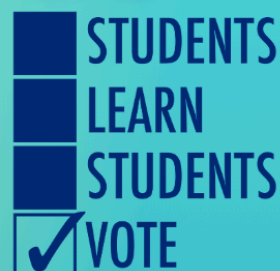# CAMPUS TAKEOVER

How to Create Successful National Voter Registration Day Events at Colleges & Universities

Photo: University of Mary Washington

STUDENTS
LEARN
STUDENTS
✓VOTE

TABLE OF CONTENTS

INTRODUCTION

Campus Takeover is a nationwide effort to mobilize students around elections and to create a culture of civic engagement on college campuses by facilitating celebratory events during the Civic Holiday season. This toolkit serves to support those running Campus Takeover events on National Voter Registration Day. Planning and executing a successful voter registration event on your campus is tough work but can be incredibly beneficial for campus culture and engagement. Here is why we register students to vote on campus:

★ **Voter registration helps students realize their identities as voters.**

Students are more likely to vote when they see voting as a part of their identity as opposed to just an action they perform. By registering students to vote on campus, a place that is a critical component to their current identity as a student, voting becomes more connected to who they are and how they identify.

★ **Voter registration removes barriers to civic engagement.**

According to a **study** of college students and voting behavior, many students believe that voting is challenging, complicated, or includes a series of annoying hassles. These beliefs are not unfounded due to the varying voter registration policies and deadlines in different states or jurisdictions. Registering students to vote on campus on a regular basis brings the information to students where they are and makes the process more accessible.

★ **Voter registration can change the campus culture on voting.**

We know that if voting is not visible on campus, then students are less likely to think that voting is a common habit of their peers. High salience voter registration drives have the potential to alter the political culture on a campus by making registering to vote seem like the norm - especially if it is done in a way that ties being registered to the identity of being a student on campus.

ABOUT US

STUDENTS
LEARN
STUDENTS
✓VOTE
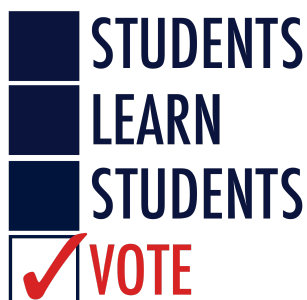
Comprised of a diverse group of more than 300 local, state, national, and student nonpartisan organizations with a presence on more than 1,000 campuses nationwide, the **Students Learn Students Vote (SLSV) Coalition** is the national hub and largest nonpartisan network in the United States dedicated 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.

WHY ARE WE DOING THIS WORK?

The SLSV Coalition leads the Campus Takeover program because we believe that our democracy is stronger when more people participate in it - especially students. We envision "Campus Takeover" as more than a series of individual events on campuses around the country. Rather, we envision one nationwide event that unites hundreds of campuses in celebration of our democracy. That's why we're sharing our collective knowledge, resources, experience, strategies, and plans to contribute to the most successful National Voter Registration Day ever!

HOW TO USE THIS TOOLKIT

This toolkit serves as a step-by-step guide to planning and executing a successful voter registration event on your campus. Use this toolkit as guidance during your planning process while keeping in mind that each campus is unique and may have different needs.

Most of the advice offered in this toolkit will be transferable to an online or in-person event. We recommend reading the whole toolkit through and then paying closer attention to the in-person or online sections depending on your type of event.

Most of the advice here is applicable when running a Campus Takeover event for other Civic Holidays, such as **_Vote Early Day_** or **_National Voter Education Week_**, but for more specific messaging guidance and ideas, please refer to **_those Campus Takeover toolkits_**.

If you have any questions about this toolkit, need advice about planning your NVRD event, or would like to learn more about the work we do, feel free to reach out! You can always request a specific call with your organization about any of the components in this toolkit or contact us at *campustakeover@slsvcoalition.org*.

GETTING STARTED

DEMOCRACY IS FOR EVERYONE: ENSURING YOUR CELEBRATION IS COMPLIANT

National Voter Registration Day is about strengthening our democracy. It's about doing something, big or small, to help your community and your campus participate in the democratic process. We're helping people find their voice—not telling them what to say. We're trying to cut through the partisan noise to remind people that voting is one of the most powerful tools we have to create change.

We have three suggestions to ensure National Voter Registration Day is about political empowerment and not partisanship.

1. Refrain from advocating for or against someone or something that is going to be voted on in the next election (For example: Candidates, political parties, or specific ballot measures).

2. Stay on message about the nonpartisan spirit of the day.

3. Make sure you're <u>not</u> focusing on party affiliation when identifying new voters.

For further guidance, check out the SLSV Coalition's Nonpartisan Messaging Guide.

NO CANDIDATES OR BALLOT MEASURES

No National Voter Registration Day event may be used to advocate on behalf of a candidate or ballot measure. In fact, registering people to vote based on the way they say they intend to vote is illegal. This means National Voter Registration Day volunteers may not advocate for a candidate or ballot measure while registering, nor may they carry literature that advocates for any of these things. They can, however, ask people what issues they are passionate about and connect that to voting.

MESSAGING

In addition to not advocating for partisan issues, there's a lot you can do to help National Voter Registration Day remain nonpartisan. Push messaging that focuses on civic participation, identifying as a voter, and the importance of turning out to vote for your community. And keep it positive. Here's some example messaging:

★ "The best way to improve our democracy is by taking part in it."

★ "What issues do you care about most? Chances are, they're on the ballot - and not just at the federal level. State and local elections will determine these issues for your community, and make a real impact on your everyday life.

★ "Some elections are decided by only a few dozen votes - especially on the local level. One college campus showing up to the polls could make all the difference."

★ "Students make up XX% of the voting population in XXX. Your voice as a student matters."

TARGETING

No targeting may be done on the basis of party. However, you're encouraged to use other demographic data to target, focusing your efforts on communities with historically low turnout and registration. These communities include young people, people of color, frequent movers, and low-income citizens.

Targeting is when you specifically conduct outreach, either digitally or in-person, to reach a specific part of the population. Targeting by age (for example: setting up near freshman dorms) or by issue interest is fine, but targeting by political party (example: only targeting digital ads at people that follow a certain political party or candidate) is not. No targeting may be done based on party affiliation or other partisan information.

FREEBIES VS INCENTIVES

It is *illegal to give out freebies* as an incentive to register to vote. So if you do give out freebies (i.e. stickers, wristbands, candy, food, etc.) at your event, make sure that you and your volunteers *let anyone get your freebies*, regardless of whether or not they register to vote. *To be safe, print out a sign that says that any freebies are open for anyone to take.* We also recommend not offering incentives or prizes to volunteers for collecting the most registrations or turning out the most voters.

If you *registered as a community partner* with NVRD early (at least a month or two before NVRD), you should be eligible for their free promotional materials and swag!

BUILDING YOUR TEAM

Your National Voter Registration Day event has a lot of potential. This is a great opportunity to engage your campus community and empower a significant number of students to be more engaged in our democratic process. To make your event as strong as possible, you're going to need help. The first thing you'll need is a dedicated crew to help you plan your event. Below are some suggestions of people you should tap to ensure that you are reaching the widest audience in the most effective way. If you have an on-campus nonpartisan democratic engagement coalition formed to write a democratic engagement action plan (through the **Voter Friendly Campus** program and/or the **ALL IN Challenge**), that could be a great place to start! National Voter Registration Day can also be a great opportunity to see who is not at the table and bring more people into your coalition.

★ **Student leaders whose organizations represent a diverse audience:** Students are often more likely to engage with people who look like them. Also, students know students best. Your team should include students who are leaders in their respective communities (for example, someone who is on the board of the Women's Student Association, Black Student Union, LGTBQ+ Student Association, Hindu Student Association, Disability Student Association). They will know best practices and tactics for how to engage their peers and meet students where they are.

★ **Student Government Association (SGA):** These are the students who lead the charge on your campus and should have an ear to the ground about your campus climate. Having a representative from SGA can help garner direct student support for your event. This could include financial sponsorship, volunteers, and/or publicity.

★ **Student Affairs Professionals**: Identify someone in the Office of Student Affairs who can share insight on how best to organize your event effectively on your campus. They may be able to suggest and provide insight on some easy locations to host your National Voter Registration Day event, as well as student leaders who would be a helpful addition to your team.

> **TIP!**
>
> Try to recruit professors who teach classes for first-year students because their class sizes tend to be larger

★ **Faculty**: Find professors who would be interested in getting your campus more civically involved. Faculty members can get their students excited about National Voter Registration Day, especially if

they are invested in the planning process. They may be willing to allow volunteers to register students in their classrooms. Professors who are heads of departments might be able to provide additional funding.

★ **Non-Traditional Partnerships:** National Voter Registration Day is one of, if not the single, biggest annual voting holiday. This is a great opportunity to work with groups that may not always be plugged into civic engagement work. *Student athletes (Student Athlete Advisory Committees) and specific sports teams*, Business Associations, STEM Majors, Greek Life, and many other organizations could help take your event to the next level!

★ **Off-Campus Partnerships:** It's likely that there are other organizations on your campus and in your community that have a currently untapped volunteer base. Talk to them and coordinate! If you're in a larger city, there might even be other groups working on National Voter Registration Day activities. The **SLSV Coalition** has access to all the partners signed on to Campus Takeover and can help connect folks on the same campus so that you all can coordinate. Additionally, by looking at **SLSV Coalition Partners**, you can find organizations to partner with across the country.

ROLES FOR YOUR TEAM

It is important to designate leadership roles for your team. This allows members of your team to have ownership of part of the event and a vested interest in its success. The following are suggestions of roles you can have on your team, but you may assign roles that fit best to your campus.

★ **Team Captain/Event Manager:** This is your leader and coordinator. This person could be yourself (whether you're a student or an administrator) or someone you trust to coordinate your planning team and volunteers to create a successful event. This person will be in charge of the overall success of the event: the venue, food (if needed), supplies, budget, and schedule of events. This person should be the go-to star who can best orchestrate your event effectively.

> **TIP!**
>
> The Event Manager role can be divided up among people on your team; however, there should still be one person who serves as the Team Captain to direct all of the event efforts.

★ **Creative:** Look for people who will contribute creative energy. The National Voter Registration Day *partner tools page* includes some suggestions for ways to make your event cool and innovative, but the best ideas will come from your planning team. You'll know your audience a whole lot better than we will.

★ **Volunteer Trainers:** Training your volunteers to register students to vote is key to a successful National Voter Registration Day. There are various laws and steps that need to be followed to ensure everyone is fulfilling their role effectively. It's suggested that you have two volunteer trainers who would focus

on creating the training curriculum for your event, the recruitment of volunteers, and execute the trainings for the volunteers at your event.

  - ○ *Note: Check the State Voter Registration Guides (see Addendum 5) to see if you need to be trained by the state to register voters.*

★ **Public Relations/Outreach:** Identify someone or a sub-committee of people who focus on getting students to interact with your National Voter Registration Day event. Posters, social media, outreach to various organizations on campus, and doing announcements in classrooms are strategies that your outreach chair/sub-committee could think of as they are building their plan.

★ **Point of Contact with Campus Takeover:** Identify someone on your team to coordinate with the SLSV Coalition team. The SLSV Coalition has deep insights into how to run a National Voter Registration Day event and can help troubleshoot any issues that are happening throughout the planning process. Your point of contact will keep both your campus and the SLSV Coalition up to date with the latest news. This person could also be your team captain.

GOAL SETTING

After you have built your team, get together and start planning. The first step of planning is to outline your team's goals. These goals will help guide the rest of your plans, like how many volunteers you need, how many supplies you need, and who to connect with on campus.

Here are some guiding questions to think about when goal setting:

What is your Campus Impact Goal? *Campus impact is how many students at your college or university you would like to touch throughout your action. The easiest way to identify your impact goal is to determine a voter registration goal and/or a pledge-to-vote goal you would like to hit. Think about how many students you can possibly reach in one day on your campus.*

A way to think through your impact goal is to look into your NSLVE data. If your campus participates in the **National Study of Learning, Voting and Engagement (NSLVE)** and if your campus has publicly posted its data, use that as a baseline to form your voter registration goal. Beyond voter registration numbers, we urge you to think of other questions to help you set additional goals:

WHAT IS NSLVE?

The National Study of Learning, Voting, and Engagement (NSLVE) offers colleges and universities an opportunity to learn about their student registration and voting rates. NSLVE is the first and only study to objectively examine institution-level data on student voting and to share these data with participating campuses. Participation is free, easy, and protective of student privacy. If your campus does not participate in NSLVE, let us know through our contact information above and we can work with you to get your campus signed up!

★ **How many volunteers do you want to engage?** How many volunteers you want to engage depends on how many voter registrations you aim to collect. The average volunteer will get about one voter registration per hour in a medium-traffic area, and possibly more in high-traffic areas. Based on this assumption, work backwards from your goal to determine how many volunteers you need to participate in your event. What is a realistic goal for the team/volunteer size you are seeking?

★ **How are you planning on engaging the larger campus community?** Campus Takeover is a great opportunity to bring the campus together under a single mission — registering students to vote. Collaborate with other student organizations, departments, and off-campus partners to identify ways to engage students across all walks of life.

★ **How do you plan to build on your success?** While Campus Takeover is a huge opportunity to engage your campus, it's not your only opportunity to do so. And registering someone to vote doesn't mean they're guaranteed to vote. Thinking through how you plan to keep this list engaged through the election is crucial to

forming lifelong voters. One way to do this is by running Campus Takeover events for other Civic Holidays (National Voter Education Week and Vote Early Day). Keep a list of all the folks you register on NVRD by collecting "pledge to vote" cards. Then, you can follow up with them via phone, email, or text before the election or on other Civic Holidays to encourage them to vote.

Lay out your goals and remember to revisit them throughout the planning process so your work stays on track.

ONLINE OR IN-PERSON?

Many people have run successful and fun online events in the last few years, and we encourage everyone to continue experimenting with what works best for your campus and with your state voting laws - whether it's in-person, online, or a little of both.

Some things you may want to consider while deciding how to celebrate include:

★ **Campus Context**
  ○ If your campus has a majority of students living on campus and allows in-person events, in-person registration opportunities can be very important in processing voter registrations and reaching more students.

★ **Does your state offer online voter registration? Is that widely available for students?**
  ○ Having online voter registration will make hosting an online event much easier since you can link directly to your state's application or to your institution's **_voter registration tool_** (such as TurboVote, Vote.Org, or Rock the Vote). Without online voter registration, any online celebration will force a student to print a voter registration form themselves and mail it in to get registered. Make sure to have instructions ready for your event if this is the case in your state.
  ○ **PRO TIP** - Some states require you to have an in-state ID to use their online voter registration system. If your state requires that and your student population is mostly from out-of-state, this may not be the most helpful system to register your students.

- **PRO TIP** - Make sure you read our digital tools section to learn about tools that can help you process voter registrations when your state doesn't have online voter registration!

★ **Reach vs Engagement**
- From our experiences, the general tradeoff between online and in-person events is "reach" vs "engagement." For example, while online events may be able to technically reach more people, it can be harder to keep those people engaged and motivated throughout an entire event. And sometimes, an in-person event that offers fun prizes, giveaways, or food could have more reach than expected. We encourage you to weigh your goals and needs when deciding what type of event(s) you'd like to host and be creative to offset any potential challenges.

Once you have considered these factors, we offer up different ideas for possible in-person and online celebrations you can host this year later in this toolkit. No matter what you decide, there are plenty of ideas, funding, and resources available to help your celebration be successful!

GETTING HELP
VOLUNTEER RECRUITMENT

It takes lots of time to find volunteers, and not everybody who says they are going to volunteer will show up. The reliability of your volunteers depends on how loyal your volunteers are, how close they are to you, and how often you've asked them to volunteer. Every organization is different, but you normally want to start volunteer outreach at least three weeks before an event - that way you have plenty of time to identify, recruit volunteers, and do follow-up reminders to each person who said they can volunteer.

FIGURING OUT HOW MANY VOLUNTEERS YOU NEED
Our experience contributes to the following assumptions:
- ★ For most organizations, about half of the volunteers who say they will show up actually do. This is called the 'Rule of Halves'. It's a good idea to recruit twice as many volunteers as your goal. It will never hurt to have extra volunteers on the day of your event!

- ★ Most volunteers can complete a two-hour shift of voter registration.

| Volunteer Goal	How many volunteers do you need to say "yes?"	How many people should you reach out to?
10	20	40
25	50	100
50	100	200

Note: All of this information is relative to the size and quality of your volunteer list.

STRATEGIES FOR VOLUNTEER RECRUITMENT

- ★ **Volunteering for class credit:** Reach out to faculty to see if they are willing to offer extra credit if their students agree to volunteer for a shift at your National Voter Registration Day event. Think of classes that would be relevant to your event (like political science classes, sociology classes, history, etc.), but don't be limited to just those. If someone on your planning team knows a professor who may be receptive to this, be sure to reach out.

- ★ **Reach out to community service student organizations:** See if there are any

student organizations who focus on volunteering or community service. This could include Greek life, multicultural organizations, etc. They may have members who would be willing to volunteer, especially when you remind them that National Voter Registration Day is strictly nonpartisan.

★ **Reach out to your service learning department:** Does your campus have a service learning department or center? Engage with the service learning leadership to see if they can send out your National Voter Registration Day volunteer opportunity to their contact list. Also, start conversations with the service learning leadership about how National Voter Registration Day and voter engagement can align with service learning on campus.
   ○ **Pro-Tip**: Federal work study funds can be used to employ students that support nonpartisan voter registration efforts - and funds used this way are eligible for 100% reimbursement! (***additional resources***)

★ **Offer a publicity opportunity for student organizations:** In planning for your event, offer for student organizations to be a part of your team and give them an opportunity to recruit for their organization. For example, host committee members could be in charge of sending over two or more volunteers in exchange for a logo on your flier. Brainstorm some other ways to build out space for student organizations to be involved. This could be a good way to get volunteers from a variety of student backgrounds, and also encourage members of their organizations to stop by your event.

★ **Call/Message your volunteers the days leading up to your event:** To increase the turnout of your volunteers, contact those who have signed up to volunteer and have them recommit to volunteering. This is a secure way to confirm the total number of volunteers supporting your event.
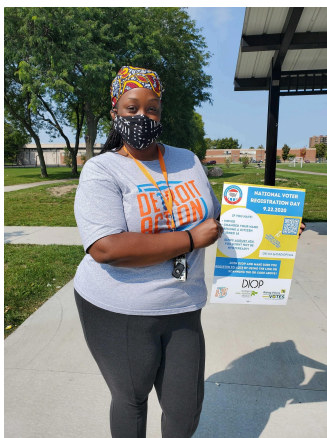
TRAINING YOUR VOLUNTEERS

The next step that has to happen for a successful event is an in-depth volunteer training. Before you start planning for your volunteer training, please make sure you are aware of any additional restrictions in your state to register voters and turn in their forms. Some states (such as Texas) require you to take an official training run by your local election official. Check **Addendum 5** in this guide to see if your state is on the list.

Regardless of your state laws, a good training that you run specifically for your event will be helpful. Make sure volunteers have all the materials they need at your training. To keep this process simple, have all the clipboards assembled in advance with the script, contact information of your volunteer coordinator, blank voter registration forms, pens, and a "Register to Vote" sign taped to the back of the clipboard.

Good trainings are fun, informative, quick and engaging. Try to get fun people to lead the training, keep things short, and leave questions and answers until the end. Most importantly, give volunteers a chance to partner up and practice, and make sure there are enough people wandering around who can answer questions.

Before you send volunteers out to hit the streets, announce what time they should return, make sure they know to turn their materials in when they get back, and collect contact info from each of your volunteers. It may be helpful to provide each volunteer with a detailed schedule for the day for easy reference.

CHECKLIST FOR VOLUNTEER TRAINING

Materials
* ★ Volunteer Sign-In Sheets (**Addendum 4**)

* ★ National Voter Registration Day Toolkit

* ★ Volunteer Packets

  * ○ Voter registration Forms (**Addendum 6**) and Pledge to Vote Cards (**Addendum 3**)

  * ○ Clipboards for each volunteer

  * ○ Sample Rap/Script (**Addendum 1**) for each volunteer

  * ○ Pen/Pencil (**see state laws about requirements of writing utensils**)

Reminder If you are doing your volunteer training on a different day than your event, be sure to bring your materials for both the training and the day of your event

TRAINING MEETING

The total time for your training should be roughly 20-30 minutes. Typically, you will do your training 30 minutes before your event, but you can do your training the day before the event if timing does not permit day-of training.

★ Quick introductions

★ Run down agenda and purpose of training

★ Review laws of voter registration

★ Run through your voter registration form and explain common mistakes

★ Trainer models an example conversation with a volunteer (**Addendum 1**)

★ Hand out sample script to all volunteers

★ Ask volunteers to partner and role play with each other (**Addendum 2**)

★ Allow time for questions

★ Review volunteer packet

★ Remind volunteers to be proactive, smile, approach people, and read body language

★ Send them to the field to register voters

★ Check in with your volunteers at your shift midpoint

Voter Contact Best Practices
★ Be the kind of person you would want to talk to.

★ Try to talk as you normally would. Do not rely too much on the script.

★ Stay on message. You're not telling them who to vote for, just helping them register!

★ Make your event engaging with a post-registration activity for folks. This could be chalkboards with a prompt like "I registered to vote because…" so people can connect the issues they care about to why they registered. This could also look like voter pledge cards or photo-friendly props for people to take a photo.

★ Compliment, cheer, and thank everyone who registers to vote.

★ Make sure you're an approachable group. Standing or walking in pairs is encouraged, but not if volunteers only talk to each other instead of voters.

★ Be up front about what you're doing in a positive way. Identify yourself as a volunteer immediately when you start talking to them.

★ Take nothing personally and don't get discouraged. If somebody is rude to you, shake it off and move on.

★ Find your own pitch. Experiment and figure out what works best for you, then tailor it to each individual.

★ Connect voting to their lives and the issues they care about.

★ Even if they are not eligible to vote, engage with them and see if they want to be a volunteer for a future voter registration or turnout event.

★ Give them the opportunity to answer the question. Once you ask them to register, wait for their response.

★ If you have handouts, give them out at the end of your conversation. They can be distracting if you hand them to voters right away.

COMMON MISTAKES ON THE VOTER REGISTRATION FORM

In your training, make sure volunteers know to check for the following items when they are helping students fill out their voter registration form:

★ Is it legible?

★ Did they sign it?

★ Did they leave a phone number?

★ Are all of the necessary boxes checked? (i.e. Over 18 and a U.S. Citizen?)

★ Did they accidentally write today's date where the form asked for a birth date?

★ Did they confuse "County" with "Country" and write in "USA"?

★ Did they accidentally write their last name in the first name box?

★ Are they using the correct address? Some campuses have specific addresses that dorm residents should be using when registering to vote.

COMMUNICATIONS

One of the main ways your team can ensure a successful event is to communicate it effectively and early to your students. Whether it is through email, social media, or flyers, here are some tips and resources for a strong communications strategy.

For 2024, we recommend teams focus on conveying the full range of issues and offices at stake - not just who's running for President and Congress! State and local elections have a massive impact on students' everyday lives, and offer the possibility of more immediate impact through campus activism. One strategy is to start by asking students what they care about, and then connecting their interests with the relevant offices or issues on the ballot in your community.

Find more 2024-specific messaging guidance and examples here.

ONLINE PROMOTION

Social media and online promotion is key to boosting events on campus. Here are a few tips to get started:

★ Use Snapchat and Instagram stories to provide real-time updates of your event throughout the day

★ Use Instagram Reels and TikTok to capture and share student stories

★ Have a sign or photo station people can take pictures with and post on their personal social media

★ Take over another IG account for the day (e.g; take over the Admissions Department's IG story for the day)

★ Tag college and club accounts in posts so they can share

★ Tag the SLSV Coalition (@SLSVCoalition) in posts so we can uplift your activities throughout the day

★ Here is a collection of National Voter Registration Day gifs

★ Use hashtags to track engagement:

○ #NationalVoterRegistrationDay

- ○ #CampusTakeover

- ○ #(insert school name)Votes

- ○ #VoteReady

- ○ #StudentVote

★ Use our ***customizable graphics*** to easily create unique materials you can use throughout your NVRD celebration

---

TIP!
Design your own campus-specific filter to be used on Snapchat and Instagram!

SAMPLE SOCIAL MEDIA POSTS

★ We will be registering voters today from 10am - 2pm in front of the library. Don't miss out on your chance to vote in local, state and national elections! #CampusTakeover #NationalVoterRegistrationDay

★ Planning on voting this fall? Getting registered to vote is the first step in participating in our democracy #CampusTakeover #NationalVoterRegistrationDay

★ Elections directly impact our lives and the lives of those around us. Register to vote today not just for you, but for your community. #CampusTakeover #NationalVoterRegistrationDay

★ Want to see record voting turnout among young and first-time voters this fall? Join the movement and register to vote. #CampusTakeover #NationalVoterRegistrationDay

★ Thank you to everyone that is getting registered for #NationalVoterRegistrationDay! We are here to help you get #VoteReady all the way up to Election Day this year with #NationalVoterEducationWeek and #VoteEarlyDay

★ Elections are more than just politics – they're about the issues that affect our lives and communities. Whether they're local, statewide, or national, focus on

the issues that matter most to you, and seek out candidates and ballot measures who align with your values and priorities. #CampusTakeover #NationalVoterRegistrationDay

GETTING APPROVED TO RUN DIGITAL ADS

Be mindful that the process to get approved to run Issue, Electoral, and/or Political ads on Meta platforms (Facebook, Instagram, Threads) can be rigorous. If you are planning to pay for advertising on social media, you will need to start the verification process very early in order to be ready by National Voter Registration Day. **Facebook requires all users and pages to get verified in order to run Issue, Electoral, or Political ads.** This process can take a little over a month and we recommend starting this process as soon as possible. **Here is a guide from Facebook on how to get approved to run Issue, Electoral, or Political ads.**

Additionally, since 2024 is a federal election year, be mindful that Meta will likely block new political ads submitted in the week leading up to the November election. **Read more about how Meta platforms are preparing for the election here.**

MEDIA AND PRESS

If you are planning a large or unique voter registration drive, consider pitching it to press or writing an op-ed. Below are some tips and resources to do so:

★ Want to write an op-ed on the importance of voter registration, why students should vote in their communities, or something else? See **Addendum 7** for a sample op-ed and tips on writing one.

★ Want to write a press release to get local coverage on your event? See **Addendum 8** for a sample press release and guide on how to write one.

★ Media engagement is best when it helps you reach your strategic goals. So, identify the pros and cons of media opportunities that come your way by referencing the goals you've set.

★ Decide if you want to proactively reach out to the press/media about your Campus Takeover event. If so, think through the following:
  ○ What do you want to achieve as part of a media opportunity?
  ○ Who is your target audience?
  ○ Which press/media would best reach this target audience?
  ○ What do you want your target audience to know?

★ Focus on getting coverage from student newspapers and local city newspapers

ONLINE EVENTS

Hosting an online voter registration event? Here are some tips:

★ *First, **check to see if your state has online voter registration.***

★ Host a FB/IG Live event
  ○ Invite students to talk about why they registered to vote
  ○ Ask people in the comments why they are registering to vote
  ○ Invite student musicians/artists to perform at the Live event
  ○ Ask clubs/teams/departments/administration to promote Live event

★ Digital Campus Takeover
  ○ During a 1-3 hour window, ask partners/students/administration to post about registering to vote. This could include:
    ■ Emails from professors
    ■ Emails from administration
    ■ Twitter Storm
    ■ Mass posting on Instagram/Snapchat/TikTok/Facebook
    ■ Digital ads targeted to campus community
    ■ Blog posts/articles in student newspaper
    ■ Ask professors to mention in online classes

TIP!

"Coordinate with campus IT and library staff to integrate voter registration into the experience of using an on-campus computer. Think: adding a call-to-action in the form of a pop-up when students log in or adding a message to library screensavers and desktops. This is especially useful in states that don't offer online voter registration because students can print their forms right there in the library! Take things to the next level by providing students with envelopes and stamps in all campus libraries for the day." - Emily Giffin, Democracy Works (makers of TurboVote)

DIGITAL TOOLS TO HELP

VOTER REGISTRATION
There are many online tools that can support your voter registration efforts, giving your students access to automatic election reminders and giving you the ability to track voter registrations more easily. Especially if your state has online voter registration, these tools can easily walk students through the whole voter engagement process. To easily navigate all the tools available, we put together this **_handy tech guide_** to help you choose a voter registration tool that's right for you. If you're just starting to do this work on your campus, it's also very possible you all may already have a contract with one of these partners and access to the tool! Make sure to check with a student affairs professional or faculty member to see if your campus already uses any of these tools.

PRINTING
In some cases, voters may still need to print a registration form. If you're hosting a virtual event, consider partnering with a local business, church, or organization that can receive printing requests from your fellow students. That way, you'll be able to direct people to a source for printing to finish their registration. You could also reach out to local businesses through a website like **https://printwithme.com/** to ask if they'd be willing to allow free voter registration forms to print for NVRD.

EVENT HOSTING TOOLS
Webinar tools that let you host big events online have been crucial to voter registration efforts these last few years. Organizations have hosted parties, town halls, Q+A's, and more through online event tools such as Zoom, Google Meet, Go2Webinar, and others!

Many of these tools even let you livestream to your social media platforms such as Instagram, Twitter, and Facebook.

Of course, hosting big public events on these platforms can open the doors to people that try to interrupt or disrupt your event. If planning a large online event, we have some **additional tips** on how to host a safe and secure event on zoom.

TEXTING AND EMAIL TOOLS
Another important thing to consider is how you plan to contact people directly on NVRD and/or after the holiday. Especially if you're not planning to have in-person interactions, peer-to-peer and mass outreach tools through email, text, and phone calls are critical to mobilizing the youth vote.

TIP!
We also encourage you to work with your college administration to see if a campus-wide email or text could be sent out through their platform and list. This will be one of the easiest ways to contact every student on campus but should be coupled with other efforts to make sure they register.

Texting, especially with young people, will be your best bet at getting a message seen and responded to. Peer-to-peer texting tools like Hustle and ThruText allow you and your volunteers to easily send hundreds of text messages to college students. Of course, to use these platforms properly, you already need to have access to a list with cell phone numbers you're allowed to use. Pricing on these will differ and usually depends on how many text messages you plan to send.

Our friends at the ALL IN Campus Democracy Challenge are also providing friend-to-friend texting support for 2024. Sign up to join the program and receive training, customizable scripts, and support for texting friends and family nonpartisan voter registration info just in time for NVRD!

While you may see less of a response rate, if you already have access to a large email list you're allowed to use, a mass-email tool (such as Mailchimp) can help you easily reach a large audience.

LOGISTICS

No matter if your event is online or in-person, there will be a lot of preparation you need to do in the final days before your event, on the day of, and after your event. Several of these tips are applicable to both in-person and online events but most are only needed if you're organizing an in-person opportunity.

To ensure a smooth voter registration event, compile all of the materials you may need, obtain all the permission/access you may need into spaces, and plan out all the trainings your volunteers and partners may require. Here are a few things to think about before your event:

BEFORE THE EVENT

LOCATION
★ Pick a location on campus that has a high amount of traffic and visibility. This could be a student union, quad, common outdoor area, cafeteria, etc.

★ Is there a big game, concert, or event happening on your campus on National Voter Registration Day? Take advantage of the big crowds and see if your organization can register voters at the event.

★ On a large campus? Divide up your team to cover different parts of the campus or different schools.

★ Make sure you have permission from the school for your location. Submit all of your requests for tables, chairs, places to serve food, sound systems etc.

★ If you are planning to register voters outdoors, ensure that you have a back-up location secured in case of inclement weather.

MATERIALS

★ Plenty of blank voter registration forms (**Addendum 6**)

★ Copies of State Voter Registration Guides (**Addendum 5**)

★ A clipboard and multiple pens for every volunteer OR if registering digitally (laptops/ tablets)

★ Remember to check with your state voter registration guides to see what color pen you need (**Addendum 5**)

★ A volunteer sign-in sheet (**Addendum 4**)

★ A sign-up to for potential volunteers

★ "National Voter Registration Day" posters (provided by National Voter Registration Day or printed on campus)

★ Social Media shareables to share on organization's social media accounts (provided by the SLSV Coalition and National Voter Registration Day)

★ Stickers to identify volunteers and to give away (provided by National Voter Registration Day)

★ Envelopes or boxes for completed registration forms

★ A table and chairs (although for folks who are able, it is a best practice to be up and walking around)

★ First aid kits

★ Trash and recycling cans

GOING ABOVE AND BEYOND

★ Freebies (candy, stickers, buttons, food)

　　○ Make sure to *register* with NVRD early (at least a month or two before NVRD) to be eligible for their free promotional materials and swag!

REMINDER

It is illegal to give out freebies as an incentive to register to vote. So if you do give out freebies at your event, make sure that you and your volunteers let anyone get your freebies, regardless of whether or not they register to vote. To be safe, print out a sign that says that any freebies are open for anyone to take.

- ★ A source of shade from the sun (if needed)

- ★ Music or entertainment

- ★ Hand-made posters and banners with your organization's name

- ★ Water and snacks for volunteers

- ★ Chalkboards

- ★ People in banana suits/costumes/mascot uniforms

- ★ Animals like puppies, goats, etc.

DAY OF THE EVENT

SET-UP

- ★ Deck out the venue and surrounding area with "Update Your Voter Registration" signs that will be included in the organizing kit and any signs your team makes.
- ★ Plaster the campus bulletin boards, dorms, bathrooms, classrooms with "National Voter Registration Day" signs.

VOLUNTEERS

- ★ Have volunteers show up well before you actually plan on having the event take place so that they can be trained and help set up. Factor in enough time just in case volunteers show up late.
- ★ Have volunteers sign in so you can keep track of who is helping you out.

COMMUNICATIONS

You are doing amazing work so be sure to publicize it! Have volunteers take pictures and videos throughout the day and share it on your social media. Be sure to tag #NationalVoterRegistrationDay and #CampusTakeover to follow along with the national conversation.

RUN SHEET

One of the secrets to running a great event is to have a run sheet (a chart or timeline

that breaks down what needs to happen minute by minute and identifies who's in charge). This can also be very helpful for virtual events.

Here's a sample run sheet for your team to use and adapt to your specific event.

When	What	Where	Lead	Notes
10:00 am	Meet volunteers at venue	Student Union	Sam	Sam bring volunteer sign in doc and volunteer training materials
10:00 am	Bring materials to venue	Student Union	David	David bring rest of materials in car to student union
10:10 am	Begin training and day run-thru with volunteers	Student Union	Sam	

TIP!

If you are spread out over the campus or in multiple areas, collect all the volunteer phone numbers and provide them with your event manager's number. This way your event manager can reach volunteers for changes to the schedule and your volunteers can reach them if they run into issues.

EVENT WRAP UP

THANK YOUR VOLUNTEERS AND DEBRIEF

★ Thank your volunteers for registering voters! Registering voters is hard work and takes a lot of commitment. Let them know their work is appreciated. If possible, provide snacks or other treats for volunteers afterwards.

★ Take some time to do a quick debrief. What went well? What was challenging?

Share any memorable moments from the day. This not only allows space for an immediate evaluation of how the day went, but offers unique and memorable stories to share in the future. Keep these notes for future events.

TURN IN YOUR COMPLETED VOTER REGISTRATION FORMS (IF APPLICABLE)

★ All states have laws on when completed forms need to be turned in. Check out those laws (**Addendum 5**), and then make sure that you comply with them. It's always best to turn in forms within 24-48 hours of your event to avoid issues.

REPORT YOUR NUMBERS

★ The organizers of National Voter Registration Day will send an email a few days before NVRD (and then again a few days later) with a link to report the number of volunteers you engaged and voters you registered. This helps National Voter Registration Day capture the national impact of the day.

★ You may have worked with multiple groups and partners on your campus to put on the event. Make sure only one representative from your campus reports voter registration numbers so as to prevent duplicate numbers. You may want this to be the team leader/organizer.

FOLLOW UP WITH THE VOTERS YOU REGISTERED

★ Every time you contact a voter, you increase their likelihood of voting. Follow up with them right after the event to thank them for registering and answer any questions they might have, then again during your get-out-the-vote process!

★ Requesting Mail In Ballots

○ More voters are voting by mail every year. To ensure people have plenty of time to receive and return their mail-in ballots, encourage people to request them as soon as possible! Each state has a different earliest date to request a ballot but most are in late September or early October.

WAYS TO ENGAGE STUDENTS AFTER NATIONAL VOTER REGISTRATION DAY

Registration is only the first step in ensuring that your college community votes in the upcoming election! Continue engaging student voters on campus by celebrating these other **Civic Holidays.**

NATIONAL VOTER EDUCATION WEEK

VOTE EARLY DAY

Election Hero Day

October 7-11th, 2024

With many events focused on voter registration and turnout, **National Voter Education Week (NVEW)** focuses on voter education - an essential part in ensuring that those who are registered actually cast a ballot. During this week of interactive education, voters have the opportunity to find their polling location, understand their ballot, make a plan to vote in person or remotely, and more. NVEW strives to help voters overcome common barriers to become confident voters and ambassadors of voting in their own communities for every election.

October 29th, 2024

Did you know most voters can cast their ballot prior to Election Day? Even though voting early can avoid last-minute complications with voting on Election Day, vote early rules (both in-person and by-mail) vary widely all over the country. **Vote Early Day** is a movement of organizations and individuals working to ensure all Americans know their options to vote early. Similar to NVRD, Vote Early Day is a collaborative holiday that anyone can engage with.

November 4th, 2024

On **Election Hero Day**, we will celebrate the election administration teams, poll workers, and others around the country who help ensure voters can cast their ballots securely and successfully.

By celebrating these Civic Holidays, an institution can help take their students through the whole voter engagement cycle, ensuring their students are #VoteReady this year and start to become lifelong voters.

We urge you all to sign up for all of these holidays in addition to NVRD so your campus has several opportunities to celebrate democracy before Election Day! Please visit **CivicHolidays.org** for more information.

ADDENDUM 1 - SAMPLE VOTER REGISTRATION SCRIPT (IN-PERSON)

Hi There! I'm_____with_____. Today is National Voter Registration Day and we are out registering students in a national Campus Takeover. Can I help you update your voter registration today?

If yes…
Awesome! I'd love to help you with that. First:
1. Are you an American Citizen?
2. Are you 18 or older?
3. Is this your first time registering in_____or are we changing your address today?

If "I'm already registered"…
Can I ask if you have moved recently?
    If yes…
        I can help you update that information right now!
    If no…
        Great! Will you pledge to vote in this year's election? (hand voter pledge card)
    If not sure…
        We can look this up for you! Go to https://www.vote.org/am-i-registered-to-vote/ and have them look up their status.

Thank you for registering to vote and participating in our democracy. See you on election day!

ADDENDUM 2 - PRACTICE VOTER REGISTRATION ACTIVITY

In this activity, you will be a volunteer canvassing in your campus dorms for National Voter Registration Day and trying to get students to register to vote. Your goal is to get the highest number of people to register in the least amount of time. Pay attention to what people are really feeling or thinking based on their speech or their body language. Try to determine if someone is just trying to stall you, or if someone really wants to register or to vote but is confused or afraid. For enthusiastic supporters, try to turn them into volunteers.

INSTRUCTIONS:

1. Count off by 1s and 2s.
2. The 1s and the 2s should stand facing each other in a long line.
3. The 2s will be students living in their dorms.
4. Some 2s may be already registered to vote but recently moved onto campus. Some may be undocumented and do not want to reveal their status. Some people may already be registered. Others may be voting for the first time and confused about the process. Not everyone will speak English. Others will be supportive and eager to help. 2s can choose what 'role' they want to identify as.
5. The 1s will go first. They will have 10 minutes to register as many people as possible.
6. After a 1 has gotten someone to register or not registered, they must quickly find another person to talk to.
7. 2s should raise their hands when there isn't a 1 in front of them.
8. After 10 minutes switch, and the 1 s become the students in the dorms and the 2s become the volunteers.
9. If time permits, we will conduct this exercise again with the idea that you are approaching them to commit to voting.

ADDENDUM 3 - PHYSICAL PLEDGE TO VOTE CARDS

Pledge to vote cards are an incredibly useful tool when registering people to vote.

★ Pledge to vote cards help connect the act of voting to an issue students care about or an experience/identity they identify with.
★ Pledge to vote cards provide the newly registered voter with a tangible idea of their next step—to vote!
★ Pledge to vote cards provide you with contact information to follow up with this newly registered voter and ensure they follow through and vote on Election Day.
★ Pledge to vote cards provide you with their contact information to include them in future events, activations, or membership in your organization.
★ Make sure you collect name, phone number, email, and zip code at least. You may also want to add another question about issue areas that are important to your students to add some creativity and get some insight.
★ It's important to be upfront about how you plan to use this information as well. Are you signing them up for your email list or just election reminders? Are you sharing with other groups?

If you are running a virtual event this year, you can easily create a digital Pledge to Vote Card using some of the following free tools:
★ Make a Google Form that participants in your event fill out after they've registered to vote.
★ Use a website like ActionNetwork to create a form that you can build into a list and stay in touch with after the event
★ Partner with a local or national group that already collects Pledge to Vote cards and encourage them to fill out that group's form

Regardless of how you choose to include a Pledge to Vote card, make sure you follow up with everyone a few days before the Election and remind them of their pledge!

Here are two examples of Pledge to Vote cards from some of our partners!
● Minnesota Youth Collective Pledge to Vote Card
● New Era Colorado Pledge to Vote Card
● Ask Every Student Pledge to Vote Card

ADDENDUM 4 - VOLUNTEER SIGN IN SHEET

Here is an example sign in sheet for volunteers when they show up to your event:

Volunteer Sign in Sheet			
Name	Phone #	E-Mail Address	Interested in volunteering again?
Jon Snow	888-888-8808	jsnow24@nonprofitorg.org	Yes

ADDENDUM 5 - STATE VOTER REGISTRATION GUIDES

You can find state-by-state voter registration guides from the Fair Elections Center here. They provide info on the voter registration deadline, training requirements, compensation requirements, online voter registration (if applicable), submitting completed forms, and more.

State specific voter registration guides can be found here:
https://www.fairelectionscenter.org/voter-registration-drive-guides

Here is an example guide from California.

FAIR ELECTIONS LEGAL NETWORK

Working to remove barriers to voting and improve election administration across the United States.

Conducting a Voter Registration Drive in California

Voter Registration Deadline

Applications must be postmarked by 15 days before Election Day

Getting Started

Training Requirement: California does not require training for registration drives. But local officials may provide training programs and other materials for free.

Notification and Registration Requirements: Organizations or individuals requesting 50 or more blank state voter registration cards must submit a Voter Registration Card Statement of Distribution form by fax to (916) 653-3214 or by mail to Secretary of State, Elections Division, 1500 11th Street, 5th Floor, Sacramento, CA 95814. For requests of 50 or over county-specific voter registration cards, the applicant should use a similar "Statement of Distribution" form provided by the specific county.

Compensation Restrictions: Organizations or individuals that compensate people to help others register to vote must:

- Maintain a list of the names, addresses, and telephone numbers of everyone that the individual or organization has agreed to compensate.
- Provide each person who is being compensated

Submit all cards collected to the elections official, even if some cards do not contain all of the information required by Elections Code sections 2150 and 2159. When submitting the completed cards, place the cards that contain all of the required information into a group and attach a signed acknowledgement that the cards in the group are in compliance with Elections Code sections 2150 and 2159. If there are cards that do not contain all of the required information, place them into a group and attach a signed acknowledgment that the cards in the group are not in compliance with Elections Code sections 2150, 2159, or both. Compliance with these statutes requires the following information to be included on completed registration cards:

- Name,
- Residence address,
- Mailing address, if different from residence address,
- Date of birth,
- State or country of birth,
- California driver's license or ID card number,
- Last four social security number digits, if the applicant does not have a current and valid California driver's

ADDENDUM 6 - NATIONAL VOTER REGISTRATION FORM

Link to the National Voter Registration form can be *found here*.

All but four states (NH, ND, WI, and WY - more details in the form above) accept the national form when registering voters. Using the national form allows you to easily register students regardless of if they want to register at their home or on-campus address. States will also have their own forms but those can only be used to register voters in that specific state. Choosing which form to use (or sometimes using both) depends on your campus population and applicable state laws.

Voter Registration Application
Before completing this form, review the General, Application, and State specific instructions.

Are you a citizen of the United States of America? ☐ Yes ☐ No
Will you be 18 years old on or before election day? ☐ Yes ☐ No
If you checked "No" in response to either of these questions, do not complete form.
(Please see state-specific instructions for rules regarding eligibility to register prior to age 18.)

This space for office use only.

1 ☐ Mr. ☐ Miss ☐ Mrs. ☐ Ms. | Last Name | First Name | Middle Name(s) | ☐ Jr ☐ Sr ☐ II ☐ III ☐ IV

2 Home Address | Apt. or Lot # | City/Town | State | Zip Code

3 Address Where You Get Your Mail If Different From Above | City/Town | State | Zip Code

4 Date of Birth — Month Day Year
5 Telephone Number (optional)
6 ID Number - (See item 6 in the instructions for your state)

7 Choice of Party (see item 7 in the instructions for your State)
8 Race or Ethnic Group (see item 8 in the instructions for your State)

9 I have reviewed my state's instructions and I swear/affirm that:
- I am a United States citizen
- I meet the eligibility requirements of my state and subscribe to any oath required.
- The information I have provided is true to the best of my knowledge under penalty of perjury. If I have provided false information, I may be fined, imprisoned, or (if not a U.S. citizen) deported from or refused entry to the United States.

Please sign full name (or put mark) ▲

Date: ___/___/___ Month Day Year

If you are registering to vote for the first time: please refer to the application instructions for information on submitting copies of valid identification documents with this form.

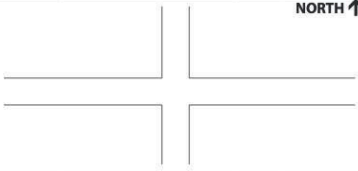### Please fill out the sections below if they apply to you.
If this application is for a **change of name**, what was your name before you changed it?

A ☐ Mr. ☐ Miss ☐ Mrs. ☐ Ms. | Last Name | First Name | Middle Name(s) | ☐ Jr ☐ Sr ☐ II ☐ III ☐ IV

If you were **registered before but this is the first time you are registering from the address in Box 2**, what was your address where you were registered before?

B Street (or route and box number) | Apt. or Lot # | City/Town/County | State | Zip Code

If you live in a rural area but do not have a street number, or if you have no address, please show on the map where you live.

C
- Write in the names of the crossroads (or streets) nearest to where you live.
- Draw an X to show where you live.
- Use a dot to show any schools, churches, stores, or other landmarks near where you live, and write the name of the landmark.

Example
Route #2
● Grocery Store
Woodchuck Road
Public School ● X

NORTH ↑

If the applicant is unable to sign, who helped the applicant fill out this application? Give name, address and phone number (phone number optional).

D

Mail this application to the address provided for your State.

ADDENDUM 7 - OP-EDS

Op-Eds can be an extremely useful tool to expand the credibility and visibility of your event and organization. We put together an easy-to-use toolkit to help you construct your own Op-Ed, complete with guidance on how to find reliable research, and how to pitch your Op-Ed for publication in a reputable newspaper or magazine. **Check out the SLSV Coalition Campus Takeover Op-Ed Toolkit here.**

Some additional resources:

Here is an op-ed written from the student perspective:
http://bit.ly/CampusTakeoverSampleOPED
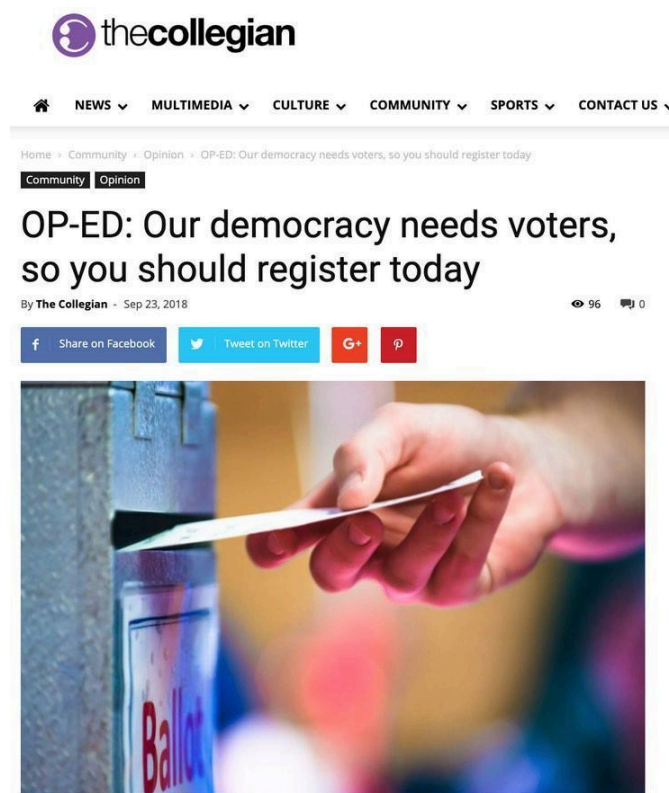
Here is a quick tip sheet on writing an op-ed: **http://bit.ly/10OPEDTips**

ADDENDUM 8 - SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE [DATE]
Contact: [Your Name, Organization]
[Contact Phone Number] | [Contact Email Address]

[SCHOOL] Student Leaders Host [EVENT] to Register [SCHOOL NICKNAMES] on
National Voter Registration Day

[CITY, STATE] -- With the election just [XX] days away, young people have more at stake than maybe any other age group. That's why students at [COLLEGE] are working together on **National Voter Registration Day (NVRD)** to ensure every [COLLEGE NICKNAME] is able to vote this November.

[COLLEGE] has seen a spike in youth activism including [EXAMPLE OF WHAT'S BEING DONE ON CAMPUS]. This year for National Voter Registration Day, [IN ONE SENTENCE, EXPLAIN WHAT YOUR ORG IS DOING ON CAMPUS. BE SURE TO INCLUDE YOUR ORG'S NAME].

"[SENTENCE ABOUT WHY THEY'RE EXCITED TO VOTE]," said [FIRST AND LAST NAME], a [YEAR] and [MAJOR] major at [COLLEGE] working with [ORG]. "That's why we're working with students here on campus to help them [BRIEFLY DESCRIBE WORK BEING DONE]. Young people have so much at stake in this election, and we're going to make sure everyone can make their voice heard."

In the coming weeks before the election, [ORG NAME] will [DESCRIBE PLANS FOR FUTURE EFFORTS]. For instance, [IF YOU HAVE A SPECIFIC MAJOR EVENT YOU WANT TO PLUG, DO IT HERE].

Student leaders across campus have organized these efforts in coordination with the Students Learn Students Vote Coalition (SLSV) as part of their Campus Takeover program engaging and mobilizing students on college campuses for National Voter Registration Day. National Voter Registration Day, founded in 2012, is a national holiday celebrating our democracy. National Voter Registration Day takes place on September 17th, 2024

For more information on how to register to vote please visit **https://nationalvoterregistrationday.org/register-to-vote/.** If you want to help in the volunteer efforts, you can contact [NAME] at [CONTACT INFO].

###

ADDENDUM 9 - PRESS OUTREACH GUIDANCE AND EXAMPLE

Strategic outreach to local and on-campus media outlets could help expand the reach and impact of your Campus Takeover event, while also providing documented, third-party validation of your event's success in the form of a published story. Here are some basic tips for reaching out to journalists in order to cover your event:

1. **Keep it brief and to the point.**
2. **Make the case for why your story is relevant** to the specific journalist you're reaching out to, based on their publication and personal author history.
3. **Offer to be helpful -** make it clear this isn't a story they'll have to chase down. (Journalists are human. All things being equal they usually prefer to do less work when they can get away with it.)
4. **Don't over-sell.** Be straightforward about what the event is and let them come to their own conclusion.

Here's a sample outreach note to a journalist:

Hi [Name],

My name is _____ and I'm coordinating this year's celebration of National Voter Registration Day on the [your college/university] campus. I follow your coverage at [journalist's publication name] and thought you'd be interested, so I wanted to give you a heads up.

We'd love for you to come to our event at [time, date of event] to see how we're engaging students in the democratic process in 2024. Last year, thanks in large part to NVRD, we were able to [brief description of past successes in the democratic engagement space on your campus / by your organization].

This year we're looking to build on that success and [brief description of this year's goals].

If you're interested, please let me know and I'd be happy to show you around the event, and introduce you to [other key members of the organization / event], and provide you with any other information you need.

You can reach me at [contact information]

Thank you!
[Name]

ADDENDUM 10 - TEXTING SCRIPTS

"Hi! Just reminding you to get registered to vote :) [link] Pass it on!"

"Hey👋🏽 Jon here from [insert org/group]. Today is National Voter Registration Day and we are trying to register as many [insert college name] students to vote today as possible! Are you registered to vote at your current address?"

"Happy National Voter Registration Day! Do you know if you are registered to vote at your current address? I can help you check or update it!"

"I just registered to vote for National Voter Registration Day. Are you registered? I can help you make sure you are registered at your current address!"

"Thanks for registering to vote! Now, pass it on and tell three friends."

ADDENDUM 11 - SAMPLE EMAIL

Happy National Voter Registration Day— the largest single day effort to register voters in the country! And today, we are joining hundreds of college and university campuses to register students to vote and ensure your voices are heard.

Here are three things you can do today:
1. Register to vote OR update your voter registration with your current address at _____
2. Ask three of your friends to update their voter registration
3. Post about registering to vote on social media using #CampusTakeover and #NationalVoterRegistrationDay

Registering to vote is the first step towards building a stronger democracy for all.

ADDENDUM 12 - VOTER REGISTRATION RESOURCES THROUGH ASK EVERY STUDENT

Ask Every Student is a national joint initiative led by the ALL IN Campus Democracy Challenge, The Fair Elections Center's Campus Vote Project, NASPA, and the Students Learn Students Vote Coalition that facilitates collaboration between campus leaders and nonprofit partners to help campuses *Ask Every Student* to participate in the democratic process and achieve full student student voter registration.

Ask Every Student uses the framework that that full student voter registration of eligible students can be reached by:

1. Integrating voter registration into existing processes with campus partners to equitably reach every student.
2. Executing inclusive, individualized voter registration and nonpartisan democratic engagement tactics during those processes.
3. Institutionalizing these tactics to be a sustainable part of your campus culture.

National Voter Registration Day is a great opportunity to integrate voter registration into different processes on your campus with partners like faculty, programmatic staff, student leaders and organizations, and administrators!

The *Ask Every Student* **Toolkit** offers tools designed in collaboration with and for campus leaders to implement strategies that *Ask Every Student* to register to vote. This Toolkit can help you scale up your National Voter Registration Day programming through a variety of tools, including:

- Resources for **integrating voter registration into the classroom** such as:
  - Faculty Champions Toolkit
  - Classroom Visits
  - Learning Management Systems
- Resources to help you **execute large scale voter registration efforts** such as:
  - Civic Engagement Packet
  - Presentation Slides
- Resources for **recruiting and training students to register their peers** to vote such as:
  - Voter Ambassador Programs
  - Training Slides
  - Conversation Guide

- Resources created by campuses to **engage students inclusively and meaningfully** including:
    - Your Major on the Ballot
    - The Voting Experience
    - The Civic Action Scorecard
- Resources for **building coalitions** and creating institutional partnerships
- Also check out the Voter Access Technology Guide to determine which **digital tools and guides** may work best for your context!

You can also check out the *Ask Every Student* Playbook with campus-created strategies and resources at **studentvoting.org/playbook**.