Best Practices for Voter Registration

Principles for Effective Voter Registration Campaigns

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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 evidence-based practices.
1. Be visible

- Posters everywhere
- Buttons for all volunteers
- Stickers for new registrants
Be visible

• 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.
Hearing that others are 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.

Don’t talk about ...

- how people aren’t voting
- low voter turnout

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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

• 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

- People with a past felony conviction can register if they have completed their term of incarceration, parole, supervision, or probation (i.e., “off paper”).
6. Educate new voters

Focus on Voting

Help Make a Plan

Help Get Ready

Logistics
How
When
Where
Special plans

Key Dates/Deadlines
Registration
Vote-by-mail
Voting dates
Polling places

What’s on the Ballot
Candidates, ballot measures

Nonpartisan Resources
Voter information websites
League voters guides

What to Take to the Polls
Voter registration card
One of the acceptable voter IDs
List of who/what to vote for

What Happens at the Polls
Be a Texas Voter

*Find more information about educating new voters at https://my.LWV.org/Texas/Best-Practices-GOTV
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/yard49avp3

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>
3. References


