A Toolkit for Voter Registration Drives: How to Organize a Successful Voter Registration Drive September 2022



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Introduction: Maintaining Our Gold Standard

The League of Women Voters is known for its expertise in conducting voter registration drives.

- It is important that we maintain our nonpartisan reputation and avoid even the appearance partisanship
- It is important that we reach out to underserved populations and low voter turnout areas.
- It is important that we train volunteers properly
- It is important that we build on our successes and collect data

During 2020, when there was a need for social distancing due to COVID, our Leagues throughout the state found new ways to register voters and train volunteers to conduct voter registration drives. By networking with other organizations and groups, especially in underserved communities, by using social media and technology, and by being creative, we reached more people than previously. Even when there is no longer a need for social distancing, Leagues are encouraged to build upon the successful networking innovations developed in 2020.

Voter registration events may be in-person, virtual, or a combination of both. When planning for voter registration drives, consider the time and place, and whether your League will run and staff the drive, or train volunteers from other organizations. You will need to decide if volunteers will be collecting completed forms and if so, who will be responsible for getting the forms to the Board of Elections. It is always important to collect data when possible. It is particularly important at in-person events where you can collect the completed voter registration forms or otherwise keep track of how many people visited the event. However, there are also ways to collect data when using social media and these should not be overlooked. Tracking and collecting data on your work is very important, not only for internal review, but because of its usefulness in securing grants *and* of course, keeping usinformed at LWVNYS! See sample data collecting forms on pages 18-21.

In this Toolkit, you will find a wealth of suggestions to help you plan and implement voter registration drives. , Additional resources, including: PowerPoint presentations for training of other organizations; Public Service Announcements (PSAs); and more are also available on the state League Google Drive.

Diversity, Equity and Inclusion

In planning and implementing activities to encourage people to vote, Leagues should ask themselves afew questions to ensure they are including and reaching out to all people in their communities.

- How diverse is the group planning and implementing this activity?
- Are key stakeholder included?
- Does this work impact a group or community? If so, is their voice represented?
- Is the group of decision makers diverse enough?
- Does this activity help us meet the needs of underserved voters?
- Have we considered various, specific marginalized groups?
- How might our voter registration drives be perceived by the general public?

- Does this activity align with our vision for an equitable and inclusive organization?
- What further innovations could make our voter registration drives more diverse, equitable and inclusive?

Potential Collaborators Advertise Voter Registration Drives, Train Other Organizations,

Host Voter Registration Drives, Staff Voter Registration Drives and More

- Local newspapers, community news websites, and Facebook pages
- Specific organizations: Meals on Wheels, food banks, food pantries, neighborhood centers, NAACP chapters, faith-based charities, YM/WCAs, NYCHA/Housing Authorities, Libraries, Boys & Girls Clubs
- Chambers of Commerce
- Retail stores dry cleaners, pharmacies, bodegas to hang flyers, posters
- Festival and event organizers
- Youth interns/volunteers who can create social media announcements and videos for neighborhood youth
- Schools elementary through high for 16/17-years old pre-registration and take-home materials for parents
- High school students and principals, guidance counselors, teachers, PTAs, school clubs
- Former Students Inside Albany participants
- BOCES
- Colleges Student body organizations, on campus advocacy organizations, service and honorary sororities and fraternities, event organizers, political science departments or civic engagement offices, student activities offices
- Hospitals
- Religious groups
- Senior centers
- Adult homes
- Family-type homes
- Assisted living facilities
- Continuing care retirement communities (lifecare communities)
- Community service organizations, e.g. RSVP (Retired Senior and Volunteer Program)
- Nursing homes (skilled nursing facility)
- New York disability organizations and associations
- NYS Office for the Aging in each county
- Disability Rights New York
- Resource Center for Independent Living (Herkimer, Utica, Amsterdam)
- Center for Independent Living
- Center for Disability Rights (Rochester)
- Local chapters of The ARC for the intellectually and developmentally disabled
- Local BOEs

Essential Materials for In-Person Voter Registration Drives

Having all materials in portable bags or plastic bins with instructions makes it easy for volunteers. After each registration drive, refill them so they are ready for next drive:

- Table for putting out materials
- Portable chairs for LWV or other personnel plus one for people who may want to register
- Tent or shelter to protect against sun and other weather events
- iPad for online registration if available
- Voter registration forms in English and Spanish (and other languages as needed)
- Sign about VOTE411.org
- Absentee Ballot applications in English and Spanish, and other languages as needed. (Everyone can vote by absentee ballot in 2022)
- Blue and/or black pens for filling out voter registration forms
- LWV banner or identifying signs and/or posters with clearly visible statement indicating LWV never supports or opposes a candidate or party
- Voter Registration Resource Sheet with election dates, registration dates, deadlines, etc.
- Voter Registration Fact Sheet
- Voter Registration Reporting Form
- Signage: explaining who needs to register (including new voters, voters who have moved, want to change their name, change political party)
- Identifying pins, tags, and/or T-shirts for volunteers
- Box or folder to keep completed voter registration forms if collecting them
- "Remind Me to Vote" cards, pad etc.(optional)
- Stamps to sell (except in NYC) if League can afford and is not collecting forms (optional)
- LWVNYS "Voters Guide Part I and II" (when available)**
- "First Vote" in English and Spanish**
- "Your Right to Vote in New York"
 - College Students**
 - Homeless Individuals**
 - Individuals with Disabilities**
 - Individuals with Mental Health Disabilities**
 - Individuals with Criminal Convictions and Those Detained in Jail or Prison**
- NYS Political Parties at a Glance:
 - Conservative Party
 - Democratic Party
 - Republican Party
 - Working Families Party
- Early voting information on dates and locations when available
- ** can be purchased from LWVNYS and online

LWV	VOTER REGISTRATION FACT SHEET			
LEAGUE OF WOMEN VOTERS®	If	Then		
AGE	18 by December 31 16 or 17-year olds	Allowed to register Allowed to preregister		
DECIDENT	18 on election day	Allowed to vote in the election		
RESIDENT	Forgot to change address and moved within county	Request an affidavit ballot from either the BOEor at the polling place.		
	Forgot to change address and moved from another county in NYS	Request affidavit ballot at your new pollingplace.		
	Moved and it is 30 days before the election	Fill out new voter registration form.		
HOMELESS	Homeless Living on the streets	 Write "homeless" above the section entitled: "The address where you live" Write the cross streets close to where youtypically sleep to determine your polling place. Identify an address (can be a shelter) whereyou receive mail. 		
	Have a relationship with a shelter	Ask shelter if you can receive mail and use theshelter's address as mailing address.		
COLLEGE STUDENT	If attending college and not living at home	Choose between voting where your family lives via absentee ballot or registering to vote in your college community and going to the polls there. Check to see what the requirements are for the state where you are attending college.		
CRIMINAL HISTORY	If convicted of a felony and on parole	As of 2021, all parolees are able to vote. Must r e-register first.		
	If convicted of a felony and in prison	Denied voting privileges		
	If convicted of a felony and on probation If convicted of a	Allowed to register and vote Allowed to register and vote		
	misdemeanor Held in jail while awaiting sentencing	Allowed to register and vote		

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September 2022
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NAME CHANGE	Changed names Changed names, but forgot to fill out the voter registration form before the election	Fill out a new voter registration form to updateyour information. Go to the polls, sign your former name in the appropriate place, and then sign your new name above it.
DISABLED OR ILL	Assigned polling place not accessible Handicapping condition makes it impossible to travel to the polls	Submit a request to your county's Board of Elections two weeks' prior to the election to be assigned to an accessible polling place. Apply to your county's BOE to obtain permanent disabled status and receive absenteeballots automatically from the BOE.
PARTY ENROLLMENT	Wish to change party enrollment before next primary election	Fill out voter registration form. You have untilFeb. 14 of each year to change party enrollment for June primary. Changes received on or after February 15th will be set aside and opened the seventh day following the June Primary and entered in the voter's registration record.

VOTER REGISTRATION FORMS

Voter registration form in English is available at:

https://www.elections.ny.gov/NYSBOE/download/voting/voteregform-eng-

fillable.pdf

Voter registration form in Spanish is available at:

https://www.elections.ny.gov/NYSBOE/download/voting/voteregform-spanfillable.pdf



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La dirección donde recibe su correspondencia Si roas la notada amba.	9	Dirección o apartado postal Apertado postal Ciudad/Pueblo/Aldes	0 008	stal	1	r
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INSTRUCTIONS FOR FILLING OUT THE NYS VOTER REGISTRATION FORM

****Note: form must be completed in blue or black ink only. Avoid making errors or corrections.** The numbers below refer to the question number on the NYS Voter Registration Form

1. Check yes or no. (U.S. Citizen means either by birth or naturalized.)

2. Check yes or no. (Must be US citizen)

You can register to vote if you are 16-or older, with the understanding that you must be 18 years of age by election day to vote. Until you are 18 your application will be marked "pending" and you will be unable to cast a ballot until you are 18.

3. Enter all requested information. (*Suffix refers to Jr., Sr., II, etc.*)

4. Date of birth: use numbers for your month, day and year. For example, if your birthday is July 1, 1975, write: 07/01/1975.

5. This field is optional.

6. "Telephone" is optional; you do not need to supply this information, but if there is a question about your form, your identity, your residence etc. your County's BOE can then contact you by phone.

7. This field is optional.

8. Address where you live. Be sure to indicate the name of your County.

9. Mailing address. Fill in only if it is different from your home address (a P.O. box number, etc.).

10. Check "yes" if you have voted before, even if in another state or other NYS County.

11. Fill in the most recent year you voted before or enter a "?" if you don't remember.

12. If you voted before under a different name, a different address and/or in a different NYS County, write down what the old information was.

13. You must check one box. If you don't provide the last four digits of your SSN, or DMV number, you must bring verifiable ID information (*a valid* photo ID, a current utility bill, bank statement, paycheck, government check or some other government document that shows your name and address) the <u>first</u> time you vote.

14. Check only one box, either the box next to the party of your choice, or the box next to "I do not wish to enroll in a party." Only voters registered in a particular party can vote in that party's primary. Choosing a party does not require you to vote for that party's candidate in the general election. You do not need to enroll in a party.

15. Two optional boxes: Check the appropriate box to request an absentee ballot application, or to indicate that you want to be an Election Day worker.

16. Read, sign, and date.

Reverse side of NYS voter registration form includes mailing addresses for all NYS County Boards of Elections (BOE). Completed form MUST be mailed to the County BOE of the voter's address. (Note that all 5 NYC boroughs mail to the Broadway address)

Consider becoming an Organ Donor. New York has the third highest need for donors in the US, yet the second lowest percentage of registered donors. Complete form on the reverse side.

If you do not receive a Confirmation of Registration from your local Board of Elections within a reasonable time after mailing your registration form, call them to make sure your application was received. Local Boards of Elections send registered voters a non-forwardable postcard prior to the election to verify their residence, and to inform them of the location of their polling place. If you do not receive this card, call your Board of Elections to make sure there is no problem with your registration.



NYS Political Parties at a Glance

Parties are listed in the order in which they appear on the voter registration form and ballot. Information provided by each political party.

Democratic (https://nydems.org)

Established in 1792, the NYS Democratic Party is proud to be part of the oldest political party in the US. Its core values align with liberal ideology: ensuring economic opportunities for all, affordable education, criminal justice reform, quality and accessible healthcare, environmental leadership, and guaranteeing LGBTQ and Women's Rights. NYS is the birthplace of the women's rights movement and we continue to lead the fight today.

Republican (https://nygop.org)

We are the party of taxpayers and individual liberty. We believe in American exceptionalism, the promise of the American dream and in the Constitution as our enduring covenant. We believe that all are created equal, endowed by their Creator with inalienable rights of life, liberty, and the pursuit of happiness. We believe in limited, effective, efficient government that respects taxpayers.

Conservative (https://www.cpnys.org)

The NYS Conservative Party, founded in 1962 is dedicated to individual freedom, personal responsibility, the protection of traditional American values of capitalism and the rights that we are all guaranteed under our constitution. To that end, we support lower taxes, smaller government, progrowth economic policies focused on job creation, a strong national defense and support for law enforcement.

Working Families (https://workingfamilies.org)

We elect leaders who put workers over bosses and people over the powerful. We want to build a New York for the many, not the few. One where everyone can thrive, no matter what you look like, where you were born, who you love, or how much money is in your pocket. Where we can all be free.

VOTER INFORMATION RESOURCES

IMPORTANT DEADLINES FOR THE NOVEMBER 8, 2022 GENERAL ELECTION

- October 14, 2022 Last day to postmark voter registration form (must be received by October, 2022) or register in person at BOE
- February 14, 2023 last day to change party enrollment for 2023 primaries
- October 24, 2022 last day to postmark application or letter of application for absentee ballot
- October 24, 2022 last day to apply for absentee ballot using online portal
- October 29, 2022- early voting starts and is available through November 6, 2022
- November 6, 2022 early voting ends
- November 7, 2022 last day to apply in person for absentee ballot
- November 8, 2022 last day to postmark absentee ballot for general election; must be received by the county BOE no later than Nov 15th
- November 8, 2022 last day to deliver absentee ballot in person to your county Board of Elections or to poll site by close of polls
- If you have applied for an absentee ballot, but show up to vote in person at the polls you will not be allowed to vote via an in-person ballot, but will instead need to vote by affidavit ballot
- IF YOU HAVE MOVED WITHIN NYS, YOU DO NOT NEED TO RE- REGISTER. This a new law, so we recommend that if you move, submit a Voter Registration form with your new information.

ARE YOU GOING AWAY TO COLLEGE?

- If you want to vote in your college election district, you have to register in that district. Go to that state's Board of Elections' website for details. Some states make it difficult to impossible for out of state students to vote.
- To vote in your home district you will need an Absentee Ballot application mailed to your college address.
 For details: <u>http://www.elections.ny.gov/VotingAbsentee.html</u>

DEADLINE TO CHANGE PARTY ENROLLMENT

If you want to change your party enrollment for the <u>2023 PRIMARY ELECTIONS</u>, you must fill out a voter registration form by **February 14, 2023**.

TO SEE IF YOU ARE REGISTERED TO VOTE, GO TO: https://voterlookup.elections.ny.gov/

IF YOU HAVE A CURRENT NYS DRIVERS LICENCE, YOU CAN REGISTER ONLINE AT: https://dmv.ny.gov/more-info/electronic-voter-registration-application

Need more information?

New York State Board of Elections. 518-474-6220 <u>http://www.elections.ny.gov/</u>

Signage and Social Media Examples Click here for downloadable versions of the example below.



VOTE 411.org

Learn more about what's going to be on your primary election ballot on Election Day.



VOTE 411.org Election Information You Need.



Learn more about what's going to be on your ballot on Election Day.

UEAGUE OF WOMEN VOTERS OF NEW YORK



It's Almost Election Day! Are YOU prepared?



LEAGUE OF WOMEN VOTERS

Register to Vote



LEAGUE OF WOMEN VOTERS®

The League of Women Voters never supports or opposes candidates or parties

Reminder to Vote Cards

It is important for first time voters to get reminders to vote, so it is important to decide how follow-up will be done, who will do it, and what contact information is needed. If you choose to do an opt-in, this template may be useful.

Reminder to Vote Cards

NY NAME:
CELLPHONE NUMBER: ()
EMAIL ADDRESS:
Remind me for the 2022 General ElectionRemind me for subsequent elections
The League of Women Voters never supports or opposes candidates or parties

Texting Service

Again, it is important that newly registered voters get reminders. They can either complete a Remind Me To Vote Card at an in-person voter registration drive or, better yet, sign up for LWVNYS texting site:

TEXT VOTENY to the number 474747

Texting service will not only remind you of deadlines and dates but any changes in the election process during the year. This service should be publicized at all events, training sessions, etc.

Stay Up to Date on Voting Changes Related to COVID-19 in NY



Text <u>VoteNY</u> to <u>474747</u> to receive updates from the League of Women Voters of NYS and stay in the know on all things voting in 2020.



BOOKMARKS: LWV OF ONEONTA



3 Nov

LWV

LWV

DIGITAL SIGNS: LWV OF WHITE PLAINS





ARE YOU REGISTERED TO VOTE?

Anyone with a NYS Driver's License or DMV issued non-driver ID can register online at the DMV or Board of Elections websites. The Post Office and other government offices have paper forms if you prefer, or you can download and print out forms at the BOE website.Call the BOE if you don't have a printer: 315-379-2202. You can also register by visiting WWW.VOTE411.ORG (or use QR code below), where you will find lotsof other voting and election related information.

Already registered? Make sure eligible family and friends are registered too. VOTE! IT COUNTS!

Vote411 QR code:



October 14: Deadline to register to vote in the General Election.

October 29 - November 6: Early Voting Period in New York State

November 8: General Election - The polls are open from 6 am to 9

pm.



The League of Women Voters, a nonpartisan volunteer organization open to persons of all genders, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.

<u>https://www.facebook.com/LWVSLC/</u> League of Women Voters[®] of St. Lawrence County, New York <u>http://slc-leaguewv.org/</u>

SU VOTO IMPORTA, SU VOTO CUENTA LA DEMOCRACIA REQUIERE SU PARTICIPACION

(La Democracia No Es Para Espectadores)

No Esta Registrado Para Votar?

Solicite En linea (Online)

- Registre en <u>https://dmv.ny.gov/</u> (necesita licencia de conducir o identificación emitida por el estado)
- Pulse el tabulador (haga clic en) "Register to Vote" (Registre para Votar)
- Luego haga clic en la solicitud de registro de votante electrónico del DMV (DMV Electronic Voter Registration) y siga las instrucciones

No Esta En linea? Recoja El Registro Para Votar En:

- La Biblioteca
- El Correo
- Llame La Junta Electoral del Condado de Westchester (Westchester County Board of Elections) 914-995-2000

Ya Esta Registrado Para Votar?

Valle a: Vote411.org

- Asegurese que su registro este vigente (al dia)
- Averigüe acerca de los candidatos en su boleta electoral y dónde se encuentran en asuntos importantes para usted





VOTER SERVICE METRICS REPORT VOTER REGISTRATION DRIVES

ELECTION (PRIMARY OR GENERAL) /DATE

NAME OF LEAGUE

NAME OF PERSON REPORTING

LEAGUE TITLE/ROLE

YOUR EMAIL ADDRESS

ACTIONS	RESULTS
	ACTIONS

ELECTION STRATEGY

TARGETED COMMUNITIES FOR VOTER REGISTRATION: communities	YES/NO
with low voter registration or turn out rates	
Senior Communities	
Disabled People Communities/Organizations	
Communities of Color/Ethnicities	
Under Resourced Communities	
University/4-year College Students	
Community College/Technical/Vocational School Students	
High School Students	
Coalition Organizations/Partners (provide organizations' names)	

Other (provide details)	
REGISTERING VOTERS	
State how your League registered voters (events, online, rallies, drive-bys, etc.):	
State the total number of voters registered	
State the total number of people who picked up registration forms	
Registered Voters were contacted by your League. Yes No	
If yes, how?	

VOTER EDUCATION MATERIALS PRODUCED BY YOUR	PRINT	DIGITAL
LEAGUE		
Brochures(s)		
Educational Handouts/Aids		
Promotional Flyers		
Educational Videos		
Promotional Videos		
PowerPoint Decks		
Promotional Items (buttons, hats, shirts, etc.)		
Signage		
Online Voter Materials were distributed by:		
Other Languages besides English:		
Features for Disabled People:		
 Braille and/or Large Font for printed materials 		
Closed Caption for Hearing Impaired		
Sign Language Translation for Hearing Impaired		
Event Accessibility for Disabled People		

Other (provide details)	

MEDIA COVERAGE OBTAINED BY YOUR LEAGUE	DETAILS OF COVERAGE	HOW MANY
Newspaper Coverage		
Television Coverage		
Radio Coverage		
Social Media Coverage		
Social Media Followers: • Facebook • Instagram • Twitter • Other		
Website		
Engagement with Local Reporters		
Other (provide details)		

OTHER NOTES

REPORT DATE _____



Voter Registration Drive:

Data Tracking Formfor In-Person Drives

LEAGUE OF WOMEN VOTERS®

	TALLY	TOTAL COUNT
VR Form taken but not completed at table		
Completed Voter Registration		

Drive Logistics

League Name	
Name of person completing this form	
Date of voter registration drive	
Site description (E.g. mall, farmers' market, high school, etc.)	