



Voter Outreach & Registration Information

November 2010 Elections

Why?

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- Builds stronger communities with greater community engagement
- Public policies represent priorities of communities
- Candidates and elected officials know which communities and sub-groups vote
- Raises awareness of Educacy and helps our cause
 - Safely and easily
 - Trust of our communities
 - Have a social mission
 - Interest in good government
 - Access to under-represented communities
 - Non partisan

What Do We Know?

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- More contacts the better
- Personal contacts more effective
- Voting is a habit / multiplier effect

Step 1: Plan and Set Goals

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- Recruit a team to help - Share the “Why?”
 - Who Can Register Citizens to Vote? Do not need to be a registered voter, be a particular age or even be a resident of the area in order to register voters.
- Think about the needs of your community
 - Focus on groups of citizens in need of help with registration or newly eligible to vote
 - Parcel tax campaign consultants may have more granular data, e.g. by schools, districts and/or cities with highest unregistered parent voters or lowest parent voter turnout
 - For data by county:
<http://www.sos.ca.gov/elections/ror/ror-pages/15day-prim-10/>
Census data for California (Data for Census 2010 will be reported 12/31/2010 so check for updated link then).
<http://www.census.gov/census2000/states/ca.html>
[American Community Survey](#) - Contains annual data on age, race, income, home value, and other important data.
- Get Buy-in
 - If at schools -- Superintendent, Principals and PTA/PTO (leverage PTAs who have community building as part of their mission. They can help a lot!)
- Keep it simple - Focus on what easily integrates with activities already planned
 - Venues - High traffic of unregistered voters with time to fill out forms
 - If at schools
 - High schools
 - Back to school nights
 - Registration day - colleges, schools
 - Community colleges
 - Community events -- Festivals, farmers markets, fairs, sporting events

Step 1: Plan and Set Goals cont.

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- Plan around voting deadlines and key elections
 - Look at registration deadlines - October 18 for Nov 2, 2010 elections
 - Parcel tax elections
 - Amp up efforts close to these deadlines
- Reach out to key partners
 - These groups can assign volunteers and employees to help at drives:
 - County Registrar of Voters http://www.sos.ca.gov/elections/elections_d.htm
 - League of Women Voters http://www.lwv.org/AM/Template.cfm?Section=Find_a_Local_League
 - Join forces with other communities, community groups and organizations who share same goals and concerns, e.g. adjoining school districts, PTA
- Set goals
 - Set an achievable numerical goal to inspire and serve as a guide for evaluation

Step 2: Marketing

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- Get the message out
 - School Newsletters (printed and e-news)
 - Community events
 - Meetings e.g. PTA meetings, Site Council meetings
 - Signage/posters
 - Educacy website
 - Public service announcements
 - Social media: Facebook, Twitter
 - In person, face-to-face always the best

Step 2: Marketing cont.

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- In the message - share urgency and importance
 - State deadlines, e.g. registration deadline for an election
 - State importance
 - Voters are motivated by
 - A reason to vote. Research shows that voters are more likely to vote if there is a reason to vote -- something to gain or lose.
 - Also, if they believe that the vote, not just their own, but those of their peers and community are important.
 - Remind folks to bring ID (CA drivers license/ID or last 4 #s of Social Security number required)
- The communicated urgency and importance will make a difference in how constituents view voting and their actions.

Step 3: Prep Materials

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- Have a sample ballot to help folks feel more comfortable with the process of voting and casting their vote - help constituents succeed in voting
- Print/update FAQs

Timeline

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- Few weeks before drive:
 - Get permission
 - Know the laws (review the Secretary of State's *Guide to Voter Registration Drives*)
<http://www.sos.ca.gov/elections/elections-pub-res.htm>
 - Review and update FAQs
 - Recruit and train volunteers
 - Contact County Registrar of Voters to get registration cards and inform them of your plans
http://www.sos.ca.gov/elections/elections_d.htm
- On day of drive:
 - Set up table with all necessary materials (chairs, scissors, tape)
 - Educacy and "Register to Vote Here" posters for greater visibility
"Register to Vote Here" Poster <http://www.nonprofitvote.org/posters-and-swag.html>
 - Educacy postcards
 - Voter Registration Cards (VRCs) / clipboards, pens, collection envelope
 - Volunteer name tags
 - Make it entertaining: Have a kids activity to attract attention and keep kids engaged. Do NOT give gifts/prizes for registering (penalties for offering incentives even cookies)
 - Be proactive
 - Double-check mandatory information requirements / Encourage permanent vote by mail
 - Registrants should be allowed to return their own cards but assure them that you are turning in many cards and can make sure that theirs gets to the right place by the right time
 - Encourage folks to visit www.educacy.org - "Commit to Vote" campaign
 - Inform folks to check on registration status at
http://www.sos.ca.gov/elections/elections_d.htm

Timeline cont.

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- Keep good records
 - Keep track of the number of folks you register by district - provide to Educacy staff
- Within 72 hours of completion, return VRCs to County Registrar of Voters (excluding Saturdays, Sundays and state holidays)
 - In person is preferred
 - Penalties for non-compliance
- Return blank VRCs to County Registrar of Voters
- Celebrate Success - We made a difference!!
 - Educacy will track “Number of New Registrations” and number of folks who “Commit to Vote” by district and county
- Evaluate - Provide feedback on process, guide and FAQs so that we can continue to improve and share with others

Know the Law / Mechanics

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- Review Secretary of State's *Guide to Voters Registration Drives*
<http://www.sos.ca.gov/elections/elections-pub-res.htm>
- Review FAQs
- Cannot deny anyone who is eligible to vote, even if they oppose your position, the opportunity to register. There are criminal penalties for intentionally denying qualified citizens the opportunity to register to vote or for registering someone to vote who is not eligible to register to vote.
- Return completed cards in 72 hours (encourage folks to allow you to return but folks should be allowed to return themselves if they insist)
- Fill out 12(d) signature and 12(e) date if you helped to fill out or keeps the form
- Fill out and give bottom receipt to registrant (otherwise subject to \$200 fine) if you will be turning in the form

On Election Day

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- Make it special - politically important and benefit of democracy
- Ask folks if they've voted or need help voting
- Put up "VOTE TODAY" signs

Discussion / Next Steps

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- Comments / ???
- Venues / Dates
 - Cross-district collaboration
- Key Elections
 - Parcel Taxes - \$20M in additional annual funding to 150,000 students
 - Berkeley
 - Cambrian \$.86M
 - CUSD \$5M
 - ESUD \$9.5M
 - FUSD \$2.5M
 - Los Altos \$2M
- What can EDUCACY do to help?

Note that this guide is designed to help volunteers understand their responsibilities and requirements when helping people register to vote but does not supersede the laws and guidelines as provided by local, county and state authorities.