A Toolkit for Voter Registration Drives:

How to Organize a Successful Voter Registration Drive

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Introduction: Maintaining Our Gold Standard

The League of Women Voters is known to be expert in conducting voter registration drives.

- It is important we maintain our nonpartisan reputation and avoid even the appearance or perception of being nonpartisan
- It is important we reach out to underserved populations: i.e, people of color, youth, marginalized populations, low voter turnout areas, people with disabilities
- It is important we train volunteers properly
- It is important 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 to social distance, in addition to holding in-person registration events, Leagues are encouraged to build upon the successful networking techniques and registration drives 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, the place, and whether your League will run and staff the drive, or train volunteers from other organizations. 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, but particularly at in-person events since you can collect completed voter registration forms or keep track of people present. However, there are ways to collect data when using social media and these should not be overlooked as more and more people will be registering online. Tracking and collecting data on our work is very important, not only for your own internal review, documentation, and sharing, but because of their usefulness in securing grants *and* of course, keeping us informed at LWVNYS! See sample data collecting forms on pages 18-21.

In this Toolkit, there is a wealth of suggestions to help plan and implement voter registration drives. Included are samples and templates for these drives. More samples, including Powerpoint presentations for training of other organizations, Public Service Announcements (PSAs) and more are also available on the state League google drive:

https://drive.google.com/drive/folders/1Kxr_MeQOTP1s9iXVxG1KB2Su28l3soAH

Diversity, Equity and Inclusion

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

- Who is involved and how diverse is the group planning and implementing this activity?
- Are key stakeholders meaningfully included?
- Is this work that impacts a group or community? If so, is their voice represented?
- How diverse is the group of decision makers? Is it diverse enough?
- Who will be impacted by this activity?
- Does this help us meet the needs of underserved voters?
- Have we considered various, specific marginalized groups and how they might be impacted?
- How might this be perceived by others?

- Does this align with our vision for an equitable and inclusive organization?
- How is equity addressed?
- How does this impact the League's culture?
- What changes could be made to make this more equitable?

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, NAACP chapters, Catholic Charities, YM/WCAs, NYCHA/Housing Authorities
- Chambers of Commerce
- Retail stores dry cleaners, pharmacies, bodegas to hang flyers, posters
- Festival and event organizers of local celebrations
- Youth interns/volunteers who can create social media announcements and videos for neighborhood kids
- Schools Elementary through High for 16/17 pre-registration and take-home materials for parents
- High school students AND principals, guidance counselors, teachers, PTAs, school clubs
- Former SIA students
- BOCES
- Colleges Student Body, on campus advocacy organizations, service and honorary sororities and fraternities, event organizers, Political Science Departments or Civic Engagement offices
- Hospitals
- Churches
- 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 and signs
- 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 on-line registration if available
- Voter Registration forms in English and Spanish (NYC may need other languages
- Sign about VOTE411.org
- Absentee Ballot applications in English and Spanish, and other languages as needed (Everyone can vote by absentee ballot in 2021.)
- Blue and/or black pens for filling out VR forms
- LWV banner or identifying signs and/or posters with clearly visible sign 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: who needs to register (moved, changed name, change party)
- Identifying pins, tags, and/or T-shirts for volunteers
- Box or folder to keep completed voter registration forms if collecting them (optional)
- "Remind Me to Vote" cards, pad etc. so people can opt-in to get reminder to vote (optional)
- Stamps to sell (except in NYC) if League can afford and 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
 - o Democratic Party
 - o 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	o [∞] If	Then
AGE	18 by December 31 years old 18 on election day	Allowed to register Allowed to preregister Allowed to vote in the election
RESIDENT	Forgot to change address and moved within the County Forgot to change address and moved from another county in NYS Moved and it is 30 days before the election	Request an affidavit ballot from either the BOE or at the polling place. Request affidavit ballot at your new polling place. 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 you typically sleep to determine your polling place. Identify an address (can be a shelter) where you receive mail.
COLLEGE STUDENT	Have a relationship with a shelter If attending college and not living at home	Ask shelter if you can receive mail and use the shelter's address as mailing address. 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 first to see if the state where you are attending college will allow you to vote there.
CRIMINAL HISTORY	If convicted of a felony and on parole If convicted of a felony and in prison If convicted of a felony and on probation If convicted of a misdemeanor	As of 2018, some parolees are granted a partial pardon and able to vote. Denied voting privileges Allowed to register and vote Allowed to register and vote
NAME CHANGE	Changed names, but forgot to fill out the voter	Fill out a new voter registration form to update your information. Go to the polls, sign your former name on the appropriate place, and then sign your new name above it.

	registration before the election	
DISABLED OR ILL	Assigned polling place not accessible	Submit a request to your County's Board of Elections 2 weeks prior to the election to get assigned to an accessible polling place.
	Handicapping condition makes it impossible to travel to the polls	Apply to your County's BOE to obtain permanent disabled status and receive absentee ballots automatically from the BOE.
PARTY ENROLLMENT	Wish to change party enrollment before next primary election	Fill out voter registration form. You have until Feb. 16, 2021 to change party enrollment for June 2021 primary. Changes received on or after February 17th will be set aside and opened the seventh day following the June Primary and entered in the voter's registration record.

VOTER GUIDE PART I COMING

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-span-fillable.pdf





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 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 first 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.

Register to Vote



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

Reminder to Vote Cards

Important for 1st time voters to get reminders to vote. As we are now emphasizing the importance of following-up with reminders to vote, 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.

LEAGUE OF WOMEN VOTERS* MY NAME:
CELLPHONE NUMBER: ()
EMAIL ADDRESS:
Remind me for the 2018 General Election
Remind me for subsequent elections
The League of Women Voters never supports or opposes candidates or parties

Texting Service

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 number474747

Texting service will not only remind you of deadlines and dates but any changes in the election process during thethis year. This service should be

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

Text VoteNY to 474747

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.



publicized at all events, training sessions, etc.

BOOKMARKS: LWV OF ONEONTA



Check your registration status at



Register to vote by October 9 in order to vote in the 2020 General Election.

Register or change your registration online with a valid NYS driver's license:



voterreg.dmv.ny.gov/ MotorVoter





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Early voting for the 2020 general election in Otsego County will take place

Oct. 24-Nov. 1

at the Otsego County Board of Elections 140 County Hwy 33W Cooperstown, NY 13326

Hours:

Sat. Oct. 24th, 9AM-2PM Sun. Oct. 25th, 9AM-2PM Mon. Oct. 26th, 9AM-5PM Tues. Oct. 27th, 12PM-8PM Wed. Oct. 28th, 9AM-5PM Thurs. Oct. 29th, 12PM-8PM Fri. Oct. 30th, 9AM-5PM Sat. Oct. 31st, 9AM-2PM Sun. Nov. 1st, 9AM-2PM

LWY" LEAGUE OF WOMEN VOTERS® www.lwvoneonta.org



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LEAGUE OF WOMEN VOTERS® www.lwvoneonta.org

DIGITAL SIGNS: LWV OF WHITE PLAINS







ARE YOU REGISTERED TO VOTE?

Anyone with a NYS Driver's License or DMV issuednon-driver ID can register online at the DMV or Board of Elections websites. The Post Office has 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 lots of other voting and election related information.

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

Vote411 QR code:



October 9: Deadline to register to vote in the General Election.

October 24 - November 1: Early Voting Period in New York State

November 3: General Election - The polls are open from 6 am to 9

pm.

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

Text VoteNY to 474747

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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.

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

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 https://dmv.ny.gov/

 (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	

VOTER SERVICE GOALS	ACTIONS	RESULTS
1.		
2.		
3.		

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 COVE	CRAGE	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 Form for In-Person Drives

	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.)	