

College Campuses:

Getting universities involved:

<http://campusvoteproject.org/wp-content/uploads/2016/05/Best-Practices-for-Colleges-and-Universities.pdf>

(informational sheet to give to university officials about why and how to encourage and facilitate their students voting).

When to have registration events:

<https://sos.iowa.gov/youth/collegevoterengagement/BestPractices.html>

Your Voter Engagement Drive should take place over various days during the Fall Semester; here are some ideas for dates.

- **Welcome Weekends** – This is a great time to join with other organizations participating to welcome back students. Many have just moved in to the area, or changed addresses and will need to **update their [voter registration](#) with current information.**
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- **First-Year Student Orientation Activities and First Year Move-In** Similar to the welcome weekend, but focusing on freshmen who are MUCH MORE LIKELY to have changed addresses recently.
 - TIP: Include update their [voter registration forms](#) and MylowaVote information in their initial materials provided to them during these events
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- **School Organization Fairs** – Get a table in prominent area of the fairs and provide [voter registration forms](#), absentee ballot request forms, Voting 101 brochures, and laptops featuring MylowaVote and [Online Voter Registration](#)
- **Homecoming Week** – Have Voter Engagement activities throughout the week as part of school pride. Using MylowaVote's capability to track registrations using custom links, host a competition between student organizations to see who can get the most signups with their MylowaVote link.
- **National Voter Registration Day** – September 27th – Have administration, faculty, campus media and student organizations promote MylowaVote and your Voter

Engagement efforts leading up to this date and have a school wide push to encourage voter engagement on this date.

- **The Start of Absentee Voting** – September 29th – Contact your county Auditor in early September to see if you can have a satellite absentee voting location on your campus on this date or another date before Election Day. Work with school and faculty to provide absentee ballot request forms and MylowaVote materials
- **Presidential and Vice Presidential Debates** - September 26th, October 4th, October 9th, and October 19th
 - Have tables and a push on campus with administration, faculty, staff to watch the debates and make sure they are up to date with everything they need to participate in November elections
 - Host watch parties, and have special guests come in to speak with students during and after the debates
- **Debates or forums taking place on campus** – Work with local elected officials and campaigns to organize and publicize evening debates or forums between local candidates on campus. Be sure to offer [voter registration materials](#) absentee voting materials and the ability to sign up for MylowaVote/TurboVote on laptops or iPads.
- **Volunteer and Non-Profit Fairs** - Get a table in prominent area of the fairs and provide voter registration forms, absentee ballot request forms, Voting 101 brochures, and laptops featuring MylowaVote and [Online Voter Registration](#)
- **Sports Rivalry or School Spirit Weeks** - Using MylowaVote's capability to track registrations using custom links, host a competition between schools or student organizations to see who can get the most signups with their MylowaVote link.

Talking points when registering students:

<https://sos.iowa.gov/youth/collegevoterengagement/TalkingPoints.html>

Must have information on how to vote, when to vote, and what deadlines are coming up:

<https://sos.iowa.gov/youth/collegevoterengagement/BestPractices.html>

(We need to find or make something like this for AR)

Voter Engagement Best Practices:

Getting universities involved:

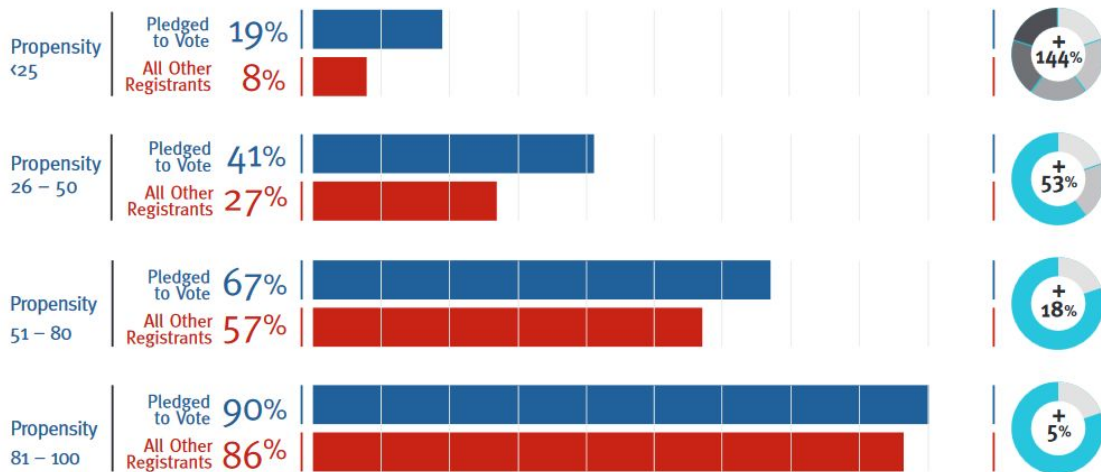
<http://www.nonprofitvote.org/documents/2015/12/engaging-new-voters.pdf/>

This org did analysis and interviews with 129 nonprofits in 9 states that did voter registration and outreach in the 2014 election cycle. Using their analysis, they could sort these orgs into high performing (registered many, many actually voted) and low performing, then study what made the high performers different.

Using Pledge to Vote Cards to Increase Turnout

Asking voters who were already registered to vote to sign a pledge to vote also proved to be extremely effective in increasing turnout. This was especially true for pledge signers with very low propensity scores. Pledge signers with a propensity score under 25 saw a 144% increase in voter turnout compared to their counterparts among other registered voters in the study states. Signing a pledge is known to impact voting rates even without additional follow up. However many of the nonprofits were able to use the contact information given to mail a reminder postcard or call contacts closer to the election.

TURNOUT RATE BY PROPENSITY TO VOTE FOR PLEDGES
Nonprofit Registrants Who Pledged to Vote vs. Other Registrants



Tactics and Success Factors

Nonprofits that collected the highest number of voter registrations and voter pledges –

- **Had a motivated staff** that understood the connection of voter engagement to their mission and their broader work serving and supporting clients. In the same vein, a lack of broad buy-in among all levels of staff was cited by less successful organizations as the most common challenge.
- **Set goals and started earlier** with planning and initiating voter engagement work, at least on a pilot basis, in July and increasing efforts in August and September as the election got closer.
- **Collected the most registrations and pledges doing “active tabling”** on a regular schedule at the agency, as well as at events such as agency-sponsored farmers markets, health fairs, advocacy days or weeks, and National Voter Registration Day – in addition to integrating it into targeted services.
- **Made sure their staff and volunteers** were registered to vote as well.

Key Finding #2: Importance of Effective Training

All respondents reported receiving some level of support through in-person training sessions, check in calls and site visits, and free materials. Training topics included information on state and local voting procedures, tips on “making the ask”, responses to common questions, and active tabling.

- Almost all respondents, 99%, reported the training they received was adequate.
- The most successful organizations were 1.6 times more likely to have received “a lot” of support from a state partner – a local or state-based organization with voter engagement expertise.
- However, only two-thirds of participants responded their staff felt “very comfortable” helping voters with pledge and registration forms. This indicates more education is needed among staff handling voter registration forms and pledge cards, namely, front-line program staff and volunteers. Indeed, several coordinators with community health centers noted the majority of participating staff were new to voter engagement efforts and had lower levels of knowledge about the voting process.



Key Finding #3: Starting Early and Increasing Efforts in Last 6–8 Weeks

Successful organizations started early, hands down. 72% of organizations that met their voter engagement goals reported starting their voter engagement activities in July, with planning often beginning in June or earlier. Organizations that started activities later in the cycle were not as likely to meet their goals.

Still to read:

<https://funderscommittee.org/files/files/media/resources/VEEP-FINAL.pdf>
<https://forbesfunds.org/files/Events/Voter%20Registration%20Training/Voter%20Engagement%20Slides%20072116.pdf>