

Registration



Registration



Registration



Registration



Have your institution send out a regular campus-wide email with important voting information

The message should include voter registration, education, and turnout resources, plus one or more ways to get your questions answered.

Provide contact information for campus members who are able to support with different voting needs (accessibility, transportation, translation). Also consider supporting student organizations to share effective voting information messaging with their communities!

Work with Residential Life to incorporate voter engagement into at least one community meeting/event each semester

Train residential student leaders to answer common voting questions and use campus resources as needed. Consider incorporating voter registration into your move in process!

Work with your campus's living learning communities to tailor voter engagement to students' specific interests. If you can secure funding, pay your residential student leaders to get trained on voting information!

Work with Commuter Services, distance-learning, and out-of-state staff to incorporate voter engagement into specific communications for these student populations

Students come and go from your campus throughout the day, come to campus from different states, and some don't come to campus at all! Think about how you can make voter registration resources available to them.

For distance-learning and out-of-state students, provide voter registration resources for all U.S. states and territories.

Incorporate voter registration into new and/or transfer student orientation

Leveraging an in-person process can be highly effective, especially if you make voter registration feel like an integral part of the experience (similar to getting your student ID!)

Identify all of the different student orientation experiences that exist and incorporate voter registration into all of them.



Registration

Registration

Registration

Registration

Participate in National Voter Registration Day

Mark your calendar for the fourth Tuesday in September! It's the biggest day of the year dedicated solely to voter registration, so don't miss this opportunity.

To learn more: civicholidays.org

Incorporate voter registration into popular events on campus

Think about events you attend every week or every semester. Save your resources and meet students where they're at by simply adding voter registration into the mix. Write down the event(s) you have in mind:

Work with BIPOC and other identity-based student organizations to meaningfully incorporate voter registration and other important voting information into long-standing campus traditions.

Coordinate community-based voter registration competitions (residence halls, Greek Life, cultural student organizations, athletics)

If you think students will get into it, start a friendly competition to register voters. The grand prize? Bragging rights, of course!

Provide training for students who are conducting voter registration activities. Not everyone is an expert, yet! With your help, you can make sure that students are properly registering their peers.

Table once a week in a variety of places on campus for a month

Register students to vote on their way to class! Consider rotating the places where and times when you table every week so you see different students.

Collaborate with BIPOC and other identity-based student organizations, political student organizations, and student government to co-host these weekly tabling efforts.



Registration

Incorporate voter registration into the process for student government elections

Get those students interested in who represents them on campus also interested in voting for local, state, and national representatives!

Some students aren't eligible to participate in U.S. elections, so emphasize that student government elections are also an important way to make your voice heard.



Registration

Work with campus staff to incorporate voter registration into the online campus platforms you frequently use. Check one or more of the boxes below:

- Via course registration processes with help from registrar
- Via your school's student engagement portal
- Via your learning management system

Work with BIPOC and other identity-based serving staff, as well as staff in academic departments with students who vote at lower rates, to incorporate voter registration into their regular online processes.



Registration

Recruit your institution's local election clerk to help train students on registering voters and make sure you're in compliance with local election laws

A relationship with your local election clerk is valuable. Plus, you can ask them about establishing a polling place on campus if you don't already have one!

Work with your election clerk to ensure training addresses common errors students make when registering to vote! Consider partnering with community organizations who can support training.



★ Registration

Coordinate with students and faculty to do class raps

Class raps are when—with the professor's permission—you pause class for ~5 min to talk about voting and help students register. Great for campuses where you may not catch students outside class!

Which of your students are voting at lower rates? STEM? Humanities? Use class raps as a way to reach these students!



Registration

Coordinate with students and faculty to do class raps

Class raps are when—with the professor's permission—you pause class for ~5 min to talk about voting and help students register. Great for campuses where you may not catch students outside class!

Which of your students are voting at lower rates? STEM? Humanities? Use class raps as a way to reach these students!



Registration

Offer voter registration resources at graduation ceremonies

You helped your students to vote while at your institution, now it's time to help them vote as they take their next steps!

Ask students where their next steps are taking them and connect them with the appropriate resources to update their voter information.



Registration

Plan and host events (big and small) that engage students while connecting them with voter resources

Social or purely educational? Active or passive? Food, swag, or both? Can you invite your campus mascot? The opportunities for event ideas are endless!

Collaborate with BIPOC and other identity-based student organizations to develop and co-host events that are engaging for different students.



Registration

Use social media to share important voting information like dates, deadlines, and calls to action

Some students might not read their emails, but they sure like, retweet, and share! Make the voting information you send in emails available through your campus's social media channels.

Encourage BIPOC and other identity-based serving staff to like, retweet, and share important voting information with their students. Also ensure your social media content is accessible for all viewers and followers!



Registration

Provide voter registration forms in different languages

Some students are less likely to make errors when completing their forms if they are available in languages they are more proficient in.

Work with your language academic departments to create voter registration guides in your students' most common native languages.



Registration

Provide voter registration resources for international students

As an expatriate, some international students might be able to participate in their home elections from abroad! Providing these resources is the true essence of Ask Every Student.

Connect students to these resources as part of your regular messages to students with important voting information.



Education

Host a candidate town hall

Invite local and/or state-level candidates to campus, or an online forum, to share stances on issues that matter to students. Be sure to invite candidates from all parties. In some states this is required!

Set up a voter registration table to register students, conduct a Pledge-to-Vote drive, and provide nonpartisan candidate guides and resources.

Consider forming an event committee representative of the different backgrounds, views, and life experiences on campus.



Education

Promote and host debate watch parties, complete with swag and snacks

Get informed! Bring students together to learn and thoughtfully discuss candidates' positions on a variety of issues. Don't forget to set up a voter registration table at the event. You can also have students fill out a Pledge-to-Vote card and opt in for GOTV reminders.

Consider partnering with one or more campus affinity groups to ensure the needs of diverse communities are represented in the discussion.



Education

Create and distribute a nonpartisan student voter guide featuring FAQs

One reason some young people don't vote is they don't think they know enough about the candidates. Create a nonpartisan voter guide, highlighting where candidates stand on issues young people care about. Share this information via video or social media.

Incorporate candidates' records on issues of diversity, equity, inclusion, and justice, and other issues that affect marginalized groups in your community, into your guide.



★ Education

Work with the student newspaper or campus departments with an active social media presence to publish content about youth voting

Get students' attention with content created by and for students. Contact your campus' internal communications department to promote election engagement events and share resources with your campus. Bonus: Create a catchy hashtag.

As you craft your series, ensure that articles are drafted by and feature students who represent the diversity of your campus community.



Education



Education



Education

Education



Add a page to your school website dedicated to nonpartisan student voter education

Make voting resources just one click away by prominently featuring them on your school website. This is great for a campus with a variety of student voting needs. Bonus: Leading up to the election, get your school website to feature a banner highlighting your page.

Ensure your web page meets web accessibility standards! Everyone should be able to see and engage with your voter education content.



Work with motivated faculty and/or affinity-based groups to host Lunch & Learns about issues affecting your community

Offer students a forum to learn more about the issues they care about and learn how to register to vote (set up a voter registration or Pledge-to-Vote drive). Great for commuter campuses!

Reach out to faculty from departments that serve underrepresented campus populations to make sure you're reaching students that have traditionally voted at lower rates.



Organize a Lobby Day or Advocacy Day to support student-friendly voting laws

This encourages students to make their voices heard with elected officials who represent them. Also, be sure to sit down with your campus administration and/or college president, to advocate for more awareness and support about voting in your campus community.

What social issues are top of mind for students? Incorporate issues impacting students into Advocacy Day to ensure this work is of the moment.



With the help of your local election clerk, recruit students to be poll workers on Election Day

Also called election judges, this opportunity is an awesome way for students to learn how our democracy really works!

Poll Workers have historically been older, white folks. Thoughtfully recruit students that can help increase diversity of staff at the polls.



Education

Coordinate regular trips to city/town council meetings

Offer students the opportunity to attend these important gatherings to gain insight into how local government works. Take it one step further and arrange regular meetings with local government officials to discuss town/campus relations.

Partner with affinity-based groups on campus to structure meetings or conversations around issues impacting members of their communities.



Education



Education

Work with motivated faculty and/or affinity-based groups to host Lunch & Learns about issues affecting your community

Offer students a forum to learn more about the issues they care about and learn how to register to vote (set up a voter registration or Pledge-to-Vote drive). Great for commuter campuses!

Reach out to faculty from departments that serve underrepresented campus populations to make sure you're reaching students that have traditionally voted at lower rates.



Education



With the help of your local election clerk, recruit students to be poll workers on Election Day

Also called election judges, this opportunity is an awesome way for students to learn how our democracy really works!

Poll Workers have historically been older, white folks. Thoughtfully recruit students that can help increase diversity of staff at the polls.



Education

Coordinate regular trips to city/town council meetings

Offer students the opportunity to attend these important gatherings to gain insight into how local government works. Take it one step further and arrange regular meetings with local government officials to discuss town/campus relations.

Partner with affinity-based groups on campus to structure meetings or conversations around issues impacting members of their communities.



Education

Work with campus stakeholders to institutionalize Service Saturdays

Give students regular opportunities to volunteer in their community. At these events, make sure to recognize the expertise of your local community members, and build in time for reflection that allows students to develop an understanding of themselves as citizens of a local community.

Event locations should be inclusive for those who have mobility issues and inclusive of the diversity surrounding the community.



Education

Work with faculty, staff, or identity-based groups to host a deliberative dialogue series

Provide students a space to speak and learn from others about the community issues they can influence, even beyond the ballot box

Talk to students about democratic engagement in terms of the topics and issues that matter most to them.



Education



Incorporate civic learning and democratic engagement activities into First Year Experience courses

A great way to lay the foundation with first-years that your institution prioritizes increasing civic participation amongst its students.

Voter engagement isn't just for political science professors! Ensure that first-years from all areas of study have access to this teaching.



Education

Promote and host an info session for students who are not eligible to vote to get involved

Once you've brought this group together, they can brainstorm ways to share their stories and be leaders in this work of increasing civic participation.

Consider and intentionally include students representing the diversity of reasons that a person might not be eligible to vote, and take care to protect the confidentiality of participants in this group when needed.



Education

Promote and host a roundtable-type discussion where international students share their political experiences from their own countries with peers

Through discussion, help students understand why it's important to make their voices heard, no matter where they are from.

Some students (including students from the United States!) may not have positive experiences with our democracy. Make sure to leave space for negative experiences AND positive experience. We can all learn from each other.



Education



Participate in National Voter Education Week (NVEW)

The first week of October is NVEW! Take part in a collaborative week of interactive education to give voters the tools, information and confidence they need to cast their ballot by helping them find their polling location, understand their ballot, and make a plan to vote.

To learn more: votereducationweek.org



Turnout

Have your school mascot lead a team of students, staff and faculty around campus on key dates to remind students to vote

Create excitement that's worthy of a retweet so students don't forget to vote—take pics for social media and don't forget swag! You can lead a hype squad around election milestones like the last day to register to vote or vote absentee, Vote Early Day, or Election Day.

Partner with student organizations to co-lead this event, and make sure to bring athletes into it!



Turnout

Add Election Day and other key dates to the campus calendar and course syllabi

Promote Election Day and other key dates in the same place students go to see what's happening on campus. Encourage faculty and/or departments to include key voting dates and information in their syllabus.

Even if Election Day is a holiday on your campus, remember to share information about early and by-mail voting. Students may work or have other commitments on Election Day, especially if class schedules are altered.



★ Turnout

Support faculty in encouraging students to vote during each of their classes in the weeks leading up to Election Day

Provide faculty with information about when, where, and how to vote. Great for a campus where the student-professor relationship is especially influential and will motivate students to act. Level this up by making it a competition by department using NSLVE data!

To learn more: studentvoting.org/faculty-champions



★ Turnout

Host a vote-by-mail party, complete with stamps and envelopes for ballots

Don't let by-mail voters miss out on the fun! Great for campuses with lots of absentee voters and in states that run elections by mail.

Include a campus official who can serve as a witness for states that require witnesses for absentee ballots.



Turnout

Create, print, and post flyers promoting an upcoming election

Flyers are an age-old outreach tactic, but you can include digital signage or yard signs, too! Best used as a way to raise awareness rather than to register voters, as follow-through could be low. You can host a poster-making event and even a GOTV poster-making competition.

Print flyers in multiple languages and make digital flyers that are screen reader capable.



Turnout

Decorate all dining halls for Election and Vote Early Day and create participatory art walls

For elections big and small, remind students to exercise their right to vote. Chalk art around the dining hall and campus is a great GOTV campaign. Also create opportunities for students to participate— such as an "I vote because..." wall or a visible "I voted..." tally.

Decorate areas where students who may not go to the dining hall hang out, too!



Turnout

Organize a campus-wide Pledge-to-Vote campaign

Create physical or digital Pledge-to-Vote cards so you can grab contact info and follow up to remind students of their commitment to vote. Add a checkbox for volunteering, which students ineligible to vote can mark, instead.

Use the ALLINtoVote.org online Pledge-to-Vote feature and see where your campus ranks on the Pledge-to-Vote Leaderboard.



★ Turnout

Do a student takeover of official campus or specific department and organization social media accounts with nonpartisan voting content

Work together with a diversity of student groups on campus so you can reach different audiences with shareable content that encourages getting out to vote! Don't forget to connect this to your voting hashtag campaign.

Make sure representation is diverse amongst race, ethnicity, gender, religion, nationality, sexuality, ability, age, etc.



Turnout

Launch an “I care about...” social media campaign

Set up on campus and allow students to take and share photos of what they care about, either as voters or students ineligible to vote (inclusivity is important)!

Collaborate with student leaders and organizations that represent a diversity of identities to promote and make the initiative their own.



Turnout

Organize a walk/ride to the polls on Election Day and/or Vote Early Day

For elections big and small, make it easy (and fun!) for students to come together and cast their ballots. You'll recruit others along the way, too!

Consider the legacy of HBCUs and other groups that have historically held a march to the polls, and partner with cultural affinity groups on your campus to create or expand this tradition at your campus.



Turnout

Start the conversation with administration and faculty about class attendance on Election Day

Ask about the possibility of no exams on Election Day, or offering excused absences and recording lectures for later viewing so students can go vote!

Consider that many students may still need to work on Election Day, and expand this for early voting options as well.



★ Turnout



Start the conversation with administration and your local election clerk about establishing an early vote location or polling place on campus

Help make turning out to vote as easy as walking across campus. +1thePolls makes it easier to learn what steps to take to get a polling place on your campus!

To learn more: polls.plus1thevote.com



Turnout



Turnout

Participate in Vote Early Day

Most voters can cast their ballot prior to Election Day. Vote Early Day makes that process easier by helping all eligible voters understand their voting options while celebrating the act of voting early.

To learn more: voteearlyday.org



Participate in Election Hero Day

Celebrate the election administration teams, poll workers, and others around the country- especially those affiliated with your campus- who help ensure voters can cast their ballots securely and successfully.

To learn more: electionheroday.org



Turnout



Recruit poll workers on National Poll Worker Recruitment Day

National Poll Worker Recruitment Day is a national awareness day established by the U.S. Election Assistance Commission to encourage people to help America vote by serving as poll workers.

To learn more: eac.gov/help-america-vote



Resource

Attend a voting summit (e.g., state, athletic conference, or national summit) with other colleges and universities to share promising and best practices for engaging student voters

Learning and sharing what other campuses are doing can be highly effective toward securing buy-in from your institution's leadership when you return to campus! Be sure to stay connected to the campus and nonprofit partners in your state after the summit ends.



Resource

Partner with TurboVote

TurboVote is an online one-stop shop for students' voting needs. Great for campuses who want to leverage technology to meet students where they already are!

To learn more: turbovotepartner.org



Resource

Join the Students Learn Students Vote (SLSV) Coalition

The SLSV Coalition is the national hub & largest nonpartisan network in the country dedicated to increasing student voter participation. Join the network and become a partner to be eligible to receive funding, resources, connections, and strategic direction.

To learn more: slsvcoalition.org



Resource

Join the National Study for Learning, Voting, and Engagement (NSLVE)

This study offers campuses an opportunity to learn their student registration and voting rates, allowing your team to create an action plan that's supported by relevant data.

To learn more: idhe.tufts.edu/nslve



Resource

Join a national recognition program and receive action plan support from student voting experts

Apply to be a Voter Friendly Campus through NASPA and the Fair Elections Center's Campus Vote Project and/or submit an action plan to the ALL IN Campus Democracy Challenge.

To learn more: allinchallenge.org and voterfriendlycampus.org



Resource

Build partnerships with national and local nonprofit organizations across the country to advance your nonpartisan student voter engagement work

Nonprofit partnerships can offer your campus resources such as funding, expertise, and paid student fellowships. Check out the SLSV Partner Directory to learn more and make new connections!

To learn more: slsvcoalition.org/partner-directory



Resource

Start the conversation with administration about identifying a voter engagement coordinator for your campus

Voter engagement is a year-round commitment! Having someone on your campus who is responsible for keeping the momentum is incredibly valuable.



Resource

Participate in the Ask Every Student initiative

Join the movement for full student voter participation and access resources, community, and connections designed to help you Ask Every Student on your campus to participate in the democratic process, beginning with voter registration.

To learn more: studentvoting.org



Resource



Resource

Establish a campus-wide voting coalition

Bring together a diverse and representative coalition of students, faculty, student affairs practitioners / administrators, community partners, and members of your local board of elections, to ensure you are identifying and meeting the needs of all voters at the institution! If you have a voter engagement coordinator or someone in a similar role, it might make sense for them to get this started.

To learn more:
studentvoting.org/coalitionbuilding



Use the Strengthening American Democracy Guide & Rubric to write your Action Plan

This guide was created by experts in the nonpartisan student democracy space to help campuses create high-quality action plans for increasing student democratic participation. The next step after completing this activity is to write your action plan, and this guide can help you with that process!

To learn more: sfs.vote/sadg

