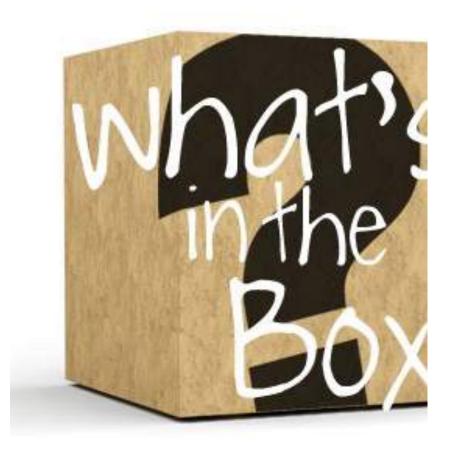


Best Practices for Voter Registration

Principles for Effective Voter Registration Campaigns

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Preface

Welcome!

- This tutorial will help you understand the principles behind effective voter registration campaigns.
 - For talking effectively with voters about voter registration, see:
 What to Say: Talking About Voter Registration
 - For a timeline for planning voter registration activities, see:
 Timeline for Voter Registration & Engagement
- Regardless of the type of GOTV activity and your audience, your efforts will be more effective if guided by evidencebased practices.



1. Be visible

- Posters everywhere
- Buttons for all volunteers



Stickers for new registrants







Be visible

Tabling



- Set up an eye-catching table.
- Stand in a high traffic area.

And don't just stand there!

- Move around
- Be friendly
- Be assertive
- Be enjoyable



2. Talk about voting

 Have voters explain their own reasons for voting.

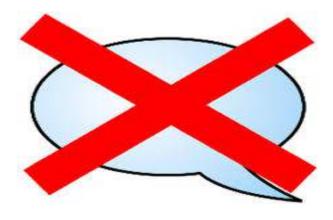
Share a personal story.

How important is it for you to be a voter in the upcoming election?

Last time I dressed up as a suffragist & took my grandchildren with me.



6



Don't talk about ...

- how people aren't voting
- low voter turnout

- Hearing that others <u>are</u> voting encourages voting among infrequent and occasional voters.
 - Others have been telling me that they are definitely voting in this election. Do you plan on being a voter?
 - We're expecting a high turnout this election.
 - More and more people are voting.
- Telling people that others are not voting can suppress voter turnout.



3. Be nonpartisan

Don't advocate voting for candidates, engage in political discussions, or tell your personal opinions.

 The League does not endorse or oppose any candidate or political party.





Be nonpartisan



- nonpartisan Don't link voter
 registration to an issue.
 - An issue-focused message is unlikely to increase voter turnout.

4. Maintain privacy

Don't ask applicants to provide you with personal information.





Encourage applicants to sign up for reminders



www.LWVTexas.org
★ GET VOTING REMINDERS!

We make voting easy.



Maintain privacy



- Don't make a copy of the applicants voter registration form.
 - Tell applicants that

"who votes is in the public record, but your vote is secret—only you know who you voted for."



5. Work with special populations

 Assure victims of domestic violence, assault, or stalking that they can keep their address private if they register to vote through the Address Confidentiality Program.



http://tinyurl.com/y7s5qf59



Special populations



 People who are homeless can use the address of a shelter or outreach center as their mailing address.

Special populations

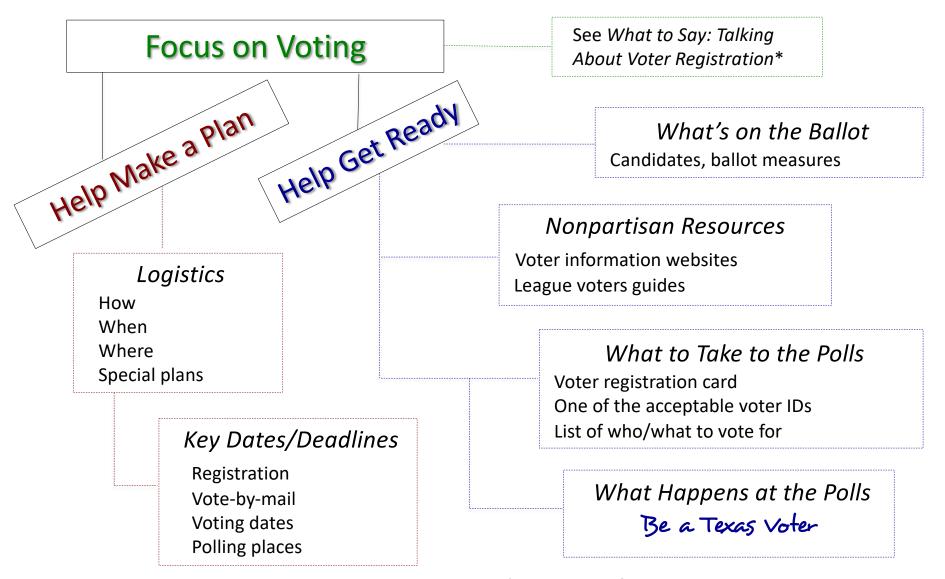
Texas Voter Registration	For Official Use Only		
Please complete sections by printing please call your local voter registrar.	LEGIBLY. If you have any que	estions about how to	o fill out this application,
These Questions M	Lust Be Completed Change of Address, Name, or Other Information	_	oceeding
re you a United States Citizen	30,000,000,000,000	☐ Yes	□ No
/ill you be 18 years of age on o	or before election day?	Yes	□ No
f you checked 'No' in respor	se to either of the abov	e, do not comp	lete this form.
re you interested in serving as	an election worker?	Yes	□ No
Last Name Include Suffix if any (Jr. Sr. III)	First Name	Middle Name	Former Name (If any
Residence Address: Street Address and Apartment Number none, describe where you live. (On not include P.O. Box, Rural Rt. or Busin Address)			TEXAS
		County	Zip Code
4 Mailing Address: Street Address and Apartment Number. (If mail cannot be delivered to your residence address.)		City	State
Date of Birth: (mm/dd/yyyy)	6 Gender (Option	nal) 7 Telepho r	Zip Code le Number (Optional)
I.D. No. (Issued by the Department of	exas Personal If no Tegive las	xas Driver's Licensit 4 digits of your Sc	se Number (Optional) se Code or Personal Identification cial Security Number
Texas Driver's License No. or TI.D. No. (Issued by the Department of Line Issued Department of L	Maie Female	xas Driver's Licensit 4 digits of your Sc XXX-XX- [e/Personal Identif	te Number (Optional) so code or Personal Identification cial Security Number ciation Number or jury, and a crime under to 180 days, a fine up to
Texas Driver's License No. or T I.D. No. (Issued by the Department of Line Indiana). I have not been issue Social Security Num I understand that giving false in state and federal law. Conviction \$2,000, or both. Please read all	exas Personal If no Te: give las ed a Texas Driver's Licensiber. Information to procure a voter on of this crime may result in three statements to affirm by and a U.S. citizen; ed of a felony, or if a felon, I har role, supervision, period of py a final judgment of a court	xas Driver's Licensit 4 digits of your Sc XXX-XX- Ze/Personal Identif registration is per imprisonment up fore signing, ve completed all of probation, or I have exercising probat	te Number (Optional) so code or Personal Identification cial Security Number cial Security Number dication Number or jury, and a crime under to 180 days, a fine up to my punishment including been pardoned; and s jurisdiction to be totally

 People with a past felony conviction can register if they have completed their term of incarceration, parole, supervision, or probation (i.e., "off paper").



Jan 2019

6. Educate new voters





Help make a plan for voting

Assist voter in getting ready to vote.



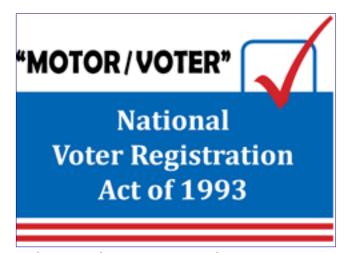
LWV-TX social media business card available at https://my.LWV.org/Texas/Get-Out-Vote-0





Bookmarks individualized for each local League available at https://my.LWV.org/Texas/Vote-It-Counts

7. Know the law



About the National Voter
Registration Act
http://tinyurl.com/yd49avp3



Texas Voting http://tinyurl.com/yolwts



Texas Volunteer Deputy Registrar Guide http://tinyurl.com/d5bv6t



Voter Registration Resources



- Nonprofit VOTE: Toolkit, checklist, training video http://tinyurl.com/ydz9v3aj
- LWV-TX resources for educating high school and college students

https://my.LWV.org/Texas/Educators

 National Voter Registration Day: Toolkits, graphics, posters

https://NationalVoterRegistrationDay.org <Partner> <Partner Tools>



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