AMBASSADOR HANDBOOK

2018-2019
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Dear Vote Everywhere Campus Teams,

Welcome to the 2018-2019 academic year with Vote Everywhere! Each year, our campus teams engage and register thousands of students to vote, host hundreds of events, and make impactful change that's felt in local communities for years to come. Through this process, you protect the ideals of liberty, justice, and equality that are fundamental to a flourishing political ecosystem. Here at The Andrew Goodman Foundation, we are in awe of all that you do to protect American democracy, and we thank you. You make our mission to “make young voices and votes a powerful force in democracy” possible!

Over the past two years, we have seen uncivil discourse, violence, and hate surge across the United States. Mistrust in institutions, like our government, and the validity of shared information has created great turmoil in our country. In spite—and in fact, because of this—people across the country have been awakened to the urgent need for civic engagement around issues important to our society. Movements toward civic education, civil discourse, community dialogue, and collaboration at the local level have risen to the forefront, and each of you plays a part in creating this vision of what an inclusive, just democracy can be.

Our country has always been a work in progress. The 2018-2019 academic year presents a unique opportunity for Vote Everywhere campus teams to take action and shape our democracy into its best form yet. During the 2018 midterm elections, young people have a chance to make their voices heard by registering to vote and casting their ballots. This year we need each Vote Everywhere Ambassador, Team Leader, Campus Champion, volunteer, partner, and friend to defend democracy on your campuses and in your communities and ensure that voting is an integral part of the student experience by cultivating lifelong civic participants. Register your peers to vote. Share information on issues, candidates, and elections as widely as you can. Engage in spirited dialogue. Get out the vote.

Our democracy thrives when people vote and organize for the change they want to see. Now is the time to be a champion of our fundamental right—and duty—to vote, the very thing that Andrew Goodman lost his life defending. Your efforts will help make our democracy flourish—and we are excited to see the future you create!

Best and Warmest Regards,

Sylvia Golbin Goodman, Executive Director
The Andrew Goodman Foundation

Karena Cronin, Vote Everywhere Program Director
The Andrew Goodman Foundation
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 just democracy and sustainable future.

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

[Map of the United States with University logos marked on different states]
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 24 states, plus Washington, D.C., and engages over 100 student Ambassadors. The current network of 56 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, and 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 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, and 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 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 AMBASSADOR

The Ambassador holds the Vote Everywhere role 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 five hours on average per week, or more as necessary, toward Ambassador responsibilities such as check-in calls, team planning meetings, or campus events
- Communicates regularly with the Program Manager and Campus Champion to provide updates on events, activities, and overall progress
- Supports the creation and implementation of the campus action plan
- Coordinates voter registration, civic education, and Get Out the Vote (GOTV) efforts as well-organized, visible, and institutionalized parts of campus life
- Identifies impediments to voting and develops strategies to make voting accessible to students
- Holds at least four Vote Everywhere events per semester including voter registration drives, collaborative events with student groups and/or campus administrators, civic education events, social justice events, and events in support of advocacy campaigns
- Assists in the recruitment and mentorship of volunteers and future Ambassadors
- 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, and distributing and utilizing AGF digital and print materials
- 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, Michael Schwerner, and James Chaney
**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, 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 seven hours per week on average, or more as necessary, toward Team Leader responsibilities, such as check-in calls, team planning meetings, or campus events
- Coordinates the creation and implementation of the campus action plan
- Recruits volunteers to staff planned events
- Submits event reports to the Program Manager for every completed Vote Everywhere event on campus within two weeks of occurrence and ensures compliance with reporting requirements
- Organizes weekly meetings with the team of Ambassadors
- Connects with the Vote Everywhere Program Manager every two weeks for a 20-30-minute check-in call
- Maintains communication and a working relationship with the Campus Champion
- Notifies the Vote Everywhere Program Manager and Campus Champion of team dynamic and participation concerns
- 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 collaborative work
- 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 no later than June 30 of that year

Communicates regularly with the Vote Everywhere Program Manager to ensure the program is meeting students' leadership development goals and advancing student engagement goals

Participates in periodic calls with Vote Everywhere staff and network

Ensures institution is signed up for the National Study of Learning, Voting and Engagement (NSLVE) and shares report with Program Manager to inform campus action planning

VOTE EVERYWHERE PROGRAM MANAGER

The Program Manager is the hub connecting each Vote Everywhere campus team and The Andrew Goodman Foundation. Program Managers provide guidance, support, resources, and encouragement to all team members, as well as liaise among teams and between teams and the larger national organization. As a conduit of information, the Program Manager is a clear communicator, who is accessible, responsive, and professional.

The Program Manager reports directly to the Vote Everywhere Program Director.

The Program Manager

Communicates regularly and in a timely manner via email with Ambassadors, Team Leaders, and Campus Champions to provide support, updates, and news, including team tasks, expectations, and opportunities

Is available to Team Leaders and Ambassadors via phone and email during designated business hours (usually 8:00 a.m. - 4:00 p.m. ET or 9:00 a.m. - 5:00 p.m. ET)

Holds a bi-weekly check-in call with Team Leaders

Holds a once-per-semester check-in call with Ambassadors

Provides ideas, information, research, resources, and assistance to campus teams related to action planning and execution

Works with the Campus Champion to ensure the effective operations of Vote Everywhere on campuses

Advises and mentors Vote Everywhere campus teams on voter and civic engagement, related to both local and national spheres

Collects and reviews Event Reports, based on team events and initiatives

Collects and reviews student stories for the Vote Everywhere Ambassador newsletter and AGF communications

Provides leadership training and professional development opportunities to campus teams at the National Civic Leadership Training Summit and throughout the semester

Is responsible for Ambassador stipends, activities budget grants, and supply boxes
The Andrew Goodman Foundation works with high caliber students across the United States to create a movement toward greater voter and civic participation. The Andrew Goodman Foundation has expectations of Vote Everywhere program participants for how they conduct themselves, treat others, and represent the AGF. The following five principles guide the way the organization and program participants should carry out our mission and achieve our vision:

1. We bring together passionate leaders who believe in our mission and use integrity and innovation to achieve our goals.

2. We believe in a just democracy that is inclusive and equitable for all.

3. We build an engaged community that values open dialogue, collaboration, and honest communication.

4. We encourage our people to take civic action that leads to a more just and sustainable future.

5. We foster empowered learning that results in personal and professional growth.

It is our hope that these guiding principles will not only inform the work of The Andrew Goodman Foundation (AGF), headquartered in Upper Saddle River, New Jersey, but also the efforts of Vote Everywhere campus teams nationwide. In advancing these principles, we expect The Andrew Goodman Foundation community, from staff to campus teams, to cultivate inclusive civic engagement initiatives, which are free of bias, prejudice, discrimination, and harassment. In doing so, The Andrew Goodman Foundation aspires to model the democratic values and ideals it promotes through its Vote Everywhere program.
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 (IRC) 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 parties to attend events
» Get out the vote

Nonprofits cannot:

X Endorse a candidate
X Register people based on political affiliation
X Tell a person for whom to vote
X Rate or rank parties’ and/or candidates’ favorability based on their platforms
X 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...**

<table>
<thead>
<tr>
<th>Action</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>...host an event with the College Democrats?</td>
<td>Yes, if you also invite the College Republicans and/or offer an opportunity to host with them and other political groups on campus at another time.</td>
</tr>
<tr>
<td>...host a candidate forum?</td>
<td>Yes, if you invite all of the candidates to participate.</td>
</tr>
<tr>
<td>...invite a candidate to an event?</td>
<td>Yes, if you invite all of the candidates.</td>
</tr>
<tr>
<td>...wear a personal item representing a candidate or party at a Vote Everywhere event?</td>
<td>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.</td>
</tr>
<tr>
<td>...talk about my personal political opinions at a Vote Everywhere event?</td>
<td>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.</td>
</tr>
<tr>
<td>...be featured in the media as an Ambassador and as a party affiliate?</td>
<td>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.</td>
</tr>
<tr>
<td>...tell someone which candidate is preferable to students?</td>
<td>No, you may only explain the facts of their stance on relevant issues.</td>
</tr>
<tr>
<td>...explain how to vote on the day of the election?</td>
<td>Yes, you can explain how to cast a ballot but not for whom to cast a ballot.</td>
</tr>
<tr>
<td>...share a post on my Vote Everywhere Facebook page from a particular candidate or party?</td>
<td>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.</td>
</tr>
<tr>
<td>...take a stance on legislation or ballot measures?</td>
<td>Yes and no. Learn more in the next section.</td>
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</tbody>
</table>
Taking a Stance on Ballot Measures and Policies

Organizations with 501(c)(3) status are permitted to take stances on ballot measures and policies because the IRS considers that allowable lobbying and advocacy activity. As an organization committed to voter access and civic participation, The Andrew Goodman Foundation encourages activities which support pro-voter legislation, opposes legislation implementing impediments to voting, and considers these activities within a campus team’s responsibilities.

However, Vote Everywhere campus teams should not take stances on non-voting rights ballot measures or policies without first consulting their Program Manager and Campus Champion. It is safest to provide resources, information, and opportunities for dialogue that demonstrate multiple stances about policies and ballot measures, especially those with significant partisan connotations.

About the Issues

Whether you care about environmental justice, tax policy, gender and racial equity, healthcare, election finance reform, or any of the many issues the country faces today, talking about these topics is an important part of Vote Everywhere efforts on campus. Political discussions can become difficult or even controversial, but that does not mean they are partisan. While parties and candidates may take stances on policies and practices that are politically charged, the policies and practices themselves are not partisan. Partisanship refers only to supporting a particular party or candidate, not to advocating for or against particular issues. In other words, Vote Everywhere campus teams have every right to find informative and inclusive ways to engage their communities with these topics.
When developing events around political issues, it is important that you consult with both your Program Manager and Campus Champion in the early stages to ensure that your plans and messaging are aligned to the goals of your campus and the AGF. With issues-oriented topics, turning toward educational efforts—such as inviting speakers, hosting panels, or viewing documentaries is a good way to begin. Hosting debates and forums is another great way to be inclusive of a variety of opinions and voices. From there, you can turn toward active engagement so students and campus community members can delve further into the issues. Options for engagement can include facilitated dialogue, letter-writing campaigns, petitions, rallies, social media campaigns using designated hashtags, or even proposing legislation.

While planning and executing issues-based events, you may face push-back from parties that question whether political topics can be addressed through a nonpartisan lens. This is why it is important for you to consult your Program Manager and Campus Champion throughout the planning and execution of these events. Additionally, ensuring that your events are inclusive of a range of viewpoints will demonstrate that nonpartisan spaces can be created within even heated political contexts. For events that may be charged, controversial, or difficult, here are some ideas to help guide the conversation:

- Set ground rules, such as “Assume good will,” “Suspend judgment,” “Listen for understanding,” and “Recognize intent and impact.”
- Anchor discussions in considering others’ values and experiences.
- Look at multiple viewpoints.
- Acknowledge that disagreements are not personal.
- Ask questions, clarify, and follow up.

Finally, lean on the AGF’s mission to demonstrate the impetus of your activities. Our mission is to “make young voices and votes a powerful force in democracy.” If your events are educating students, empowering young voices, and providing opportunities for engagement—and not endorsing or supporting candidates and parties—you are carrying out our mission!
Objective

Vote Everywhere campus teams will be able to recruit new Ambassadors and volunteers, work toward goals collaboratively, lead their peers effectively, and know what steps to take should team conflict arise.

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. Part of Team Leader and Ambassador responsibilities is to maintain a strong team, including recruiting volunteers and finding new Ambassadors when another team member graduates. A strong team has the people, skills, resources, and connections to accomplish its goals. 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.

- Academic courses in areas like Political Science, Social Work, Sociology and more, especially introductory courses, 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 all have a role to play in 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)

The new Ambassador recruitment process varies from campus to campus, but successful recruiting initiatives have a few key components. First, recruitment should always be done alongside your Campus Champion. It is the Campus Champion's responsibility to make final decisions and hire a new team member, and their participation is essential to this process and a smooth transition. Second, new Ambassador recruitment should be fair and inclusive. Each candidate should receive equitable consideration, which can be done successfully by incorporating applications and interviews into your team’s recruitment process. No matter how you approach selecting new Ambassadors, ensure each involved team member demonstrates the values and the mission of the AGF. Third, recruitment takes time. Some campus teams find and train new Ambassadors in a month, and other recruitment processes can take six months to a year. Keep in mind that certain key annual events, like the National Civic Leadership Training Summit, depend on recruitment being finalized by hard deadlines. Starting early and being intentional is imperative and will help your team continue to succeed, even after you graduate.

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:

<table>
<thead>
<tr>
<th>Inspire</th>
<th>Strategize</th>
<th>Utilize</th>
<th>Communicate</th>
<th>Reflect</th>
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</thead>
<tbody>
<tr>
<td>• Motivate</td>
<td>• Plan</td>
<td>• Collaborate</td>
<td>• Be present</td>
<td>• Be open to</td>
</tr>
<tr>
<td>• Encourage</td>
<td>• Monitor</td>
<td>• Delegate</td>
<td>• Share information</td>
<td>constructive</td>
</tr>
<tr>
<td>• Acknowledge</td>
<td>• Hold accountable</td>
<td>• Let people do what they're good at</td>
<td>• Listen to others</td>
<td>criticism</td>
</tr>
<tr>
<td>• Appreciate</td>
<td>• Adapt</td>
<td>• Be present</td>
<td>• Be open to</td>
<td></td>
</tr>
<tr>
<td>• Thank</td>
<td></td>
<td></td>
<td>constructive</td>
<td></td>
</tr>
</tbody>
</table>

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 takeaways:

- 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

DON’T FORGET

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 our 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.

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

On Campus
• 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 campus address. Some campuses 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 campus 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 campuses or campuses 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 differ 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, swag, and print and digital resources?
• 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?
• Tracking engagement and impact for your event report form?
• Taking photos?

HELPFUL HINT:

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

- Provide voter registration forms with the address section prefilled (if the address is standard, like a main campus address)
- Distribute Address templates
- Share myVoteEverywhere, a campus voter information portal with voter registrations tools and information on voter registration deadlines and election dates, voter ID requirements, registration status, polling place location, and much more
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 with detailed descriptions and accurate numbers?
• 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 or inspiration for your events, check out Appendix #47! 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 Appendix #44 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 campus’ 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: Prior to creating an action plan, familiarize yourself with your campus climate and level of engagement. Consult your campus’s National Study for Learning, Voting, and Engagement (NSLVE) report to understand what registration and voting look like on your campus and talk to any civic engagement partners about how to create a cohesive and collaborative plan. It is good practice to start your plan with information on the successes, challenges, and resources for voter and civic engagement on your campus. This lays the foundation for setting contextually appropriate goals.
How to Create a Plan

1. **Gather and review information on your campus’s civic engagement.** Review your NSLVE report. Talk to your Campus Champion and campus partners about what's been effective and what's been missing. Think through who can be an ally and additional partner in your work, and know the civic engagement landscape on campus.

2. **Figure out where there is need.** 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? Think about both improving current structures as well as tackling new challenges.

3. **Establish long-, intermediate-, and short-term goals.** Do you have multiple goals? Can they be addressed in a month, one semester, or even multiple years? Can your goals be sustained and met if they last beyond your time with Vote Everywhere? Let your goals drive your strategy 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

4. **Choose your tactics.** What tactics, or methods, will move you toward achieving your goal? Tactics are the most specific aspect of your plan. Become well-informed about the issues involved in achieving your goals and be creative so that your tactics are as efficient as possible. Tactics include events, meetings, phone calls, petitions, and protests, 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 and goals—and your entire action plan.

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

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**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 Promising Practices (pg.33).
Turn a Tactic Into a Successful Event

Hosting events is an important tactic that Vote Everywhere teams use in their action plans. Events can take many forms depending on the tactic, 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. 48).

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?

**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.
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 campus team 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, the 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. 42-44)

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 or participate in 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 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. 18-19) 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. 46-47 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.
Objective

Vote Everywhere campus teams will be able to define types of data, to report accurately on their activities, and to understand the importance of reporting.

Why Does Data Matter?

You’ve received three emails, a text, and a call from your Program Manager about not submitting an Event Report 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 needs accurate and comprehensive information. For example, The Andrew Goodman Foundation uses data from Event Reports 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 from you. 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 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 Reports 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.

<table>
<thead>
<tr>
<th>QUANTITATIVE</th>
<th>QUALITATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numbers and metrics</td>
<td>Words, descriptions, stories, quotations</td>
</tr>
<tr>
<td># of participants</td>
<td>Description of an event</td>
</tr>
<tr>
<td># of volunteers</td>
<td>Anecdote about something that happened at an event</td>
</tr>
<tr>
<td># of voters registered</td>
<td>Story about the effect of an event on a person, organization, or other entity</td>
</tr>
<tr>
<td># of people engaged by an event</td>
<td>Reflection on an event or areas for improvement</td>
</tr>
<tr>
<td># of engagements on social media platforms (e.g. likes, views, shares, retweets)</td>
<td>Future action items</td>
</tr>
<tr>
<td># of people affected (e.g. by bringing a polling place to campus)</td>
<td>Quotations from surveys or interviews</td>
</tr>
</tbody>
</table>
On In-Person 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 in-person presence at an event. Participation could include the sum of event attendees at a candidate forum, for example, or the sum of voters registered at your team's table.

**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 promotional flier. 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 one big, long-term goal!) 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! You will never be required to report on impact alone via the Event Report.
On Online Engagement

Many of our Vote Everywhere campus teams have created and use social media pages to promote their events and keep their audiences informed. The online engagements generated from these accounts are important to report, but they should not be conflated or combined with in-person data. The Event Report separates in-person and online engagements, as should you!

Here is an example of a sample event’s in-person and online numbers.

*Your team is scheduled to make a presentation during an English class on campus. Beforehand, your team posts fliers, inviting passersby to join in, around the English building. Finally, your team attends the class of 50 students, makes a brief civic engagement presentation, and records 25 students discussing what democracy means to them. Within the same class, you register fifteen of the 50 students to vote. Once the video is edited and produced, your team posts the video to your Vote Everywhere Facebook page. The video receives 125 likes and 200 views.*

**In-Person Participation**

<table>
<thead>
<tr>
<th>Students in class</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voters registered</td>
<td>15</td>
</tr>
<tr>
<td>Total In-Person Participation</td>
<td>50</td>
</tr>
</tbody>
</table>

**In-Person Engagement**

| Total In-Person Participation | 50 |
| Students exposed to flier     | 25 |
| Total In-Person Engagement   | 75 |

**Online Engagement**

| Facebook likes | 125 |
| Facebook views | 200 |

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

**Telling the Vote Everywhere Story**

Qualitative and quantitative data are essential to communicating what Vote Everywhere does across the United States. Event Reports are vital to demonstrating the value of our Vote Everywhere campus teams, and equally important is creating programmatic and campus-by-campus narratives to show who you are and what your work is about!

Our various reporting methods are meant to create a comprehensive story of voter engagement, civic engagement, and leadership development. Use our open-ended response options in Event Reports and Ambassador surveys to tell us about your experiences! Describing events, meetings, leadership opportunities, community support, and more in these places helps us to understand your experiences and share it with the rest of the world. We love telling your stories—so keep the reports coming!
PROMISING PRACTICES
While there are many ways to engage campuses around voting and civic participation, many Vote Everywhere campus partners have been successful by implementing certain practices that have risen to the top. Integrating some or all of these promising practices into your campus team’s efforts can help bring your work to the next level.

**Voter Registration**

- Meet with local election officials to ensure proper completion of registration forms with any requirements unique to your locality.
- Send an email to the student body from a leadership figure, such as the President or Chancellor, with registration information and deadlines.
- Celebrate National Voter Registration Day, a national event that celebrates voter registration held on the last Tuesday of September!
- Table at activities and interest fairs with voter registration forms.
- Use “bottlenecking,” a method of tabling during mandatory student activities with long wait times, such as ID card retrieval or financial aid meetings.
- Give out food, candy, and prizes at a table with voter registration opportunities.
- Take voter registration off campus. For example, coordinate with a local high school to provide voter registration to high school seniors at their graduation! (At college or university graduations, provide an opportunity to update graduating seniors’ addresses.)

**Voter Registration Institutionalization**

- Partner with offices directing New Student Orientation to do voter registration for incoming students, including first-year and transfer students.
- Collaborate with Housing and Residence Life to integrate voter registration into move-in day or the housing check-in process.
- Ask Information Technology Services to include voter registration links on the student portal, class registration portal, course evaluation forms, and more.
- Present on voting and offer an opportunity to register to vote during new student courses.
- Work with the Student Government Association (SGA) or other campus partners to purchase TurboVote to maximize voter registration reach and accessibility.
- Develop or participate on a voting or democratic engagement task force or work group with student, faculty, and staff participants.
- Work with your Champion to cultivate high level leadership support for voter registration, as integral to broader democratic engagement efforts on campus.
Voter Education

- Create or utilize an online hub with voter information, such as myVoteEverywhere.
- Create and share nonpartisan candidate guides.
- Plan an on-campus candidate forum, including candidates from multiple parties.
- Host election trivia with questions related to voter information, like voter ID, candidates' platforms, and ballot measures, and give out prizes!
- Host watch parties for debates, addresses, and other significant events.
- Use and distribute AGF digital and print resources on election engagement.
- Collaborate with Dining Services to have students vote on a meal, to be provided by Dining Services in the future, to demonstrate the power of voting.

Get Out The Vote

- Coordinate a campus-wide email from an influential campus figure about how, where, and when to vote.
- Hold a march to or party at the polls with food and music.
- Advertise and coordinate shuttles to off-campus polling locations.
- Ask students to sign pledge-to-vote cards and give out "I VOTED" stickers.
- Post on social media about the voting experience. (For example, use Instagram stories to show snapshots of Election Day!)
- Publicize and canvass for student government elections on campus

Voting Impediment Removal

- Pursue acquiring a polling location or early voting site on campus to facilitate students' ease of access.
- Campaign for your college or university to make student ID compliant as voter ID.
- Work with campus administrators and partners to ensure students can receive absentee ballots free of charge through the campus mail system.
- Develop systems with elections administrators to simplify the registration process for students. (For example, administrators can offer registration forms with pre-filled campus addresses or reformat campus address structures to simplify registration.
- Lobby for legislation that removes or simplifies voter ID for students and/or marginalized communities.
- Collect petitions for pro-voter legislation and ballot initiatives, such as supporting voting rights restoration for people who were formerly incarcerated.

Civic Education

- Teach civics lessons on political and civic participation rights, responsibilities, and opportunities.
- Convene political discussions on voting rights and youth political engagement.
- Moderate debates between speakers with differing viewpoints on social, economic, and political issues.
- Facilitate issues-based dialogues about current events or students' interest areas.
- Show movies or documentaries related to voting, civic issues, and civil rights history.
- Speak in first-year student courses about voter, civic, and community engagement opportunities on campus and in the community.
- Conduct social media photo campaigns on issue topics.
- Use your persuasion skills to convince others about the power of their vote.
Civic Action and Advocacy

• Partner with a member of student government to sponsor and pass legislation or resolutions in the interest of student voting accessibility.
• Present workshops on how to contact elected officials, and write letters together.
• Host letter-writing campaigns to corporations about social responsibility.
• Coordinate organizing and activism events and provide voter registration opportunities.
• Collect signatures for petitions concerning ballot initiatives related to student concerns.
• Write for or interview with news media to highlight important student issues.
• Pursue social justice or advocacy campaigns with AGF and Campus Champion approval.

Capacity Building

• Partner with campus departments, student organizations, and Greek Life to create a volunteer corps to support programming and initiatives.
• Develop internship opportunities with an institutional partner dedicated to civic and voter engagement.
• Apply for mini grants to fund events and initiatives, and ask for help from AGF staff if necessary!
• Connect with student groups and community organizations to gain larger audiences, visibility, expertise, and buy-in.
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.
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

### NICOLE COSTA
**Program Manager**

<table>
<thead>
<tr>
<th>State</th>
<th>University</th>
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<tbody>
<tr>
<td>AZ</td>
<td>Arizona State University</td>
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<td>Mesa Community College</td>
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<td>CA</td>
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<td>UT</td>
<td>University of Utah</td>
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<tr>
<td>WI</td>
<td>University of Wisconsin - Madison</td>
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### TARYN DWYER
**Program Manager**

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<td>AZ</td>
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<td>Midway University</td>
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<td>MI</td>
<td>University of Michigan - Ann Arbor</td>
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<td>NJ</td>
<td>Farleigh Dickinson University - Teaneck</td>
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<td>Montclair State University</td>
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<td>NY</td>
<td>Cuny Queens College</td>
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<td></td>
<td>SUNY Stony Brook</td>
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### MARGARET SASSER
**Program Manager**

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<td>Spelman College</td>
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<td>Dillard University</td>
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<td>Towson University</td>
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<td>NC</td>
<td>Elon University</td>
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<td></td>
<td>Western Carolina University</td>
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<tr>
<td>VA</td>
<td>Virginia Commonwealth University</td>
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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 just democracy 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

<table>
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<tr>
<th>Hex Code</th>
<th>R</th>
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<th>B</th>
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<td>153</td>
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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
**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.

<table>
<thead>
<tr>
<th>STRATEGY Element/Channel</th>
<th>PROMOTE 1 month</th>
<th>REMIND 1-2 weeks</th>
<th>INSPIRE The big day</th>
<th>FOLLOW UP 1-7 days</th>
<th>RESPONSIBILITY Assign role/date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of Mouth</td>
<td>Identify Ambassadors to help you spread the word about your event.</td>
<td>Ambassadors start promoting the event.</td>
<td>Encourage your Ambassadors to check in and live tweet from the event.</td>
<td>Thank your volunteers by sending an email or tagging them in a thank you post on social.</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>Make sure the event is on your website and your school's online activity calendar.</td>
<td>Drive traffic to your event page through multiple channels.</td>
<td>Close registration if applicable.</td>
<td>Update page with an event recap and pictures.</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>Create a FB event and social &quot;sharables&quot; for the event and speakers.</td>
<td>Coordinate a Snapchat takeover with your school, promote sharables on Twitter and Instagram, and invite people to your FB event page.</td>
<td>Engage your audience with live video/updates from the event.</td>
<td>Thank everyone for coming and post a recap and pictures from the event.</td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td>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?</td>
<td>Create your artwork and secure your desirable dates.</td>
<td>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.</td>
<td>Thank any sponsors who may have covered the cost of the ads.</td>
<td></td>
</tr>
<tr>
<td>PR</td>
<td>Ask yourself whether you want a reporter to cover your event. Start making a list of desired media outlets.</td>
<td>Research the reporters and craft a pitch note. Draft a press release or media advisory about your event. Send them to the reporter.</td>
<td>If you do get a reporter to cover your event, make sure to introduce them to all of the speakers and answer their questions.</td>
<td>If your event gets coverage, make sure you share it. Also send an email to the reporter to thank them.</td>
<td></td>
</tr>
<tr>
<td>Flyer/Handout</td>
<td>Do you have a budget for printing? What printed pieces could get your event in front of your intended audience?</td>
<td>Create your artwork and order it. Once printed, distribute it by handing it out.</td>
<td>Print and pass out handouts during the event if necessary. If there is a hashtag for your event, include it on the handout.</td>
<td>Remove any printed materials from walls, billboards etc.</td>
<td></td>
</tr>
<tr>
<td>Email/Newsletter</td>
<td>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.</td>
<td>Send a reminder email. Include new information about the event if applicable like any new speakers or announcements.</td>
<td>Send a final reminder email with logistical information like date, location, or parking.</td>
<td>Send an email thanking people for coming to the event.</td>
<td></td>
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</tbody>
</table>
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 campus' 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 campus, 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. 50 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 lead 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 Americans 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.ywcabergencounty.org.
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](http://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](http://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

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.
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,
THE ANDREW GOODMAN FOUNDATION STAFF

David Goodman
President

Sylvia Goodman
Executive Director

Maxim Thorne
Managing Director

Anna Schwarz
Chief Financial Officer

Karena Cronin
Vote Everywhere
Program Director

Justyna Krygowska
Communications
Director

Emily Curran
Communications and
Development Manager

Taryn Dwyer
Vote Everywhere and Puffin
Democracy Fellows Program
Manager

Nicole Costa
Vote Everywhere
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Margaret Sasser
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vote everywhere

LIVE THE legacy.