

Planning a Voter Registration Drive

Befriend Local Organizations

- Coordinate with organizations already doing voter registration in your community. All organizations must be nonpartisan, and leagues are urged to apply a DEI lens when choosing partners.

https://www.lwv.org/league-management/content-library?keywords=DEI&sort_by=search_api_relevance

- Touch base with local elections officials to let them know your plans, pick up blank forms, and attend any offered trainings. Note that training is required in Virginia if you pick up more than 25 forms. All League members are encouraged to take the state training either in person (as leagues offer it) or on line.

<https://www.elections.virginia.gov/registration/registration-drives/>

Pick the Right Venue

- Aim to reach lots of people, especially those who might not already be registered to vote.
- Great locations include:
 - Transit hubs/neighborhood gathering places
 - Schools (high schools, community colleges, technical schools, vocational/alternative schools)
 - Community/sporting events
 - Places frequented by recent movers – condominiums etc.
 - Farmers markets
 - Corporations – via their HR departments. If you can't do an event at their location, ask if you can include voter registration packets in new hires packets.
 - Realtors – check if they are planning any programs for potential movers – also check if they will put voter registration packets in information they give new homeowners.

Plan Ahead

Assign a volunteer or event leader to bring the following items to your event:

- Voter registration forms, clipboards, and collection envelope
- Equipment to offer online voter registration (you can use [VOTE411.org](https://www.vote411.org)) or the state League's URL <https://bit.ly/LWVVARegister>
- Banner and signs, including "REGISTER TO VOTE HERE" sign
- Pencils and pens
- Information on/applications for absentee voting & other voting details. (visit [VOTE411.org](https://www.vote411.org) for help)
- Sign-up sheets or pledge cards for voters to stay connected with your group
- Extra forms for newly registered voters to share with their friends and family
- You can get paper applications and voter forms on the State Board of Elections website <https://www.elections.virginia.gov/registration/how-to-register/>
- Bring League membership forms! Talk up the League

Remain Non-Partisan

- Even if someone agrees with your political position, don't engage them in discussion. The League must remain nonpartisan.

Publicize!

- Reach out to your social networks and local media to let them know when and where you'll be registering voters.
- If you're able to reach out to potential registrants (such as at a school) ahead of time, alert them to any identification info required on your state's voter registration form (such as a driver's license number or social security number)
- After your event, report the results to your networks and local media, and THANK your volunteers!

At the Event

- Work the crowd. Don't expect people to come to you. Sell your product!
- Have a clear plan for how you'll collect and return completed registration applications to the required elections official, being sure to follow any state requirements. Again, the best way to do this can be to team up with an experienced group like your local League of Women Voters.
- Have enough volunteers. While one person talks, others can assist individuals, collect forms, and help echo important messages!
- Quickly check all forms for completion. In particular, check to see that registrants have:
 - Make sure all of the boxes have been checked (this can be learned at training)
- Protect those forms, they contain social security numbers.

Follow Up

- Keep track of the names, addresses and telephone numbers of everyone you register by creating a spreadsheet. Use these sheets for Get Out the Vote efforts later on. Do NOT photocopy the voter registration form – that is illegal.
- This information is key to following up with voters to provide helpful information about voting and will also help your team maintain accurate records about your voter registration drives.
- Closer to election day, help get the new registrants out to vote by directing them to polling place or other critical election information (such as on VOTE411.org)