



SGP 101 - VOTER REGISTRATION

Voter Registration is an essential tool for every Grassroots Movement Action Plan

Voting is one of our most cherished rights. Year after year, polls have shown that Conservatives outnumber Liberals almost two-to-one, so why is the number of those actually registered to vote so much closer? **Because Liberals do a great job at getting their boots on the ground and registering voters. It is time that Conservatives get on the ground and begin to build new voter rolls, an essential factor in securing electoral gains.** The 2008 U.S. Census Bureau statistics show below the need and opportunity that Smart Girl Politics Action can play as a major role in the registration of voters and voter turnout in the upcoming elections.

2008 VOTER REGISTRATION STATISTICS

- Turnout in the 2008 Presidential Election **increased by 5 million**. About 131 million Americans voted.
- The increase included about **2 million more black voters, 2 million more Hispanic voters** and about 600,000 more Asian voters, while the number of **non-Hispanic white voters remained statistically unchanged**.
- The 2008 presidential election saw a significant **increase in voter turnout among young people, blacks and Hispanics**. Turnout among some other demographic groups either decreased or remained unchanged.
- Voters 18 to 24 were the only age group to show a statistically significant increase in turnout, reaching 49 percent in 2008 compared with 47 percent in 2004. **Blacks had the highest turnout rate among 18 to 24 year old voters...** 55 percent, an 8 percent increase from 2004.
- Relative to the presidential election of 2004, **the voting rates for blacks, Asians and Hispanics each increased by about 4 percentage points**. The voting rate for non-Hispanic whites decreased by 1 percentage point.
- The **voting rate was highest in the Midwest** (66 percent), while the rates in the West, Northeast and South were about 63 percent each.
- Among states, voting rates varied widely. Among states and state-equivalents with the **highest voter turnout were Minnesota and the District of Columbia**, each with voting rates of about 75 percent. Hawaii and Utah were among the states with the lowest turnouts, each with approximately 52 percent.
- By sex, **women had a higher voting rate** (66 percent) than males (62 percent). Neither was statistically different from 2004.

U.S. Census Bureau <http://www.census.gov/newsroom/releases/archives/voting/cb09-110.html>

Voting and Registration in the Election of November 2008 - <http://www.census.gov/prod/2010pubs/p20-562.pdf>

ABOUT BEING A VOTER REGISTRATION VOLUNTEER

Most important, you need to educate yourself with your states actual voter regulations and registration forms. Learn how to acquire them, fill them out and what to do with the forms once they're completed. There is a legal way to conduct voter registration and bottom line, it's not hard; in fact it's easy. All it requires is paying attention to detail and knowledge of the laws on the books as specified by your Secretary of State.

WE NEED TO LOOK AT THE VOTER REGISTRATION TABLE AS AN OPPORTUNITY FOR ACTIVISM. IT IS SO MUCH MORE THAN JUST VOTER REGISTRATION. IT IS AN OPPORTUNITY TO TAKE BACK THE NARRATIVE.

GETTING STARTED

To get started in Voter Registration, visit the web-site of your Secretary of State. At the site, look for two categories of voter registration information. Links to these sites are on our SGP Voter Registration Site at: www.sgpvote.ning.com

- 1.) Eligibility requirements for potential registrants; usually available in the form of a .pdf file.
- 2.) Laws and Guidelines for groups and individuals who will be conducting voter registration drives.
 - Depending on the state, there may even be a form that you will need to complete and submit. These forms routinely request very general information. They may also offer classes.
 - Visit the web-site of the County Clerk or Register of Voters in your own county. Locate the set of guidelines, if any, for conducting registration drives in your county. There may be county requirements in addition to what is required by the state.
 - If you are a member of a political party, you may also consider contacting the County headquarters for tips and guidelines on conducting a voter registration drive; as these organizations are very familiar with the legal guidelines in your state.

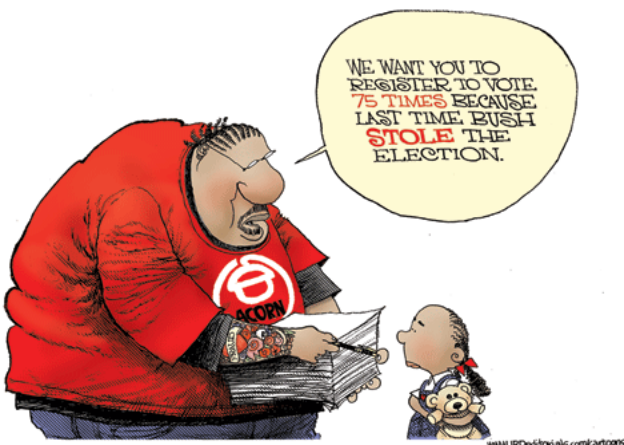
VISIT YOUR SECRETARY OF STATE WEB-SITE AND YOUR COUNTY CLERK'S WEB-SITE TO LOCATE GUIDELINES TO CONDUCTING LAW ABIDING VOTER REGISTRATION DRIVES IN YOUR STATE AND COUNTY.

WHO

There are many Americans who do not bother to register to vote or vote. Often it is because they do not have the means to go register, do not know where or how to register, and do not have a way to get to the voting polls even if they were registered. Many of these people are our neighbors, friends and relatives. You can get started just by contacting this group of people in your circle. Sadly, there are also those persons who have become so disillusioned by the government and the tactics used by politicians to get elected that they do not bother to register. This is why we are here to engage, educate and empower!

- Can you target a specific group of people? We know that Acorn and the League of Women Voters do. In their guides they tell people to target high-minority and low-income areas. Our goal is to reach as many voters as possible and we welcome all registrants regardless of party affiliation.
- Use this face to face time to bring up strong conservative positions that is specific to your town or state.
- New neighborhoods or apartment areas would have many recently moved citizens that may need to re-register.

PAKES



WHAT – “TYPES OF VOTER REGISTRATION”

GOAL: GET OUT THE VOTE - Recent GOTV Studies

In order to know how to motivate political participation and increase levels of voter turnout successfully, it is essential to accurately measure the impact of mobilization and education initiatives on potential voters. Researchers at the Institution for Social and Policy Studies (ISPS) believe that the randomized field experiment is the most powerful method of assessing the impact of voter mobilization and voter education initiatives.

Lessons from Recent GOTV Experiments

The following analysis presents broad findings from recent voter mobilization experiments. Lessons are categorized according to the level of uncertainty surrounding the conclusions. Created by Donald P. Green and Alan S. Gerber in *Get out the Vote!: a Guide for Candidates and Campaigns* and here it follows the same criteria as in their book: Link:

<http://gotv.research.yale.edu/?q=node/10>

Personalized methods and messages work better. (Face to Face). Across a number of mobilization experiments, one consistent finding is that more personalized messages are more effective in mobilizing voters. Door-to-door canvassing was the most consistently effective and efficient method of voter mobilization, and they suggested that the success of canvassing could be attributed to the personal, face-to-face delivery of the GOTV messages. Many results suggest that it is the dynamic interaction of authentic person-to-person contact that is most important in determining whether a method will successfully mobilize voters.

Social networks and interpersonal influence can be powerful mobilizing forces. The success of *personally-delivered* mobilization messages suggests that human interaction may be fundamental to the success of mobilization campaigns. Building upon this premise, recent voter research has begun to explore the effectiveness of mobilization carried out through interactions between members of *voters' own* social networks.

The research on social networks and interpersonal influence, while under explored in the experimental literature, suggests that 1) personalized messages delivered *by personal contacts* may be more effective than personalized messages delivered by people outside a voter's social network, and 2) social networks and interpersonal communication may effectively induce positive externalities of GOTV campaigns by proliferating mobilization messages once received to others in the network and, alternatively, by exerting strong social norms of participation within the network.

Absentee Ballots. If applicable in your state, absentee ballot recruitment is logistically easier to execute and can reach more geographically dispersed voters than canvassing. Results from the experiment suggest that receiving an absentee ballot in the mail increases the likelihood that an individual will vote by absentee ballot.

College Students and Nursing Home Residents may want to vote by absentee.

Door to Door. Door-to-door canvassing is found to increase turnout not only in the person directly contacted by the canvassers. In two-member households, the un-contacted member of the households is also mobilized by GOTV canvassing.

High School – First Time Voter Program. Participation in First-Time Voter Programs, in which high school students attend casual, informative sessions about voting and political participation, is found to have strong mobilization effects on new voters.

Addonizio 2006 - First-Time Voter Education - Link: <http://gotv.research.yale.edu/?q=node/38>

If not us – then who will do this work? If not now, then when? Surely, we can handle a little time in our lives to conduct the important work of voter registration – especially if we intend to preserve this republic.

DETAILS – TYPES OF VOTER REGISTRATION

1. Large Events and Meetings
2. Stores-Fairs
3. Neighborhood Canvass - Door to Door
4. Drive Through – (Works like a Car Wash)
5. High School – First Time Voter Program (see above)
6. Company or Business – Manned and Un-Manned Tables
7. Transit Registration - Trams, Trains, & Trolley's

1. Large Events and Meetings

Each organizer should decide, based on your venue how best to set up your drive in one of the following 3 ways;

1. Set up a table with two volunteers who will work it. Always make sure there are TWO volunteers to work the table – so that the table will not be left unattended.
2. If it is a large event, have at least two volunteers circulating through the crowd with forms seeking out people who may be interested in registering or obtaining forms to register friends and relatives.
3. Do a combination of both a table and circulating volunteers – BUT always make sure there are TWO volunteers who will work the table – Do not leave the table unattended.

2. Stores-Fairs

Approaching the Management

- When deciding to set up at a venue such as outside a Home Depot store where there might be a high volume of foot traffic, begin by asking to speak with the Manager. They will usually request that you set up so many feet away from the door and so, of course we accommodate them. In California there is a legal right to offer voter registration at these venues – what is your state's stance on this issue?
- Sometimes at a shopping mall you may have to be persistent, but understand that usually state laws prohibit the Malls from charging you a penny to offer voter registration. So introduce yourself, be courteous and respectful and get the blessing of the store manager to set up for a few hours outside a store with a lot of foot traffic.
- Approach this conversation with the Manager with confidence. You can do this. Don't put it off. You will be amazed at how many people will come by your voter registration and thank you for being out there and doing this. Be proactive in your approach to this conversation with the management. Start out by introducing yourself and asking him or her how you can get on their calendar to set up a voter registration for a few hours. If they start back pedaling let them know that you have no intention of impeding their client's entrance into the store, you simply want to provide this service to your community and you are happy to accommodate the manager in setting up in area of their choosing and that you will be a gracious guest. Ask them to give you a chance.
- Upon the successful conclusion of conducting your voter registration drive and putting your supplies back in your car, go back into the store and thank them for the opportunity and ask to get on the calendar for next week or later in the month. Bottom line, we need to be out there.
- Be a gracious guest. Leave on time and leave your area free of trash. Be courteous with the store's patrons and always remember that you represent your group in public.
- You can contact fair personnel directly to register a booth. Please note that there may be a fee involved.

3. Neighborhood Canvass - Door-to-Door

Top reasons why people don't vote is because a large number of potential voters have failed to re-register after a recent move or after a name change. The door-to-door voter registration drive provides a solution to this problem. When registration is offered, volunteers also have the opportunity to leave collateral at each home such as ballot literature, SGP promotional flyers and addresses for state and county voting registration information that they can also share with family.

Benefits of a Door-to-Door Voter Registration Drive:

- Two-way communication, it engages and includes voters
- Allows voter to express concerns and discuss issues
- High impact: leaves greatest and longest lasting impression on voters
- Brings the election and ballot issues closer to the voter

General Door-to-Door Voter Registration Walk:

The door-to-door voter registration drive is one of those self-starter activities that one person can get started and bring others on board to assist. Be organized. Delegate tasks to a few people working with you - such as: location determination, volunteer recruitment and assembling walk materials (including voter registration forms). Consider starting the event off with donuts and coffee. Have cold water bottles to hand out as volunteers stop by to turn in their forms, materials and walk summary sheets. This is critically important grassroots work – we cannot allow others to monopolize voter registration in this country.

The location of a door-to-door voter registration drive is determined by the age of a particular neighborhood and not by propensity rank. The type of neighborhood ***best suited for this type of walk is a non-gated, newer development most likely populated with people new to the area.***

Organizing a Door-to-Door Voter Registration Drive:

- Determine the location and set the date of the walk.
- Determine the start and end time. (usually weekends between 10 am – 2 pm)
- Determine the meeting place: It can be at a specific corner within the walk area. It is here where completed registration forms are dropped off along with walk summary sheets and other material at the end of the day.
- Be sure to save some time for training and review of agenda and goal.
- Recruit volunteers to work in two-man teams and train them in voter registration.
- Assign each team of volunteers to a number of specific streets.
- Create a simple script. Have volunteers I.D. themselves as local concerned voter, ask if anyone in the house needs to register and ask if you can leave some literature.
- Name tags with first name only with a Smart Girl Politics logo would be good.
- Assemble walk kits that contain voter registration forms, pens, clipboards, maps, voting information, deadlines and information about SGP. If applicable, ballot initiative literature and/or ballot signup sheets.
- At the end of the walk, volunteers will turn in a walk summary sheet that lists the streets covered; in the event that subsequent walks are necessary to cover the area.

Volunteer Recruitment:

- Designate an organizer for purposes of having a central contact person.
- Put up flyers online and at conservative locations to announce event and to recruit volunteers.
- Promote the event at SGP, local gatherings and in club newsletters.

Two of the top reasons why a large number of potential voters have failed to re-register; after a recent move or after a name change.

Traditional Precinct Walk – Getting detailed precinct location information:

The location of a door-to-door voter registration drive organized could be determined according to its propensity ranking; where top rank goes to precincts with the largest # of voters in a particular political party who get out and vote. If this is the case, walk sheets should be provided through information that you would need to obtain about the precincts. It is simply a matter of adding the activity of voter registration to the precinct walk.

Although walk sheets are created from voter rolls, don't assume that voter registration is unnecessary. County Clerks have a history of not updating the voter rolls and so a walk sheet doesn't always reflect the current residents at an address.

4. Drive Through – (Works like a Car Wash)

Below is a post from a SGP Volunteer regarding this type of venue.

"Yesterday, they stationed volunteers on the main state highway heading into town with signs advertising a "drive-thru" voter registration scheduled for that same afternoon. She said that they staggered the volunteers with signs that morning so that they were easy to read, i.e., "Drive-thru Voter Registration", "TODAY from 5 to 7", "Food World Parking Lot". Sounds like it worked!! *Idea from Marcia Chambliss*

5. High School – First Time Voter Program

- This venue may work best with a volunteer that has a connection with their local school district. The key would be to get your foot in the door to make this happen. We hope to work on a video that could be shown to younger voters as to what issues affect them and personal reasons why they should vote.

The First-Time Voter Program is a social, informal program about voting. A young person leads each session in a casual and social manner. Sessions ran from thirty to forty minutes and included between twenty and thirty students.

#1- Through questions and interactive discussions, each session addressed issues of relevance for students including financial aid for college, the military draft, sales tax, etc.

#2- In a second part of the program, the presenter explained voter registration requirements and procedure and passed out voter registration cards. The presenter also explained the importance of becoming informed about candidates and issues and suggested places to find related information.

#3- In the third part of the session, the presenter used a voting machine to explain the process of voting and invited students to practice.

6. Company or Business - Manned and Un-Manned Tables

- Contact a local (friendly) business or store and ask if you could put up a table for a day.
- Get attention! Put up a colorful voter registration table in a high traffic area with a "Register to Vote" banner.
- Put out "the basics" – Voter registration forms, absentee ballot applications, copies of Voter and SGP Information.
- Option: Tell registrations with a sign about an internal location (store counter or reception desk) where they can drop off their completed forms for mailing if they don't wish to mail them personally. You can do it later.

MANNED TABLE TIPS AT COMPANIES AND BUSINESSES - The ideal times for manned tables are during lunch, breaks, or between shifts to encourage employees to register to vote. Ask businesses to consider a voter registration table at company picnics, special events, or in a customer area.

7. Transit Registration – Trams, Trains & Trolley's

A captive audience! This is a new idea to Smart Girls that we have come up with; although we hear that it was done in the 2008 election. If you have a rapid transit system in your area, this could be very productive. In Scottsdale, AZ there is a great trolley that goes around the Old Scottsdale downtown area. You could also just be at the major stops where people are waiting to board.

- Always have at least two volunteers at a time work as a team.
- A messenger bag would work great with forms and flyers with a clipboard. Wearing one of the t-shirts that we have available would be your sign. (you can also order a messenger bag with a Vote logo on it)
- Be careful not to overly “solicit” riders, but you could simply ask if they need to register to vote.

WHERE

Political Representation and Local Voting Patterns - You can get as detailed as you want when determining the best location for your drive. The statistics associated with political representation and voting patterns within a specific Congressional District tell us immediately the political leaning of that area. If you wish to get this detailed in your ambition, you should be able to obtain this information through the State Registrar's office.

Experiment on locations. Give a particular venue a couple of events, if you find it's not as productive as you hoped...try for another higher traffic day or change to another venue to see if it's more productive.

Venues where you can set up a table – (We need to get out into the community)

- Events & Meetings (At conservative meetings, many are already registered – but great to promote SGP)
- Sporting events
- Shopping Malls – Grocery Stores
- Nursing Homes – Care Centers
- Music Festivals & Craft Fairs
- Gun Shows & Stores
- Feed Stores
- Post Offices (You may need to be on a corner by one)
- Farmer's or Flea Markets
- Gas Stations (especially as prices rise)
- Near new housing developments
- Churches – Weekly study groups
- Transit Areas – Trains, Trams & Trolley's
- Check the newspaper to find local upcoming events

***Keep an eye out for new venues because voter registration is a portable grassroots activity...
everything fits into the car and set-up only takes a few minutes.***

WHEN

- Do a little advance work by checking out potential sites to determine the best time to hold your drive
- Plan your drive well in advance of voter registration deadlines
- See when sister groups are having events.
- If you are targeting a business area, catch people at lunch time rather than when they are rushing to get home.
- Post Offices and supermarkets are often busiest on Saturday mornings.
- Make it a convenient time for you and your volunteers.

You will find that your voter registration effort will wax and wane. For example, after the 2008 elections, we took the holidays off and then increased our effort again in January, '09. With the 2012 election ahead, we need to plan to maintain as consistent of an effort as we can keep staffed including multiple fronts around town. It is important that we find and maintain a consistent presence in town...word will get out ... people will tell their friends that they saw a voter registration person at Wal-Mart on Tuesdays or whatever... With that mindset, a consistent location at a certain time could be a good idea and prove to be very productive.

PUBLICIZING YOUR EVENT

- Make your arrangements early enough so that there will be plenty of time to get the word out
- Use Social Media to promote your drive using Facebook, Twitter and Emails.
- Post your event on your SGP State site
- A week before, post a sign if possible at the location where you will be.
- Have large signs at your event
- Tell your family and friends to spread the word
- Take out small ads in community news or neighborhood newsletters
- Promote at local social gatherings.
- Write letters to the editors and create press releases (examples will be available). Make sure that you include who, what, when, where, and why in all of our media releases.
- Invite the papers, radio stations, and local television stations to attend your drive.

RECRUITING VOLUNTEERS – BUILDING YOUR TEAM

- These efforts start small and grow. One person gets it off the ground. It is our next task to keep the issue **front and center** when meeting with our groups - always recruiting new volunteers.
- Give a report to your group; let them know about upcoming voter registration opportunities, offer training, keep talking about it and your volunteer core will grow.
- Once we start working with even one other person...we get that person to a point where they too are a self-sufficient, self-starting, and independent unit. Then... we've got two teams in town... each team bringing more folks on board to get them trained and help keep the venues staffed. We want to grow!
- We can't all be available every single weekend, yet we need to create a consistent presence in our own communities and so, we need volunteers. Always keep information with you; you never know who you will run into!
- **Teamwork!** Assign the task of securing new venues to one person. Assign another person the task of staffing the venues and staying in touch with the volunteers and assign another person the task of keeping productivity stats – and share this good news with your group and state.
- Hold regular training workshops. (We are working on a downloadable PowerPoint for you to use). Ask volunteers to take our online SGP 101 Voter Registration training classes.
- Every volunteer comes with a different level of commitment. Some folks just want to pop in for an hour or two each month while others get thoroughly trained and branch off into new venues.

GATHER MATERIALS YOU NEED

Acquisition of Voter Registration Forms

You can acquire a large quantity of voter registration forms at the County Clerk's office or the Registrar of Voters. Don't waste your time trying to get voter registration forms from the Post Office or the DMV, as they won't let you take more than a few at a time.

So, first things first, **acquire a large quantity of forms**. When you visit the County Clerk's/Registrar's office, let them know that you are a volunteer and will be conducting a non-partisan voter registration drive. Request the maximum amount of forms. They may ask you to fill out a distribution form (depends on the state). This form informs the office that you're a volunteer and that you are familiar with the laws associated with voter registration. You may be asked to list venues where you plan to conduct your drive. This can be generic information...shopping malls, grocery stores, etc.

You also want to obtain **Absentee or Early Voting Ballots** to dispense as well. You can also print registration forms from the computer for many states, but be sure not to make "copies". Also, if your state has 2 page forms with receipts, the registrant will not have their copy to keep. If so, then be sure to give them the contact information of their County Registrar.

Familiarize yourself with the form

Another item you can request while at the County Clerk's/Registrar's office is an **instruction sheet on *How to Properly Complete the Voter Registration Card***. It is usually a one-sided document (if available in your state) with instructions on properly completing the form. This is also the type of information you can print out from the Secretary of State or the County Clerk's/Registrar's web-site. It's a handy resource to share with people new to registering voters and something you can pass out at a voter registration workshop. It is also worthwhile to access the guide to Voter Registration available online through the Secretary of State's office. It's worth your time to scroll down through this document and become familiar with the various laws associated with voter registration in your state.

Prepare your highlighted "Sample Form".

Now that you've got the form and the instruction sheet, take a highlighter and mark every required box on the form. Become completely familiar with it. When you assist voters in completing a form, you'll be able to point out the place on the form where someone has to write in their apt. # for example; or the box they need to fill out regarding what county they live in (if applicable in your state). It's the responsibility of the "would be" voter to make certain that the form is filled out entirely, legibly and correctly. A separate highlighted form on the table will be useful. Write the word **SAMPLE** somewhere on this form so that nobody will use it. **It is great to "laminiate" your sample form to re-use.**

After the voter believes they've completed the form, the volunteer can compare the two forms and look for any unanswered questions. You can literally put your finger on the highlighted question on the sample form and then check to see that the voter has completed it legibly. If a voter makes a mistake on the form and crosses something out, they may need to start over. If it's a small cross out it's usually not a problem, but if entire lines are scratched out it's best to start over. You can offer the voter the choice to dispose of the form themselves or to let them have you do it. Tell them that you will shred forms with mistakes at the end of each day. Let them choose.

You may have a separate form for each County in your state, so you need to be prepared for this. If you are registering voters at a venue like a festival you will be dealing with voters from multiple counties.

But sure to have a list of **Frequently Asked Questions (SGP 101 Homework Sheet)** that you may be asked regarding the registration process. Have on hand guidelines that define **who** is eligible to register to vote, deadlines to register, voter eligibility, identification requirements at the polls and upcoming deadline and voting dates in your state.

Important rules to be aware of:

- 1) How long before the election do you need to be registered?
- 2) What are the age requirements?
- 3) Do voters need to declare a party affiliation?
- 4) What are the rules for people who have been convicted of crime?
- 5) How must the cards be turned in to the Secretary of State?

While you are working at the voter registration table, store all completed registration forms in a safe place and don't leave them unattended for any reason. Always have at least 2 people working your event.

DURING YOUR DRIVE – Make it Easy & Fun

Have your 30 Second “SPIEL” prepared

This is probably one of the most important things that you do need to have prepared when you greet people. Make it come from your heart so it will flow... Keep it relevant & personal. Tie voting to a hot issue in the community and frame it in a way that speaks to results. A personal story will connect with people. Below is a sample.

“Smart Girl Politics Action is a conservative women’s organization with over 40,000 members in all 50 states. I joined this national group because as a mother, I am concerned about my children and grandchildren’s future. It is the simple truth that we cannot keep going down the spending and borrowing path that our country is heading. It is time to “cut up” the Federal Government’s Credit Card.”

Count the # of Forms On Hand Before and After Event

An easy way to know how many forms that you either have handed out or have had completed, count the # before your event and the # after. For our report, we do ask how many forms were handed out and were completed.

Electronic Registration – Using Laptops and iPads to Register Voters

If your state has an Online Voter Registration Form, we would like to try signing up registrants automatically online. This option would be great to use with younger applicants and people who are comfortable using a laptop or an iPad. Have the site page ready to go. Count in your numbers! *We need to investigate if it is okay for us to assist filling out the online forms.

DO'S AND DON'T S - *Legal side notes:*

Do's

- Educate the public on issues and encourage participation in the political process.
- Alert them of upcoming elections and registration deadlines for your state.
- You can talk politics, but there are limits. You can politely end any discussion that may become negative.
- If applicable, have copies of the active petitions at your table for signatures that you support.
- Be knowledgeable about the rules associated with signature gathering on any particular petition.
- Have stock fact sheets that list principles that support your views.
- Be sure to talk about SGP. Have them sign the newsletter signup sheet. (form at www.SGPVote.ning.com)
- Have at least 2 people at your table. The registration forms should never be left unattended.

Don'ts

- Do not give out anything other than literature—even mints or water.
- Do not fill out forms unless a disabled person requests your assistance.
- Never mention a candidate's or a party's name.
- Activities cannot be biased for or against any candidate or party.
- If asked how you plan to vote, do not answer the question.
- If you are asked what party you prefer, do not answer the question. Rather explain that your purpose is to promote the democratic process and not particular candidates.
- Do not publicize which candidates agree with the position that you support.
- Avoid any appearance that your voter registration activities are timed to coincide with politically significant events.
- Do not ask or accept any type of donation to Smart Girl Politics during a drive.

It is against Federal Law to sell items from your table or give away anything of value in exchange for a registration. Even if it is not the volunteer's intent to do this, having *free giveaways* can be construed as such an act. While we can distribute flyers or fact sheets for informational purposes, we cannot give away even a single piece of candy.

Attracting people over to your table

Simply ask them, Are you registered to vote? Remind them that every time they move, or change their name or change their party affiliation they have to re-register. The top two reasons why people don't vote is because they failed to re-register after they moved, as well as citing that they did not know where to find a registration form. By setting up a voter registration table you are providing a solution to this problem.

Have signs that say: Moved recently? Re-register to vote here! If you Don't Vote – Don't Complain – etc...

You'll be surprised at how many nice people you'll meet and how grateful they are that you are volunteering your time to do this work. You can give them handouts about SGP, important issues information and get their signatures on ballot petitions and....register them to vote!

Ballot Petitions/Propositions:

If applicable to your state, have signs on the table that advertise any petitions you may be gathering signatures for. As people walk by, ask them if they're signed the petition. Be knowledgeable about the reason for the petition and remind the signer that they need to neatly and completely fill out the space on the petition. Also, be very careful about the rules associated with signature gathering on any particular petition. For example, in California, all signers on a single page for most petitions must be from the same county. Again, it's all about paying attention to detail.

Example: In California they gathered signatures for a First Amendment petition and had signs at the Voter Registration table that read "Save Talk Radio". It brought people to their table.

Can we talk politics?

- Yes, but there are limits. What we don't want is negative attention. You're sitting at a Voter Registration table and so politics will come up. Don't be shy, but don't be combative. We don't apologize or back down from our beliefs and we are ready to discuss them. If someone is taking things to the next level, politely end the conversation...literally stop talking if you have to and they will go away. It's also necessary to mention that this rarely happens, but just be prepared to maintain a positive presence.
- If your state allows you to have active petitions at your table for signature gathering, have single-page, one-sided fact sheets available to educate fellow Americans on key issues.
- Have promotional material there for SGP and other groups that you may work with. The Voter Registration table is an excellent tool for increasing group and club memberships.
- Your presence as an dedicated citizen at the Voter Registration table carries a lot of weight with folks from your own community. Use this opportunity to wake up our fellow Americans.
- We can supply the truth. We can share articles that lay out the facts. Instead of talking in "trillions" which nobody can grasp, we can take the current fiscal policy and break it down into examples that average people can apply to their own lives; they can see how it is going to negatively affect them. Whenever you come across a great, basic article on a hot button issue, make a few copies and bring them along to voter registration to share with people.
- We will also be working on articles and detail sheets to share on our <http://sgpvote.ning.com> site.

Remember to Engage, Educate & Empower!

Take A Survey?

They are already registered? – Then ask if they would take a survey that you have. Come up with a few questions that could also give you an opportunity to discuss your values and concerns. Ask a few simple questions regarding issues that are specific to your state would be great. A few sample questions below.

- Do you believe that the Federal Government should be running up trillions of dollars of debt and then sell that debt to countries such as China?
- Should the Federal Government impose a carbon tax on your electricity, gas and home heating fuels?
- Should the Federal Government take money away from your family budget to pay for their federal budget?

Have handouts supporting your stance on these survey questions.

When we draw closer to election time, it is good to know the exact deadline for voter registration. It is so important that we get out there and start registering voters prior to the election cycle rush. Let's take advantage of the fact that this is the time in the election cycle when voters are most open to education.

THEN



NOW



THE WELL SUPPLIED VOTER REGISTRATION TABLE

***Available on our Voter Registration site at: www.SGPvote.ning.com**

- Lightweight tables and chairs or a small foldout picnic table (balloons optional)
- *Signs for Drive – “Register to Vote Here, Re-Register Here, Moved Lately?” etc...
- Pens (black)
- Clipboards (With Register to Vote sign on back)
- Paper Weights for windy days
- Voter registration forms - (Obtain from Registrar or print online)
- Absentee ballot applications - (Obtain from Registrar or print online)
- A sample voter form with highlighted areas showing what must be filled out (great to also laminate)
- *SGP Newsletter Sign Up Sheet
- * Handout Sheet with SGP and your State Voter Registration Information
- *Copies of SGP Voter Registration Brochure on how to be a Voter Registration “Boot ReCruit”

The voter registration table is actually a venue of voter education. Capitalize on this opportunity and educate your fellow Americans. Keep a small box or some sort of paper weight (rocks) to keep all the flyers on the table and not airborne. And....smile 😊

PRINTED INFORMATION YOU SHOULD HAVE ON HAND

- Timeline of upcoming Election Dates and Registration Deadlines
- Who needs to Register or Re-Register
- Qualifications to Register to Vote
- Educational material or current ballot measures
- Frequently Asked Questions for Volunteers
- Phone Numbers for State and County Commissioner of Registration and Division of Elections Offices

Signage needed for the event

We have seen that the Federal Election Commission requires that a sign be posted or that there is a written notice be available to registrants that state:

"Our voter registration services are available without regard to voters' political preference."

Register to Vote (for back of clipboard)
Got a Minute? – Register to Vote Here
Moved Recently? – Register to Vote Here
If you Don't Vote – Don't Complain
got registered? – Get it done here!

AFTER THE DRIVE

Handling the completed Voter Registration form - You've made sure that the form has been correctly filled out. Please, take your time in doing this check. A registration form **can** be refused if there is a single mistake on it, something is crossed out or if it's incomplete or illegible. The Voter Registration form is a legal affidavit and should be handled accordingly. Make certain that the registrant has signed the form. Do they want to fill out the area that allows them to be an absentee voter? Is every last little required oval filled out and is every applicable question answered? Once the form passes muster, what now? First, be aware of how long you have between now and when it should be in the mail to the County Clerk/Registrar of Voters Office... or dropped off. For example, in California the completed form must be mailed or delivered in **3 days**.

- Why is it preferable for us to keep all completed forms and see to it ourselves, that these forms are either mailed or dropped off at the Registrar's office? One reason only, we want to make sure that these folks get registered to vote and this is why we collect the forms and get them into the County Clerk's/Registrar's office within the time period specified by your state.
- Also be aware that although you may not have filled out the form for the voter, you are delivering the form by mail to the Registrar's office and so for this reason, there may be an area on the registration form that you will need to fill out yourself. It usually requests a phone number and a signature.... (this may or may not be requested on the form for your state)
- Many Clubs have a rubber stamp made for this purpose. Stamping the form is the **last** task you'll do - check it over, stamp it, detach receipt on bottom (if applicable on your state's form) and give that to the voter. It is not advised to pre-sign or pre-stamp a pile of voter registration forms.
- Rule of thumb: sign or stamp the form **last**, and only after you are certain that it is correct, legible and complete.
- As mentioned, there might be a detachable portion for the voter which is essentially their receipt. Suggest to them that they hang onto it until they receive confirmation from the County Clerk or Registrar that they are registered to vote.

Remember to thank your volunteers with a note, email or phone call.

Evaluate your drive.

- Was the site/location of your event successful?
- Were there many people around?
- Did you table attract a lot of attention?
- Did you publicize enough?
- Did you have enough volunteers?
- Answers will help you prepare for your next drive.

REPORT YOUR SUCCESS

- It will be important that we keep track of all that we have accomplished. Statistics of all of our registrations and contacts should be documented. This will help SGP promote our efforts to supporters and contributors.
- For us to maintain a record of our efforts, please complete the online SGP Event Report after every event you have at: www.SGPvote.ning.com/page/vr-event-report
- Share what worked and didn't work in the National Group area on the www.SGPVote.ning.com site.

SGP101 VOTER REGISTRATION TRAINING

The online SGP101 Voter Registrations goals will be:

- Provide a base of information for beginners to begin planning Voter Registration venues
- Provide tools for members to prepare for all aspects of Voter Registration including a State Checklist
- Have Voter Registration veterans be on the training calls to share experiences and wisdom
- Bring on Boot ReCruit leaders to assist in organizing levels of training, whether it occurs right at the voter registration table or by bringing together a large group of volunteers in all 50 states.

