

4 STEPS TO A SUCCESSFUL VOTER REGISTRATION DRIVE

1. Develop a plan for your drive.

Appoint one person, or a group of people, to head up the organization of the drive. He/She/They should:

- Call the county elections office to find out the specifics of conducting a voter registration drive in your area, as requirements vary from state to state.
- Assign responsibilities to others to handle matters such as publicity, obtaining registration materials, and making arrangements pertaining to the site.
- Decide the day, location, and time for your voter registration drive.
- Have a registration table at a large event or conduct the drive on a special day to increase the number of voters you register.

2. Prepare for and publicize the drive.

- Obtain relevant materials: voter registration forms, pens, and clipboards; computer or tablet for online registration; voting stickers, voting brochures, and polling place maps.
- Plan logistics for the registration event, including arranging a location and food.
- Recruit volunteers or other staff to help out with registration. Area high school or college students are a valuable resource to help with registration.
- Create flyers and posters to publicize the registration drive.
- Make sure that the staff of your organization and the clients the organization serves are aware that a registration drive is coming up.
- Frequently, individuals experiencing homelessness are unaware that they are able to vote. In the buildup to the registration drive, you can inform people that even though they may not have a physical address they may still vote.



STEPS TO A SUCCESSFUL VOTER REGISTRATION DRIVE CONT.

3. Conduct the registration drive.

- Have food, stickers and other voting materials on hand to give out, if permitted by local laws, to attract passers-by.
- Be prepared to answer questions that people may have about registering.
- Do not be shy. Ask everyone who passes by to register. Try to find ways to overcome any excuses people give for not registering to vote.
- Check to see if the forms are filled out correctly.
- Offer to mail the completed forms. If you are submitting registrations online, ensure that your internet connection is secure, and confirm submission of registrations.

4. Get Out the Vote!!

- Put flyers up in your organization to remind your clients to vote on Election Day.
- Hand out sample ballots at your organization.
- Help educate newly registered voters about the voting process by inviting elections officials to speak at your organization.
- Hold a candidates' forum or invite candidates to volunteer at your organization in order to get clients better acquainted with the issues and the candidates.
- Offer transportation to the polling place.
- Volunteer your organization as a polling site (contact your county elections office to learn more about this).

While every voter registration drive faces unique challenges, there are some questions which you can probably expect to hear when working to register unhoused and low income voters. The following section should provide useful tips on how to answer them.