

General Email Recruiting Message

Help Bring Thousands of Additional College Students to the Polls in 2020

This pandemic is a major challenge to our democracy. While almost 20 million students are enrolled in colleges across the country, only half voted in 2016. Taking action with the nonpartisan [Ask Your College](#) campaign could help bring thousands of new students into our democracy this November and beyond.

Ask Your College encourages volunteers to identify colleges we are connected to (e.g. alum, faculty member, parent of a student, etc.) and urge our college president to [make this commitment](#) to work towards the goal of full student voter participation. This is the time to use your institutional influence to contact colleges where you have a strong connection and urge them to adopt proven best practices to pursue full student voter participation.

To assist you we have created an online [Ask Your College Action Kit](#) which will:

- lead you through the steps needed to contact the college
- provide you with sample materials to use
- help you coordinate with others and track progress

Your participation in this campaign can bring thousands of additional students to the polls in 2020, including many at colleges you care about. Please [sign up](#) and check out the [Ask Your College Action Kit](#).

Every Student Vote Counts. Use Your Leverage. Be Proud of Your School.