



# Election Resources for Museums and Historic Sites

*A living list of nonpartisan tools and information, hosted by [Made By Us](#) + [Every Museum a Civic Museum](#). Want to suggest? Leave a comment.*

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# 2024 Election Preparation and Voter Registration

YES, Museums and historic sites can register and educate voters!

## Post Election Resources

- [National Task Force on Election Crises: 2024 Toolkit](#)
- [“The Morning After” Report from IDHE](#)

## Scenario Planning for Election Outcomes

[Live Zoom workshop](#) on Oct. 21, 2024 with New England Museum Association, Rainey Tisdale, Michelle Moon, Braden Painter, Donna Sacks

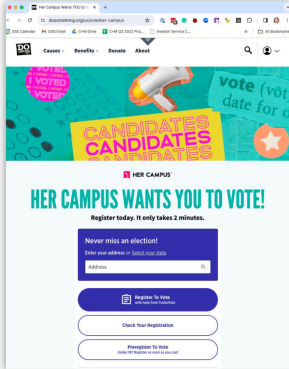
## How to Do Voter Registration

[Recorded webinar](#) from Sept. 17, 2024 with New England Museum Association, Rainey Tisdale, Michelle Moon, Braden Painter, Donna Sacks

## Register voters on your website with custom landing page from DoSomething

DoSomething offers your own branded voter registration web page - sign up, and promote your custom link either on-site or digitally. Reach out to Valeria Villarroel

<villarroel@dosomething.org>



### CUSTOM VOTER REGISTRATION PAGE

**WITH A VANITY URL**

DoSomething can create a custom voter registration landing page that connects to your brand to include:

- A hero image that connects directly to your branding
- Your brand logo
- Your brand colors
- A vanity url (i.e. [vote.dosomething.org/YOURBRAND](https://vote.dosomething.org/YOURBRAND))
  - **BONUS:** we can also track and share how many people you are registering to vote through this page!

## Help voters check their ballot and registration with ActiVote

Use this link to a [voting-history portal](#), a mini-exhibit that ends with users checking their ballot.

## Clearly mark your 2024 voter education resources!

- [Citizen Connect's Voting Resource Guide](#): or you can [print this sticker with QR code on the back to distribute to visitors!](#)
- [Grab this badge](#) from Made By Us / Civic Season.



## Activations and Content to Share

*Evergreen resources. Free to share and re-use unless otherwise indicated.*

### Engaging activations you can repurpose

- Check your voter registration with this [voting-history portal](#), by Made By Us & ActiVote
- Use the [Civic Superpowers Quiz](#) as a starting point for engagement
- [Share what you stand for](#) with the “I Stand For \_\_\_\_” poster generator by Made By Us
- Add your wish for America’s future: [MyWishForUs.com](#)
- Educating for American Democracy’s [educator resources for K-12](#) ([Sign up for quarterly Community Learning Partner ecosystem calls here.](#))

### Explainers to share

- Instagram explainers:
  - [15th Amendment](#)
  - [Caucuses](#)
  - [Latino Voting Rights Activists You Should Know](#)
  - [6 Women In Voting Rights History](#)
  - [Why your vote matters](#)
- [Civic Season](#) K-12 Learning Resources (evergreen, new ones added annually!)
- New American History explainers:
  - [Gerrymandering and Redistricting](#)
  - [Analyze the House of Representatives/Voting Patterns](#)

## Useful Movements to Connect With

### Get Out the Vote Year-Round

- [Creative Campus Voting Project](#)
- Rock the Vote
- Students Learn Students Vote
- 18byVote
- Pizza To The Polls
- A list of nonpartisan voting organizations [here](#)

### Drive Civic Engagement Year-Round

- [Belonging Begins with Us Community Activation Toolkit](#)
  - [Or join the Belonging Begins with Us campaign](#)
- Future’s Happening: [Host-Your-Own Civic Bright Spots Summit playbook](#)

## Specific Campaigns During the Year

### Civic Season, Juneteenth - July 4th

- [Register](#)
- [Get the toolkit](#)
- Host your own events, submit them to the website or host supported events like Slice of History Pizza Parties
- Build your own itinerary of events and resources to learn from

### Civic Holidays - September through November

- National Voter Registration Day
- National Voter Education Week
- Vote Early Day
- Election Heroes Day

### Global Volunteer Month, April

- Encourage folks to do jury service, become poll workers, and other civic roles

### National Week of Conversation, April

- Good for dialogue and cross-partisan “bridging” events

### Civic Learning Week, March 11-15

- Focused on K-12 learners, educators, and schools - participate in their events or create your own

## Responding to Political Violence

- [Election Violence Prevention Resource Hub](#) (Source: Over Zero)
- [Election Scenario Planning Worksheet](#) (Source: BMAC, TRUST Network)
- [Peacemaker's Tools](#) from American University's PERIL: Polarization and Extremism Research
- [Definitions and tips for newsrooms](#), but very applicable to museums, from Election SOS
- From Bridging Divides Institute at Princeton:
  - State-by-state [De-Escalation Directory](#) with trainings available in your state
  - Dataset tracking [hostility towards local officials](#) around the country
  - [Case studies](#) in GA, MI and NC communities mitigating political violence risk
  - [Speaking Out Against Bigoted, Dehumanizing Rhetoric](#) – a guide to taking action in partnership with the Western States Center

## Make the Case with Leaders/Board

- [Join Made By Us!](#)
- [Why Your Museum Needs a Civic Strategy](#) by Every Museum a Civic Museum in AAM
- [AAM's Guide to Election Year Advocacy](#)
- [15 Ways Museums and Historic Sites Can Support Voters](#), by Made By Us
- [How Museums are Helping Americans Bridge Divides](#), by Made By Us in AAM
- [Lessons learned from Election Scenario Planning for Museums in 2020](#), by Bob Beatty from our workshop with Sarah Jencks and the [National Conference on Citizenship](#)
- IMLS: [How Museums and Libraries Are Fostering Civic Engagement Through Voting](#)
- American Historical Association (by Made By Us): [History Museums are Vibrant Civic Spaces](#)
- AASLH: [Here's why your museum should get out the vote](#)
- Art Newspaper: [From art to doing 'their part': US museums provide a vital community service by acting as polling sites](#)

## Research and Data

- The Civic Alliance [“Civic Engagement Playbook”](#) (aimed at corporations, with parallels for museums)
- Frameworks Institute's tips for [“Framing Democracy”](#) for the public.
  - See also: AASLH's [Re-Framing History Project](#).
- [Democracy Toolkit](#) for newsrooms
- [Replenishing trust: Civil society's guide to reversing the trust deficit](#)
- More in Common US:
  - Study: [Social Connection Across Differences in the US](#)
  - Study: [Defusing the History Wars](#)
  - [A Guide to How Americans Can Strengthen Democracy During a Divisive Election](#)
  - Study: [American Identity](#)
- Philanthropy for Active Civic Engagement's [Civic Language Perceptions Project](#) and [Civic Language Guidance](#)
- The National Institute for Civil Discourse's [Branding Civility](#) guide explores how specific groups perceive language
- Wilkening Consulting's 2023 Annual Survey of Museum Goers asked specific questions about museums as civic institutions, including [data stories](#)
- Pearce Godwin (Listen First Project) [Field Guide to Engaging Conservatives](#) in the Bridging Movement
- [Map of organizations bridging divides](#) - good overview of the landscape
- [Washington Post's 2022 “voter toolkit”](#) - a nice model for collecting and sharing resources with people online.
- Oct 2023 Reddit with 7,500 comments: [What is the worst case for the 2024 election?](#)

- Fewer Americans self-reported as “thriving” in 2023, a low only surpassed in 2020 (first year of COVID) and 2008 (Great Recession). The number of Americans “suffering” topped 4% for 5 of the last 6 quarters. [Gallup](#).
- Few Americans believe that democracy in the United States is working well, and half of all voters agree strongly that "democracy in the United States is facing serious threats today." [More Perfect](#).

## Case Studies

Have a case study to share? [Please tell us here!](#)