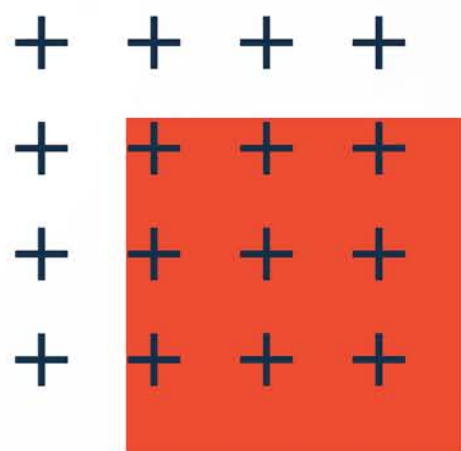


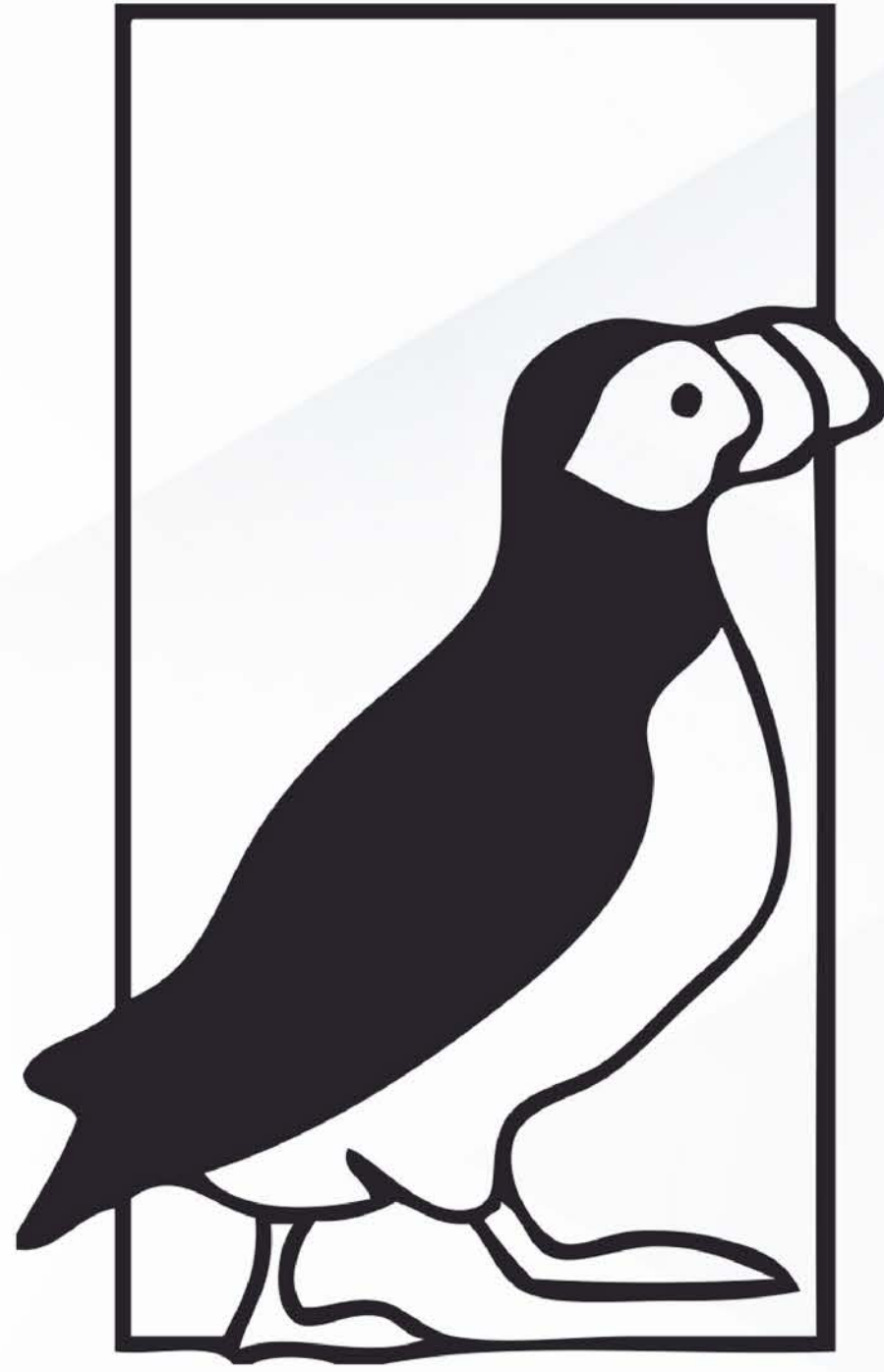


voteeverywhere

THE **ANDREW GOODMAN** FOUNDATION

AMBASSADOR HANDBOOK





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was made possible by a grant from
The Puffin Foundation.

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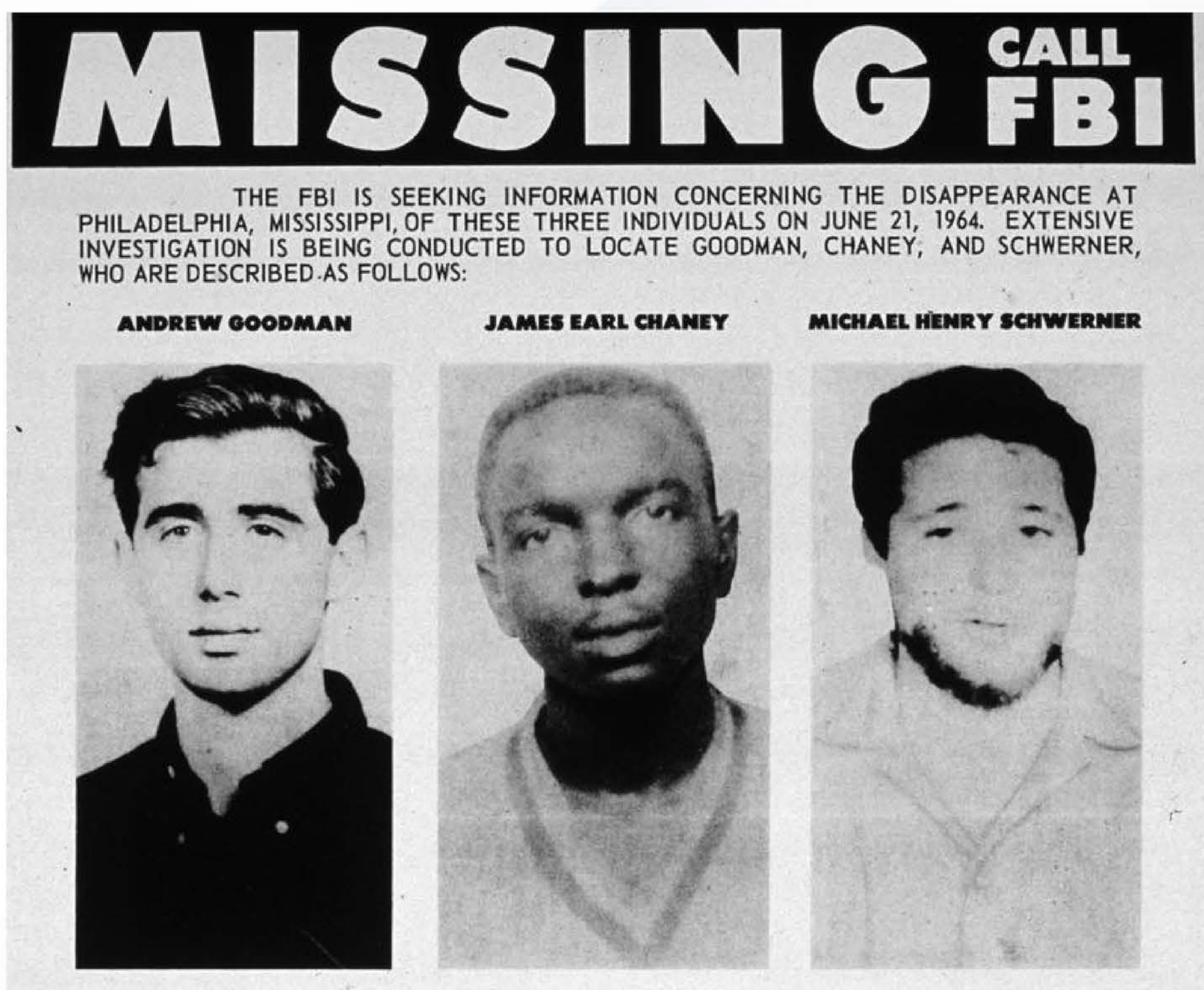
ABOUT THE ANDREW GOODMAN FOUNDATION

MISSION

Our mission is 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 Earl Chaney and Michael Schwerner. Their murders catalyzed a movement to oppose racist practices that discriminated against Black 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 Andrew Goodman 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.

ANDREW GOODMAN VOTE EVERYWHERE PROGRAM

BACKGROUND

Andrew Goodman 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, Andrew Goodman Vote Everywhere has expanded to 26 states, plus Washington, D.C., and engages over 100 student Ambassadors. The current network of 68 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 Andrew Goodman 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 by aiming to increase the voting rate on each campus.

The United States Supreme Court case *Shelby v. Holder* (2013) reinforced Andrew Goodman 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. Ambassadors honor the Goodman, Chaney, and Schwerner legacy by continuing their work to register voters and mobilize young people.

THE ANDREW GOODMAN VOTE EVERYWHERE EXPERIENCE

• Cultivates Voting and Civil Rights Knowledge

Partners 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

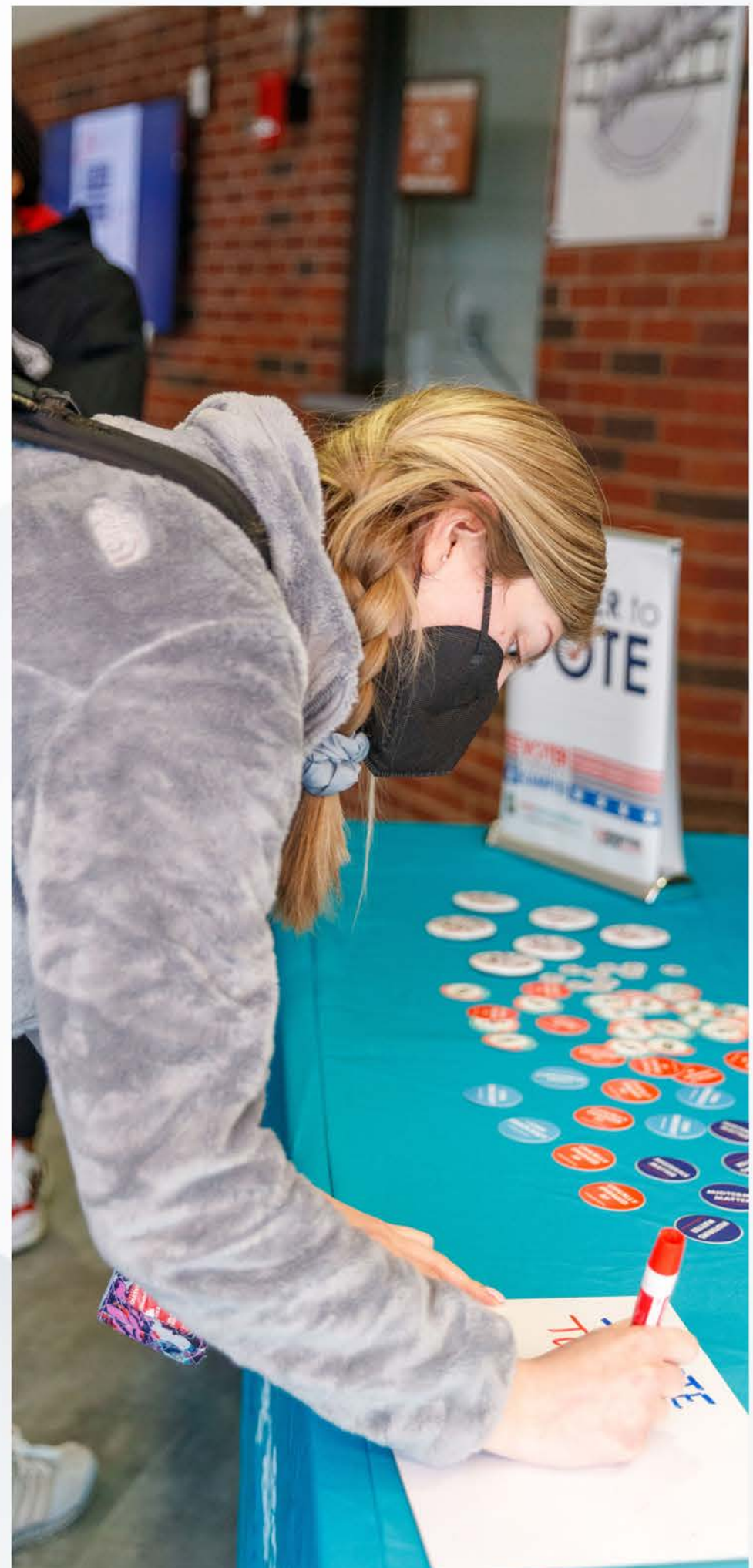
Ambassadors learn how to sustainably improve voting infrastructure both on and off campus to increase student civic engagement and break down voting barriers. Ambassadors develop campus action plans to focus their efforts on clear, winnable goals that will increase student voter registration and turnout 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 Andrew Goodman Campus Teams, 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 such as increasing the student voting rate. In addition, The Andrew Goodman Foundation hosts the Andrew Goodman National Civic Leadership Training Summit (NCLTS) every other summer that brings the Andrew Goodman Network together for training and relationship building that nurture collaboration in the upcoming academic year.

THE ANDREW GOODMAN VOTE EVERYWHERE NETWORK

The Andrew Goodman Foundation collaborates with many national organizations to provide the latest training, support, and resources to 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. Andrew Goodman Vote Everywhere currently collaborates with the following organizations: ALL IN Campus Democracy Challenge, Campus Compact, Campus Vote Project, Guides.Vote, Nonprofit Vote, Students Learn Students Vote (SLSV) Coalition, TurboVote, Vote.org, and Vote Riders. Contact your Program Manager for a full list of our partners.



ANDREW GOODMAN CAMPUS TEAMS



ANDREW GOODMAN CAMPUS TEAMS

Andrew Goodman Campus Teams are made up of an Andrew Goodman Campus Champion(s), an Andrew Goodman Team Leader, and an Andrew Goodman Ambassador(s). Team Leaders and Ambassadors are students and can participate in Andrew Goodman Vote Everywhere for multiple years if they are selected to do so by their Campus Champion. The Campus Champion is a representative of the campus staff or faculty who supports the Ambassador and the Team Leader in their efforts to increase student voting on campus. Andrew Goodman Campus Teams are often further supported by a group of other non-stipended volunteers recruited by the team.

Campus Champions, Team Leaders, and Ambassadors join Andrew Goodman Vote Everywhere because of their commitment to civic engagement, voting rights, and social justice. Both student participants and Campus Champions develop skills, knowledge, and networks for civic leadership through their efforts to engage students in the political process.

A Memorandum of Understanding, which outlines the benefits and expectations of the program, is signed between AGF and each college or university that participates in Andrew Goodman Vote Everywhere. Andrew Goodman Vote Everywhere program staff provide ongoing advisory support, training, and resources to each Campus Team in the Andrew Goodman Vote Everywhere Network. Each institution is assigned a Program Manager who serves as their primary conduit to The Andrew Goodman Foundation. The Director of Programs, along with AGF staff in other departments, provides targeted and complementary support, geared towards enhancing the impact and visibility of the campus network. Campus Team members are invited to attend the biennial Andrew Goodman National Civic Leadership Training Summit, to participate in check-in phone and video calls, and are encouraged to meet together with other team members on a regular basis. Campus Teams receive an annual grant to support program activities, while student participants receive a stipend.

Campus Teams employ a range of strategies and tactics designed to address the specific needs and opportunities for increasing student voting on their campuses and in their communities. These are outlined in a team's campus action plan (pg. 20-23) and should reflect the Promising Practices (pg. 29-31), related to voter and civic education, voter registration and institutionalization, Get Out The Vote (GOTV), voting impediment removal, civic action and advocacy, and capacity building. In developing their plans, Campus Teams draw on their campus' National Study of Learning, Voting, and Engagement (NSLVE) report. A defining feature of all plans is a commitment to advancing the AGF mission and vision by connecting on-campus efforts to the history of the Civil Rights Movement and the legacies of Andrew Goodman, James Earl Chaney, and Michael Schwerner. All teams help AGF to monitor and evaluate program outcomes related to student voting and civic leadership development.

ANDREW GOODMAN TEAM LEADERS AND AMBASSADORS

Andrew Goodman Team Leaders and Ambassadors are representatives of the Andrew Goodman Vote Everywhere program on their campus.

As a leader of the Campus Team, Team Leaders oversee programming to increase student voting on campus, satisfy reporting requirements, and ensure the success of their Campus Team with the support and supervision of both the Andrew Goodman Vote Everywhere Program Manager and Andrew Goodman Campus Champion for their campus.

Andrew Goodman Ambassadors support the Team Leader and Campus Champion, and contribute towards the success of the Campus Team.

The Andrew Goodman Team Leaders and Ambassador are responsible for:

- Articulating the mission and vision of AGF
- Following AGF's branding compliance
- Creating and implementing their Campus Action Plan
- Program Tracker: The Program Tracker helps the Andrew Goodman Vote Everywhere staff as well as Campus Teams generate information and insights about the effectiveness of our efforts to increase student voting. Campus Teams must complete a Program Tracker response for each programming event they complete.
- Engaging their campus community through a range of communication methods, activities, events, and projects
- Staying up-to-date on voter registration, voter education, get out the vote, and youth voting advocacy best practices
- Integrating their campus's my.VoteEverywhere page into their voter engagement activities
- Participating in Campus Champion, Campus Team, and Program Manager check-in calls
- Attending AGF's trainings, including the annual National Civic Leadership Training Summit
- Achieving yearly campus goals
- Fulfilling AGF's reporting requirements



It's important to introduce yourself correctly as an Andrew Goodman Ambassador. To do so, you can say:

"My name is ____, and I am an Andrew Goodman Ambassador" OR "My name is ____, and I am an Ambassador with The Andrew Goodman Foundation." To avoid confusion, do not use terms like *fellow* or *intern*. An Ambassador is considered a volunteer who receives a stipend for their contributions.

Andrew Goodman Ambassadors and Team Leaders participate in The Andrew Goodman Foundation's Vote Everywhere program for a civic, charitable, or humanitarian purpose in order to fulfill AGF's mission of "making youth voices and votes a powerful force in democracy." The Ambassador and Team Leader are functioning as volunteers and are not to be construed as an intern or employee of AGF. There is no promise from AGF for future paid employment. In order for the Andrew Goodman Vote Everywhere program to be successful, certain activities need to be accomplished by the Ambassador and Team Leader as detailed above and are happening simultaneously with the college educational experience over the course of each semester subject to institutions' schedules and other obligations. In appreciation of being a volunteer, each Ambassador and Team Leader receives the above-mentioned stipends.

The stipend may be used by each Ambassador and Team Leader in their sole discretion, including covering their expenses for educational and associated living costs. The stipend is a nominal fee for each volunteer Ambassador and Team Leader and is not in receipt of compensation for any particular services rendered. AGF will issue an Internal Revenue Service (IRS) Form 1099 to any Ambassador or Team Leader receiving more than \$600 per calendar year in stipends. The Ambassador and Team Leader are responsible for filing IRS Form 1099 with their tax returns, and income taxes may be due accordingly. The Ambassador and Team Leader should consult a tax professional regarding the possible tax consequences of the stipend. In the course of volunteer activities, if miscellaneous cash expenses are incurred, they should be paid out of the annual grant made by AGF to the college or university and disbursed by the Campus Champion. Travel expenses for participation in the annual Andrew Goodman National Civic Leadership Training Summit will either be paid directly by AGF or reimbursed, but in either case will not be included on the 1099 form.

ANDREW GOODMAN CAMPUS CHAMPION



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

The Campus Champion processes an annual grant paid in full at the start of the academic year. The grant is earmarked for Ambassadors’ use in programming aimed at increasing student voting on campus.

The Andrew Goodman Campus Champion is responsible for:

- Achieving Yearly Campus Goals
- Recruiting and supporting Andrew Goodman Ambassadors
- Managing the Campus Team Activity Budget for AGF voting-related activities
- Mentoring local Ambassador(s) and supporting them to develop their leadership skills
- Executing Campus Action Plans with the Ambassador(s)
- Serving as the liaison between AGF and campus administration
- Overseeing AGF’s branding compliance
- Engaging Ambassadors regularly
- Providing necessary updates regarding the operations of the Campus Team
- Assisting the Ambassador(s) in the creation and implementation of Campus Action Plans
- Obtaining the campus NSLVE report after Presidential and Midterm elections

THE ANDREW GOODMAN FOUNDATION GUIDING PRINCIPLES

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 Andrew Goodman Vote Everywhere Campuses for how they conduct themselves, treat others, and represent 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, headquartered in New York City, New York but also the efforts of the Andrew Goodman Vote Everywhere Network 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 Andrew Goodman Vote Everywhere.



LETTER FROM THE DIRECTOR OF PROGRAMS

Dear Andrew Goodman Campus Teams,

On behalf of all of us at The Andrew Goodman Foundation (AGF), I want to welcome you to the 2023-2024 academic year of Andrew Goodman Vote Everywhere! This year is particularly significant as it culminates in the 60th anniversary of the Freedom Summer of 1964, during which Andrew Goodman, James Earl Chaney, and Michael Schwerner were murdered for their commitment to anti-racism and an equitable democracy. As part of AGF’s network, you play an essential role in carrying forth their legacies. We consider Andy, James Earl, and Mickey to be heroes, but at the time, they were just people who answered a call, just as you have. The summer of 2024 will also mark the 10th anniversary of Vote Everywhere, and our work continues with urgency as young and other marginalized voters continue to face rampant attacks on their rights.

Since the start of Vote Everywhere, Andrew Goodman Ambassadors have hosted over 6,400 community events, registered over 116,500 voters, and impacted over 1.5 million students. As election laws and barriers to voting continue to change each year, Andrew Goodman Ambassadors have also worked hard to secure on-campus polling sites, connect their peers with valid voter ID and proof of residency, incorporate voter engagement presentations into curriculum, host early voting sites, recruit poll workers, and so much more.

As we mobilize around local and statewide elections in 2023 and prepare for what we know will be a momentous election cycle in 2024, we are confident in our ability, together, to break down structural barriers to voting and facilitate unprecedented youth voter turnout.

Thank you for your commitment to making young voices and votes a powerful force in our democracy. We’re so glad to have you with us.



In solidarity,
Caroline Smith
Director of Programs
The Andrew Goodman Foundation

ANDREW GOODMAN VOTE EVERYWHERE CAMPUS TEAM RUBRIC

| Rubric Criteria | Advanced | Proficient | In Progress | Unacceptable | Inactive |
|--|---|---|--|---|---|
| Ambassador Recruitment & Onboarding | Campus Team fills all available Ambassador positions and the Campus Champion is active and engaged. Ambassadors complete necessary onboarding and submits their headshot, bio, and financial documents to their Program Manager as necessary. | Campus Team fills some available Ambassador positions and the Campus Champion is active and engaged. Ambassadors complete most necessary onboarding and submits their headshot, bio, and financial documents to their Program Manager as necessary. | Campus Team maintains at least one Ambassador, and the Campus Champion is active and engaged. Ambassadors complete some necessary onboarding and submits their headshot, bio, and financial documents to their Program Manager as necessary. | Campus Team does not have an Ambassador, but the Campus Champion is active and engaged. | Campus Team does not have an Ambassador, and the Campus Champion is not active or engaged. |
| Campus Action Plan | Campus Team completes and submits Campus Action Plan. Campus Team meets with the Program Manager to create a realistic timeline of implementation and follows this plan throughout the entirety of the semester. | Campus Team completes and submits Campus Action Plan. Campus Team meets with the Program Manager to create a realistic timeline of implementation and mostly follows this plan throughout the entirety of the semester. | Campus Team completes and submits Campus Action Plan. Campus Team struggles to fully implement the Campus Action Plan on their campus. | Campus Team completes a rough draft of a Campus Action Plan. | Campus Team does not complete nor submit a Campus Action Plan. |
| Attendance: Campus Champion, Campus Team, and Program Manager Check-in Calls | Campus Team meets 6 or more times throughout the semester. (All members or established points of contact are present at all meetings via Zoom.) | Campus Team meets 4 or 5 times throughout the semester. (All members or established points of contact are present at all meetings via Zoom.) | Campus Team meets 3 times throughout the semester. (All members or established points of contact are present at all meetings via Zoom.) | Campus Team meets 2 times throughout the semester. (Not all members or established points of contact are present at all meetings via Zoom.) | Campus Team meets no more than once throughout the semester. (Not all members or established points of contact are present at all meetings via Zoom.) |

ANDREW GOODMAN VOTE EVERYWHERE CAMPUS TEAM RUBRIC

| Rubric Criteria | Advanced | Proficient | In Progress | Unacceptable | Inactive |
|--|---|--|---|--|--|
| Attendance: AGF's Trainings and Events | Campus Team attends and/or views recordings of all of the AGF organized trainings to learn civic engagement practices to implement on campus. | Campus Team attends and/or views recordings of most of the AGF organized training to learn civic engagement practices to implement on campus. | Campus Team attends and/or views recordings for a few of the AGF organized trainings to learn civic engagement practices to implement on campus. | Campus Team attends and/or views recordings for no more than one of the AGF organized trainings to learn civic engagement practices to implement on campus. | Campus Team does not attend and/or view recordings of the AGF organized training to learn civic engagement practices to implement on campus. |
| Reporting Requirements: Program Tracker, NSLVE Participation & Ambassador Survey | Campus Team completes the Program Tracker after each event and sends any photos, event flyers, or quotes to the Program Manager. Ambassadors complete the Ambassador Survey at the end of semester and turn over any necessary documents for payment. Campus participates in NSLVE and sends data to campuses as necessary. | Campus Team completes the Program Tracker regularly and sends any photos, event flyers, or quotes to the Program Manager. Ambassadors complete the Ambassador Survey at the end of semester and turn over any necessary documents for payment. Campus participates in NSLVE and sends data to campuses as necessary. | Campus Team completes the Program Tracker semi-regularly and sends any photos, event flyers, or quotes to the Program Manager. Ambassadors complete the Ambassador Survey at the end of semester and turn over any necessary documents for payment. Campus participates in NSLVE. | Campus Team completes the Program Tracker no more than once. Ambassadors do not complete the Ambassador Survey at the end of semester nor turn over any necessary documents for payment. Campus does not participate in NSLVE. | Campus Team does not complete the Program Tracker. Ambassadors do not complete the Ambassador Survey at the end of semester nor turn over any necessary documents for payment. Campus does not participate in NSLVE. |
| Reporting Requirements: Program Tracker & Ambassador Survey | Campus Team completes Program Tracker after each event, completes onboarding and end of semester surveys. | Campus Team completes Program Tracker regularly, completes onboarding and end of semester surveys. | Campus Team completes Program Tracker semi-regularly, completes onboarding and end of semester surveys. | Campus Team completes no more than one Program Tracker, does not complete onboarding or end of semester surveys. | Campus Team does not complete the Program Tracker, onboarding, or end of semester surveys. |

ANDREW GOODMAN VOTE EVERYWHERE CAMPUS TEAM RUBRIC (CONTINUED)

| Rubric Criteria | Advanced | Proficient | In Progress | Unacceptable | Inactive |
|--------------------------|---|---|---|--|--|
| Subject Matter Knowledge | Campus Team stays up to date on all local and statewide elections, dates and deadlines, as well as national civic holidays and elections. Campus Team is well versed in AGF's legacy story and shares it frequently. | Campus Team tracks some local and statewide elections, dates and deadlines, as well as national civic holidays and elections. Campus Team knows much of AGF's legacy story and shares it occasionally. | Campus Team has limited awareness of local and statewide elections, dates and deadlines, as national civic holidays and elections. Campus Team knows the basics of AGF's legacy story but rarely shares it. | Campus Team does not stay up to date on local and statewide elections, dates and deadlines, and does not celebrate civic holidays. Campus Team is not well versed in AGF's legacy story. | Campus Team does not maintain knowledge of local, statewide, or national elections. Campus Team does not know or share AGF's legacy story. |
| Communication | Campus Team consistently and proactively uses AGF digital tools, including my.VoteEverywhere and Simple Texting. Campus Team seeks out opportunities for external communication, such as interviews, op-eds, and letters to the editor, and adheres to AGF brand standards. | Campus Team uses AGF's digital tools, including my.VoteEverywhere and Simple Texting. Campus Team takes opportunities for external communication, such as interviews, op-eds, and letters to the editor, when approached. Campus Team adheres to AGF brand standards. | Campus Team makes limited use of AGF's digital tools, including my.VoteEverywhere and Simple Texting. Campus Team follows up with Program Managers who request quotes for interviews or external communication. Campus Team is inconsistent with AGF brand standards. | Campus Team rarely uses AGF's digital tools. Campus Team rarely follows through with opportunities for external communication. Campus Team does not follow AGF brand standards. | Campus Team is unaware of AGF's digital tools. Campus Team does not include communications as part of their approach. |



TRAININGS

TRAINING 1: NONPROFIT NONPARTISANSHIP

OBJECTIVE

Andrew Goodman 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.

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, 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 AGF, including the entire Andrew Goodman Vote Everywhere Network, ensure nonpartisanship in their campus and community efforts.

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:

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

NONPARTISANSHIP Q&A

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

CAN I...

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

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, Campus Teams should not take stances on non-voting rights ballot measures or policies without first consulting their Program Manager and Andrew Goodman 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 Andrew Goodman 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, 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 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 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!



TRAINING 2:

BUILDING AND LEADING TEAMS

OBJECTIVE

Andrew Goodman Campus Teams will be able to recruit new Andrew Goodman 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 Andrew Goodman Campus Team is made up of a core group of Ambassadors, a Andrew Goodman Campus Champion, a network of volunteers, and campus partners. Part of Andrew Goodman 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 Andrew Goodman Campus 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 these areas. They may interact with other students who have an interest in what Andrew Goodman 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 Andrew Goodman Vote Everywhere's goals (outgoing, passionate, charismatic, and self-motivated)
- Personal characteristics enriching Campus Team diversity (culture, knowledge, skills, and worldview)

DID YOU KNOW?

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

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 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 events, like the Andrew Goodman 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.



LEADING YOUR TEAM

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

| INSPIRE | STRATEGIZE | UTILIZE | COMMUNICATE | REFLECT |
|---|---|---|---|--|
| <ul style="list-style-type: none">• Motivate• Encourage• Acknowledge• Appreciate• Thank | <ul style="list-style-type: none">• Plan• Monitor• Hold accountableAdapt | <ul style="list-style-type: none">• Collaborate• Delegate• Let people do what they're good at | <ul style="list-style-type: none">• Be present• Share information• Listen to others | <ul style="list-style-type: none">• Be open to constructive criticism• Be willing to compromise• Learn from mistakes |

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

- Be empathetic
- Be a good listener
- Be responsive

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

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

DON'T FORGET!

Your 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

Andrew Goodman 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, and removal of voter impediments are at the heart of Andrew Goodman Vote Everywhere 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.

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.

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 Black 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 Black 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 Earl 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.

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. Andrew Goodman Vote Everywhere aims to tackle these voting impediments to ensure that everyone can exercise their right to participate in our democracy.



(Images from Smithsonian National Museum of African American History and Culture)

THE 411: VOTER REGISTRATION

Voter registration is a core goal of Andrew Goodman 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, the National Voter Registration Form, or online voter registration through my.VoteEverywhere.

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.

HELPFUL HINT

To clear up students' confusion, Campus Teams can:

1. Provide voter registration forms with the address section prefilled (if the address is standard, like a main campus address)
2. Distribute address templates
3. Utilize my.VoteEverywhere, your one-stop-shop for voting, created specifically for your campus. Complete with voter registration tools, elections deadlines, and information, my.VoteEverywhere will help you get out the vote amongst your peers

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 The Andrew Goodman Foundation 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?
- Taking photos?

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 a Program Tracker with detailed descriptions and accurate numbers?
- Debrief with your 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 the Appendix on page 44! There you will find a multitude of event ideas, including several that are specific to voter registration and voter engagement. In addition, you can also use the Event Marketing Checklist on page 46 in the Appendix as you prepare for your events.



TRAINING 4:

CAMPUS ACTION PLANNING

OBJECTIVE

Andrew Goodman 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 CAMPUS ACTION PLAN?

Your campus action plan is the roadmap for making change happen on your campus. Through action planning, Campus Teams should reflect on the status of democratic engagement on their campuses, think about their campuses' needs, and develop ways to take action. Using Strengthening American Democracy by the Students Learn Students Vote Coalition as a guide, Andrew Goodman Campus Teams should include the following in their campus action plans:

- **Landscape:** an evaluation of your campus, including a review of your NSLVE report, past efforts, partners, resources, challenges, and more
- **Goal:** an end result that is S.M.A.R.T.I.E. (specific, measurable, attainable, relevant, timely, inclusive, and equitable)
- **Strategy:** a method or plan chosen to achieve a goal
- **Tactic:** an activity that moves toward achieving a goal
- **Reporting:** the process of documenting and sharing the outcomes of your tactics and strategies
- **Evaluation:** a review of the impact of achieving your goals



BREAK IT DOWN

- **Landscape:** 70% turnout rate in a previous election, according to your college's NSLVE report
- **Goal:** 100% turnout from your college's student voters in the November general election
- **Strategy:** 100% registration rate of your college's student population
- **Tactic(s):** voter registration drives during new-student orientation, club fairs, class registration, move-in day, graduation, and other in-person or online events
- **Reporting:** Program Tracker submissions, survey responses, and media features about your outcomes, such as increased civic opportunity in your campus community and increased potential for representation of student voices in our democracy
- **Evaluation:** according to your college's new NSLVE report, 100% turnout rate in the November general election, almost 50 percentage points above the national average and 30 percentage points above your college's turnout rate in a previous election

Familiarizing yourself with your campus landscape is essential to formulating a good plan. Consult your campus's National Study for Learning, Voting, and Engagement 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 using what you learned. It is good practice to start your plan with information on the successes, challenges, and resources for voter and civic engagement on your campus. Review the work that has been done in the past and evaluate strengths, weaknesses, opportunities, and threats. Your landscape review lays the foundation for setting contextually appropriate goals later on in your plan.

DID YOU KNOW?

All Andrew Goodman Campus Teams are strongly encouraged to sign up for the NSLVE report and to share it with Andrew Goodman Vote Everywhere program staff upon receipt of the report. NSLVE provides participating campuses with information on voter registration and voter turnout on campus, in relation to many factors, such as ethnicity, age, and course of study. This information is vital to informing your team's voter registration and GOTV efforts—so make sure to sign up and share your report with your Program Manager!

HOW TO CREATE A PLAN

1. **Assemble your Campus Team and relevant partners.** Action planning should be a group effort, as each member of your team brings different knowledge, skills, experiences, perspectives, and ideas. Make sure your Andrew Goodman Campus Champion is involved and bring in any campus or community civic engagement coalition members as you complete the Andrew Goodman Vote Everywhere 2019-2020 Campus Action Planning Outline. If your college or university already has an institutional action plan for voter and civic engagement, create a plan for how your Campus Team can participate in carrying it out.
2. **Gather and review information on the current state of civic engagement on your campus.** Review your NSLVE report. Talk to your Campus Champion and campus and community partners about what's been effective in the past and what can be improved. Think about who can be an ally and additional partner in your work and familiarize everyone with the current civic engagement landscape on campus.

3. **Figure out where there is need.** What issues are voters facing on campus or in the community? Have you noticed, read, or heard about an issue that needs to be addressed? Think about both improving current efforts as well as tackling new ones.
 4. **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 Andrew Goodman 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 arriving at the checkpoints
 5. **Choose your strategies and their accompanying tactics.** What overarching strategy, or plan, will move you toward achieving a goal? Become well-informed about the issues involved in achieving your goals and carefully devise a strategy based on your campus's needs and available resources. Which tactics, or methods, will you implement as part of that strategy? Tactics are the most specific aspects of your plan, and can include events, meetings, phone calls, petitions, and protests, among other things. As tactics are completed, submit Andrew Goodman Vote Everywhere Program Tracker reports on each one and share the results with your Program Manager on your advisory calls.
- Distribute responsibilities.** Each tactic may be composed of different tasks, which should
6. 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 campus action plan.
 7. **Make a timeline.** Once your plan is made, create a timeline for achieving the ultimate goal and schedule in smaller milestones for each tactic. 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.



DID YOU KNOW?

In Fall semesters, Campus Teams should largely focus on voter registration, voter education, and Get Out The Vote efforts. In Spring semesters, teams should focus on expanding voting infrastructure or policy on campus or developing an education or advocacy campaign, including removing impediments to voting. See the Promising Practices section on pages 36-38.



TURN A TACTIC INTO A SUCCESSFUL EVENT

Hosting events is an important tactic that Campus 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 Event Planning Sample section in the Appendix on pages 49-51.
3. **When** will the event take place? Are you varying the times of all of your planned events to target different audiences and their availabilities? Will your event conflict with another event, activity, or holiday on campus? Did you advertise or conduct event outreach beforehand?
4. **Where** will the event take place? Are you varying the locations of all of your planned events to target different audiences and their locations? Does your space have the necessary technology? Will the space be large enough to hold your expected audience? Is there a cost to reserve the space? Is your space accessible for all interested participants?
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 Andrew Goodman Vote Everywhere, quantify your event, and report these things to your Program Managers. See Training 5 to learn more about branding.

TRAINING 5:

BRANDING, MEDIA, AND COMMUNICATIONS

OBJECTIVE

Andrew Goodman Campus 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 conveys 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 ANDREW GOODMAN VOTE EVERYWHERE ON CAMPUS

Using the Andrew Goodman 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 Andrew Goodman Vote Everywhere as the go-to, student-led civic engagement resource on campus? By focusing on Message, Visual(s), and Action.

MESSAGE(S)

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



Description: Andrew Goodman Vote Everywhere is a nonpartisan, civic engagement program led by The Andrew Goodman Foundation on college and university campuses nationwide. Through the program, AGF trains and supports student Andrew Goodman 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 “Andrew Goodman Vote Everywhere Lecture Series: Beyond the Ballot” or descriptions like “Andrew Goodman Vote Everywhere will table on the quad TODAY. Remember, your vote is your voice!”).
- Use the official program description to formally discuss Andrew Goodman Vote Everywhere on your website and in media features.
- Include “Andrew Goodman Vote Everywhere” in the official name of your Facebook page or other social media accounts (e.g. Andrew Goodman Vote Everywhere UA).

VISUALS

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

- The AGF/VE logo or Andrew Goodman Vote Everywhere name must appear on all materials including flyers, social channels, websites, brochures, t-shirts, stickers, or other collateral and swag.
- Andrew Goodman Vote Everywhere brand colors and fonts should be used in all marketing materials. (See the Andrew Goodman Vote Everywhere Style Guide in the Appendix on pg. 44-45)

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

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. 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 Andrew Goodman 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:

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 Andrew Goodman Vote Everywhere and should be highlighted in your work. Reference Andy's Story (pg. 1) and A Brief History of U.S. Voting Rights (pg. 20-21) when developing your story.

B. Work with the media.

One way to ensure visibility for Andrew Goodman Vote Everywhere is to meet the people in charge of telling stories. Develop a relationship with your institution's Communications and Media Relations Departments, and local media outlet so you can pitch them your stories. (See pg. 47-48 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 Ambassadors on campus (e.g. student turnout, voting legislation).

Invest in marketing/promotional items: You can use a part of your annual grant 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 Andrew Goodman Vote Everywhere 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).

C. Utilize my.VoteEverywhere

my.VoteEverywhere is your one-stop-shop for voting, created specifically for your campus. Complete with voter registration tools, election deadlines, and important dates, my.VoteEverywhere provides students with everything they'll need to vote and promote your voter engagement role on campus in partnership with The Andrew Goodman Foundation.

Host events: Regular events are an Andrew Goodman 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 (pg. 46 in the Appendix).

B. **Host events with your parents.**

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 AGF and send over all media appearances to your Program Manager as soon as possible.





PROMISING PRACTICES AND CASE STUDIES

PROMISING PRACTICES



While there are many ways to engage campuses around voting and civic participation, many Andrew Goodman Campus Teams 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. Check out Andrew Goodman Vote Everywhere's tried and true promising practices in the following categories: voter registration, voter registration institutionalization, voter education, get out the vote, voting impediment removal, civic education, civic action and advocacy, and capacity building.

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, deadlines, and a link to my.VoteEverywhere.
- Celebrate National Voter Registration Day, a national event held on the last Tuesday of September that celebrates voter registration!
- Table at activities and interest fairs with voter registration forms or laptops to access my.VoteEverywhere.
- 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 a link to my.VoteEverywhere or state voter registration portals on your institution's 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 share the link to my.VoteEverywhere 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

- Direct students to the voter education resources on my.VoteEverywhere at events or through social media.
- 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.

DID YOU KNOW?

my.VoteEverywhere is a one-stop-shop for voter education and registration information, customized specifically for your campus!

Use my.VoteEverywhere to register students, request absentee ballots, check registration statuses, find polling locations, learn about voter ID laws, and gather information about candidates on your ballot.

GET OUT THE VOTE

- Coordinate a campus-wide email from an influential campus figure about how, where, and when to vote, with a link to my.VoteEverywhere for further information.
- 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 with voter ID requirements.
- 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 prefilled campus addresses or reformat campus address structures to simplify registration.)
- Lobby for legislation that removes or simplifies voter ID for students and 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 dialogue 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 about ballot initiatives that are related to student concerns.
- Write for or interview with news media to highlight important student issues.
- Pursue social justice or advocacy campaigns with the AGF and Andrew Goodman 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.



CASE STUDY 1:

ABSENTEE BALLOTS AT THE UNIVERSITY OF ALABAMA

In 2016, the Andrew Goodman Campus Team at The University of Alabama (UA) 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 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 Center 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 2:

EARLY POLLING PLACE AT WESTERN CAROLINA UNIVERSITY

In 2016, the Andrew Goodman 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 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 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 3:

VOTER ID LEGISLATION AT LOUISIANA STATE UNIVERSITY

In 2016, the Andrew Goodman 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, Andrew Goodman 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 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

Ambassadors at Louisiana State University 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.



CASE STUDY 4:

DIGITAL ENGAGEMENT FOR ABSENTEE VOTING AT GEORGETOWN UNIVERSITY

In 2018, the Andrew Goodman Campus Team at Georgetown University (GU) leveraged AGF's my.VoteEverywhere platform to create and implement a successful digital and in-person engagement strategy, which focused on supporting absentee voters.

THE PROBLEM

The majority of Georgetown University's student population, which represents all 50 states, is from out-of-state. Andrew Goodman Ambassadors learned that, because of this demographic breakdown, a majority of Georgetown students vote absentee. This pattern demonstrated a need for up-to-date and easy-to-access voting information—including voter registration forms—for all 50 states.

THE SOLUTION

Creating a comprehensive strategy that married digital and in-person engagement, the Georgetown University Andrew Goodman Campus Team was able to distribute home-state-specific voter registration and election information to each undergraduate student.

THE PROCESS

Ambassadors at GU began by collecting information on registration deadlines and election dates in all 50 states. They then used that information to draft state-specific messages about each state's election.

Next, the team worked with the Office of Federal Relations to have a high-level campus administrator send every undergraduate student an email supplying their home state's registration and election information. This email linked directly to my.VoteEverywhere, so students could find even more details and resources, including voter registration forms.

Finally, the team prioritized marketing my.VoteEverywhere as a trusted, one-stop-shop for voter registration and election information on campus. By speaking with student groups and offices about the platform, and by integrating my.VoteEverywhere into their tabling initiatives and in-person events—including registering students through the platform on National Voter Registration Day—the team raised up digital organizing as a viable strategy for reaching their goal.



CASE STUDY 5:

VOTER REGISTRATION INSTITUTIONALIZATION AT ALABAMA A&M UNIVERSITY

In 2018, the Alabama A&M University (AAMU) Andrew Goodman Campus Team set out to institutionalize voter registration on campus in order to oversee voter registration accuracy and create a campus culture of student voting participation.

THE PROBLEM

Alabama A&M Andrew Goodman Ambassadors were concerned about the high level of errors occurring on students' voter registration forms. As a result, many of their peers were getting turned away at the polls, especially after being guided by external groups who had come onto campus, despite their best efforts to be civically engaged.

THE SOLUTION

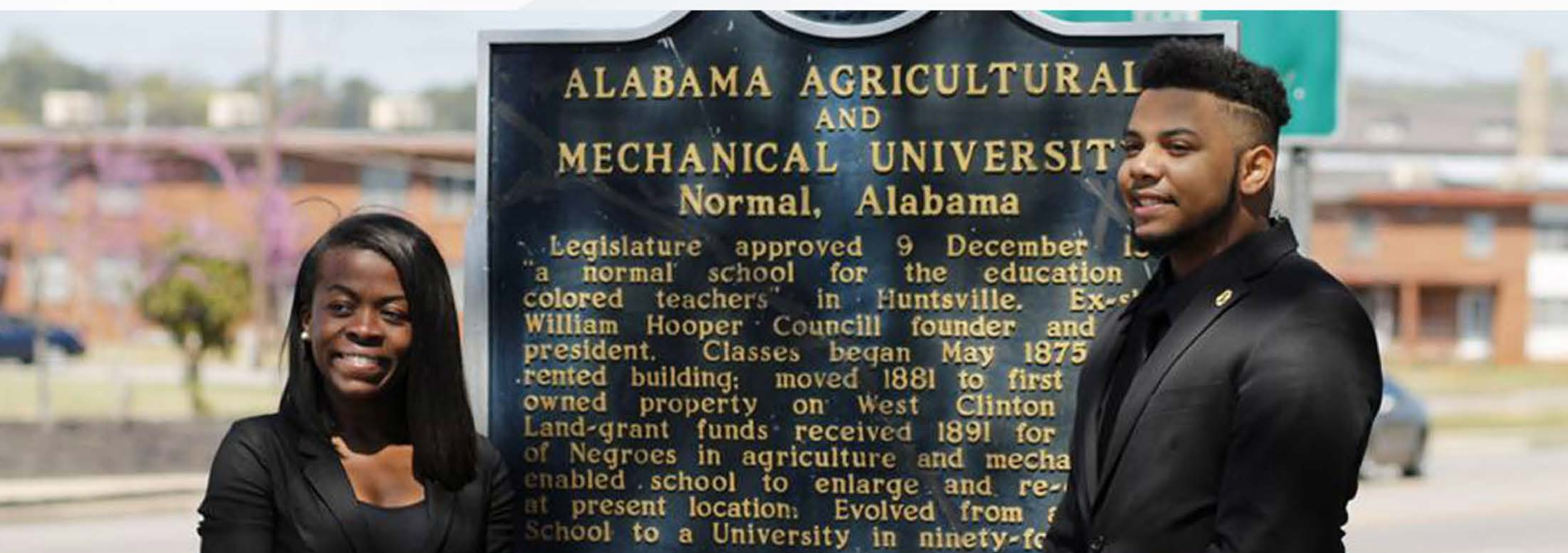
The Campus Team at AAMU institutionalized voter registration into required first-year courses to educate, ensure accuracy, and reach all new student voters.

THE PROCESS

To ensure students would be properly registered, the team had to first make certain that all members were well-educated on navigating the voting application process. Ambassadors therefore worked with the Board of Registrars and AAMU's Andrew Goodman Campus Champion to implement a voter registration training process for all new team members and potential volunteers.

Next, the team collaborated with Alabama A&M's Student Government Association and first-year orientation professors to implement voter registration into first-year courses.

After successfully institutionalizing voter registration into these courses, the team was able to register about 1,250 voters—around 78% of the first-year class—in time for the 2018 Midterm Election. Additionally, the team worked with their campus community to create a coalition dedicated to ensuring that voter registration institutionalization continues to exist at Alabama A&M University.



CASE STUDY 6:

ELECTION SOCIAL MEDIA

TOOLKIT AT PACE UNIVERSITY

THE PROBLEM

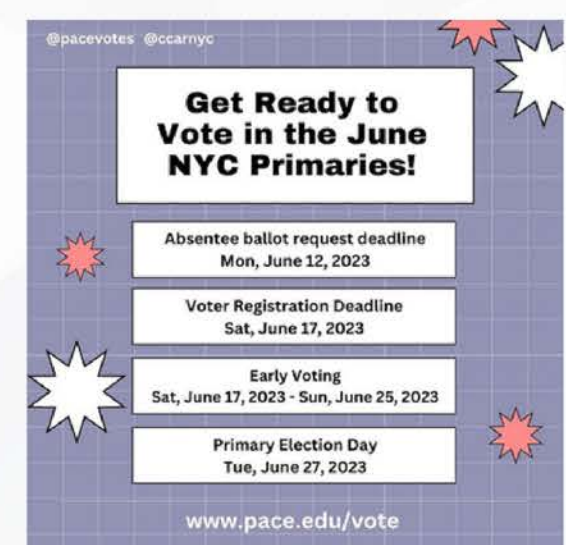
Elections look different on every campus. Organizations often offer information about when to vote, but not enough information about how and where to vote in a specific location. Election laws and rules vary from state to state, making mass communication on how, where, and when to vote in multiple states difficult. In addition, social media sites can become confusing when pieces of misinformation begin to spread.

THE SOLUTION

It's been proven that Gen Z & Millennials [go to social media](#) for news. While the sites may be littered with pieces of misinformation, social media can also be instrumental in clearing up any confusion caused by misinformation, and in getting out the vote. To combat misinformation and spread the word on when and how to vote, the Campus Team at Pace University put together and posted information to their social media accounts. Election Toolkits make voting more accessible by communicating when, where, and how voters in a specific state, county, or campus can participate in an election on social media! Election Toolkits can include key dates, quick links, key messages, hashtags, sample social media posts, and ready-made graphics.

THE PROCESS

1. Research! Find out when, where, and how students can vote on your campus for all upcoming elections (local, county, state, and national)!
2. Make a Google Doc to list out all the information you just found! Be sure to include hyperlinks for:
 - a. The statewide voter information website
 - b. Voter registration deadlines
 - c. Accepted forms of Voter ID
 - d. Your campus-specific my.VoteEverywhere page
 - e. Resources like Voter FAQs and how-to videos
3. Put on your designer hat! Use free design tools like Canva to create social media posts including key dates (voter registration deadlines for in-person or mail-in voting, Election Day(s), early voting periods) and state or campus-specific voting information. It can be helpful to design for each platform, as Instagram & X (formerly known as Twitter) have their own size requirements. Check out Pace University's "Get Ready to Vote in the June NYC Primaries" post as a great example!
 - a. Instagram post: 1080 x 1080 px
 - b. Instagram story: 1080 x 1920 px
 - c. X (formerly known as Twitter): 1600 x 900 px
4. Compile all the information and designs into a shareable Google Doc to share with other organizations or leaders posting about an upcoming election. Check out an example [Election Social Media Toolkit](#) The Andrew Goodman Foundation made ahead of an election in Mississippi in 2023.
5. Share it out! Send your Election Toolkit out in an email describing what the toolkit has and how it can help as you get out the vote.



CASE STUDY 7:

CIVIC ENGAGEMENT

CLASSROOM PRESENTATIONS

AT ST. LAWRENCE UNIVERSITY

Civic engagement plays a vital role in fostering active citizenship and empowering students to make their voices heard at the ballot box. The St. Lawrence University Andrew Goodman Campus Team successfully implemented civic engagement presentations into first-year courses on their campus. The goal was to promote civic awareness and voter education, encourage community involvement, and instill a sense of responsibility among students.

THE PROBLEM

When students arrived on St. Lawrence's campus, many of them were first-time voters who were not even registered to vote, especially not at their new home. Registering to vote, requesting an absentee ballot, changing residence, and becoming an active citizen were overwhelming feats, especially for first-year students who already experience so much change and novelty. The St. Lawrence team recognized that when students are left without institutional support and a plethora of opportunities to become educated and get engaged, they are more likely to sit out on important elections, forums for public input, and other means of being an active citizen in their community.

THE SOLUTION

The Andrew Goodman Campus Team on St. Lawrence's campus recognized the need to equip first-year students with robust education on voter registration, voter participation, and civic engagement opportunities on their campus. The team launched their first-year presentation program where the team members enter classrooms and give voter education presentations to the students that needed it most.

THE PROCESS

The Campus Champions emphasized the importance of civic engagement to their colleagues and sought innovative ways to incorporate it into the curriculum. Like many college campuses, the first-year curriculum at St. Lawrence includes a mandatory course for all incoming students, focusing on developing critical thinking, communication skills, and an understanding of global issues. The course is interdisciplinary and covers topics such as student success, social justice, and community engagement which made it a perfect fit for the team's presentations.

THE IMPACT

By engaging students early, the St. Lawrence team was able to foster an environment where students are empowered to become lifelong voters and active members in their communities. The impact of engaging St. Lawrence students can be observed in the major progress and growth in both the university's voter registration rate and voting rate of registered students. According to St. Lawrence University's 2020 NSLVE Campus Report from the Institute of Democracy and Higher Education, the percentage of voting-eligible students who registered to vote increased by 13.8% from 73.2% in 2018 to 87% in 2020. According to this same report, St. Lawrence had a 70.3% voting rate of registered students in 2020. This can be attributed to their extensive programming and outreach efforts into first-year classrooms and beyond. The civic engagement presentations also enhanced students' awareness of voting methods, key election dates, and various civic issues. Through this program, first-year students have also developed a deeper knowledge of community resources and initiatives led by the Campus Team at St. Lawrence.



APPENDIX

ANDREW GOODMAN VOTE EVERYWHERE STYLE GUIDE

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 Andrew Goodman 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 Andrew Goodman Vote Everywhere work.



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




473px by 94px or 0.25” in height



66px by 147px or 0.5” in height

COLORS

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

FONTS

Open Sans is the font used in the “vote” portion of the Andrew Goodman Vote Everywhere logo. LLPixel is the font used in the “everywhere” portion of the Andrew Goodman 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

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.

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

WORKING WITH THE MEDIA

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

BEFORE PITCHING

STEP 1

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

STEP 2

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

STEP 3

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

STEP 4

If time permits, write to the reporter and introduce yourself. Tell them a little bit about you, The Andrew Goodman Foundation, and the Andrew Goodman 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.

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.

TIP

If you have big news to share, you should work with your Andrew Goodman 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 (CONTINUED)

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 Andrew Goodman 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

- Make sure you reference your campus, Andrew Goodman Vote Everywhere, and The Andrew Goodman Foundation in all of your media outreach.
- If you do receive media coverage, share it with your Program Manager as soon as possible so we can help promote it.
- 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.
- 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.
- If you need help getting started, reach out to your Program Manager. They can connect you with 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 pg. 51 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.

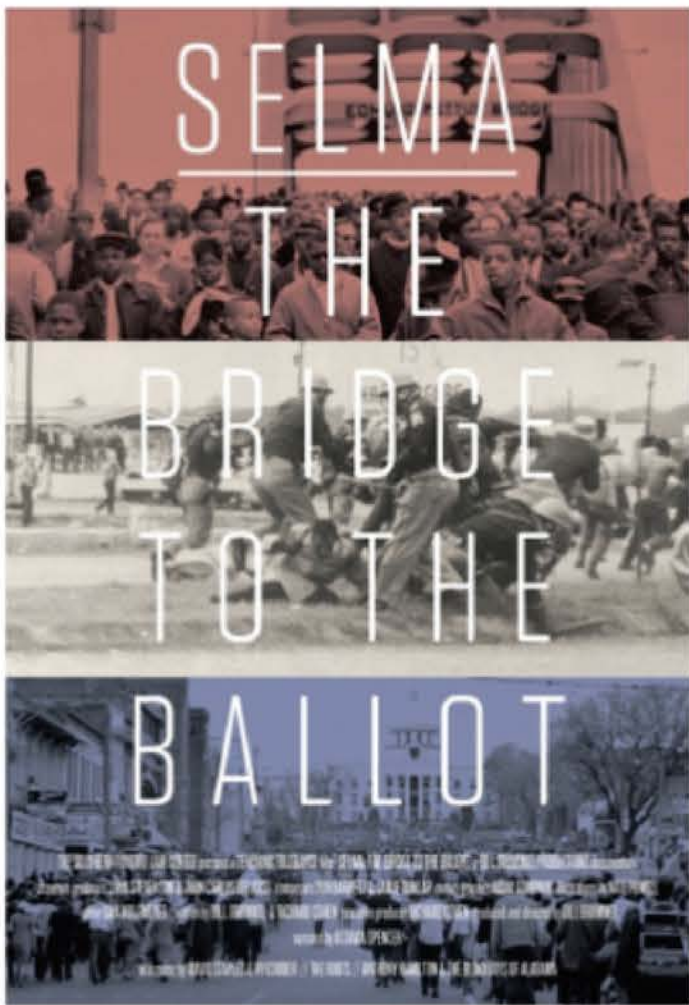
EVENT FLYER

Below is an excellent example of a flyer created by an Andrew Goodman 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 American in the South. Standing in their way: a century of Jim Crow, a resistant and segregationist state, and a federal government slow to fully embrace equality. By organizing and marching bravely in the face of intimidation, violence, arrest, and even murder, these change-makers achieved one of the most significant victories of the civil rights era.

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

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

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



www.ywcabergencounty.org



THE
ANDREW GOODMAN
FOUNDATION

OUTREACH SAMPLE

VOTER REGISTRATION POSTCARD



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

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

Register to Vote Locally

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

Register to Vote by Mail

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

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

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

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



ADVOCACY SAMPLE

COALITION LETTER

Election@Bard
www.election.bard.edu

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

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

Dear Trustee,

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

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

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

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

Email:
election@bard.edu

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

Phone:
(202) 768-8222



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

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

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

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

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

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

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

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

Kindest Regards,

Email:
election@bard.edu

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

Phone:
(202) 768-8222



vote everywhere

THE **ANDREW GOODMAN** FOUNDATION