



Presidential Election Countdown Washington Civic Influencer Action Toolkit

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Campaigns to Incorporate

Throughout your in-person and online actions below, consider incorporating the following two campaigns to reach “stealth” and “low information” voters:

“Your Vote is Private” Campaign

Young women around the country are leaving notes for their fellow female voters, assuring them that their vote is private and that they can vote their minds and hearts without their husbands or male partners knowing. This campaign to reach “stealth voters” offers downloadable images that you can tape or pin up in spaces where young women voters will see them: bathroom stalls and mirrors, on community bulletin boards, at houses of worship, on social media, etc.

Download and print or post notes to young women voters [here](#).

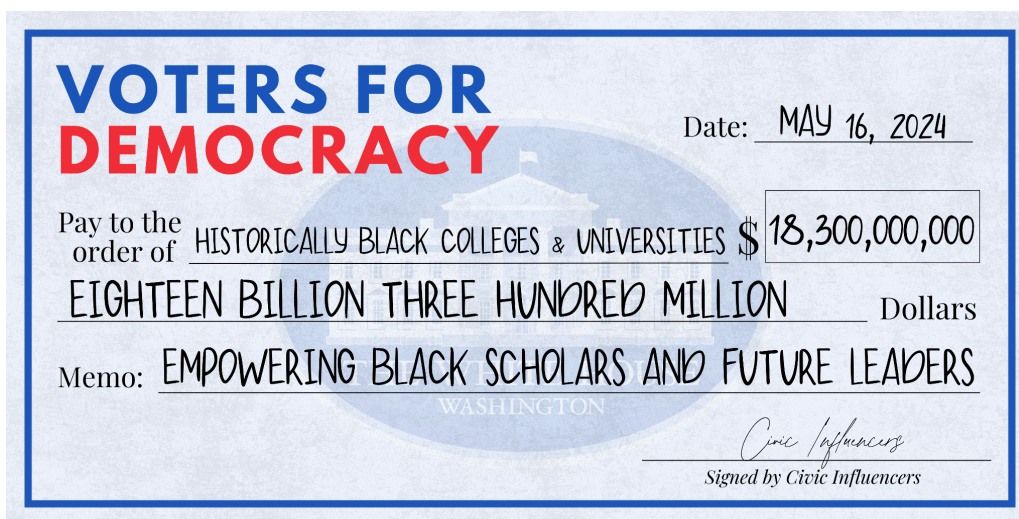


“Voters for Democracy” Campaign

Throughout history, voters have supported candidates who ensure the implementation of policies and executive actions that directly benefit young voters. This campaign to reach “low information voters” provides downloadable “checks” to demonstrate how young voters have benefited from some of these policies and actions over the years!

Checks cover such impacts as economic benefits, affordable healthcare, student loan forgiveness, benefits for parents and children, and benefits for students at minority-serving institutions.

Download and print or post campaign images - including some created for specific colleges and universities - [here](#). [For Civic Influencers organizers only: Civic Influencers will reimburse you for the cost of printing one of these big checks on cardboard, size 18 x 36. Please see your SO for details.]



Here are a few ways you can share or display them:

1. Hold them up as signs on busy corners of campus - outside the student center or dining halls, at campus or security entrances, etc - while encouraging students to vote early (or make a plan to vote on November 5th)
2. Take photos or film short videos of people reacting to them as you walk around your campus community
3. Start conversations with students and ask them about their voting plan
4. Post them to bulletin boards and on utility poles on campus
5. Share them on social media.

As you talk to students or share these images, be sure to explain that the purpose of these checks is to demonstrate how voting - and the outcome of electing candidates who pass executive actions and legislation on the types of issues displayed on the checks - *directly* impacts young people's lives. For a “low information” voter who doesn't think their vote matters, seeing how they benefit directly from a candidate's legislation or policies helps them to connect the dots that voting does in fact lead to direct benefits in their life. These checks share specific examples of recent policies and legislation that have directly impacted young voters - and their

vote will ensure that future legislators continue to implement policies and actions that benefit young people!

A note about partisanship: while Civic Influencers is non-partisan, we are pro-democracy. The issues and benefits highlighted in this campaign aren't partisan but rather things that we know young voters care about!

Voter Registration

Deadline 10/28 (online + by mail) and 11/5 (in-person)

In-Person Actions:

Table On-Campus

Think about setting up a table in busy spots on campus for example, right in front of the student center, at a dining hall, or near the campus entrance. Register students [online on-the-spot](#) by 10/28 or let students know how they can register in-person by 11/5 or on election day.

If it's past 10/28, share the resources they'd need to find their closest registration spot and ask them to commit to registering in-person by 11/5 or on election day. Also, have them [set a reminder to vote](#) or [see what's on their ballot](#), using the Civic Influencers website while you're still talking to them!

After each event or day of tabling, be sure to share results with your SO! Just shoot them a quick email or text with the number of people you connected with.

Host a Last Day to Register Event

Consider hosting a "Last Day to Register" event on campus! Again, be sure to register students [online on-the-spot](#) by 10/28 or let students know how they can register in-person by 11/5 or on election day. Also, have them [set a reminder to vote](#) or [see what's on their ballot](#), using the Civic Influencers website while you're still talking to them!

After each event or day of tabling, be sure to share events with your SO! Just send them a quick email or text with how many people you connected with.



Note: Having folks use the Civic influencers website to set a reminder or check out their ballot is an important way for us to measure the impact of your efforts - and the efforts of your fellow Civic Influencers across the country. Please help us gather this important data by asking folks you talk to to use our site for voting info and reminders today!

Make an Announcement in Large Classrooms

Try to get a few minutes at the start of one or more classes to make a quick announcement. Write down some key points - keep it under five minutes! - and encourage everyone to register to vote before 11/5 (or [online on-the-spot](#) on 10/28). Ask for a show of hands or a verbal commitment from those who plan to register in-person by 11/5 or on election day! You can even ask them to [set a reminder](#) to register on election day while they're at it. Target larger lecture halls, especially those focused on social or environmental issues like political science, sociology, or racial justice!



After each class, share your results with your SO by texting or emailing them the approximate number of people you reached.

Host a “Dorm Storm”

Get your friends together for a 'dorm storm'! Pick a day or night to knock on doors in the dorms and encourage students to register to vote [online on-the-spot](#) by 10/28 or let students know how they can register in-person by 11/5 or on election day. Also, have them [set a reminder to vote](#) or [see what's on their ballot](#), using the Civic Influencers website while you're still talking to them!

After you wrap up, don't forget to update your SO! Just send them a quick email or text with the number of people you connected with.

Online Actions:

Launch a Social Media Push

Create posts and videos to share on social media, letting students know how to register [online](#) by 10/28 or in-person by 11/5 or on election day. Include links for them to [set a reminder to vote](#) or [see what's on their ballot](#) and ask them to post their own photos and videos online of getting their registration done. Be sure to have them tag @civicinfluencers when they do!

After you post, wait a few days and then see how your post is doing. Share the results with your SO, including stats like number of views, likes, shares, and any comments you get!

Host a Text and/or Email Drive

Send emails or texts out to friends, student clubs, dorm or class lists, and others, encouraging them to register [online](#) by 10/28 or in-person by 11/5 or on election day. Include links for them to [set a reminder to vote](#) or [see what's on their ballot](#), as well as info on their nearest in-person registration location and same day registration information. You can even send out a campus-wide email to students living on campus and near campus!

Share the numbers of texts and emails sent to your SO, as well as any feedback and responses you get!



Partner with Campus Groups to Get the Word Out

Reach out to campus groups like student clubs and houses in the Greek system to host email, text, or phone drives. Ask them to urge students in their communities to register [online](#) by 10/28

or in-person by 11/5 or on election day, including links for them to [set a reminder to vote](#) or [see what's on their ballot](#).

Share the names of groups you've partnered with, as well as numbers of texts and emails sent, to your SO, as well as any feedback and responses you get!

Same Day Registration

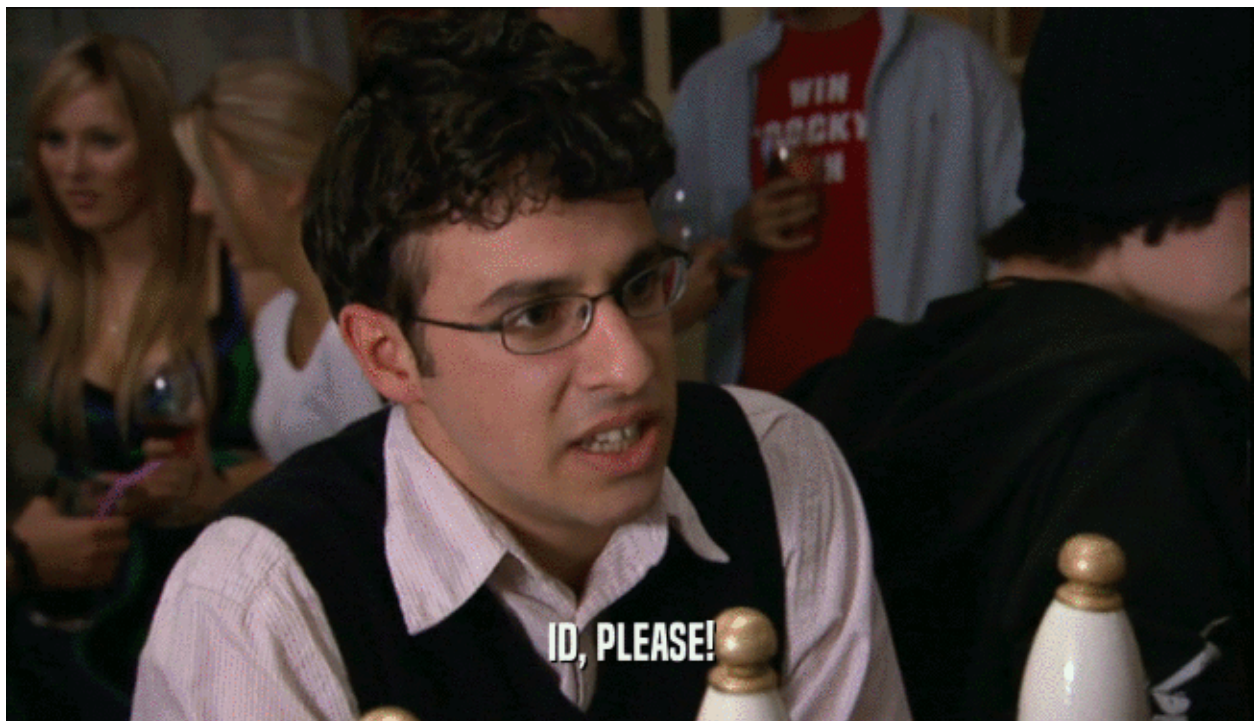
Let people know that, if they miss(ed) the voter registration deadlines above, they can still register and vote on Election Day!

In-person actions:

Table On-Campus

Why not set up a table in busy spots on campus, like right in front of the student center or at a dining hall? It's a great way to chat with students about same-day registration and help them make a plan to vote on election day. Make sure you have info on how to do same day registration right on your phone.

While talking to people, make sure they [set a reminder to register and vote](#) on Election Day, using the Civic Influencers website!



After each event or day of tabling, send a quick email or text to your SO with the number of people you reached.

Make an Announcement in Large Classrooms

Request a few minutes at the start of large classes to make a quick announcement—keep it under five minutes! Write out a short script of talking points and inform students about same day registration and have them [set a reminder to register and vote](#) on Election Day while you present. Target larger lecture halls, especially those focused on social or environmental issues like political science, sociology, or racial justice!

Afterwards, text or email your SO with an estimate of how many people were in the classroom.

Host a “Dorm Storm”

Get a group together for some 'dorm storming'! It's a fun way to connect with student voters and help them make a plan for registering and voting on Election Day. You can assist them in making a plan to do same day registration, [setting reminders](#) to make sure they don't forget!



Text or email your SO with the number of people you reached.

Online Actions:

Launch a Social Media Push

Create and post on social media to inform students and help them make a plan for same day registration (including [setting reminders](#)). You can also ask them to post their own photos and videos online of getting their registration - and voting! - done. Be sure to have them tag @civicinfluencers when they do!

Send an email or text two days after posting to your SO with the number of views, likes, shares, and comments your content received.

Host a Text and/or Email Drive

Organize a text or email drive to reach out to your friends, student clubs, dormmates, and other groups on campus. Send reminders about same day registration and encourage them to [set a reminder to register and vote](#) on Election Day. You can even send out a campus-wide email to students living on campus and near campus!

Afterwards, report the number of send to your SO via email or text; also be sure to include links for them to set reminders via our website.

Partner with Campus Groups to Get the Word Out

Partner with campus groups like clubs and Greek life to have them help amplify your message. Reach out to these groups and encourage them to share reminders about same day registration, encouraging folks to [set a reminder to register and vote](#) on Election Day, all through their social media, group texts, and email lists.

Keep your SO updated by reporting the number of partner groups you worked with, as well as number of emails and texts (if known).

Early Voting

In addition to the suggested activities below, be sure to check out our [Vote Early Day toolkit](#) to take action on **October 29th** here!

In-person Actions:

Table On-Campus

Set up a card table in busy spots around campus—like in front of the student center, at the dining hall, or near the entrance to campus. Help students make a plan to drop off their ballots early, including finding their closest drop off location and having them [set a reminder](#) or [see what's on their ballot](#), using the Civic Influencers website. Also, be sure to take photos or videos of anyone you see wearing “I Voted” stickers!

After each day of tabling, text or email your SO with the number of people you contacted, sharing any photos or videos you took as well.

Host an Early Voting Day Event on-Campus

Organize an Early Voting Day on campus! Team up with other student groups to set up tables or set up a fun hangout in busy areas. Or host a march or parade to a nearby ballot drop off location! Check out the Early Voting Day Guide for more ideas (and be sure to have people [set a reminder](#) or [see what's on their ballot](#), using the Civic Influencers website!) If you spot anyone wearing an “I Voted” sticker, take a photo or video!



Send a text or email to your SO with the total number of people you reached. Share any photos or video you captured as well!

Make an Announcement in Large Classrooms

Request a few minutes at the start of large classes to make a quick announcement—keep it under five minutes! Write out a short script of talking points and urge students to drop off their ballots early, asking them to [set a reminder](#) while you present. Target larger lecture halls, especially those focused on social or environmental issues like political science, sociology, or racial justice!

Each day, report the approximate number of people in the classroom to your SO. If you see anyone wearing an “I Voted” sticker, ask to take a photo or video, and send it to your SO via email or text!



Host a “Dorm Storm”

Get a group together for some dorm storming! Organize a day or night of door knocking in dormitories to urge students to make a plan to drop off their ballots early, including finding their closest drop off location and having them [set a reminder](#) or [see what's on their ballot](#), using the Civic Influencers website.

Once your dorm storm has concluded, send a text or email to your SO with the number of people you contacted right after the event. Also, if you see anyone wearing an “I Voted” sticker, ask to take a photo or video and share it with your SO via email or text!



Online Actions:

Launch a Social Media Push

Create and post social media to urge students to make a plan to drop off their ballots early, including finding their closest drop off location and having them [set a reminder](#) or [see what's on their ballot](#), using the Civic Influencers website.

After your post has been up for a few days, send an email or text with the number of views, likes, shares, and comments on your posts to your SO. Also, encourage folks to share photos or videos with “I Voted” stickers, tagging @civicinfluencers!



Host a Phone, Text, and/or Email Drive

Kick off an early voting phone bank, or text or email drive, to remind friends, clubs, and dorm communities to get their ballots in. Urge students to make a plan to drop off their ballots early, including finding their closest drop off location and having them [set a reminder](#) or [see what's on their ballot](#), using the Civic Influencers website. If they've already voted, ask them to share a photo with their “I Voted” sticker. You can even send out a campus-wide email to students living on campus and near campus!

Afterwards, send an email or text with the number of messages you've sent to your SO, as well as any photos or videos you received.

Partner with Campus Groups to Get the Word Out

Leverage campus groups like clubs and Greek life to help amplify your message. Reach out to these groups and encourage them to share the importance of dropping off ballots early via their social media, group texts, and email lists, including asking people in their networks to [set a reminder](#) or [see what's on their ballot](#), using the Civic Influencers website. And if anyone has already voted, ask them to share a photo with their “I Voted” sticker!

Send an email or text with the number of groups you partnered with, as well as number of messages sent (if known), to your SO.

Election Day

In-Person Actions:

Table On-Campus

Consider setting up a table in a busy spot on campus, like in front of the student center or at a dining hall. Use a bright, eye-catching sign to urge people to get their ballots in by the deadline! Have nearby drop off location info handy on your phone. Be sure to also take photos or video of folks you see who are wearing their “I Voted” stickers!



To keep your SO updated on your actions and impacts, send an email or text at the end of the day with the number of people you contacted and any photos or video taken during the day.

Host an Election Day Event

Consider hosting an Election Day event on campus! Give it a fun theme to grab attention; for example, CIs have hosted events with themes like “Donut Forget to Vote” where they passed out donuts while encouraging students to go drop off their ballots, or “Pups to the Polls” where students and dogs walked to nearby drop off locations together. You can even host a parade or march to a drop off location!

You can also work with local transit agencies to coordinate transportation to drop off locations, or organize carpooling to get folks there.

Then, once the deadline for dropping off ballots has passed, consider hosting an Election Night event to watch results come in. Be sure to record and take photos of people reacting to the impact of their votes!

After Election Day, be sure to share details of your event efforts with your SO by sending them a quick email or text with how many people you connected with/how many people attended, as well as any photos of folks with their “I Voted” stickers.

Make an Announcement in Large Classrooms

Make a quick announcement at the start of a large class—keep it under five minutes and jot down some key points to share. Urge people to get their ballots in by the deadline and have nearby drop off location info handy on your phone. It’s especially effective in larger classes or

those focused on social and environmental issues, like political science, sociology, or racial justice.

Send a message with the approximate number of people in the classroom to your SO. Also, if you see anyone wearing “I Voted” stickers, ask if you can take a photo or video and send those to your SO as well!

Host a “Dorm Storm”

Get out there and dorm storm! Spend an afternoon knocking on doors in the dorms, urging everyone to get their ballots in by the deadline! Have nearby drop off location info handy on your phone.

To keep your SO informed about your actions and impacts, send an email or text right after you finish reporting the number of people you contacted. Additionally, take photos or videos of anyone wearing “I Voted” stickers and share those with your SO via email or text!

Online Actions:

Launch a Social Media Push

Create social media content - photos, videos, etc. - of young people dropping off their ballots. Film on campus near where people would board transit to get to a drop off location, at drop off locations (if this is allowed), etc. and tag @civicinfluencers (please DM us too so that we can repost!)

Send an email or text with the number of views, likes, shares, and comments on your posts to your SO. Also, encourage people to share photos or videos with their “I Voted” stickers while tagging @civicinfluencers!



Host a Phone, Text, and/or Email Drive

Organize a last day push on Election Day by hosting a phone bank and/or sending out texts or emails to remind friends, clubs, and dorm mates to get their ballots in by the deadline. Share drop off locations and the deadline to get their ballots in. You can even send out a campus-wide email to students living on campus and near campus!

Send an email or text with the number of messages you’ve sent to your SO. Also, ask your peers to share any photos or videos featuring “I Voted” stickers with you, and make sure to forward those to your SO!

Partner with Campus Groups to Get the Word Out

Team up with campus groups like student clubs and Greek life to help get the word out on Election Day. Encourage them to use their social media, group texts, and email lists to remind everyone to get their ballots in by the deadline, sharing nearby drop off locations. By leveraging their networks, you can reach more students and ensure a strong turnout on Election Day!

Send an email or text to your SO with the number of groups you partnered with and number of messages sent (if known). Also, ask your peers to share any photos or videos featuring “I Voted” stickers with you, and make sure to forward those to your SO!

Social Media Ideas

Please feel free to use the sample images below in your social media outreach efforts!





www.civicinfluencers.org