



voteeverywhere

THE ANDREW GOODMAN FOUNDATION

AMBASSADOR HANDBOOK

2017-2018





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Dear Vote Everywhere Campus Teams,

Welcome to the 2017-2018 academic year with Vote Everywhere! We look forward to working with you to make young voices and votes a powerful force in democracy. We are certain that together—as a group of passionate civic engagement advocates—we will mobilize our campuses and communities around upcoming elections and the voting rights issues that we face today.

After such a successful 2016-2017 academic year, we want to thank you and recognize the positive impact you have on ensuring that students are represented in our democracy. We also want to remind you how important your work is—now as much as ever. Democracy does not sleep, and neither can we.

Because our government affects the everyday life of all Americans, we must continue to promote the value of voting in all elections, from major federal elections to local school board and town council elections. During years without federal elections, we can still lay the groundwork for the future and we must participate locally.

We must also continue to advocate for our communities, especially those among us who have been disenfranchised, are marginalized, or whose voices are not heard. Andy Goodman joined Freedom Summer of 1964 to register African-American voters and make our democracy accessible to everyone. We hope that you use the spirit of Andy's work to motivate and inspire your Vote Everywhere initiatives, from voter registration, to Get Out the Vote (GOTV), to removing impediments to voting, and voter advocacy.

This fall our ever-expanding Vote Everywhere network will comprise 46 schools in 21 states with over 100 Ambassadors, both new and returning. The Andrew Goodman Foundation community joins me in welcoming you to our movement. We look forward to this year's journey, toward realizing our vision that young people will become active, engaged citizens who ensure a just democracy and sustainable future.

Warmest regards,

Sylvia Golbin Goodman
Executive Director



ABOUT THE ANDREW GOODMAN FOUNDATION

Mission

To make young voices and votes a powerful force in democracy.

Vision

Our vision is that young people will become active, engaged citizens who ensure a peaceful, just, and sustainable future.



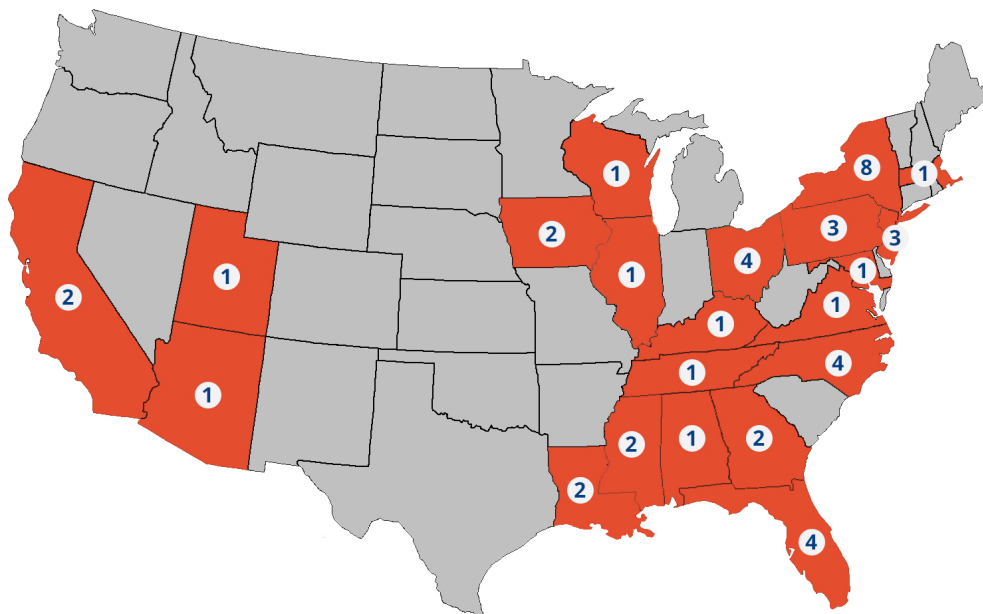
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Andy's Story

At the height of the Civil Rights Movement, Andrew "Andy" Goodman joined Freedom Summer of 1964 to register African Americans to vote. On his first day in Mississippi, the Ku Klux Klan murdered Andy and two other civil rights workers, James Chaney and Michael Schwerner. Their murders catalyzed a movement to oppose racist practices that discriminated against African-American voters at the polls in Mississippi and throughout the United States.

The Andrew Goodman Foundation was created in 1966 by Robert and Carolyn Goodman to carry on the spirit and purpose of their son Andy's life and to advance the lessons of Freedom Summer, the Civil Rights Movement, and non-violent social action. We launched Vote Everywhere in 2014 in an effort to continue the Goodman, Chaney, and Schwerner legacy by bringing voter and civic engagement to the forefront of student experiences at colleges and universities in the United States.

VOTE EVERYWHERE CAMPUS PARTNERS



VOTE EVERYWHERE CONCEPT OVERVIEW

Background

Vote Everywhere, The Andrew Goodman Foundation's signature program, builds a national, non-partisan, civic engagement movement of student leaders and university partners. Since its inception, Vote Everywhere has expanded to 21 states and engages over 100 student Ambassadors. The current network of 46 campuses encompasses a voting population of nearly a million students.

The Andrew Goodman Foundation partners with colleges and universities throughout the United States in order to create dynamic hubs of student civic participation and grassroots organizing. We are focused on experiential civic education, which we believe is essential to the health of our democracy. Nationwide, our Ambassadors educate, engage, and empower their peers by tackling voter participation, public policy, and advocacy issues on campuses and in their communities. Our commitment to encouraging a sense of civic responsibility among young people contributes to their "whole-person" education and reinvigorates our democracy.

The United States Supreme Court case *Shelby v. Holder* (2013) reinforced Vote Everywhere's importance. The case struck down provisions of the Voting Rights Act of 1965 that had protected historically disenfranchised voting populations, sparking an alarming rise in restrictions to voting rights in more than 20 states. It is now especially important to ensure that eligible voters are informed, registered, and get out the vote.

The Andrew Goodman Foundation tackles today's issues, but also connects to the legacy of the Civil Rights Movement. Vote Everywhere Ambassadors honor the Goodman, Chaney, and Schwerner legacy by continuing their work to register voters and mobilize young people.

The Vote Everywhere Experience

- **Cultivates Voting and Civil Rights Knowledge** Participants develop a greater understanding of the American Civil Rights Movement, the history of the Freedom Summer of 1964, and the role college students and young people played in changing the course of history. Ambassadors have access to The Andrew Goodman Foundation's network of civil rights leaders, organizational events, and opportunities with partner organizations to cultivate and connect civil rights history to their working knowledge of modern-day advocacy.
- **Institutionalizes Voting** Ambassadors learn how to sustainably improve voting infrastructure both on and off campus to increase student civic engagement and break down voting barriers. Ambassadors develop strategic campus action plans to focus their efforts on clear, winnable goals that will increase student voter registration and turnout while educating students on civic processes and the impact their voices can have on social issues. These efforts range from instituting voter registration as part of new student orientation, to bringing polling sites to campus, to championing legislation that makes student IDs compliant with voter ID requirements.

- **Develops Leaders** Ambassadors work in teams to build and strengthen their leadership and collaboration skills. As our students work outward from their Vote Everywhere team, they mobilize others to participate in voter registration and civic action on campus and build high-level campus coalitions to facilitate the growth of civic culture on campus and to achieve strategic goals. In addition, The Andrew Goodman Foundation hosts a National Civic Leadership Training Summit in New York each summer that brings Ambassadors together for training and relationship building that nurtures collaboration in the upcoming academic year.

The Vote Everywhere Network

The Andrew Goodman Foundation collaborates with many national organizations to provide the latest training, support, and resources to Vote Everywhere Ambassadors. We are positioned within a national network of organizations working to improve student voting and turnout. We work together to stay up-to-date on the dynamic voting climate. Vote Everywhere currently collaborates with the following organizations: TurboVote, Rock the Vote, Campus Vote Project, Nonprofit Vote, Campus Compact, Students Learn Students Vote Coalition, and Civic Nation's ALL IN Campus Democracy Challenge.



VOTE EVERYWHERE ROLES AND RESPONSIBILITIES

VOTE EVERYWHERE AMBASSADOR

The Ambassador holds the Vote Everywhere internship for emerging leaders with the potential for multi-year renewal. Ambassadors develop the leadership skills, confidence, and strategic problem solving necessary to affect change on campus and beyond. Because The Andrew Goodman Foundation partners with colleges and universities to bring Vote Everywhere to campuses, the Ambassador will report directly to both the Vote Everywhere Program Manager and the Campus Champion, a representative of the campus staff or faculty.

The Ambassador receives an annual stipend of \$1,000, which will be made in two payments, one at the end of each semester.

The Ambassador

- Commits at least an average of five hours per week toward Ambassador responsibilities, such as check-in calls, team planning meetings, or campus events
- Communicates regularly with the Campus Champion to provide updates on events, activities, and overall progress
- Ensures voter registration, voter education, and Get Out the Vote (GOTV) efforts are a well-organized, visible, and institutionalized part of campus life
- Holds an average of two voter registrations events per month with the expectation of conducting more drives to accommodate peak election periods, the size of the student population, and team goals, and collects contact information for all voters registered at all events
- Holds at least one event per semester with campus administration or Board of Elections officials
- Holds at least one event per semester with a coalition or other civic engagement-oriented group
- Organizes, partners, and mobilizes like-minded students, clubs, and organizations around voting and advocacy issues
- Assists in the recruitment and mentorship of volunteers and future Ambassadors
- Develops, improves, and employs existing leadership skills, including communication and public relations, community organizing and outreach, and strategic campaign planning
- Represents The Andrew Goodman Foundation on campus and in the surrounding community, including crediting The Andrew Goodman Foundation in marketing materials, on a team website, and in media features
- Articulates the mission and vision of Vote Everywhere by connecting on-campus efforts to the history of the Civil Rights Movement and the legacy of Andrew Goodman, James Chaney, and Michael Schwerner

VOTE EVERYWHERE TEAM LEADER

The Team Leader is responsible for leading and managing a team of Vote Everywhere Ambassadors on their campus. The Team Leader is knowledgeable about their team's civic engagement plans and activities, able to report on them, and accountable for the success of the Vote Everywhere program on their campus.

Because The Andrew Goodman Foundation partners with colleges and universities to bring Vote Everywhere to campuses, the Team Leader will report directly to both the Vote Everywhere Program Manager and the Campus Champion, a representative of the campus staff or faculty.

The Team Leader receives an annual stipend of \$1,200, which will be made in two payments, one at the end of each semester.

The Team Leader

- Commits on average seven hours per week toward Team Leader responsibilities, such as check-in calls, team planning meetings, or campus events
- Sets the overall team strategy for each semester
- Recruits volunteers to staff planned events
- Submits event report forms to the Program Manager for every completed Vote Everywhere event within two weeks of occurrence and ensures compliance with reporting requirements
- Organizes weekly meetings with the team of Ambassadors
- Maintains communication and a working relationship with the Campus Champion
- Connects with the Vote Everywhere Program Manager every two weeks for a 20-30-minute check-in call
- Works with the Vote Everywhere Program Manager to mediate team conflicts
- Attends or designates an attendee for Vote Everywhere group calls
- Attends or designates an attendee for the annual National Civic Leadership Training Summit
- Mentors incoming Ambassadors and the future Team Leader to maintain a successful leadership pipeline on campus

VOTE EVERYWHERE CAMPUS CHAMPION

The Campus Champion is a staff or faculty member who is involved in civic engagement on campus and who recruits, supports, and mentors Ambassadors. The Program Manager works closely with the Campus Champion to tailor the Vote Everywhere program to the culture, policies, and needs of the campus.

The Campus Champion processes an annual grant of up to \$1,000, paid in full at the start of the academic year. The grant is earmarked for Ambassadors' use in planning activities on campus to engage students in voter education, registration initiatives, and activism related to social issues or public policy.

The Campus Champion

- Recruits and selects Ambassadors
- Serves as a resource and mentor to Ambassadors
- Supports and initiates high-level coalition work
- Attends two Campus Champion conference calls per semester with the Vote Everywhere staff
- Provides on-the-ground support and serves as a liaison between campus administration and The Andrew Goodman Foundation
- Advises and monitors students on appropriate use of the Vote Everywhere grant for activities, and provides a general budgetary spending report
- Communicates regularly with the Vote Everywhere Program Manager to ensure the program is meeting students' leadership development goals and advancing student engagement goals

VOTE EVERYWHERE EXPECTATIONS

EXPECTATIONS OF THE VOTE EVERYWHERE PROGRAM

The Andrew Goodman Foundation works with the most dedicated and passionate students at colleges and universities in the United States to make young voices and votes a powerful force in democracy. Being a Vote Everywhere Team Leader or Ambassador is a significant and rewarding responsibility. As such, there are several expectations Team Leaders and Ambassadors must understand and meet in order to be successful.

Expectations of Communication

- Ambassadors, who are not Team Leaders, must participate in one check-in call with their designated Program Manager during each semester.
- Team Leaders must participate in biweekly calls with their designated Program Manager.
- Teams must meet with their Campus Champion at least once every two weeks.
- All students must read the weekly Vote Everywhere newsletter.
- All students must complete surveys or other requests sent by Program Managers.
- All students are expected to be communicative and responsive when contacted by their designated Program Manager.
- Students should proactively self-report and ensure Program staff has the information to discuss their efforts, activities, and initiatives.

Expectations of Program Performance

- Ambassadors must commit on average five hours per week to Vote Everywhere activities.
- Team Leaders must commit on average seven hours per week to Vote Everywhere activities.
- Teams must complete two voter registration events or more per month to meet the needs of the campus community and election schedules.
- Teams must complete one event per semester with campus administration or Board of Elections officials.
- Teams must complete one event per semester with a coalition or other civic engagement group.
- Voter registration, Get Out the Vote (GOTV) efforts, and removing impediments to voting are the central goals of the Vote Everywhere program, and all events must include one of these components.
- Contact information must be collected for each voter registered and shared with Program staff.
- All events, materials, and collateral must be branded with the AGF/VE logo.
- All event reports must be submitted no later than two weeks after an event has occurred.
- Students are responsible for ensuring that pictures are submitted to their designated Program Manager after each event.

TRAININGS

TRAINING 1:

NONPROFIT NONPARTISANSHIP

Objective

Vote Everywhere campus teams will be able to understand the regulations pertaining to 501(c)(3) organizations' involvement with candidates and elections and permissible behavior when representing the nonpartisan mission of The Andrew Goodman Foundation (AGF).

The 501(c)(3) Scoop

The Andrew Goodman Foundation is a 501(c)(3) organization, a designation in the United States Internal Revenue Code that offers charitable nonprofits tax-exempt status. To maintain this status, the AGF must comply with certain regulations, namely abstaining from partisan behaviors, such as endorsing candidates or political parties. For this reason, it's of utmost importance that AGF staff and representatives of the AGF, including all Vote Everywhere campus team members, ensure nonpartisanship in their campus and community efforts.

To be clear, partisan and political activity in everyday life, outside of Vote Everywhere, is allowable. (You are encouraged to delineate opinions as your own when you are not acting on behalf of the AGF.) Here is a more in-depth look at the details.

So What Can You Do?

Nonpartisanship means refraining from endorsing or campaigning on behalf of a particular party or candidate. While this is essential to maintaining 501(c)(3) status, it does not prohibit nonprofits from advocacy work, like registering voters, educating voters, and getting out the vote.

Nonprofits can:

- Register people to vote
- Educate voters about how, when, and where to vote
- Provide nonpartisan voter guides and sample ballots
- Host or recommend attending candidate forums
- Invite candidates or party representatives to attend events
- Get Out The Vote (GOTV)

Nonprofits cannot:

- Endorse a candidate
- Register people based on political affiliation
- Tell a person for whom to vote
- Rate or rank parties' and/or candidates' favorability based on their platforms
- Give a particular party or candidate preferred access to resources

Nonpartisanship Q & A

What do these do's and don'ts mean for Vote Everywhere campus teams? These principles can easily be translated to your work. Let's look at some examples:

CAN I...

...host an event with the College Democrats?	Yes, if you also invite the College Republicans or offer an opportunity to host with them and other political groups on campus.
...host a candidate forum?	Yes, if you invite all of the candidates to participate.
...invite a candidate to an event?	Yes, if you invite all of the candidates.
...wear a personal item representing a candidate or party at a Vote Everywhere event?	No, you are a representative of Vote Everywhere at Vote Everywhere events, and this is considered a partisan activity. You may wear candidate- or party-affiliated items in your personal time.
...talk about my personal political opinions at a Vote Everywhere event?	No, you are a representative of Vote Everywhere at Vote Everywhere events, and this is considered a partisan activity. You may discuss political opinions in your personal time.
...be featured in the media as an Ambassador and as a party affiliate?	No, media features about Vote Everywhere activities should not reference your personal political views, but only the mission of the organization. You may identify as an Ambassador "for identification purposes only" in media features about your personal, partisan activities.
...tell someone which candidate is preferable to students?	No, you may only explain the facts of their stance on relevant issues.
...explain how to vote on the day of the election?	Yes, you can explain how to cast a ballot but not for whom to cast a ballot.
...share a post on my Vote Everywhere Facebook page from a particular candidate or party?	No, though you can share content from other entities if it's educational and nonpartisan. You may share posts from particular candidates or parties on your personal social media accounts.
...take a stance on legislation or ballot measures?	Yes and no. Learn more in the next section.



On Ballot Measures and Policies

Organizations with 501(c)(3) status are permitted to take a stance on ballot measures and policies because the Internal Revenue Service (IRS) considers it a form of lobbying. However, Vote Everywhere campus teams should not take a stance on ballot measures or policies without first consulting your Program Manager.

It is safest to provide resources, information, and dialogue demonstrating multiple stances about policies and ballot measures, especially those with significant partisan connotations. There is one exception to this general guideline: As an organization committed to voter access and civic participation, The Andrew Goodman Foundation supports pro-voter legislation, opposes legislation implementing impediments to voting, and considers taking these stances within a campus team's responsibilities.

TRAINING 2:

BUILDING AND LEADING TEAMS

Objective

Vote Everywhere campus teams will be able to recruit new Ambassadors and volunteers, work toward goals collaboratively, lead their peers effectively, and deal with team conflict.

What Makes a Good Team?

Every Vote Everywhere campus team is made up of a core group of Ambassadors, a Campus Champion, a network of volunteers, and campus partners. A strong team has the people, skills, resources, and connections to accomplish its goals. Part of the Team Leader and Ambassador responsibilities is to maintain a strong team, including recruiting volunteers and finding new Ambassadors when another team member graduates or parts with the program. Let's take a look at some ways to build your team and make it the best one possible.

Recruiting Volunteers

A good volunteer base provides Vote Everywhere teams with the additional capacity to take an event or initiative to the next level. While you should always try to engage your friends on campus as volunteers, sometimes you need to reach out to other audiences. Here are some other options:

- **Civic engagement, service learning, and leadership centers** are all good avenues, especially if your Campus Champion is located in one of these areas. They may interact with other students who have an interest in what Vote Everywhere does.
- **Volunteer and religious offices and programs** can also help by offering your opportunities to their audiences.
- **Greek life, athletics, and student organizations** often require service hours.
- **First year student experiences and community based learning courses** may also require service hours.
- **Political Science courses**, especially introduction courses, or other related academic subjects, can be captive audiences.

Once you find volunteers, it's important to develop these relationships so they return to help at future events. Make sure volunteers have the resources and knowledge they need in order to perform at their best. Finally, express gratitude for their contributions to your work by sharing kind words or Thank You notes, providing refreshments, or offering AGF swag to make them feel comfortable and included.

Finding New Ambassadors

Campus Champions, Team Leaders, and Ambassadors are all responsible for the recruitment of new Ambassadors. There isn't an exact recipe for the perfect Ambassador, but these considerations can guide you as you choose who will join your team:

- Passion for civic engagement
- Demonstrated communication skills
- Demonstrated or potential leadership skills
- Ability to fulfill time requirements
- Academic achievement
- Affinity for teamwork
- Involvement in campus life and culture
- Personal characteristics compatible with Vote Everywhere's goals (outgoing, passionate, charismatic, and self-motivated)
- Personal characteristics enriching Vote Everywhere team diversity (culture, knowledge, skills, and worldview)

DID YOU KNOW?

Highly interested and committed volunteers often become Ambassadors when a position opens up. If a volunteer excels and connects with the team, be sure to communicate this to your Campus Champion.

Leading Your Team

Leading your Vote Everywhere team to successful campus initiatives is fulfilling, but it also takes a lot of internal, perhaps invisible, work along the way. When thinking about how to be a strong Team Leader and how to manage productive, efficient, and collaborative teams, consider these key points:

Inspire	Strategize	Utilize	Communicate	Reflect
<ul style="list-style-type: none">• Motivate• Encourage• Acknowledge• Appreciate• Thank	<ul style="list-style-type: none">• Plan• Monitor• Hold accountable• Adapt	<ul style="list-style-type: none">• Collaborate• Delegate• Let people do what they're good at	<ul style="list-style-type: none">• Be present• Share information• Listen to others	<ul style="list-style-type: none">• Be open to constructive criticism• Be willing to compromise• Learn from mistakes

Great leaders inspire great results, and you may be surprised at what makes a leader so great. Good leadership is not all about power or control. Sure, leaders steer the ship and make the final call, but teams work best when they feel comfortable with their leaders. Try following these leadership take-aways:

- Be empathetic
- Be a good listener
- Be responsive



Being a leader also means being the one to deal with and resolve team conflict, should it arise. Never sweep it under the rug! Be transparent in your approach to addressing problems and avoid letting any problem fester for too long. These types of team conversations may be difficult, but know that they are just as valuable and necessary. Here are some key ways to take the plunge:

- Use “I” statements instead of using “you” statements or placing blame
- Be an active listener and don’t write off the other party’s thoughts
- Use the following model as you form your own comments: compliment > suggestion > compliment
- Come to the table with an open mind and be willing to compromise
- Be flexible and collaborative in reaching a solution
- Be respectful of who should be involved and who should not
- Follow through once the conversation is over

DID YOU KNOW?

Your Vote Everywhere campus team has several people who can help mediate conflicts. Make sure your Program Manager and Campus Champion are aware of any situations that arise and don’t hesitate to ask for help or advice.

TRAINING 3:

VOTER REGISTRATION

Objective

Vote Everywhere campus teams will be able to understand how to register voters on campus, collect contact information from registrants, and host voter registration events.

Voter Registration

Voter registration, voter engagement, Get Out the Vote (GOTV), and removal of voter impediments are at the heart of the Vote Everywhere program and The Andrew Goodman Foundation's mission to make young voices and votes a powerful force in democracy. Registering your campus community to vote is a powerful tool to ensure that your peers are represented in their democracy, from local to state to federal levels.

Before diving into the details of registering voters, it's important to understand the evolution of voting rights in the United States and the ongoing struggle to protect the vote for all Americans.

A Brief History of U.S. Voting Rights

The struggle over voting rights in the United States is as old as the country. During the first hundred years of the country's history, only white male citizens had access to the ballot.

Later, the ratification of the 15th Amendment in 1870 granted African-American male citizens the right to vote. However, the ability to exercise this right was restricted through Jim Crow, or de facto segregation, a form of discrimination governed by policy and practice, but not by law.

Jim Crow practices, like poll taxes and literacy tests, were implemented in many states, especially throughout the South, in order to obstruct the 15th Amendment and African Americans' right to vote. During the beginning of the 20th century and through the Civil Rights Movement, voting rights were a continued battleground for social activists.

At the height of the Civil Rights Movement, several pieces of influential voting rights legislation were passed. The 24th Amendment of the U.S. Constitution, ending the discriminatory use of poll taxes, was ratified in January of 1964. That summer, Andrew Goodman, James Chaney, and Michael Schwerner were kidnapped and murdered by the Ku Klux Klan while participating in Freedom Summer's campaign to register black voters. The murder of these three young men galvanized the movement and catalyzed the passage of the Civil Rights Act of 1964, which outlawed discrimination based on race, color, religion, sex, or national origin.

The following year, the Voting Rights Act of 1965 was passed, largely as a result of the fraught and widely covered Selma-to-Montgomery marches. The Voting Rights Act (VRA) clarified and enforced the right to vote for all United States citizens of voting age, regardless of race. The VRA also implemented federal protections to prevent voter suppression in states with a history of disenfranchisement.

LET'S NOT FORGET!

1920: The ratification of the 19th Amendment gave women the right to vote.

1971: The ratification of the 26th Amendment lowered the eligible voting age so that all citizens over the age of 18 could vote.

Fast-forward to 2013. The United States Supreme Court made a landmark ruling in *Shelby County v. Holder* that struck down the federal protections put in place in states with historically disenfranchised populations. The court ruled that the method for determining which states to protect was unconstitutional. Without the protection of the VRA, states can now pass voting rights legislation without federal oversight. Since 2013, this ruling has resulted in a drastic increase in restrictive legislation, such as the voter ID requirement.

The struggle for voting rights continues today. Yesterday's poll taxes are today's voter IDs, restrictions to early voting and same-day registration, disenfranchisement of people with felony convictions, allegations of voter fraud, and more. Vote Everywhere aims to tackle these voting impediments to ensure that everyone can exercise their right to participate in our democracy.



The 411: Voter Registration

Voter registration is a core goal of Vote Everywhere, and with the right tools and information, a successful voter registration campaign is easy. Registration processes and procedures vary by state, and it is essential that you know the rules of your particular location. You can use state-specific voter registration forms or the National Voter Registration Form.

The National Voter Registration Act of 1993 mandates that every state accepts a mail-in National Voter Registration Form. While this form can be used for any state and has a user-friendly layout, it also includes instructions from each state that must be met for a registration to be accepted. For further resources on the how to fill out the National Voter Registration Form, see page 44 in the Appendix.

All voter registration forms, no matter the state of origin, require the following pieces of information:

- Confirmation of citizenship
- Confirmation of age (at least 18 years old) by election day
- Name
- Address
- Date of birth
- Identification number (Driver's License Number or Social Security Number)
- Signature

From here, additional information varies by state. Confirm required information with your local election officials to ensure that you register students accurately so that they will be able to vote on Election Day. Even with this precaution, you may still experience some difficulty ensuring that students provide their own information accurately. In particular, the address field causes concern. Which address should students use? How should they format it? Let's look more closely at the issue and how to navigate it.

At Home

- May have to vote via absentee ballot
- Can keep the same address over time

At School

- Can vote in person during the academic year
- May have to change address each year

Registering On-Campus Residents

Additionally, registering students who live on campus requires that students provide an appropriate school address. Some schools use individual mailing addresses, while others use residence hall addresses or the main campus address. As the experts on voter registration for your campus community, your campus team should double-check the procedures of your school so that you can guide students with confidence. Contact local election officials if you need help and create a system to disseminate this information once you have it.

Registering Off-Campus Residents

Teams at non-residential schools or schools with small residential populations will likely register students at their off-campus apartment or home addresses. In this situation, the address field may not be as confusing, but you should make sure off-campus students realize that their polling site may be different from the one their on-campus peers use. Using the contact information collected at your voter registration events, you can follow up to confirm registration status and provide resources or polling site information.

Break It Down: Voter Registration Events

Whether you are new to hosting voter registration events or a seasoned veteran, you should ask yourself important before, during, and after questions that will lead you to success.

Before the event, plan ahead. Do you need to...

- Reserve a space or receive permission to register voters on campus?
- Provide your own table?
- Obtain supplies, including pens, clipboards, and forms?
- Charge laptops or tablets to register voters online?
- Train volunteers on registration practices?
- Create templates or demo forms?
- Refresh your knowledge of the rules in your state?

During the event, be present. Are you...

- Branding your event with Vote Everywhere logos, stories, and swag?
- Engaging with all the people around you?
- Holding nonpartisan discussions about the importance of voting?
- Reminding people registration only takes a minute?
- Answering questions about registration and voting?
- Gathering contact information about all voters registered?
- Tracking engagement and impact for your event report form?
- Taking photos?

HELPFUL HINTS

To clear up students' confusion, Vote Everywhere campus teams can provide:

- Voter registration forms with the address section prefilled (if the address is standard, like a main campus address)
- Address templates

After the event, follow up. Did you...

- Deliver by mail or in person any paper registration forms you collected?
- Check in with students you registered after a few weeks to ask if they verified their registration?
- Submit an event report form with detailed descriptions and accurate numbers?
- Send your collected contact information and photos to your Program Manager?
- Debrief with your Vote Everywhere campus team about what worked, what didn't, and what can be done better next time?

NEED SOME IDEAS?

If you need ideas for your events, check out the Event Planning Sample (p. 50)! There you will find a multitude of event ideas, including several that are specific to voter registration and voter engagement. You can also use the Event Marketing Checklist in the Appendix (p. 47) as you prepare for your events.



TRAINING 4:

STRATEGIC CAMPUS PLANNING

Objective

Vote Everywhere campus teams will be able to develop strategic campus plans to meet the needs of their campus and surrounding communities and to make young voices and votes a powerful force in democracy.

What's a Strategic Plan?

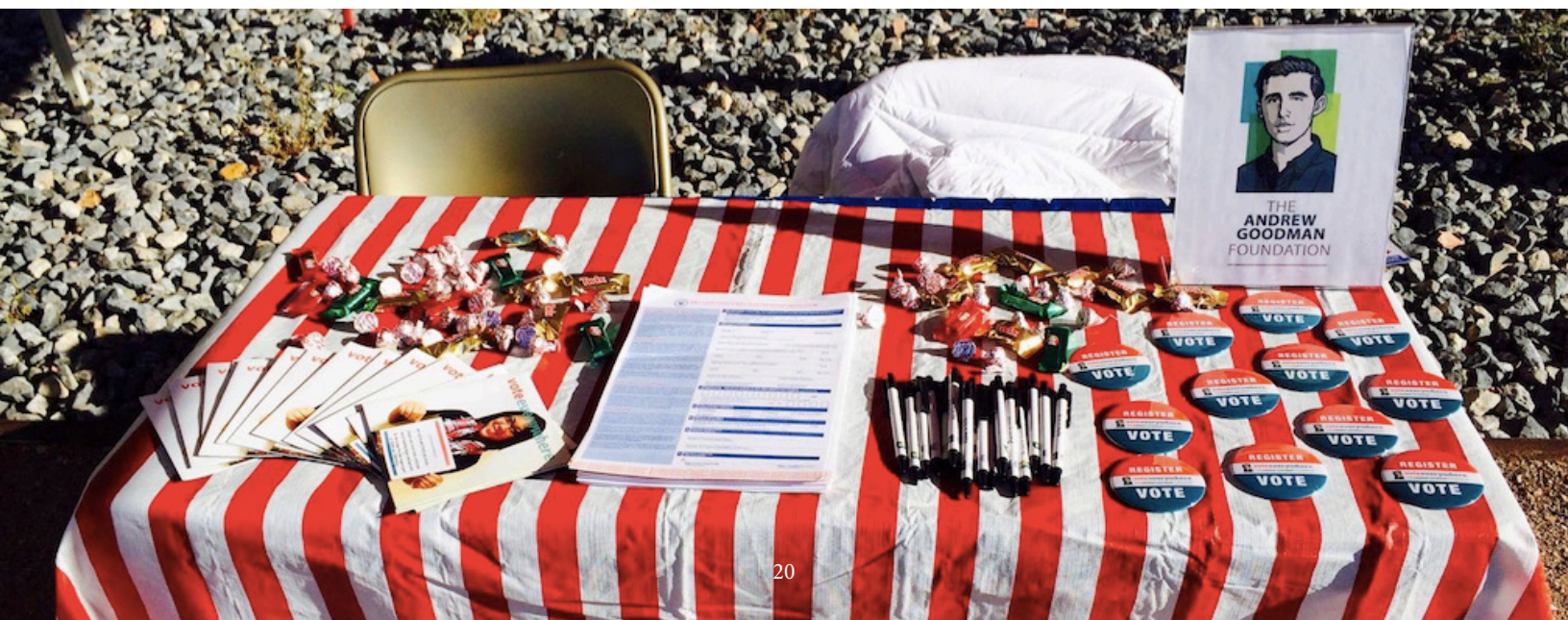
Creating a campus plan allows Vote Everywhere teams to think about campus needs, reflect on the ways in which they can be addressed, and take action. A plan is made up of a goal, strategies, tactics, and outcomes. Let's take a look:

- **Goal:** An end result that is S.M.A.R.T. (specific, measurable, attainable, relevant, and timely)
- **Strategy:** A method or plan chosen to achieve a desired goal
- **Tactics:** Activities that carry out a strategy and move toward achieving a goal
- **Outcome:** The effects of achieving a goal

Break It Down

- **Goal:** 100% turnout from your school's student voters in the November general election
- **Strategy:** 100% registration rate of your school's student population
- **Tactics:** voter registration drives at new student orientation, class registration, move-in day, graduation, and other tabling events
- **Outcome:** increased civic participation in your community and representation of student voices in our democracy

Note: In this situation, voter registration is only one of many strategies to achieve voter turnout. A plan can have few or many strategies, with few or many tactics.



How to Create a Plan

- 1. Commit to an issue that is relevant to your campus and community.** What issues are students facing on campus or residents facing in the community? Have you noticed, read, or heard about an issue that needs to be addressed? Do some research to find out a) what a campaign around this issue could look like, b) how you could measure its success, and c) whether the campaign is winnable.
- 2. Establish long-, intermediate-, and short-term goals.** Can your team address the issue in a month, one semester, or will it take multiple years? Can your goals be sustained and met if they last beyond your time with Vote Everywhere? Let your goals drive your strategies and tactics.
 - **Long-term goal(s):** an overarching vision or mission
 - **Intermediate-term goal(s):** a major checkpoint to achieving the vision
 - **Short-term goal(s):** each stepping stone to arrive at the checkpoints
- 3. Develop strategies to address longer-, intermediate-, and short-term goals.** What audiences and which decision makers are relevant to your goal? Keep them in mind as you develop your strategy and go even further: initiate collaborative opportunities that will make your strategy more successful and add resources and reach to your overall goal. Develop and utilize partnerships to your goal's advantage. Check out the Case Studies (p. 35-38) to read about different strategies.
- 4. Choose your tactics.** What tactics, or methods, will achieve your strategies, and ultimately, your goal? Tactics are the most specific aspect of your strategic plan. Become well-informed about your issue and be creative so that your tactics are as efficient as possible. Tactics include petitions, protests, events, and meetings, among other things.
- 5. Distribute responsibilities.** Each tactic may be composed of different tasks, which should be distributed throughout your team. Utilizing all members of your team effectively to accomplish tasks is vital to the success of your tactics, strategies, goals—and your entire strategic plan.

CHECK IT OUT!

Examples of various types of tactics can be found on page 51-54.

DID YOU KNOW?

In Fall semesters, VE teams should mainly focus on voter registration, voter education, and Get Out the Vote (GOTV) efforts. In Spring semesters, teams should focus on expanding voting infrastructure on campus or developing an advocacy campaign, including removing impediments to voting. See the sections on Best Practices (p. 34) and Case Studies (p. 35-38) for ideas.

Once a plan is made, create a timeline for the tasks, tactics, and strategies leading to the ultimate goal. Regularly check back in with your team to report on successes, discuss what isn't working, and adapt the plan as necessary.



DON'T FORGET!

It is essential that you brand your event and represent The Andrew Goodman Foundation's Vote Everywhere program, measure the impact of your event, and report these things to your Program Manager. See Training 5 to learn more about branding and Training 6 to learn more about data and measuring impact.

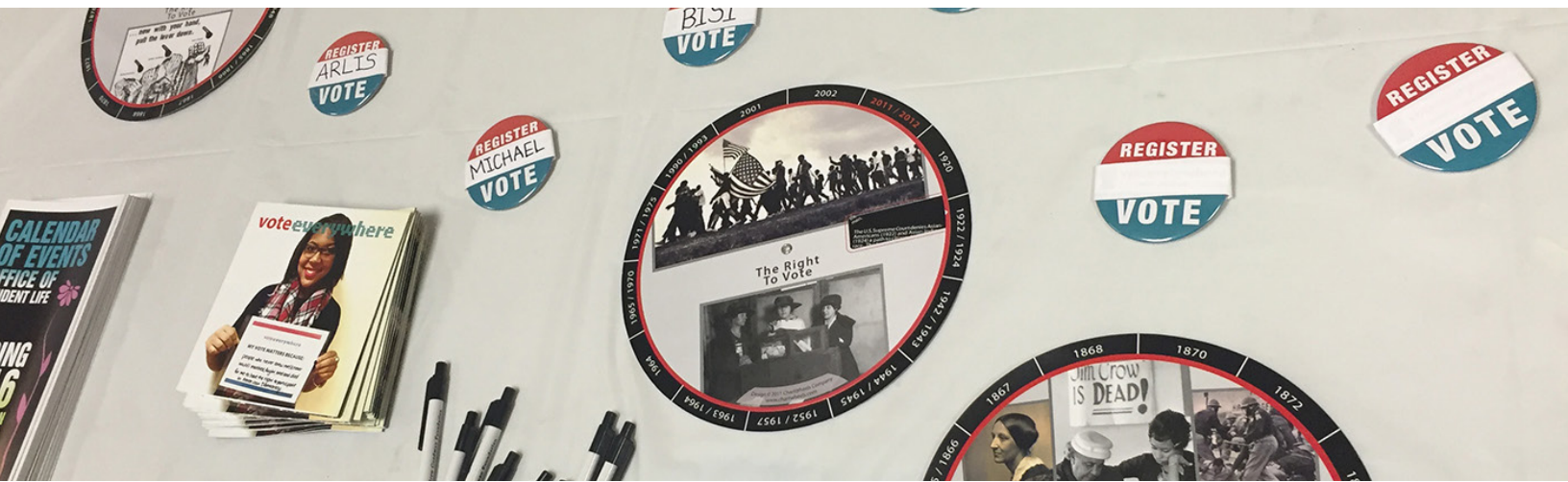
Turn a Tactic Into a Successful Event

Hosting events is an important tactic that Vote Everywhere teams use in their strategic plans. Events can take many forms depending on the strategy, but in all cases, keep the five Ws (Who, What, When, Where, Why) in mind to plan and host successful events.

1. **Who** will be involved in planning and hosting the event? Can you collaborate with campus and community partners? Who can you ask to volunteer? Who is your audience, and who do you expect to attend the event?
2. **What** will the event be? What is the purpose of the event and how do you plan to present or deliver it? Will you have refreshments? What is your budget? In what ways can you incorporate voter registration? You can find ideas for events in the Appendix (p. 50-51).
3. **When** will the event take place? Are you varying the times of all of your planned events to target different audiences and their availabilities? Will your event conflict with another event, activity, or holiday on campus? Did you advertise or conduct event outreach beforehand?
4. **Where** will the event take place? Are you varying the locations of all of your planned events to target different audiences and their locations? Does your space have the necessary technology? Will the space be large enough to hold your expected audience? Is there a cost to reserve the space?
5. **Why** is this event necessary to your overarching goal? What are the goals and objectives of the event? If there are multiple goals, how are you connecting them? Are your goals clear to your audience?

TRAINING 5:

BRANDING, MEDIA, AND COMMUNICATIONS



Objective

Vote Everywhere teams will be able to establish and maintain a brand presence on their campus and gain visibility for their work.

What Is a Brand?

A brand is a unique collection of key messages and visual identity (including logos, colors, fonts and imagery) that convey the essence of your product, company, organization, or even you to an audience.

A strong brand has the ability to create a powerful connection between you and your peers, colleagues, partners, school administration and other key stakeholders on campus. It will help you:

- **Be consistent**, which will streamline your message and make life easier
- **Get recognized**, which will allow people to understand who you are and what you do
- **Be leaders**, which will give your team legitimacy in your field

Branding Vote Everywhere on Campus

Using the Vote Everywhere brand as your anchor, you need to establish a presence on campus. By doing so, your peers will begin to see your work as vital. Students will count on you for voter registration information, candidate and election resources, and leadership on relevant advocacy issues.

So how do you establish Vote Everywhere as the go-to, student-led civic engagement resource on campus? By focusing on Message, Visual(s), and Action.

1. Message

Every school should focus on issues relevant to its student body. However, as you begin to formalize your message, the Vote Everywhere brand must be your anchor and guide. Use the program's description and tagline whenever discussing Vote Everywhere.

Description: Vote Everywhere is a nonpartisan, civic engagement program led by The Andrew Goodman Foundation (AGF) on college and university campuses nationwide. Through the program, AGF trains and supports student Ambassadors to engage, educate, and mobilize their peers to register to vote and take action on social issues.

Tagline: Your Vote Is Your Voice!

- Use the name and tagline as part of the official title of your on-campus activity (e.g. Use titles such as “Vote Everywhere Lecture Series: Beyond the Ballot” or descriptions like “Vote Everywhere will table on the quad TODAY. Remember, your vote is your voice!”).
- Use the official program description to formally discuss Vote Everywhere on your website and in media features.
- Include “Vote Everywhere” in the official name of your Facebook page or other social media accounts (e.g. Vote Everywhere UA).

2. Visual(s)

Visual identifiers, like your logo, imagery, and graphics, are another key piece of your brand development.

- The AGF/VE logo or Vote Everywhere name must appear on all materials including flyers, social channels, websites, brochures, t-shirts, stickers, or other collateral and swag.
- VE brand colors and fonts should be used in all marketing materials. (See Style Guide in Appendix on p. 41-43.)

3. Action

The last tool to build your brand is perhaps the one that will come the easiest to you: taking action. If you take action on issues most important to you, and align it with your message and visual identity, you will develop a compelling and powerful brand.

- All meetings, speaking engagements, and events should reinforce your message and visual identity.



Co-branding

Vote Everywhere Ambassadors often create complementary groups (e.g. Election@Bard) and coalitions (e.g. Elon Votes) to carry out civic engagement work on campus. Vote Everywhere campus teams and individual Ambassadors may also collaborate with other like-minded campus organizations (e.g. University of Chicago Democracy Initiative).

We encourage the use and promotion of other complementary brands, especially if that brand will help amplify your work on campus. However, it is important that all Vote Everywhere initiatives, collaborative or not, are co-branded with the name, AGF/VE logo, and description.

Elevating Your Brand

Once you establish a brand, the next step is to elevate it. Here are three areas of focus that will help you gain visibility for your work:

- 1. Tell your story:** A great way to gain visibility for your work is through storytelling. There are a few different ways to do it.

- A. Tell Andy's story.**

The story of Andrew Goodman is the heart of Vote Everywhere and should be highlighted in your work. Reference Andy's Story (p. 2) and A Brief History of U.S. Voting Rights (p. 16-17) when developing your story.

- B. Work with the media.**

One way to ensure visibility for Vote Everywhere is to meet the people in charge of telling stories. Develop a relationship with your school's Communication's Department and local media outlet so you can pitch them your stories. (See p. 48-50 in the Appendix.)

- C. Write about your campus initiatives.**

Writing op-eds, blog posts, and articles about your work is another great way to gain recognition. Try to focus on topics that directly tie to your work as Vote Everywhere Ambassadors on campus (e.g. student turnout, voting legislation).

- 2. Invest in marketing/promotional items:** You can use a part of your Activities Budget to help elevate your work.

- A. Buy ads.**

By keeping your end goal in mind, purchasing an ad in local newspapers or on Facebook can be a great way to spread the word about an upcoming event.

- B. Offer freebies.**

Your team should hand out promotional items during all VE sponsored events. Use your provided AGF swag or order AGF/VE branded additional items that your audience may enjoy. Keep in mind that the AGF/VE logo must appear on all items (e.g. lip balms, mints, card holders).

3. Host events: Regular events are a Vote Everywhere requirement that can be used as an opportunity to gain visibility and brand recognition.

A. Create a plan.

Use the Event Marketing Checklist to plan your next successful event (p. 47 in the Appendix).

B. Host events with your partners.

Co-hosting events with other organizations on campus is a great way to spread the word and form new relationships. If you decide to co-host an event, the AGF/VE logo must be listed on all marketing materials.

Why Is Branding Important?

By maintaining a strong brand on campus, you will legitimize your work and establish yourself as a leader in the field. Through branding, the work you do now will grow and pave the way for the next generation of student leaders. Additionally, your success is our success! This is why it's important to highlight the connection to the AGF and send over all media appearances to your Program Manager as soon as possible.



TRAINING 6:

DATA AND REPORTING

Objective

Vote Everywhere campus teams will be able to define types of data, to measure impact, and to understand expectations about collecting contact information.

Why Does Data Matter?

You've received three emails, a text, and a call from your Program Manager about not submitting an Event Report Form directly after an event—so what's the big deal? Data and reporting are crucial to the success of Vote Everywhere. To effectively talk about the work campus teams are doing with all of our stakeholders, Program staff need accurate and comprehensive information. For example, The Andrew Goodman Foundation uses data from Event Report Forms in our annual report, grant proposals, donor outreach, and media outreach, just to name a few outlets.

We employ several other methods of compiling data as well, including deploying surveys and monitoring newsletter engagement. Most of these efforts require self-reporting. That means that your timely responses, reporting, and accurate data are at the core of all things Vote Everywhere. Let's discuss types of data, how to measure them, and ways we use the information.

Qualitative vs. Quantitative Data

When the Event Report Form prompts you to record attendance numbers or the number of voters registered, for example, it's dealing with quantitative data. Your descriptions of events in Event Report Forms or your written answers in surveys are qualitative data. The Andrew Goodman Foundation strives to collect and analyze both types of data and uses both to communicate about Vote Everywhere.

QUANTITATIVE <i>Numbers and metrics</i>
of participants
of volunteers
of voters registered
of people engaged by an event
of engagements on social media platforms (e.g. likes, views, shares, retweets)
of people affected (e.g. by bringing a polling place to campus)
of contacts collected

QUALITATIVE <i>Words, descriptions, stories, quotations</i>
Description of an event
Anecdote about something that happened at an event
Story about the effect of an event on a person, organization, or other entity
Reflection on an event or areas for improvement
Future action items
Quotations from surveys or interviews
Registered voters' contact information

On Participation, Engagement, and Impact

Understanding the difference between direct participation, engagement, and impact can be confusing, but it doesn't have to be! **Participation** refers to the number of people who had a direct, measurable presence at an event, whether in person or online. Participation could include the sum of event attendees, voters registered, or likes and shares on social media. (Imagine that your social media post is an in-person event. If someone likes or shares your post—in other words, if they take action—then they directly participated with the post, just as if they'd been present at an event.)

Engagement is a broader measurement and reflects people whom your event engaged, but people who may or may not have directly participated in the event. Engagement could include the following: walking by a table but not registering or simply viewing a post on social media. Your work can influence people, even if they don't directly participate—and we want to know about it! For example, if someone simply sees your table, they may be reminded to vote or may make a mental note to check out The Andrew Goodman Foundation.

So what are some numeric characteristics of engagement? Engagement should always be equal to or greater than participation because participation is the lowest common denominator of engagement. Engagement should never be zero! Finally, engagement will likely be an estimate.

Impact is a measurement of the number of people affected by your work, whether or not they participated or engaged with your events. For example, when students at Louisiana State University (LSU) helped to pass legislation permitting the usage of public universities' student IDs as voter IDs, they affected public university students across the state. Most events will not have impact numbers like this. (Remember: short term goals lead to big long term goals!) But if you accomplish a major success, like adding a polling place to campus, how many students do you think you affected? We can work together to figure this out!

Here is an example of a sample event's participation and engagement numbers.

Your team hosted an event where you went to a class of 50 students and recorded 25 of them discussing what democracy means to them. At the same time, you registered fifteen additional voters. Once the video was edited and produced, your Vote Everywhere Facebook page posted the video, which got 125 likes and 200 views.

Participation

Students in video	25
Voters registered	15
Likes	125
Total Participation	165

Engagement

Total participation	165
Students in class, but not in video	25
Views	200
Total Engagement	390

Measuring impact can be difficult, but your Program Manager is there to help answer any questions you may have about reporting.

Voter Registration and Contact Information

Imagine it's Election Day, and your team previously registered 1,000 students to vote, but the polls on campus have been quiet, and few students have come. Vote Everywhere campus teams spend a large portion of the year focusing on registering voters, but often are unable to GOTV afterwards and in the lead up to elections. In order to stay in contact with voters you've registered, it is required for all Vote Everywhere campus teams to collect contact information for all voters registered. Here are some options for collecting contact information:

1. **Paper forms:** Copying paper forms is a fast and easy way to collect information. Make sure you know your state's laws about collecting information from voter registration forms. You may need to redact sensitive information. Once copied, make sure to send contact information to your Program Manager via emailed scans or an emailed spreadsheet.

Tip: You can scan forms on-the-go with your smart phone, using apps such as Cam Scanner or Scanbot.

2. **Sign-in sheets:** Having a sign-in sheet at all voter registration and non-voter registration events makes it fast and easy to create contact lists. If you use a printed sheet, make sure to scan it and send a copy to your Program Manager. If you use a digital spreadsheet, send it your Program Manager.

Tip: You can use the contact information from sign-in sheets to inform people about upcoming events and volunteer opportunities.

3. **TurboVote:** TurboVote is a service that provides voter registration tools and an email/text component, which updates registered voters about upcoming elections. Colleges and universities can subscribe to the service for a fee. If your school already uses TurboVote, talk to your Program Manager as soon as possible to discuss making use of the contact information stored by TurboVote.

Tip: You can use the TurboVote text notification sign-up without registering to vote. This is a great way to engage and contact people who have already registered.

DID YOU KNOW?

All VE schools are required to sign up for the NSLVE report and to share it with Program staff upon receipt of the report. NSLVE, or the National Study of Learning, Voting, and Engagement, provides schools with voter registration and voter turnout info on campus, in relation to many factors such as ethnicity, age, and course of study. This report is vital to informing your team's voter registration and GOTV efforts—so make sure to sign up and share it with your Program Manager!

THE 411!

Name, phone number, and email are absolutely essential pieces of contact information. Further information could prove helpful as well, but be sure not to collect sensitive information, such as a Social Security Number.

TRAINING 7: DEVELOPMENT

Objective

Vote Everywhere campus teams will be able to understand fundraising as a vital component of nonprofit organizations, find additional funding opportunities for their work, and manage their relationship with donors.

What's Development?

Nonprofit organizations rely on development work, comprised of both donor relations and fundraising, to carry out their missions. For example, The Andrew Goodman Foundation has a budget of over \$1 million, with \$25,000 allocated to each Vote Everywhere school each year. We fundraise to meet our annual budget each year and cultivate our relationships with our donor base, which constitutes a mix of individuals, foundations, and corporate and coalition partners. These activities sustain us and make our programmatic work and serving our mission possible.

While Vote Everywhere campus teams receive a \$1,000 grant for activities from The Andrew Goodman Foundation each academic year, we encourage teams to scope out other opportunities for additional funding. Applying to and receiving small grants could enhance the work and resources of each campus team. Take a deeper dive into the development process:

Five Stages of Development

There are five stages of the development process that apply to any funding opportunity.

Research > Cultivate > Ask > Steward > Renew

Research, cultivation, and asking for funding are all essential stages of development. Stewarding the funding assures the donor that you have done the work properly, and renewing the award indicates that your work was a successful investment.

- **Research** is the first step in looking for funding, just as it is in most civic engagement initiatives. Search online for funders that are specific to your needs. Search parameters can include focus area (e.g. advocacy, voting, education), location, or other considerations. After discovering potential funders, dig through their websites to uncover specific opportunities and further areas of interest. When is the deadline? Does your need meet their criteria? You can always connect with the Development Department at the AGF for assistance in finding and developing new funding opportunities.
- **Cultivation** is the building of relationships with potential funders. If possible, go to an event hosted or attended by a funder to establish an initial contact. Next, ask for a formal meeting or phone call to discuss your proposal. While you may not always be able to meet with a funder in person, it is important to ensure that they know you and your work by the time they see your proposal.

- **Asking** for funding takes different forms. With individual donors, cultivating the relationship can lead to donations or to conversations where you can make the ask. To receive funding from foundations, organizations, and institutions, you will likely be required to write a grant proposal or concept paper in response to a request for proposal (RFP). Your grant proposal should always include the following components:

1. Who you are, what your mission is, and your past successes
2. A project narrative, explaining what you plan to do with the funding
3. A project timeline, detailing what you will accomplish and when
4. A budget to meet the needs of your project
5. Your contact information

Remember to do your due diligence! Spell check, edit, and proofread to ensure the utmost professionalism. Don't let little mishaps derail your application.

- **Stewarding** funds is all about using your financial award appropriately and reporting your usage back to funders. You should always use the money as it was intended by the funder and as described in your proposal. Track, record, and report your expenses to your funder. Depending on the funder and requirements of the award, you may need to report quarterly, annually, or at the project's completion. (Don't worry! This will be in the terms of the grant agreement.) This development stage also includes showing appreciation or gratitude to your funders by sending them Thank You notes, inviting them to events, and giving them updates on your progress.

- **Renewing** the award is important to the continuation of your work and is dependent upon your past performance. If your project was a success and you stewarded the funding appropriately, you can ask for further funding by explaining how you will repeat or increase your successes. If your project had setbacks or was not as successful as you hoped, you can still ask for a renewal or additional funds. Make sure to explain how you will change your strategy to become more successful next time.

BEST PRACTICE

When responding to an RFP, it's not necessary to meet every criterion. You should make the case for how your work meets the majority of the criteria but stay true to your own goals and mission. Never be dishonest about something to fit the RFP's agenda or change your project solely to satisfy a funder. Being totally off base or clingy are both red flags to funders.

RELATE IT BACK

The \$1,000 Activities Budget, given to VE teams, is technically a grant and also requires stewardship! Campus Champions are tasked with recording and reporting how teams spent their money. Champions typically report spending by category, including food, events, advertising, travel, and printing. As you use your budget, think about how you steward your money and work with your Campus Champion to ensure it is being reported to Program staff.

More Resource Opportunities

One additional way to expand your financial resources is through seeking out and participating in collaborative opportunities. Establish and act on campus and community partnerships, which can be done by following the same development process. Student organizations, administrative offices, and academic departments may be able to provide funding, access, or support for your efforts.



BEST PRACTICES AND CASE STUDIES

BEST PRACTICES

While there are many ways to engage campuses around voting and civic participation, many Vote Everywhere schools have been successful by implementing certain practices that have risen to the top. Integrating some or all of these best practices into your campus team's efforts can help bring your work to the next level. Check out Ambassadors' tried and true best practices in the following categories: voter registration, campus and administrator buy-in, and engagement in non-federal election seasons.

Voter Registration

- **Institutionalizing voter registration** is a practice that integrates registering into preexisting and universal aspects of the student experience. Institutionalization includes:
 1. Tabling or presenting during new student (first-year and transfer) orientation
 2. Presenting in new student seminars or mandatory courses
 3. Including links to TurboVote or other online registration tools within class registration or student portals
- **Sending mass emails** that target the whole campus gives a lot of bang for your buck. You will be able to reach the campus at large, giving registration access to potentially thousands of students, with little time and energy. Try starting with a Communications contact at your school—or ask the President or Chancellor to send an email for maximum impact!
- **Bottlenecking** during mandatory or campus-wide events provides an opportunity for extensive visibility and contact while students have time standing in line or waiting. Try bottlenecking when students are receiving ID cards, meeting with financial aid, checking into housing, graduating, leaving new student orientation, and more!

Campus and Administrator Buy-in

- **Building voting and civic engagement coalitions** allows Vote Everywhere campus teams to engage wider audiences of the campus population. Include student organizations, administrative offices, academic departments, and high-level administrators in your coalitions to maximize impact.
- **Including high-profile campus leaders**, such as the student government president, lends legitimacy to your efforts and may broaden your reach.
- **Meeting with staff and high-level administrators** allows you to build a relationship with important decision-makers, tell them about your work, and reach out to them for support. These relationships should be cultivated and can help your team achieve its goals.

Non-federal Election Season Engagement

- **Researching voting issues** in your state will inform your goals and prepare you to tackle voting impediments. Removing these impediments improves registration and voting accessibility for future elections. See Case Study 4 (p. 38) to learn more.
- **Educating students** about civics and current events issues, and then connecting this learning to voting, shows how elections can influence everyday life.
- **Involving students** in local and state politics brings civic engagement to life and illustrates how elections can have a more direct and immediate influence on their lives.

CASE STUDY 1:

VOTER REGISTRATION ADDRESSES AT SUNY BINGHAMTON



In 2015, the SUNY Binghamton Vote Everywhere campus team worked with campus partners and the local Board of Elections to establish a simplified registration process for on-campus students, who are split into three voting districts.

The Problem

SUNY Binghamton's campus is spread across three voting districts, which requires students to register at a new address each time they move to a new residence hall, even though they are still on campus. Without updating their voter registration—sometimes as often as every year—students are not able to vote.

The Solution

The Vote Everywhere campus team proposed and implemented a system of districting students alphabetically by last name, rather than by residence hall.

The Process

In collaboration with a coalition of campus and community partners, student leaders, and Board of Elections (BOE) officials, the Vote Everywhere campus team brainstormed ideas to address the districting concern. The team came up with several options including dividing students into districts alphabetically by last name and placing the campus into one district.

Next, they presented their ideas formally to the Board of Elections. The Board of Elections opted for the system of districting alphabetically by last name due to a concern about servicing a large student population within one district.

Though the change still required students to re-register each time they changed residency, the BOE created an easy, customized form to simplify the process.

CASE STUDY 2:

ABSENTEE BALLOTS

AT THE UNIVERSITY OF ALABAMA

In 2016, the Vote Everywhere campus team at the University of Alabama established cost-free mail stop codes for students as an alternative to the pricey on-campus mailboxes. Students can now receive absentee ballots on campus at their mail stop codes, eliminating the price on access to the ballot.

The Problem

At the University of Alabama, students have to pay \$60 per semester to have an on-campus mailbox where they receive mail, which included absentee ballots. This made access to the ballot difficult and costly for students who were unable to vote in-person at the polls.

The Solution

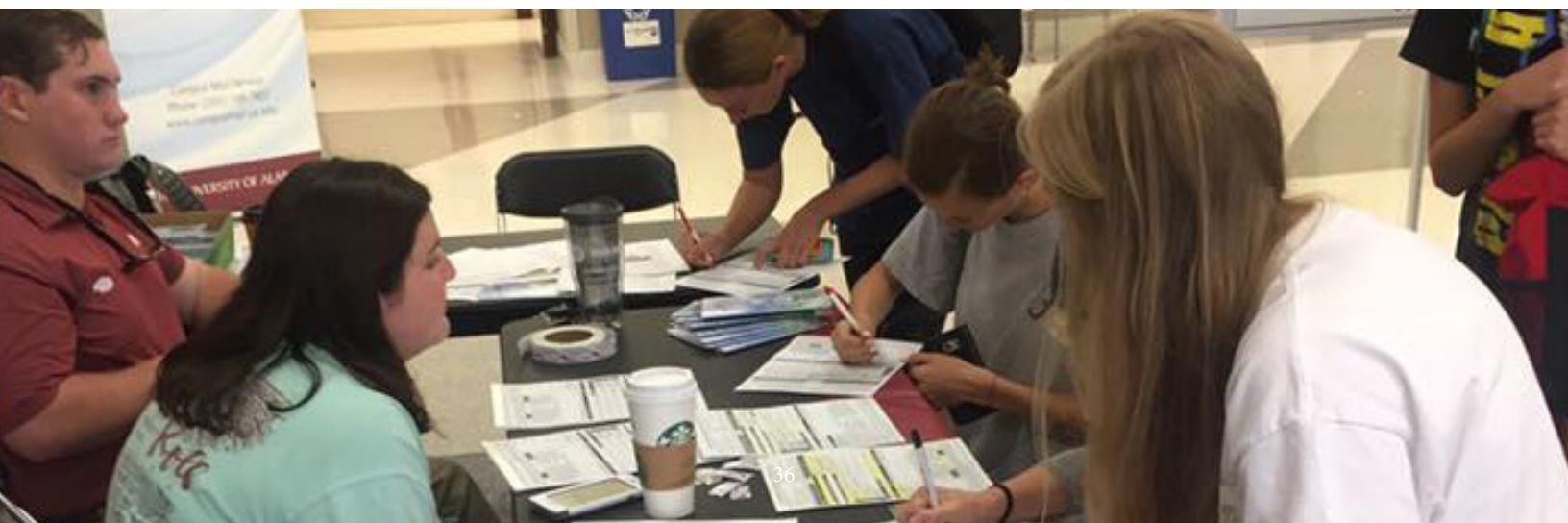
The Vote Everywhere campus team proposed, and eventually enacted, a system wherein students could use their individual mail stop codes to receive absentee ballots through the Campus Mail Center without purchasing a mailbox.

The Process

To address the lack of absentee ballot access, students first had to propose a comprehensive and cost-free mail system that would fit in with the UA Campus Mail Center's preexisting practices. This proposal also received approval from the Tuscaloosa County Registrar, indicating the proposal complied with Alabama state election law. The campus team met with Campus Mail Center staff and campus administrators about the issue, but were met with resistance.

Students then connected with the Fair Elections Legal Network (FELN) with assistance from The Andrew Goodman Foundation. This partnership helped to show the UA administration the rarity and potential illegality of their absentee ballot mailing system.

Because of the campus team's efforts, the University of Alabama administration approved the students' initial proposal. This policy change allowed over 1,200 UA students to receive absentee ballots—at no cost—for the November 2016 Presidential election.



CASE STUDY 3:

EARLY POLLING PLACE AT WESTERN CAROLINA UNIVERSITY



In 2016, the Vote Everywhere campus team successfully advocated on behalf of their campus community to establish an early voting polling site on campus. This made voting more accessible for over 10,000 students.

The Problem

Western Carolina University (WCU) students were assigned to an off-campus polling site, which was not easily accessible to them and dangerous to reach. To visit the polling site, students would have to walk one and a half miles on a road without sidewalks and in an area with no public transportation. To make matters worse, only half of WCU's students had access to personal vehicles.

The Solution

The Vote Everywhere campus team coordinated a large group of volunteers and community allies to contact the local Board of Elections (BOE) and propose establishing an early voting polling place on their campus.

The Process

In collaboration with community partners such as Campus Vote Project and Democracy NC, the Vote Everywhere campus team researched the laws regarding space, accessibility, parking, and more to ensure their campus met statutory requirements.

They also garnered community support. Ambassadors created a petition that received over 1,000 signatures in a week and organized letters of community support. They contacted both Republican and Democratic Congresspersons for bipartisan support and lobbied upper-level campus administrators to endorse the project. They prepared extensively for their meeting with the Board of Elections by attending several BOE meetings prior to getting their presentation on the calendar.

After the team presented their case, the BOE approved the early polling site. In the November 2016 Presidential election, over 2,500 people voted at the WCU early polling place. Out of those voters, 570 were same-day registrants voting for the first time.

CASE STUDY 4:

VOTER ID LEGISLATION AT LOUISIANA STATE UNIVERSITY

In 2016, the Vote Everywhere campus team at Louisiana State University (LSU) helped lobby and pass a law requiring all four-year public institutions of higher education to make student IDs comply with voter ID requirements.

The Problem

While registering voters on campus, Vote Everywhere Ambassadors noticed that many students did not have valid forms of identification, such as a state ID or driver's license, to vote in Louisiana.

The Solution

The Vote Everywhere campus team gained support for a bill they helped to create that would make student IDs valid at the polls. They advocated for student voting rights and lobbied the bill until it was ultimately passed.

The Process

Louisiana State University Vote Everywhere Ambassadors conducted extensive research throughout the process of creating, lobbying, and passing the bill. In their research, they looked at policies from other states, such as Georgia, Mississippi, and Tennessee, to find potential models. The team at LSU then partnered with a Louisiana State Representative, an alumnus of LSU, to commission and lobby the bill.

They garnered government and community support through petitions, social media campaigns, and coalitions. The team met with both the president of LSU and the Louisiana Secretary of State in order to explain the importance and value of student voting. In the process, they built relationships that would help them gain widespread support with campus administrators and state officials.

They lobbied at the state capitol and spoke to the state legislature to defend their bill and advocate for students. Ultimately, the bill was passed in the legislature, signed by the governor, and became law in time for the November 2016 Presidential election.



APPENDIX

VOTE EVERYWHERE PROGRAM MANAGER BREAKDOWN

KEVON HAUGHTON <i>Vote Everywhere Program Manager</i>
NORTHEAST
MA Tufts University
NJ Fairleigh Dickenson University - Metro Montclair State University Ramapo College
NY Bard College Cornell University Pace University St. Lawrence University SUNY Geneseo SUNY Binghamton SUNY Stony Brook Queens College
MIDATLANTIC
MD Towson University
VA Virginia Commonwealth University
SOUTH
NC University of North Carolina - Charlotte East Carolina University Elon University Western Carolina University

NICOLE COSTA <i>Vote Everywhere Program Manager</i>
NORTHEAST
PA Allegheny College Kutztown University University of Pennsylvania
MIDWEST
IA Iowa State University Simpson College
IL University of Chicago
OH Bowling Green State University Case Western Reserve University University of Dayton Miami University of Ohio
WI University of Wisconsin - Madison
SOUTH
KT University of Louisville
TN Tennessee State University
WEST
AZ Arizona State University
CA University of California - Berkeley University of San Francisco
UT University of Utah

MARGARET SASSER <i>Vote Everywhere Program Development and Evaluation Manager</i>
SOUTH
AL University of Alabama
FL University of Florida Miami Dade College - Kendall Miami Dade College - North Miami Dade College - Wolfson
GA Georgia State University Spelman College
LA Dillard University Louisiana State University
MS University of Mississippi Tougaloo College

VOTE EVERYWHERE STYLE GUIDE

WHO WE ARE

At the height of the Civil Rights Movement, Andrew Goodman joined Freedom Summer of 1964 to register African Americans to vote. On his first day in Mississippi, the Ku Klux Klan murdered Andy and two other civil rights workers, James Chaney and Michael Schwerner.

Their murders catalyzed a movement to oppose racist practices that discriminate against African-American voters at the polls in Mississippi and throughout the United States.

The Andrew Goodman Foundation was created in 1966 by Robert and Carolyn Goodman to carry out the spirit and the purpose of their son Andrew's life.

Our Mission

The Andrew Goodman Foundation's mission is to make young voices and votes a powerful force in democracy.

Our Vision

Our vision is that young people will become active, engaged citizens who ensure a peaceful, just, and sustainable future.

The Problem

Many barriers to voting inhibit youth civic participation, and these barriers are multiplying. As a mobile and transient population, students face unique challenges when registering, voting, and participating in our democracy.

Our Solution

The Andrew Goodman Foundation's solution is Vote Everywhere, a national, locally-focused, non-partisan, civic engagement movement of student leaders and university partners. The program provides extensive training, resources, as well as a peer network to support its Ambassadors while they work to register voters, bring down voting barriers, and tackle important social justice issues on their college campuses.

LOGOS

The AGF/VE logo is the official marker of the program and, as such, should be used on all online and offline materials.



If the AGF Vote Everywhere logo is not available, The Andrew Goodman Foundation logo may be used. One of the logos must appear on all promotional fliers, websites, invitations, or other communications about Vote Everywhere work.



The minimum logo size should be used only when layout space is extremely limited. Use the logo at a larger size whenever possible.





473px by 94px or 0.25" in height



66px by 147px or 0.5" in height

COLORS

Hex Code	R	G	B	C	M	Y	K
							
#ee4d32	255	102	51	0	75	85	0
							
#3b9c97	51	153	153	77	21	41	1

FONTS

Open Sans is the font used in the “vote” portion of the Vote Everywhere logo. LLPixel is the font used in the “everywhere” portion of the Vote Everywhere logo. Both words are lowercase. Incorporate one or both of the fonts into your marketing materials to create brand consistency.

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold

LLPixel

Myriad Pro is the font used in The Andrew Goodman Foundation logo.

Myriad Pro Regular
Myriad Pro Semibold
Myriad Pro Bold

NATIONAL VOTER REGISTRATION FORM

GUIDE BY VOTE EVERYWHERE STATE

STATE REQUIREMENTS FOR THE NATIONAL VOTER REGISTRATION FORM

State	Registration Deadline	Registration Deadline for 11/8/17 Election	ID Number	Choice of Party	Declare Party for Primary Elections	Race or Ethnic Group
Alabama	14 days	10/24/2017	AL DL, AL non-driver ID, SSN	Optional	No	Required
Arizona	29 days	10/9/2017	AZ DL, AZ non-operating license, SSN	Optional	No	Optional
California	15 days	10/23/2017	CA DL, CA ID, SSN	Optional, if no write "Decline to state"	No	Optional
Florida	29 days	10/9/2017	FL DL, FL ID, SSN	Optional	Yes	Optional
Georgia	5th Monday prior	10/9/2017	GA DL, GA ID, SSN	Optional	No	Optional
Illinois	28 days	10/10/2017	IL DL, SSN	Optional	No, day of	Optional
Iowa	11 days, postmarked 15 days	10/27/2017	IA DL, SSN	Optional	No	Optional
Kentucky	29 days	10/9/2017	Full SSN	Optional	Yes	Optional
Louisiana	30 days	10/8/2017	LA DL, LA special ID, SSN	Optional	Yes	Optional
Maryland	21 days	10/17/17	MD DL, MD ID, SSN	Optional	Yes	Optional
Massachusetts	20 days	10/18/2017	MA DL, SSN	Optional	Yes, day of	Optional
Mississippi	30 days	10/8/2017	MS DL, SSN	N/A	N/A	Optional
New Jersey	21 days	10/17/17	NJ DL, SSN	N/A	Yes, 1st time day of	Optional
New York	25 days	10/13/2017	NY DL, SSN	Optional	Yes	Optional
North Carolina	25 days	10/13/2017	NC DL, NC DMV ID, SSN	Optional	Yes	Required
Ohio	30 days	10/8/2017	OH DL, SSN	N/A	No	Optional
Pennsylvania	30 days	10/8/2017	PA DL, SSN	Optional	Yes	Optional
Tennessee	30 days	10/8/2017	Full SSN	Optional	No	Optional
Utah	30 days by mail, 15 days in person	10/27/2017	UT DL, UT non-operating license, SSN	Optional	By party choice	Optional
Virginia	22 days	10/16/2017	Full SSN	Optional	No	Optional
Wisconsin	20 days by mail, same day in person	10/18/2017	WI DL, DOT ID, SSN	Optional	No	Optional

VOTE EVERYWHERE STATE VOTING LAWS

State	Voter ID	Restrictions on Early Voting	Restrictions on Same Day Registration	Felon Disenfranchisement	Restrictions on Mailing Addresses	Challenges to College and University Students
Alabama	Yes; alternatives available	Yes	Yes	Yes	Yes	Student ID must have a photo
Arizona	Yes		Yes	Yes	Yes	No student ID allowed
California					Yes	
Florida	Yes; alternatives available		Yes	Yes		Student ID must have a signature
Georgia	Yes		Yes			No student ID allowed
Illinois			Yes		Yes	
Iowa				Yes	Yes	
Kentucky	Yes; alternatives available	Yes; excuse required	Yes	Yes	Yes	Student ID must have a photo and signature
Louisiana	Yes; alternatives available		Yes		Yes	Student ID must have a photo and signature
Maryland					Yes	
Massachusetts			Yes		Yes	
Mississippi	Yes	Yes; excuse required	Yes	Yes	Yes	Student ID must have a photo
New Jersey			Yes			
New York		Yes; excuse required	Yes		Yes	
North Carolina			Yes		Yes	
Ohio	Yes		Yes		Yes	Student ID must have a photo, address, expiration date, and be issued from a public college or university
Pennsylvania		Yes; excuse required	Yes		Yes	
Tennessee	Yes		Yes	Yes	Yes	No student ID allowed
Utah	Yes; alternatives available		Yes			No student ID allowed
Virginia	Yes	Yes; excuse required	Yes		Yes	Student ID must have a signature
Wisconsin	Yes		Yes			Student ID must have a photo, issue date, signature, expiration date no more than 2 years from issue date; Student must show proof of enrollment

ELECTIONS IN 2017 BY VOTE EVERYWHERE STATE

State	City/ County	Type of Election	Position	Last Day to Register	Early Voting Period	Election Day
Alabama	Statewide	Primary	U.S. Senate	9/12/2017		9/26/2017
Alabama	Statewide	Special	U.S. Senate	11/28/17		12/12/2017
Arizona	Phoenix		City Council		8/2/17-8/2/17	8/29/2017
Arizona	Phoenix	Runoff	City Council	10/9/2017	10/2/17-10/29/17	11/7/2017
Florida	Miami	General	Mayor, City Council	10/10/2017	10/28/17-11/4/17	11/7/2017
Florida	Miami	Runoff	Mayor, City Council	10/23/2017	11/10/17- 11/18/17	11/21/2017
Florida	Miami Dade	Special	State Senator 40	8/29/2017		9/26/2017
Georgia	Atlanta	General	Mayor, City Council, City Council President	10/10/2017	10/16/17-11/6/17	11/7/2017
Iowa	Des Moines	General	City Council	10/28/2017		11/7/2017
Massachusetts	Boston	Primary	Mayor, City Council	9/6/2017		9/26/2017
Massachusetts	Boston	General	Mayor, City Council	10/18/2017	10/24/17-11/4/17	11/7/2017
North Carolina	Charlotte	Primary	Mayor, City Council	8/18/2017		9/12/2017
North Carolina	Charlotte	General	Mayor, City Council	10/13/2017		11/7/2017
North Carolina	Greensboro	Primary	Mayor, City Council	9/15/2017		10/10/2017
North Carolina	Greensboro	General	Mayor, City Council	10/13/2017		11/7/2017
New Jersey	Statewide	General	Governor, Lieutenant Governor, State Senate, State Assembly	10/17/2017		11/7/2017
New Jersey	Clifton	General	School Board	10/17/2017		11/7/2017
New Jersey	Newark	General	School Board	10/17/2017		11/7/2017
New York	New York City	Primary	Mayor, Public Advocate, Comptroller, Borough Presidents, Brooklyn and Manhattan District Attorneys, City Council Seats	8/18/2017		9/12/2017
New York	New York City	General	Mayor, Public Advocate, Comptroller, Borough Presidents, Brooklyn and Manhattan District Attorneys, City Council Seats	10/13/2017		11/7/2017
Ohio	Statewide	General	Judicial	10/10/2017	10/11/17-11/6/17	11/7/2017
Ohio	Cleveland	Primary	Mayor, City Council	8/14/2017	8/15/17-9/11/17	9/12/2017
Ohio	Cleveland	General	Mayor, City Council	10/10/2017	10/11/17-11/6/17	11/7/2017
Ohio	Dayton	General	City Council, School District	10/10/2017	10/11/17-11/6/17	11/7/2017
Pennsylvania	Statewide	General	Judicial	10/10/2017		11/7/2017
Pennsylvania	Philadelphia	General	District Attorney, City Controller, School Board	10/10/2017		11/7/2017
Utah	Salt Lake City	Primary	City Council	8/8/2017		8/15/2017
Utah	Salt Lake City	General	City Council	10/31/2017		11/7/2017
Virginia	Statewide	General	Governor, Lieutenant Governor, House of Delegates, Attorney General	10/16/2017		11/7/2017

EVENT MARKETING CHECKLIST

Use the following rubric to help plan out your marketing activities. Remember, this rubric is a great starting point. You'll achieve even greater results if you custom-tailor it to your team's resources.

STRATEGY <i>Elements/ Channel</i>	PROMOTE <i>1 month</i>	REMIND <i>1-2 weeks</i>	INSPIRE <i>The big day</i>	FOLLOW UP <i>1-7 days</i>	RESPONSIBILITY <i>Assign role/date</i>
Word of Mouth	Identify Ambassadors to help you spread the word about your event.	Ambassadors start promoting the event.	Encourage your Ambassadors to check in and live tweet from the event.	Thank your volunteers by sending an email or tagging them in a thank you post on social.	
Website	Make sure the event is on your website and your school's online activity calendar.	Drive traffic to your event page through multiple channels.	Close registration if applicable.	Update page with an event recap and pictures.	
Social Media	Create a FB event and social "sharables" for the event and speakers.	Coordinate a Snapchat takeover with your school, promote sharables on Twitter and Instagram, and invite people to your FB event page.	Engage your audience with live video/updates from the event.	Thank everyone for coming and post a recap and pictures from the event.	
Advertising	Keeping your budget in mind, think about what ads you can get in front of your audience. What about ads on Facebook, Instagram, radio, billboards, newspapers?	Create your artwork and secure your desirable dates.	Make sure your last ad runs no later than the day of the event. If you require advanced registration, then consider cutting them off earlier.	Thank any sponsors who may have covered the cost of the ads.	
PR	Ask yourself whether you want a reporter to cover your event. Start making a list of desired media outlets.	Research the reporters and craft a pitch note. Draft a press release or media advisory about your event. Send them to the reporter.	If you do get a reporter to cover your event, make sure to introduce them to all of the speakers and answer their questions.	If your event gets coverage, make sure you share it. Also send an email to the reporter to thank them.	
Flyer/ Handout	Do you have a budget for printing? What printed pieces could get your event in front of your intended audience?	Create your artwork and order it. Once printed, distribute it by handing it out.	Print and pass out handouts during the event if necessary. If there is a hashtag for your event, include it on the handout.	Remove any printed materials from walls, billboards etc.	
Email/ Newsletter	Do you have an email list? If so, draft and send an initial email to invite your list to the event. If you don't, coordinate with your school to see if you can get your event into the student newsletter.	Send a reminder email. Include new information about the event if applicable like any new speakers or announcements.	Send a final reminder email with logistical information like date, location, or parking.	Send an email thanking people for coming to the event.	

WORKING WITH THE MEDIA

Getting the media to cover your story is one of the surest ways to elevate your brand but it will take time and work on your part. Before you get started ask yourself, “Is this news? Is it important?” If the answer is yes, use this guide to help you with your media relations activities.

Before Pitching

STEP 1

Identify your key audience for this communications activity. Who are you trying to reach?

STEP 2

Once you know who you’re trying to reach, think about where you’re most likely to find them. Do they read the local newspaper or watch the evening news? Do they get their news from social media? Answering these questions will help you come up with a list of media outlets you can focus on to get the results you are looking for.

STEP 3

Do research! Look into the media outlets on your list. Identify the reporter who covers the types of stories that you are looking to share. For example, if you are looking to let the public know about a voter registration drive, you want to find the reporter who covers local events or writes about voting, civic engagement, or community issues. Add the reporter’s email and/or phone number to your list.

STEP 4

If time permits, write to the reporter and introduce yourself. Tell them a little bit about you, The Andrew Goodman Foundation, and the Vote Everywhere program. Ask them if it’s alright for you to reach out to them with news about your work. You can also ask them how they prefer to receive news pitches. This will open up a line of communication between you and the reporter for the future.

TIP

If you have big news to share, you should work with your Campus Champion to coordinate media outreach with your school’s Communications Department. They already have existing relationships with the local, state, and national media outlets, which will streamline the process and most likely increase your chances of getting coverage.



Ready to Pitch

STEP 1

Write a clear and concise press release about the news. The press release should be 3-5 paragraphs in length and should only include the most important information:

A. Heading

Grab the attention of your reader with an eye-catching headline.

B. Intro/Lead

Start with a bang. Aim to answer all of the five W's: who, what, when, where, and why.

C. Source

Answer the question: "How do I know?" Prove credibility with sources.

D. Essentials

Explain why your story is significant and provide more detail.

E. Quotes

Give the release life by adding quotes.

F. Anything else?

G. Contact Information

Make sure to include contact information in case the reporter has a question.

H. Boilerplate

Include a boilerplate, or brief description, for your school and Vote Everywhere at the bottom of the release. Your Program Manager can help you find them.

STEP 2

Use the research you conducted on your intended media outlets to good use. Write a personalized pitch note to each of the reporters on your list. Referencing a story or personal preference of theirs in your pitch will increase the likeliness of your coverage. Keep it short and sweet. Don't forget to personalize the subject line!

STEP 3

Putting it all together. Send an email that includes a personalized subject line and pitch note. Paste your press release right into the body of the email, below your note. If you have accompanying images include them in the email as well. The best time to reach out to a reporter is typically first thing in the morning. Avoid pitching on Fridays and the weekend.

After Pitching

STEP 1

Follow up! Wait 5-7 days and send a follow-up email to keep yourself in the forefront of the reporter's mind. News cycles change all of the time. What didn't fit a week ago could be the right fit now.

Things to Remember

1. Make sure you reference your school, Vote Everywhere, and The Andrew Goodman Foundation in all of your media outreach.
2. If you do receive media coverage, share it with your Program Manager as soon as possible so we can help promote it.
3. Media opportunities exist even when there's no news to report! By weighing in on important issues in op-eds or blog posts, you can establish yourself as a thought leader in your field.
4. Reporters come and go frequently. Double-check that the reporter you've pitched to in the past is still at the media outlet before you press send.
5. If you need help getting started, reach out to your Program Manager. They can connect you with the AGF's Communications Department.



EVENT PLANNING SAMPLE

Voter Registration

- **Dorm storms:** Register voters where they are! Go into the residence halls, knock on students' doors, and get those registrations.
- **Registration competitions:** Create voter registration competitions between residence halls, Greek life chapters, sports teams, academic departments, or other groups. Their friendly rivalries will spur their engagement!
- **Mass emails:** Have prominent campus figures, such as the President, Chancellor, Dean, or Student Government President, send campus-wide emails with voter registration information, links, and important deadlines.
- **Tabling opportunities:** With permission, you can table at many opportune events or locations. Talk with coordinators of sporting events, activity fairs, concerts, markets, or dining halls about tabling.
- **National Voter Registration Day (NVRD):** NVRD, the last Tuesday of September, is a time when organizations and voting advocates all over the United States celebrate and engage people around voter registration.

Voter Engagement

- **Debate watch parties:** Reserve a space to watch candidates debate and have conversations about their platforms and performances.
- **Candidate forums:** Invite candidates to discuss relevant issues and answer questions posed by students and the community.
- **"Why I Vote" campaigns:** Photo and video campaigns with advocacy signs have become popular on social media. All you need is a camera, markers, and paper or whiteboards. What issues or causes matter to you?
- **Pledge to Vote cards:** Have students fill out postcards, addressed to themselves, and mail them a week prior to the election to remind them of their pledge to vote. You can also include a voter plan in the mailing! See p. 53 in the Appendix for an example.

Get Out the Vote

- **Shuttles to the polls:** If polling sites for your campus are not on-site or within walking distance, arrange shuttles to take students to and from the polling locations.
- **March to the polls:** If polls are within walking distance, make an event of going to the polls with a group of students. Organize ways to make the walk fun, such as having a marching band, chanting, chalking the path, or playing music. Additionally, you can use marching to the polls as a way to demonstrate polling site inaccessibility.
- **Food and fun:** Make voting a fun community activity. Pizza, entertainment, and stickers will bring students to the polls!

Civic Engagement

- **Donuts and Democracy, Pizza and Politics, Open Mic Nights, and more:** Combining food and entertainment with civic engagement is an easy way to make your events more appealing. You can have performances, activities, and discussions about politics, current events, and voter registration.
- **Movie screenings:** Show a movie relevant to civic engagement and then have a discussion about how it links to voting and advocacy.
- **Panel discussions:** Invite a panel to talk about a specific civic engagement topic and then open it up for questions or discussion. Topic areas can include voting rights, civil rights, advocacy, political communications, partisanship, and current events.
- **Civic workshops:** Host a workshop about calling legislators, participating in political dialogue, petitioning, protesting, or community organizing. Workshops are a good way to show students a variety of civic engagement practices.

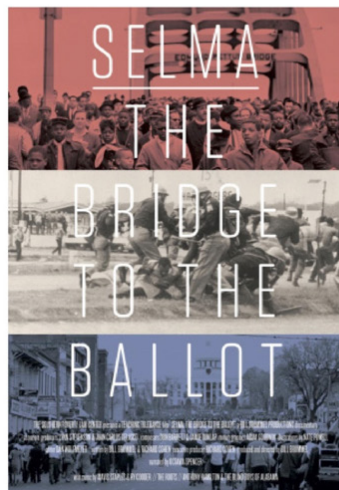
SAMPLE: EVENT FLYER

Below is an excellent example of a flyer created by an Ambassador at Fairleigh Dickinson University. As you can see, the flyer has clear event details, an engaging event description, a partner acknowledgment, and AGF branding.

Steps to Equality: Film Screening and Voter Registration Event

Your vote is your voice! Learn about the history of the civil rights movement and the Selma-to-Montgomery march that led to the Voting Rights Act of 1965. Pledge to vote in this year's election, and march with us from the monument of Dr. Martin Luther King, Jr. on the Hackensack River Pathway.

Saturday, April 9th • 11:00 am to 4:00 pm
Fairleigh Dickinson University – Dickinson Hall
100 University Plaza Drive, Hackensack, NJ



FREE and open to the public, this is a nonpartisan event co-sponsored by The Office of Student Life at Fairleigh Dickinson University and The Andrew Goodman Foundation.

We will march from the MLK Monument to Dickinson Hall, where we will screen the documentary *Selma: The Bridge to the Ballot*, followed by panel discussion and Q & A.

This film follows the story of a courageous group of students and teachers who, along with other activists, fought a nonviolent battle to win voting rights for African American in the South. Standing in their way: a century of Jim Crow, a resistant and segregationist state, and a federal government slow to fully embrace equality. By organizing and marching bravely in the face of intimidation, violence, arrest, and even murder, these change-makers achieved one of the most significant victories of the civil rights era.

Attendees will have the opportunity to explore exhibition tables, gaining valuable information and updating their voter registration.

For more information, please contact Samantha Plotino at 201-345-1895 or visit us online at www.ywcabergen.org.

95 years of
making a
difference
peace, dignity, justice, freedom
eliminating racism
empowering women
ywca
bergen county



www.ywcabergen.org



THE
ANDREW GOODMAN
FOUNDATION

OUTREACH SAMPLE

SAMPLE: VOTER REGISTRATION POSTCARD



As a college student, you face a choice when you arrive on campus: vote locally in Dutchess County, or, if your state allows it, vote by mail in your hometown.

On Election Day, the Center for Civic Engagement provides shuttles to St. John's Episcopal Church, the polling place for on-campus residents who are registered to vote locally.

Register to Vote Locally

- 1)Download a pre-formatted New York State voter registration form from election.bard.edu
- 2)Enter your *mailbox number* on Section 8 of the form, in the blank field MSC#____.
- 3)On Section 13, enter your NY Driver's License # or the last four digits of your Social Security #. Complete all fields and sign.
- 4)Drop your form off at the Campus Center Voter Registration Dropbox, or Center for Civic Engagement, or mail your form to 47 Cannon Street, Poughkeepsie, New York 12601

Register to Vote by Mail

Voting by mail is *usually* a two step process:

- 1)Register to vote in your home state
- 2)Submit an Absentee Ballot Request Form

If you desire to vote by mail, we recommend using websites like LongDistanceVoter.org to navigate this state-specific process.

Election.bard.edu provides a national voter registration form with a pre-formatted campus mailing address field. Enter your mailbox number on Section 3 of the form, in the blank field MSC#____.



PETITION SAMPLE

SAMPLE: COALITION LETTER

Election@Bard
www.election.bard.edu

A student-led, non-partisan initiative for voter engagement supported by the Bard Center for Civic Engagement, Bard's Student Government, and The Andrew Goodman Foundation

The Town of Red Hook Board of Trustees
7340 South Broadway
Red Hook, NY 12571

Dear Trustee,

Voting is a fundamental right in our democracy. It is a right that I seek to exercise as a citizen. I believe that equal access and participation in the electoral system is necessary in a just democratic society. As an elected official, I know that you and I share this belief.

I am writing to you today to address the important matter of polling site accessibility. My local polling site, the facility for Red Hook's Election District 5, is located at a location not easily accessible to me, nor easily accessible to the majority of voters in this voting district, and nor easily accessible to those voters who utilize mobility aids.

This concern follows a history of voting accessibility issues for college-age voters in the County. In 1979, the U.S. Supreme Court ruled in *Symm vs. United States* that denying college students the presumption of bona fide residency was unconstitutional. Decades after that decision, college students in Dutchess County faced undue and unjustified barriers to voting. The egregious disenfranchisement tactics occurred consistently until the year 2004. During that time, young registered voters in Dutchess County were systematically barred from voting through the use of a "supplemental" questionnaire. The Board of Elections required this supplemental form exclusively from voters residing at college residences. The practice ended in 2004, after students and administrators from Bard, Vassar, and Marist, civil rights organizations, and a bi-partisan group of local elected officials united to put an end to this unjust practice. Since then, conditions improved but litigation was required in 2009 and in 2012 to ensure the equal treatment and enfranchisement of college-age voters.

On Election Day 2014, according to information provided by the Dutchess County Board of Elections, 916 voters were active and eligible to vote, in-person, in Red Hook's Election District 5. Of those 916 voters, 623 voters resided at Bard or at a private residence wholly encompassed by Bard grounds. In other words, on Election Day 2014, 68% of active voters in my voting district resided on-campus.

Email:
election@bard.edu

Election@Bard
P.O. Box 5000
Ward Manor Gatehouse
Annandale-on-Hudson, NY 12504

Phone:
(202) 768-8222



A student-led, non-partisan initiative for voter engagement supported by the Bard Center for Civic Engagement, Bard's Student Government, and The Andrew Goodman Foundation

I have to ask: given that my voting district's population center is here at home, at Bard, why must I travel 3 miles to vote?

In addition to the unnecessary distance, my polling site is located on an un-lit and high-speed county road that has no pedestrian sidewalks. The present polling site is irrefutably inaccessible by foot. A polling site on Bard's campus would be immediately accessible by foot to 68% of all voters in my voting district.

Furthermore, the current polling site is inaccessible by mass transit. However, a polling site at Bard College would be accessible by LOOP Bus. It is important to note that, in 2010, NYS Election Law was amended to give preference to sites accessible by mass transit; "each polling place designated, whenever practicable, shall be situated directly on a public transportation route." (NY Elec L § 4-104 [6] [a])

A polling site at a facility owned by Bard College would resolve these long-standing concerns.

I urge you to pass a proposal, like this Board did in 2009, recommending that the Board of Elections relocate the Red Hook Election District 5 polling site to a facility at Bard College. Although such recommendation from the Town Board serves only as an advisory opinion, I believe, if it is once again asked by this Town Board, that the Board of Elections will ultimately rule on the side of equity, accessibility, and common sense.

College marks the first time many young people are eligible to vote and the younger a person is when they develop the habit of voting, the more likely they are to vote consistently. I ask that you defend my right to vote and that you advocate for my peers, a population historically targeted and marginalized in this county.

The facts are with us and I can say that we are grateful that Bard College has offered its facilities for use as a polling site.

Kindest Regards,

Email:
election@bard.edu

Election@Bard
P.O. Box 5000
Ward Manor Gatehouse
Annandale-on-Hudson, NY 12504

Phone:
(202) 768-8222

THE ANDREW GOODMAN FOUNDATION

STAFF



DAVID GOODMAN, PRESIDENT

David is the brother of Andrew Goodman and the President of The Andrew Goodman Foundation and its Board of Trustees. Professionally, David is a Principal of North Arrows LLC, which specializes in power and energy investments.



SYLVIA GOLBIN GOODMAN, EXECUTIVE DIRECTOR

Sylvia leads the Foundation's programming and developed the Hidden Heroes Awards. Sylvia was Director of Corporate Communications for United American Energy Corp. from 1989 to 2001 and also developed and delivered original leadership training for the company. Before that she was an English teacher, Guidance Counselor and Dean for the NYC Board of Education.



ANNA SCHWARZ, CHIEF FINANCIAL OFFICER

Anna Schwarz is the Chief Financial Officer at The Andrew Goodman Foundation. As CFO, Ms. Schwarz provides strategic leadership and oversight for all accounting, financial reporting, cash management, and corporate matters. She is also responsible for assessing organizational performance against both the annual budget and long-term strategy.



MAXIM THORNE, MANAGING DIRECTOR

Maxim Thorne is the Managing Director of The Andrew Goodman Foundation. Formerly, Maxim was the Senior Vice President and Chief Communications Officer of the NAACP, the Chief Operating Officer of the Human Rights Campaign, and the Executive Director of NJ Head Start Association.



NICOLE COSTA, VOTE EVERYWHERE PROGRAM MANAGER

Nicole is one of AGF's Vote Everywhere Program Managers. She graduated from the College of the Holy Cross where she earned a Bachelor of Arts in Political Science with a Peace and Conflict Studies interdisciplinary concentration. As a highly active student leader, Nicole developed a passion for higher education and the power of student engagement on social justice issues.



KEVON HAUGHTON, VOTE EVERYWHERE PROGRAM MANAGER

As a Vote Everywhere Program Manager, Kevon plays a key role in managing the AGF's signature program. Kevon has a passion for civic engagement, civil rights as well as youth leadership. He's spent the last six years mentoring students to improve their lives and communities.



MARGARET SASSER, VOTE EVERYWHERE PROGRAM DEVELOPMENT AND EVALUATION MANAGER

Margaret Sasser is Vote Everywhere's Program Development and Evaluation Manager. Prior to joining The Andrew Goodman Foundation, she worked at Teaching Tolerance, a project of the Southern Poverty Law Center that supports equitable school experiences for all students. As a Research Associate, she developed social justice professional development and curricular resources for K-12 educators.



JUSTYNA KRYGOWSKA, COMMUNICATIONS DIRECTOR

Justyna manages a variety of projects to ensure The Andrew Goodman Foundation brand is reinforced with quality digital, written, and printed materials. In her spare time, Justyna runs her own business and volunteers to revitalize underserved communities and end animal cruelty in New Jersey.



EMILY CURRAN, COMMUNICATIONS AND DEVELOPMENT MANAGER

Emily Curran is the Communications and Development Manager of The Andrew Goodman Foundation. Emily holds a Ph.D. in History and Culture from Drew University. Prior to joining the AGF, she worked as the Visitor Services Coordinator at the Stickley Museum at Craftsman Farms and remains an active volunteer with the museum.



KEVIN HURTADO, COMMUNICATIONS AND DEVELOPMENT ASSOCIATE

Kevin Hurtado is the Communications and Development Associate at The Andrew Goodman Foundation. He graduated from Ramapo College of New Jersey with a Bachelor's in International Studies and a minor in Human Rights and Genocide. Previously, Kevin worked as an Executive Assistant and Officer Manager at Newark Charter School Fund, a nonprofit dedicated to promoting educational equity in the city of Newark.

ACKNOWLEDGMENTS

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Editor



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