



DISABILITY VOTING RIGHTS WEEK

SEPTEMBER 12-16, 2022

www.aapd.com/dvrw



Disability Voting Rights Week Partner Toolkit

Learn how to get involved in Disability Voting Rights Week,
September 12-26, 2022! This toolkit is prepared by the
American Association of People with Disabilities' (AAPD) REV
UP Voting Campaign.

Sign Up As a Partner!



Table of Contents

Introduction	2
Chapter 1: Plan a Voter Registration Event	5
Chapter 2: Educate and Engage Voters	11
Chapter 3: Partner with Other Organizations	14
Chapter 4: Engage the Media and Activate Your Social Media	16
Chapter 5: Additional Resources	18



“

**VOTE AS IF
YOUR LIFE
DEPENDS
ON IT
BECAUSE
IT DOES!**

JUSTIN DART

FATHER OF THE ADA AND CO-FOUNDER
OF THE AMERICAN ASSOCIATION OF
PEOPLE WITH DISABILITIES (AAPD)

Introduction

What is Disability Voting Rights Week?

During Disability Voting Rights Week (DVRW), advocates and communities build the power through voter registration, voter education, community engagement, and more! DVRW will take place **September 12-16, 2022** and is hosted by the American Association of People with Disabilities's REV UP Campaign. Through DVRW, we work to make sure that the disability community is registered and ready to vote in upcoming elections. Registering our communities to vote, motivating them to participate in every election, and ensuring that we are included in conversations about the issues that impact our lives are all critical to building the power of the disability vote.

Why is it important?

This year, thousands of state and local offices are up for election, as well as countless ballot measures, constitutional amendments, and other decisions that can have a direct impact in the community. The disability vote has the power to create a more inclusive and accessible nation, where the policies and people that govern us prioritize people with disabilities. Only 17.7 million of the over 38 million eligible voters with disabilities participated in the 2020 elections. Despite an increase in voter turnout overall, in 2020 the [turnout rate](#) of voters with disabilities was 7% lower than voters without disabilities. **Through DVRW, we can work to close the turnout gap and make a difference through state, local, tribal, and national elections.**

What is REV UP?

The REV UP Campaign, launched by (AAPD) in 2016, is a nonpartisan initiative that is composed of state and national coalitions that work to advance the Disability Vote. REV UP's mission is to foster civic engagement and protect the voting rights of Americans with disabilities. REV UP stands for "Register! Educate! Vote! Use your Power!"

Staying Safe During DVRW

The health and safety of our disability community is of utmost importance to us, especially given that our community faces a significantly higher risk from COVID-19, has experienced barriers to the vaccine, and may not be able to mask or social distance. Empowering individuals with disabilities to vote is more important than ever to ensure

that the disability community's voice is represented as we choose who will govern us and the policies and funding that will shape our future.

In 2020, NDVRW took place completely online through virtual events and digital outreach. In 2022, we know that many advocates may plan some in-person events. We urge organizers and participants in DVRW to strongly consider virtual events, and to closely monitor the presence of COVID-19 in their communities. If you decide to host an in-person event, we encourage you to plan outdoor activities, wear masks, and abide by social distancing as much as possible to ensure the safety of your attendees. View the Center for Disease Control and Prevention's [social distancing guidelines](#) for more information.

How can I get involved in Disability Voting Rights Week?

Organizers use Disability Voting Rights Week as an opportunity to educate and register voters, engage candidates, host events and activities, and use digital outreach to build the power of the disability vote. To participate this year, [sign up as a Partner!](#)

Some Ways to Participate in Disability Voting Rights Week:

- Plan a Voter Registration Event
 - Host a voter registration event virtually or outdoors
- Educate and Engage Voters
 - Host a training on the rights of voters with disabilities.
 - Host a demonstration of accessible voting machines during your events
 - Host a candidate or issue forum about issues impacting people with disabilities
 - Send out a candidate survey about issues impacting people with disabilities
- Engage with Elected Officials/Stakeholders
 - Get a proclamation from local officials declaring September 12-16, 2022, as Disability Voting Rights Week
 - Meet with election officials to talk about election accessibility
- Engage the Media and Activate Your Social Media
 - Share the online voter registration portal on social media, in emails, and on your website.
 - Post about Disability Voting Rights Week and the power of the disability vote on your social media.

In this toolkit, you will find tools and strategies for all the different ways to participate in Disability Voting Rights Week 2022. The toolkit includes:

- A Guide to Hosting Voter Registration Events
- Digital Organizing Resources
- Tips for Effective Media Outreach
- Additional Resources to Get Out the Disability Vote

Sign Up as a Partner!

Chapter 1: Plan a Voter Registration Event

Getting people with disabilities registered to vote is the first step to building the power of the disability vote! During the 2022 election season, DVRW will be full of virtual and in-person voter registration events and initiatives. If you are planning an event, whether it is an in-person or virtual event, we will reach out to learn more about when, where, and what your event is so we can share about it on our website.

Examples of Voter Registration Events

If you want to encourage voters with disabilities to register to vote, here are some ideas:

- **Voter Registration Drive** - Host a voter registration drive in your community. You can set up a table to register people to vote at your local college campus, outdoor market, fair, library, or other community gathering place (as long as you have permission). You can also combine voter registration drives with other activities, such as educating voters on their rights, or demonstrating how to set up and use accessible voting machines.
- **Virtual Voter Registration Phone or Text Bank** - Set up a virtual phone bank and recruit volunteers to assist callers with how to check their registration status and register to vote. Gather contact information and volunteers and spend a day texting and calling people in your state to ask them if they've registered to vote and direct them to the online voter registration portal at bit.ly/revup-voter-reg. You can partner with disability organizations with a large network of people with disabilities to make sure that they receive a call or text encouraging them to register to vote. [Learn more about setting up a phone bank](#).

Best Practices for Organizing Voter Registration Drives

Know your state's voter registration laws. Is there a required training or certification for anyone registering new voters? Are there rules on how soon a registration must be turned in after paperwork is filled out? [Contact your state or local Election Office](#) for more information about the rules and guidelines in your state.

It is also important to know your state's [election dates](#) and any changes brought about by the COVID-19 pandemic, including absentee & mail-in ballot rules. Learn your state's [absentee voting and mail-in voting](#) rules so that you can keep voters in your state informed on how they can vote from home.

Planning an Event

- **Pick the date and time.** (5-6 weeks before)
 - Plan around key election dates if possible.
 - Think about when your intended audience is often available and choose a time that is convenient for most people.
 - For in-person events, think about outdoor spaces and how you can keep volunteers safe and social distance as much as possible.
 - If possible, choose dates and times that do not conflict with existing events in your community.
 - If there are existing events or gatherings in your community, like a fair or farmer's market, contact the event organizer to see if you can host a table and register voters.
- **Pick the location.** (4-5 weeks before)
 - If your event will be in-person, choose where your event will be. If you plan for your event to be virtual, choose what platform you will use, like Zoom.
 - Choose a location or platform that is best for reaching your intended audience.
 - For in-person events, politely encourage guests to wear a mask.
 - If you need a license or permission for the location, contact the owner or manager of the location.
 - For virtual events, consider the number of people you would like to attend your event and make sure you have enough capacity on your platform. You may need to purchase an additional license to have a large audience on Zoom, for example.
 - Is the location accessible to people with physical, sensory, visual, or other disabilities? Resources for guidelines on inclusive events include:
 - [Holding Inclusive Events: A Guide to Accessible Event Planning](#) - Pacific Alliance on Disability Self Advocacy
 - [How to Make Your Social Justice Events Accessible to the Disability Community: A Checklist](#) - s.e. smith for Rooted in Rights
 - [Digital Accessibility in the Age of COVID-19](#) - AAPD
 - [How to Make Your Virtual Meetings and Events Accessible to the Disability Community](#) - Alaina Leary for Rooted In Rights
 - [GOTV + Organizing Accessibility](#) - The Women's March
- **Secure accommodations needed.** (2-3 weeks before)
 - Find and book the American Sign Language (ASL) and/or Black Sign Language (BSL) interpreting, and captioning service providers.

- Secure any additional language translation and interpretation services needed in your community.
- Ask participants for any other accessibility accommodations needed.
- For in-person events, make sure restrooms are nearby and accessible.
- For in-person events, locate accessible transportation and provide directions to the event location for multiple means of transit.
 - Provide information regarding: accessible parking, the best drop off point for paratransit and other vehicles, directions for bus and rail, and other relevant information
- Determine what formats you need to provide materials in. (for example, ASL, plain language, large print, braille, Spanish)
- **Recruit participants and advertise the event.** (2-3 weeks before)
 - Use email, social media, print media, and other public media to share about your event.
 - Partner with other organizations doing voting and disability advocacy in your community to plan and advertise the event. Check out our [list of example organizations](#) who could be local partners.
 - Recruit volunteers if needed to facilitate the event, sign-in attendees or speakers, guide voters through registration, or other tasks.
 - Decide if you want attendees to fill out a registration form.
 - [Share your event details with REV UP](#) so that we can share about your event on our website too!
- **Make sure you are ready.** (1-2 weeks before)
 - Make sure you have the materials needed. [Check out our list of possible materials](#) you may need for a voter registration event.
 - Will voters have an option to complete voter registration online?
 - Do volunteers and partners know what to expect?
 - Make sure your volunteers have received the necessary training to register voters.
- **Plan how to track your success.** (1-2 weeks before)
 - Decide what your goals are for the event.
 - Choose a few ways to track your progress towards these goals.
 - Make sure to find a way to track the number of people that you register to vote.
- **Register and educate voters.** (during the event)
 - Ask people if they need to register or update their voter registration.
 - Provide a way for people to check their voter registration to make sure it is accurate.

- Remain nonpartisan. Only ask about party affiliation if it is a required part of the registration, and make sure no one is denied registration or treated differently because of their party affiliation.
- Don't be discouraged if you do not have people approaching your table.
- Take breaks when needed.
- Some people with disabilities may have family or direct support professionals with them. Make sure to respect the access and communication preferences of the individual with the disability when guiding them through the voter registration process or encouraging them to register or update their registration.
- Take photos of your event to share with your community and with REV UP. Make sure to get permission from people before taking photos of them!
- **Wrap up the event.** (after the event)
 - Make sure to return voter registration forms quickly and to the correct office or election official if you collected paper forms. There may be consequences if voter registration forms are not turned in promptly.
 - Ask yourselves how the event went and if there are any lessons learned that you can incorporate for future events.
 - Share your event outcomes with partners and with REV UP. These may include the number of attendees at an event, What information about the drive can you share with partners and with REV UP?

Example Checklist of Some Materials for Voter Registration Drives

- Sign-in Sheets
- Pens and pencils
- Pledge to Vote Forms
- Clipboards
- Tents
- Tables and Chairs
- Black/blue pens
- Posters, banners, and signs that say "Register to Vote Here"
- List of election dates and deadlines
- List of polling places in the community
- Snacks for staff and volunteers (water bottles, granola bars, etc.)
- Materials available in alternate formats, such as plain language, large print, and Spanish, and other languages

Online Voter Registration Portal

When hosting in-person or virtual voter registration drives, you can make use of an online registration portal! Online registration can make it easier to register to vote, especially during the pandemic.

AAPD has partnered with Rock the Vote to set up a custom [REV UP Online Voter Registration Portal](https://bit.ly/revup-voter-reg) that will allow voters to register and update their registration digitally in states with online voter registration. The portal can be shared at the short url: bit.ly/revup-voter-reg. Add this link to newsletters, email signatures, social media pages, mailers, and any other material your organization sends out to encourage folks to register to vote in 2022.

While online voter registration is a convenient option, it is not available in every state. In states without formal online voter registration, the online voter registration portal will direct individuals on how to register. Individuals who can use paper registration forms can use [Register2Vote](#) to check their voter registration status and complete a voter registration form online which will be printed and mailed to them with a stamped return envelope.

Check on [Ballotpedia](#) for the most up to date information on your state's online voter registration options.

Other Voter Registration Resources

- [The A to Z of Effective, Inclusive Campaigns](#)
- [Digital Organizing Toolkit](#)
- [The Ultimate Guide to Virtual Events](#)
- [Hosting an Online Event](#)
- [Vote411](#) (Web Page) - League of Women Voters' materials (Spanish and English).
- Indiana Disability Rights Voter Education Series of Videos ([English](#) | [Spanish](#) | [American Sign Language](#))
- [Getting Registered to Vote](#) (Video) – SignVote (American Sign Language)
- [Voting Requirements](#) (Video) – SignVote (American Sign Language)

Chapter 2: Educate and Engage Voters

Hosting a voter registration drive is just one way to educate and engage voters with disabilities during Disability Voting Rights Week! In this chapter, we will explore other events and initiatives you can use to build the power of the disability vote in your community this September.

Host a Training

Voter Rights Training - Another way that your organization can get involved is to work with your state's protection and advocacy system (P&A) to host a voting rights training session. The P&A system is a federally-funded network of advocacy agencies dedicated to disability rights, including the right to vote. [Find your state P&A here](#). As you consider hosting a training, keep the following topics in mind:

- How can voters learn about the issues on the ballot?
- What ways can voters cast a ballot? (vote-by-mail, in-person, etc.)
- What accommodations do voters with disabilities have a right to?
- Who should people call when they experience barriers when voting? (This could include the [Election Hotline](#) or their [P&A](#))

Accessible Voting Machine Demonstration - You can also consider working with your [local Elections Office](#) to host a training about your state's voting laws and how to use accessible voting machines. Providing an opportunity for voters to practice using the machines may increase their confidence and likelihood of voting. You can host an accessible voting machine demonstration during a voter registration drive. You can also partner with your election officials to ensure that poll workers are trained on how to use accessible voting machines and work with voters with disabilities.

Voter ID Training - Many states have voter identification (ID) requirements that voters must meet in order to cast a ballot, however 21 million Americans lack a government-issued photo ID, which can often be the only ID accepted for voting. Educating and assisting voters to attain identification they need to vote is especially important for voters with disabilities, voters of color, and disabled voters of color who are far more likely to lack the [necessary ID](#) to vote. You can make sure voters are prepared to vote by educating voters on election by educating them on what kinds of IDs they need to vote in-person or remotely and how they might be able to get an ID if they do not have one. Below are some resources on Voter ID laws:

- [Vote.org](#) - Vote.org provides a state-by-state list of absentee and mail-in ballot rules.
- [VoteRiders](#) - VoteRiders offers wallet-sized Voter ID Info Cards (in English and Spanish) for all 50 states and the District of Columbia. Each card provides a breakdown of the voter ID requirements in that specific state. VoteRiders provides voter ID assistance, including pro bono lawyers to citizens in every state. They also host a Voter ID Hotline: 1-844-338-8743.
- [Spread The Vote](#) - Spread The Vote provides direct assistance to help voters obtain the proper identification to vote in their state. They are currently active in Florida, Georgia, Tennessee, Texas, and Virginia.

Organize a Candidate or Issue Forum

A candidate forum is also a great tool to connect the disability community with candidates in a race while providing an opportunity to interact with them directly. Issue forums can provide a way for voters to learn about issues or communicate their opinions or concerns. Forums are a space where candidates can directly address issues that affect the disability community. Forums also educate candidates and the public about issues important to the disability community. Additionally, if a candidate is elected, you can use their comments during the forum to hold them accountable. Learn more about hosting a candidate forum in [REV UP's Candidate Forum Guide](#).

Develop and Distribute a Candidate Survey

If you cannot host a candidate forum, you can still engage candidates on issues important to people with disabilities through a survey. A candidate survey is a great tool to help the disability community learn more about candidates, and specifically how those candidates would address issues that impact people with disabilities. They also educate the candidates and make them more aware of the issues that are important to the disability community. Additionally, if a candidate is elected, you can use their responses to the candidate survey to hold them accountable. Access the [REV UP Candidate Survey](#).

Other Ways to Engage in Disability Voting Rights Week

Request a Proclamation - A great way to raise awareness about DVRW is to advocate for your state, city, town or other forms of local government to recognize it officially. You can reach out to your Governor, Mayor, City Council, County Commissioner, State Representative, or other elected or appointed official to request that they issue a proclamation declaring the week in question Disability Voting Rights Week ([a draft](#)

[Proclamation is available here](#)). This is a great way to build and use a relationship with your local and state government. Please send any Proclamations you get to laluri@aapd.com so we can show the power and support of REV UP across the country!

Recruit Poll Workers in Your Area - You can use your social media and email contacts to encourage people in your network to sign up as a poll worker in the 2022 elections. Poll workers often lack training in interacting with voters with disabilities and operating the accessible voting machines at polling sites, leading to discriminatory treatment and barriers for disabled voters. We encourage you to recruit poll workers with disabilities to ensure people with disabilities are included and considered in the administration of elections. Check out this [resource on poll workers](#) by All Voting is Local.

Prioritize Accessibility - As a reminder, with whatever initiative you do, make sure to consider what accommodations you need, and how to make sure social media, materials, and other activities are inclusive to people with disabilities. Check out these resources on hosting accessible in-person and virtual events:

- [The A to Z of Effective, Inclusive Campaigns](#)
- [Holding Inclusive Events: A Guide to Accessible Event Planning](#) - Pacific Alliance on Disability Self Advocacy
- [How to Make Your Social Justice Events Accessible to the Disability Community: A Checklist](#) - s.e. smith for Rooted in Rights
- [Digital Accessibility in the Age of COVID-19](#) - AAPD
- [How to Make Your Virtual Meetings and Events Accessible to the Disability Community](#) - Alaina Leary for Rooted In Rights
- [GOTV + Organizing Accessibility](#) - The Women's March

Chapter 3: Partner with Other Organizations

You don't have to do your voter registration efforts alone. The REV UP Campaign encourages disability organizations to work collaboratively on voter engagement. Similarly, many national, state, and local civic organizations that already work on voter registration may be interested in partnering with disability organizations. Partnering with other organizations is an opportunity to make sure that disability related content is integrated into all community events and civic engagement efforts.

Partner with Other Disability Organizations

The REV UP Campaign is a coalition of national, state, and local disability organizations as well as individuals and some non-disability organizations. There are no restrictions on who can or cannot be a part of the REV UP Campaign. Common partners include representatives from the following types of disability organizations:

- [State Protection and Advocacy Agencies](#)
- [Local Centers for Independent Living](#)
- [State Independent Living Councils](#)
- [State Developmental Disabilities Councils](#)
- [The Arc](#)
- [United Spinal Association](#)
- [National Association of the Deaf](#)
- [National Federation of the Blind](#)
- [American Council of the Blind](#)
- [Association of University Centers on Disabilities](#)

Partner with Civil Rights and Civic Engagement Organizations

Civil rights organizations exist in every state and often engage in voting outreach. These organizations have affiliates across the country working on voting and civic engagement and would make great partners in getting out the disability vote during DVRW.

- [League of Women Voters](#)
- [NAACP](#)
- [All Voting is Local](#)
- [State Voices](#)
- [Unidos US](#)
- [Human Rights Campaign](#)
- [Asian Americans Advancing Justice](#)
- [American Civil Liberties Union](#)

Engage Your Elections Officials

Your Elections Officials can provide statewide or local voting guidance on voter registration and may be interested in partnering on voter registration or education events. It is a good idea to check in with your state Elections Office to make sure you understand the voter registration rules in your state. [Find your state Elections Office.](#)

Chapter 4: Engage the Media and Activate Your Social Media

Create a Press Release

Announce your participation in Disability Voting Rights Week by downloading and editing our [press release template](#) and adding your organization's information and information regarding any events or initiatives you have planned. Make sure to include all of the details for your events (date, time, location, and organizer contact information), and send the release to state and local media in advance of your event. To find press contacts, search for the contact information for reporters who have been writing about voting or the disability community who might be interested in covering your story.

Activate Your Social Media

Social Media is an important digital tool to facilitate voter registration and education. You can use your personal and organization social media pages to reach voters with messages about the power of the disability vote. Below are examples of ways that you can engage in Disability Voting Rights Week through social media. Check out our full [Social Media Toolkit](#).

- **Use these hashtags to add your posts to the conversation.**
 - #DisabilityVote
 - #DVRW
 - #DisVotingRights
 - #RevUp
 - #CriptheVote
- **Make sure your content is accessible.**
 - Don't forget to include alternative text in your social media posts! We have included alt text for all graphics in our DVRW Social Media Toolkit.
 - For captioning videos, instagram now has a feature where you can automatically caption your videos under the "stickers" options. [Learn other ways to caption videos here](#).
- **Follow and tag AAPD in posts.**
 - Twitter: [@AAPD](#)
 - Facebook: [@DisabilityPowered](#)
 - Instagram: [@aapdoofficial](#)

- Many states have REV UP facebook pages or twitter pages. Search your state's REV UP page, such as @REVUPGA, @REVUPTX, or @REVUPMA!

Tips and Strategies for Engaging Media

- Before you call or email a reporter, make sure you have listed the top three reasons why the reporter should be interested in your story.
- Think about the [Seven Qualities of a Good News Story](#):
 1. **Information:** What concrete details do you need to include about the who, what, when, where, and why?
 2. **Significance:** Why is your story pitch significant to the outlet's readers, listeners or viewers?
 3. **Focus:** What is the core story idea and how can you narrow its focus?
 4. **Context:** How does your story relate to issues important to your community?
 5. **Faces:** How can you focus on people in your story?
 6. **Form:** What facts and sources can you provide to reporters?
 7. **Voice:** Are there quotes and perspectives you can include in your pitch?
- Select the local newspapers, television stations, or radio stations that would be most interested in your story. Find reporters who have covered voting stories before.
- When talking with a reporter, it is polite to ask if they are "on deadline." This means they are currently writing a story and their deadline is approaching. If the reporter is on deadline, ask them when you can contact them again, and do so when they are available.

Chapter 5: Additional Resources

Check aapd.com/dvrw for updated information and resources! Below are some additional resources that may be helpful to you as you plan your activities for Disability Voting Rights Week 2022.

Additional REV UP Resources

- [Voting Statistics](#)
- [Candidate Survey Template](#)
- [Candidate Forum Guide](#)
- [Issues Guide](#)
- [Election Accessibility Toolkit](#)
- [Voter Resources](#)

Other Useful Resources

- [Association of University Centers on Disabilities](#) (AUCD) - Check out AUCD's resources on voting, including resources in plain language.
- [National Voter Registration Day](#) (September 20, 2022) - National Voter Registration Day is a national holiday celebrating our democracy. It is a day of action across the country to encourage voter registration in advance of Election Day.
- [Nonprofit VOTE](#) - Nonprofit VOTE provides tools and resources to expand the role of America's nonprofits in promoting active civic participation and democracy.
- [SABE GoVoter Project](#) - The Self Advocates Becoming Empowered GoVoter project has countless helpful and accessible voting resources.
- National Association of Centers on Developmental Disabilities -
- [SignVote](#) - SignVote is a Deaf and Hard of Hearing community-based GOTV mobilization effort. They have resources and instructional videos in American Sign Language.
- [Voting and Elections – USA.gov](#) - Official U.S. voting and elections website.
- [U.S. Election Assistance Commission](#) - The U.S. Election Assistance Commission is an independent agency of the United States government charged with developing guidance to meet the Help America Vote Act of 2002.
- Political Campaigns and Charities - The Internal Revenue Service (IRS) has a guide to help nonprofit organizations determine how to legally participate in voter education and engagement activities. [Watch the webinar](#) or [read the PDF course](#).

Acknowledgements

AAPD would like to thank Rock the Vote for their partnership in DVRW 2022! AAPD would like to thank and acknowledge the following individuals for helping us develop the Disability Voting Rights Week Toolkit:

- Lilian Aluri, American Association of People with Disabilities (AAPD)
- Alexa Berry, American Association of People with Disabilities (AAPD)
- Michelle Bishop, National Disability Rights Network (NDRN)
- Michelle Castro, REV UP Intern (AAPD)
- John Chrastka, EveryLibrary
- Kristin Dulaney, Indiana Disability Rights
- Keri Gray, Keri Gray Group
- Rachita Singh, American Association of People with Disabilities (AAPD)
- Carole Tonks, Alliance Center for Independence
- Maria Town, American Association of People with Disabilities

AAPD is a convener, connector, and catalyst for change, increasing the political and economic power of people with disabilities. As one of the leading national cross-disability civil rights organizations, AAPD advocates for the full recognition of rights for the over 61 million Americans with disabilities. To learn more about AAPD, visit www.aapd.com.

Questions?

Do you have questions about Disability Voting Rights Week? Let us know! Email Lilian Aluri, the REV UP Voting Campaign Coordinator, at laluri@aapd.com.



DISABILITY
VOTING RIGHTS WEEK
SEPTEMBER 12-16, 2022
www.aapd.com/dvrw

2020 Pennsylvania Ave, Mailbox 263 | Washington, DC 20006 | 202-521-4316 | aapd.com