.

# Types of Voter Access Tech

There are many digital tools and platforms that can help students through the process of becoming informed and confident voters. These digital resources and tools can be grouped into three categories: voter assistance portals, voting guides, and ballot guides.

**Voter Assistance Portals** are interactive portals that can walk students through the voting process, asking them to enter their information to register them to vote, help them find their polling location, and more. There are different types of voter assistance portals.

- ★ For the 42 states with online voter registration, the Secretary of State's (SOS) Office has online portals through which eligible voters can register. Most of these portals require an in-state ID to register to vote fully online. A few states do allow fully online voter registration with a Social Security number and uploaded signature instead of an in-state ID such as Washington, D.C., Colorado, Delaware, Kentucky, Minnesota, Missouri, New Jersey, Pennsylvania, and Vermont. (Sources: [National Conference of State Legislatures](#), [Institute for Responsive Government](#))
- ★ Many organizations and companies create voter assistance portals, which either connect with the state SOS online portal or provide information for voters to complete their state's voter registration process offline. These are what we refer to as "third-party" voter assistance portals. These portals can be accessed directly through the organizations that create them (such as TurboVote, Rock the Vote, or Vote.org), or their Application Programming Interface (API) can be used to power "white-labeled" tools, which lets partners (you) customize these portals and/or add additional information and resources for specific communities. This guide includes information on both third-party and white-labeled tools.

**Voting Guides** are websites that consolidate all of the information needed for students to know how to vote, including how to register to vote, find their polling place, and more.

**Ballot Guides** provide information about candidates running for office and ballot measures, with many including background information and positions that candidates have taken on various issues. The guides we've listed in this resource provide unbiased, nonpartisan information about candidates and ballot measures so voters can make informed decisions about who and what they are voting for. Not all ballot guides are nonpartisan - to keep your efforts nonpartisan ensure that any ballot guides you share with students are from nonpartisan sources.

# Voter Assistance Portals

When most people think of online voting tools, they are thinking of voter assistance portals. In order to make it as easy as possible to compare some of the most popular tools and find the right platform for your specific context, we reached out to nine different platforms with a standard questionnaire that we've summarized for you in this section.

We encourage you to first use the chart below to easily compare prices, partnership options, and major features of these nine platforms. After reviewing the summarized information in the chart, you can find more detailed information about each platform, as well as a link to their full questionnaire responses and contact information, to see which voter assistance portals are best for your campus community and budget. Each platform may also have unique aspects and helpful features that can be beneficial for college campuses and we've highlighted those throughout.

Before jumping in, it's important to note that the comparison chart and descriptions focus on the aspects of voter assistance portals that are different from platform to platform. All of the portals we requested information from give students the ability to register to vote, check their voter registration status, request a mail ballot, find their polling place, and sign up for election reminders, so we don't focus on those features as much throughout.

In addition, most of the portals also have free versions available on their website with limited features and usually don't include access to data or customization. For clarity, a publicly available tool without additional features is not considered in the pricing options below, and free versions mean that a free partnership with customization and/or back-end data access is available.

# VOTER ASSISTANCE PORTAL COMPARISON

View the horizontal version of the chart below (with all tools on one page) [here](#).

All portals have voter registration, check your registration status, request a mail ballot, automatic election reminders, and find your polling place capabilities.

| PORTALS & FEATURES             | ROCK THE VOTE                 | DEMOCRACY WORKS<br>(TurboVote.org) | ALL IN CAMPUS DEMOCRACY CHALLENGE | STUDENT PIRGS<br>(StudentVote.org) | ANDREW GOODMAN FOUNDATION<br>(my.VoteEverywhere.org) |
|--------------------------------|-------------------------------|------------------------------------|-----------------------------------|------------------------------------|--|
| PARTNERSHIP COST               | TIERS START AT \$500          | STARTS AT \$3,000/YEAR             | FREE                              | FREE                               | FREE   |
| LANGUAGES AVAILABLE            | 14 LANGUAGES                  | ENGLISH, SPANISH                   | ENGLISH, SPANISH                  | 13 LANGUAGES                       | ENGLISH  |
| PRE-REGISTER TO VOTE           | ✓                             | ✓                                  | ✓                                 | ✓                                  |  |
| MAKE A PLAN TO VOTE            | ✓                             | ✓                                  | ✓                                 | ✓                                  | ✓  |
| NONPARTISAN BALLOT INFORMATION | ✓                             | ✓                                  | ✓                                 | ✓                                  | ✓  |
| PLEDGE TO VOTE                 | ✓                             |                                    | ✓                                 | ✓                                  | ✓  |
| MOBILIZE FRIENDS AND FAMILY    |                               |                                    | ✓                                 | ✓                                  |  |
| LOCAL ELECTION INFO            | ALL LOCAL ELECTIONS AVAILABLE | ALL LOCAL ELECTIONS AVAILABLE      | SOME LOCAL ELECTIONS AVAILABLE    | ALL LOCAL ELECTIONS AVAILABLE      | SOME LOCAL ELECTIONS AVAILABLE                       |

# VOTER ASSISTANCE PORTAL COMPARISON

All portals have voter registration, check your registration status, request a mail ballot, automatic election reminders, and find your polling place capabilities.

| PORTALS & FEATURES             | LEAGUE OF WOMEN VOTERS (Vote411.org) | BALLOTREADY                   | VOTE AMERICA+                | MOTIVOTE                       |
|--------------------------------|--------------------------------------|-------------------------------|------------------------------|--------------------------------|
| PARTNERSHIP COST               | STARTS AT \$1,000/YEAR               | STARTS AT \$400/MONTH         | STARTS AT \$1500/MONTH       | STARTS AT \$50/MONTH           |
| LANGUAGES AVAILABLE            | ENGLISH, SPANISH                     | 13 LANGUAGES                  | ENGLISH                      | ENGLISH, SPANISH               |
| PRE-REGISTER TO VOTE           | ✓                                    |                               | ✓                            | ✓                              |
| MAKE A PLAN TO VOTE            | ✓                                    | ✓                             |                              | ✓                              |
| NONPARTISAN BALLOT INFORMATION | ✓                                    | ✓                             |                              | ✓                              |
| PLEDGE TO VOTE                 |                                      |                               | ✓                            | ✓                              |
| MOBILIZE FRIENDS AND FAMILY    | ✓                                    |                               |                              | ✓                              |
| LOCAL ELECTION INFO            | ALL LOCAL ELECTIONS AVAILABLE        | ALL LOCAL ELECTIONS AVAILABLE | NO LOCAL ELECTIONS AVAILABLE | MOST LOCAL ELECTIONS AVAILABLE |

View the horizontal version of this chart (with all tools on one page) [here](#).



## Learn more about each Voter Assistance Portal

### Rock the Vote

- ★ Partners with paid subscriptions get detailed data access, including contact information for students who didn't complete the voter registration process. In addition, partners can also collect opt-ins for their own lists, time/date information for each user session, and source codes to track efforts. Specific pricing is available for community colleges, HBCUs, and MSIs.
- ★ Rock the Vote provides an optional print-and-mail service on their tools. For students who request assistance printing their form, Rock the Vote will mail them their pre-filled registration form to sign along with a pre-addressed return envelope to their local election office. This can be a helpful feature for campuses with a high number of students who are not able to use online voter registration (for example, if your state does not have online voter registration, or if you have many out-of-state students from states without online voter registration).
- ★ View Rock the Vote's full answers to our Voter Access tech questions [here](#).
- ★ Questions? Reach out to the Civic Tech Team, [civictech@rockthevote.org](mailto:civictech@rockthevote.org).

### Democracy Works (TurboVote.org)

- ★ Partners with paid subscriptions get access to data (both aggregate usage stats and the ability to download individual-level data for students engaging with the platform), customization, and comprehensive support. Students using this tool also can get support from the tool's live help desk (in English and Spanish). TurboVote also offers multi-year discounts
- ★ The tool is embeddable, including onto campus software, such as Campus Labs Engage. Partners can also embed any individual tool (e.g. "check your registration") or guide to drive engagement with timely calls-to-action during their GOTV campaign.
- ★ TurboVote has specific features to support campus housing addresses, where university housing addresses can be integrated directly into TurboVote, and language regarding mailing addresses can be customized.



- ★ TurboVote also offers some ballot guide features, including breakdowns of ballot measures and additional information. More ballot guide features, including candidate information like political party and incumbency, will be released soon.
- ★ View Democracy Work's full answers to our Voter Access tech questions [here](#).
- ★ Questions? Reach out to Margaret Shumbarger, Partnership Development Manager (margaret@democracy.works), or the Partnerships Team ([partnerships@democracy.works](mailto:partnerships@democracy.works)).

### **ALL IN Campus Democracy Challenge ([ALLINtoVote.org](http://ALLINtoVote.org))**

*This is a white-labeled website powered by Vote.org, Ballotready, and other platforms listed here.*

- ★ Open to all campuses that join the ALL IN Campus Democracy Challenge (which is free to join and open to any campus).
- ★ Partners can customize the tool, access custom resources and how-to guides, attend office hours, download social media graphics, and gain access to a wealth of data, including information for students who don't complete the voter registration process.
- ★ View the ALL IN Campus Democracy Challenge's full answers to our Voter Access tech questions [here](#).
- ★ Questions? Reach out to Stephanie King, Senior Director, [Stephanie@civcnation.org](mailto:Stephanie@civcnation.org).

### **Student PIRGs ([StudentVote.org](http://StudentVote.org))**

*This is a white-labeled platform powered by Rock the Vote.*

- ★ Campuses must sign up to partner with the Student PIRGs' New Voters Project ([more details about partnership here](#)) for access to partnership benefits through this platform.
- ★ Partners get access to data, customization of their tool, tech support, trainings on how to best use the tool, and one-on-one coaching.
- ★ In addition to automated emails, one difference with this portal is its use of peer-to-peer reminders. The Student PIRGs have a team of students who call and

text the students who use the tool with follow-up messages and support in creating plans to vote.

- ★ View the Student PIRGs's full answers to our Voter Access tech questions [here](#).
- ★ Questions? Reach out to Manny Rin, New Voters Project Director, [manny@studentpirgs.org](mailto:manny@studentpirgs.org); or Michael Basmajian, Student PIRGs National Administrator, [mbasmajian@studentpirgs.org](mailto:mbasmajian@studentpirgs.org).

### **Andrew Goodman Foundation ([my.VoteEverywhere](#))**

- ★ Tech partnership is only available to campuses with current Andrew Goodman Campus Teams. Andrew Goodman Foundation is not currently recruiting or admitting new campuses into their program.
- ★ Campuses with Andrew Goodman Campus Teams have customized pages, where campuses can add photos, add campus-specific resources, add social media links, and ask students to sign up for campus-specific text reminders. This platform also includes additional actions not offered by other platforms, including an option to “Restore Their Vote” for formerly incarcerated individuals, and “Do I Need Voter ID” to look up their state's law regarding voter identification. Campuses with custom pages can request aggregate data from the AGF team, such as the total number of students who have registered to vote or requested an absentee ballot. Students can also sign up to become Andrew Goodman Ambassadors and access more resources through that program. Customization and data are only available for campuses that are AGF partners.
- ★ View the Andrew Goodman Foundation's full answers to our Voter Access tech questions [here](#).
- ★ Questions? Reach out to Mo Banks, Director of Communications, ([mo.banks@andrewgoodman.org](mailto:mo.banks@andrewgoodman.org)), or Caroline Smith, Director of Programs ([caroline.smith@andrewgoodman.org](mailto:caroline.smith@andrewgoodman.org)).

### **League of Women Voters US ([VOTE411.org](#))**

- ★ Partners who sign up for customized pages (paid partnerships) get access to data on what actions users take (such as beginning the voter registration process or searching their personalized ballot), as well as hands-on support from both national and local Leagues. At this time, Vote411 does not share with partners

when users do not complete actions.

- ★ The League of Women Voters also offers “pay-what-you-can” partnerships in specific situations.
- ★ One unique aspect of Vote 411 is that the League of Women Voters Education Fund compiles responses directly from candidates in ballot guides that users can look up by their address. Find more information on this in the ballot guide section!
- ★ View the League of Women Voters US’s full answers to our Voter Access tech questions [here](#).
- ★ Questions? Reach out to Juliette Boberg, Director of Corporate and Organizational Partnerships, [jboberg@lww.org](mailto:jboberg@lww.org), Morgan Murray, Voter Engagement Program Manager, [mmurray@lww.org](mailto:mmurray@lww.org), or for General VOTE411 info, [VoterInformation@lww.org](mailto:VoterInformation@lww.org).

## **BallotReady**

- ★ Partners with a paid subscription get access to data through an internal dashboard, customization, and nonpartisan information on the entire ballot. BallotReady also offers discounts for small institutions. Pricing is available on request through their demo request form.
- ★ BallotReady compiles candidates’ positions on different issues and endorsements into a voter guide that users can create by entering their addresses. Find more information on this in the ballot guide section!
- ★ View BallotReady’s full answers to our Voter Access tech questions [here](#).
- ★ Questions? Reach out to Melodie Deisher, BallotReady Fellow, [melodie@ballotready.org](mailto:melodie@ballotready.org), or Kunal Goel, Growth Manager, [kunal@ballotready.org](mailto:kunal@ballotready.org).

## **VoteAmerica**

- ★ Partners with a paid subscription can customize branding, get access to data including user information, counts for actions taken, source code tracking, and receive customer support and resources on messaging and campaigns.
- ★ View VoteAmerica’s full answers to our Voter Access tech questions [here](#).

- ★ Questions? Reach out to [sales@voteamerica.com](mailto:sales@voteamerica.com).

## **Motivote**

- ★ Motivote is not a traditional voter assistance portal (although, students can still register to vote and are directed to their state SOS portal or voter registration form through this tool), as it is focused on gamification of voter engagement, especially mobilization, rather than voter registration. This is done using a points system based on actions taken, which operates on a customizable level for campus partners. In addition to visual branding, schools can add team pages to reflect campus groups, text content for their Home page, custom actions (gamified tasks for users to complete), or custom prizes (items for users to spend points on). Additional customization is also available. For example, partners can add in custom local elections if they are not covered.
- ★ Partners with paid subscriptions get access to data, including every action that users complete, peer-to-peer outreach metrics, and aggregate action completion across teams. Partners at higher subscription levels (above “Lite”) also receive an end-of-election engagement report plus a voter file analysis. Motivote also offers discounts for community colleges and MSIs based on need.
- ★ In Motivote, messages are dynamic and personalized, so users don't get content about steps already completed or about tasks that may not be relevant to that individual (ie. users who are voting by mail will not get content about in-person voting; users who are already registered will not get a reminder to do so).
- ★ View MotiVote’s full answers to our Voter Access tech questions [here](#).
- ★ Questions? Reach out to Jess Riegel, at [jess@motivote.us](mailto:jess@motivote.us).

*All the platforms met similar accessibility standards, including Web Content Accessibility Guidelines ([WCAG](#)) and Voluntary Product Accessibility Templates ([VPAT](#)), and regularly update their tools to comply with changing laws. See the full responses from each platform (linked in each section) for more details.*

# Ballot Guides

## **Activote: Interactive, personalized platform for learning about candidates and tracking elected officials' legislative actions.**

- ★ Students using this tool create an election profile based on their location. They can answer questions about different issues to be placed on a political matrix in relation to their elected officials, and learn about the different candidates for every office they will be voting on, including links to their websites and their political matrix position if possible.
- ★ In addition to a ballot guide for upcoming elections, users can learn about the elected officials currently representing them in office, and about different bills that were recently voted on by those elected officials.
- ★ This is a direct-to-voter tool and is available both on a website and as an app.

## **Ballotpedia: Encyclopedia formatted website with ballot lookup tool.**

- ★ Students can use a search function to look up anything related to American politics, including upcoming elections on the federal, state, and local levels. Their local elections information includes elections in the 100 largest U.S. cities by population, as well as elections for mayors, city council members, and district attorneys in each state capital.
- ★ Students can also use a sample ballot lookup tool to identify ballot measures and candidates for their district. These direct to unique pages on the website to learn more.
- ★ Additional information is available about different branches of government, the roles of different elected offices, redistricting, and other elections and government-related information.
- ★ This is mainly a direct-to-voter tool, available as a website. They also have an API that can be used to power a third-party or “white-labeled” platform.

## **Guides.vote: Comprehensive ballot guides that compare competing candidate positions for national and top-level state races.**

- ★ Guides.vote provides deep dives into the different positions between candidates in major state-wide races in these thoroughly researched voting guides. Researched and edited by veteran journalists and linked to credible sources, they draw on interviews, press conferences, social feeds, and actions taken as elected officials, going beyond quoting candidate websites.
- ★ They're creating 75 guides this year, in English and Spanish. This includes national guides for Presidential and Congressional elections, and the Supreme Court. They're also creating guides for state-wide races for governor, U.S. Senator, and select State Legislature and State Supreme Court races.
- ★ Campus partners can either access and share the website and PDF versions or [request printed guides and banners](#). Opportunities are available for campuses to receive [printed guides and banners for free](#), and email, website, video, and social media templates will be available to distribute to your students. Learn more about [the ways campuses have distributed them](#), and [their impact](#) here.
- ★ Questions? Reach out to Claire Adams, Campus Director at [claire@guides.vote](mailto:claire@guides.vote)

## **IssueVoter: Online platform to learn about legislation and to research, track, and contact elected officials.**

- ★ IssueVoter provides students with: (1) alerts before Congress votes on legislation related to issues they care about; (2) bill summaries that include a description in layman's terms, along with points from both sides and further reading; (3) the ability to send their opinions directly to their lawmakers' offices in one click; and (4) a personalized scorecard showing how often their lawmakers vote their way, helping students hold Congress accountable and become more informed voters at election time.
- ★ [Partnering organizations](#), including colleges and universities, benefit from real-time data and content tailored to fit their needs. IssueVoter partners receive: (1) data insights including what issues their community cares about, how often they are sending opinions, which bills garnered the most interest, and more; (2) the ability to customize the sign-up process and collect additional information; (3) a free webinar/workshop on "getting ready to vote", "staying civically engaged year-round", or specific legislation affecting students; and (4) materials and guides

that make sharing IssueVoter with students easy. Note, IssueVoter never shares private or individual, personal information. Additionally, IssueVoter has a [free lesson plan](#) that has been used by many high school teachers, and professors have made IssueVoter a part of their syllabus.

- ★ Partners who sign up for the paid version (partnership pricing tiers start at \$1000) can customize their content and get access to real-time data and educational marketing resources. Partners can also request bespoke research.
- ★ Questions? Reach out to Maria Yuan, Founder, and her team at [partnerships@issuevoter.org](mailto:partnerships@issuevoter.org)

*Some Voter Assistance Portals also include ballot guides, such as Vote411, and BallotReady. This section includes details on just their ballot guide components, and information on their voter assistance features can be found above.*

**Vote411: Their personalized ballot guide tool, called “Your Voting Guide”, allows voters to look up their ballot to compare candidates’ direct responses to the questions asked by the League of Women Voters.**

- ★ As mentioned above, campuses can partner with Vote411 to create customized campus portals with customized branding and access to data about actions taken through their portal.
- ★ Students that use this tool can access information about each office, including length of term, salary, and description of the position, and candidate information, such as candidate occupations, counties, education, qualifications, websites, and social media are also listed.
- ★ Students can select the candidates of their choice and receive a ballot summary of their choices sent to their email address and/or phone number.
- ★ This tool covers all elections in all 50 states and DC, from presidential down to single district special elections.



- ★ Campuses can also partner with their state or local League of Women Voters to provide additional voting information to students.
- ★ Questions? Reach out to Juliette Boberg, Director of Corporate and Organizational Partnerships, [jboberg@lww.org](mailto:jboberg@lww.org), Morgan Murray, Voter Engagement Program Manager, [mmurray@lww.org](mailto:mmurray@lww.org), or for General VOTE411 info, [VoterInformation@lww.org](mailto:VoterInformation@lww.org).

**BallotReady: Their personalized ballot guide tool, called “The Voter Guide”, allows voters to look up their ballot (based on their address) to compare information about candidates and ballot measures**

- ★ As mentioned above, campuses can partner with BallotReady to create customized campus portals with customized branding and access to data about actions taken through their portal.
- ★ The information provided to students is aggregated from candidate websites, social media, endorsers, and boards of election to help users cast an informed vote. Any candidate information included in the Voter Guide must meet research criteria, and if no information online meets the research criteria no information will be included.
- ★ Candidate information provided includes experience, education, issue stances, endorsements, website, and social media. The tool also provides a brief overview of the offices.
- ★ Elections down to the local and school board level are included.
- ★ Questions? Reach out to Melodie Deisher, BallotReady Fellow, [melodie@ballotready.org](mailto:melodie@ballotready.org), or Kunal Goel, Growth Manager, [kunal@ballotready.org](mailto:kunal@ballotready.org).

# Voting Guides

These voting guides are mainly informational resources that campuses can use to inform their efforts and can provide to students that have questions or issues, rather than platforms to partner with.

## Campus Vote Project's [State Student Voting Guides](#)

Campus Vote Project's Student Voting Guides include information about the voting laws in all 50 states including deadlines, voter ID requirements, and common questions and challenges raised by college students.

## Direct Links to SOS Sites from the [National Association of Secretaries of State Can I Vote Tool](#)

- ★ Start by selecting:
  - Register to Vote
  - Check your Voter Registration Status
  - Find Your Polling Place
  - Determine Valid Forms of ID
  - Vote by Mail or Absentee
  - Find Your Election Officials
  - Become a Poll Worker
  
- ★ Then choose your state, and it will redirect you to the official state website for that request.

## Election Protection and Access Resources

### Voter ID from [VoteRiders](#)

- ★ Learn about the different Voter ID laws and requirements in each state.
  
- ★ Get personalized support for anything Voter ID related, including assistance with getting and paying for documentation needed for Voter ID, and the process of getting a Voter ID.
  
- ★ Campuses can [request Voter ID Info Cards](#), pocket-sized guides to what types of IDs are accepted to vote in each state, that they can distribute to their students.

### **Election Workers from Power the Polls**

- ★ Easily apply to be a poll worker.
- ★ Learn about the requirements for being a poll worker, poll worker responsibilities, applying to be a poll worker, and poll worker compensation and safety.
- ★ You can sign up for your own Power the Polls tracking or use the [SLSV Coalition's link](#) to easily sign your students up!

### **Personalized Support from [866-OUR-VOTE](#)**

- ★ Get questions answered about anything voting-related from legal experts via a hotline, text line, and chat box.
- ★ Use the state-by-state guides to learn about voter registration deadlines, requesting absentee or mail-in ballots, or how to vote in-person during early voting or on Election Day.
- ★ The hotline also offers real-time support for students that run into issues.

## **Questions?**

**Do you have other questions about these platforms, how to incorporate them into your voter engagement plans, or anything else about best practices for your campus voter engagement strategies (including our resources and programs such as [Campus Takeover](#) and [Ask Every Student](#))?**

We're happy to help! Please reach out to the SLSV Coalition's Campus Engagement and Support Coordinator, Sithara Menon ([sithara@slsvcoalition.org](mailto:sithara@slsvcoalition.org)).

If your organization would like your voter assistance technology to be considered for inclusion in this guide, please reach out to the SLSV Coalition's Campus Engagement and Support Coordinator, Sithara Menon ([sithara@slsvcoalition.org](mailto:sithara@slsvcoalition.org)).