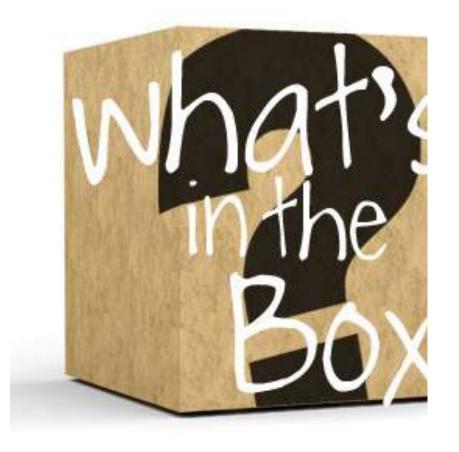# LWV

LEAGUE OF WOMEN VOTERS
OF TEXAS EDUCATION FUND

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 evidence-based 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
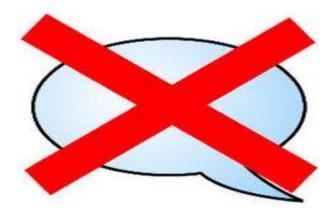– Be enjoyable

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.

Angone, 2015; Bryan et al., 2011
British Council, n.d.,;

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.

Keane & Nickerson, 2015; Schwartz & Rogers, 2010

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

We make voting easy.
www.VOTE.org

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.
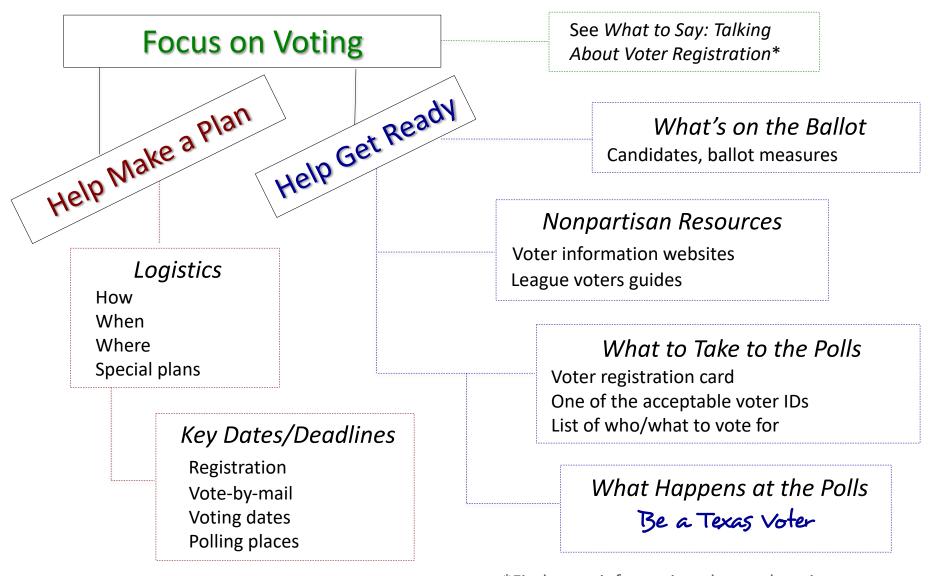
Special populations

- 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

See *What to Say: Talking About Voter Registration**

Help Make a Plan

Help Get Ready

What's on the Ballot
Candidates, ballot measures

Nonpartisan Resources
Voter information websites
League voters guides

Logistics
How
When
Where
Special plans

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

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

What Happens at the Polls
Be a Texas Voter

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

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Help make a plan for voting

Assist voter in getting ready to vote.
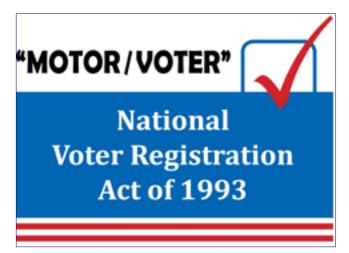
LWV-TX social media business card available at
my.LWV.org/Texas/Get-Out-Vote-0

LWV
League of Women Voters®

Be a Texas Voter!

Early Voting — Dates TBA
Election Day — Date TBA

About Voting in Texas
LWVTexas.org

Voter Information Websites
Voter registration information,
polling locations, sample ballots

Find Your County Elections Website at
http://tinyurl.com/3379ef6

VoteTexas.gov
Texas Secretary of State
1-800-252-VOTE
Who-When-Where-How-What

VOTE411.org
ELECTION INFORMATION YOU NEED
Enter your address to get personalized election information

LWVTexas.org
Your nonpartisan resource
for voting & public policy issues

Like us on Facebook!
League of Women Voters of Texas

Election Deadlines

Last day to*
Register to vote: Date TBA
Update registration: Date TBA
Request a mail ballot: Date TBA
Vote by mail: Date TBA
* Date application/ballot must be received.

ID Required to Vote in Person in Texas
One of the following accepted:

Photo ID
Not expired more than 4 years ago
• Texas driver license
• Texas Election Identification Certificate
• Texas personal identification card
• Texas concealed handgun license
• U.S. military ID card with photo
• U.S. citizenship certificate with photo
• U.S. passport

If no photo ID, sign a simple form and present one of the following other documents:
• Voter registration card (valid)
• Certified birth certificate (original)
• Current utility bill
• Bank statement
• Government check
• Paycheck
• Or any other government document with voter's name and an address

Note
• Addresses on ID and voter registration need not match.
• Election officials/poll workers may not question you about voter ID issues.

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

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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
  my.LWV.org/Texas/Educators

- National Voter Registration Day: Toolkits, graphics, posters
  https://NationalVoterRegistrationDay.org
  <Partner> <Partner Tools>

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