



# Voter Registration Best Practices

## PREPARE FOR YOUR EVENT - Before you arrive, be sure:

- You are wearing your orange shirt, comfortable clothes and shoes;
- You are NOT wearing any partisan clothing or insignia (buttons, caps);
- You have your cell phone and it is charged!
- You know where to meet your captain (you should have received email instructions, etc) and anything you need to bring for that drive.

## PREPARING TO REGISTER VOTERS - Before your shift starts, be sure:

- You get a clipboard, black pen and forms from your captain.
- You are familiar with newest version of the You Can Vote fridge card and know where to access the local Board of Elections phone number and the Voter Protection Hotline.
- If you have a cell phone to lookup voters' registration status, bookmark: [youcanvote.org/lookup](http://youcanvote.org/lookup)
- You have the cell number for your team leader and they have yours.
- You know the time and place you are to meet up at the end of the drive.
- You and your teammates have reviewed the form and answers to common questions.
- Have a reachable goal for your shift--expect to get 1 or 2 registrations in a 2 hour shift--more is great!

## PREPARE TO MAKE THE MOST OF YOUR INTERACTION - Get familiar with your site:

- Check out entrances and exits, see where foot traffic is moving. Get close by.
- It's better to approach voters **on their way out of a store** (store personnel prefer this).
- Move around! Don't just stand in one place. Move alongside people when you approach them.
- Do NOT engage in partisan conversations! If asked, you're just registering voters; it's a civic duty.
- Be polite and respectful to all community members.
- If you feel harassed or threatened, leave and call your captain.

## PREPARE FOR GREAT CONVERSATION - Voters will thank you for being helpful:

- **S-M-I-L-E!!** People get nervous when they are approached by strangers. Make them feel comfortable. Enjoy the interaction!
- **OPENING LINE TIPS:** *"I have important information about new rules for voting"* OR *"I have early voting dates to hand out"* OR *"Can I help you update your registration to vote this year?"*
- **If they are registered (and you confirm they have not moved since they last voted!),**
  - a. "We are voting in local elections this year and next year we have a presidential primary in MARCH and General Election in November - there will be many important choices up and down your ballot from Federal to local offices."
  - b. "You are going to want to take advantage of early voting - you can go to any early voting site in your county. You can look up dates/locations using the website on this card ([youcanvote.org/voting](http://youcanvote.org/voting)). (We will have hand-outs when they are ready!)"
  - c. "If you will be out of town, you can vote by mail - I have absentee ballot requests on my clipboard if you need one."
- **If the voter answers negatively (no, too busy, etc.):**
  - a. Ask again! Re-phrase the question: "I can fill it out for you as we walk to your car;"
  - b. "It takes no more than 2 minutes--we can do it right now;"
  - c. "I can push your cart while you fill it out."
- **If the person is confrontational:**
  - a. Apologize and walk away – never engage in a partisan conversation or argue!
- **GIVE A FRIDGE CARD TO EVERYONE YOU SPEAK WITH!**

## TAKE THE TIME WITH THE VOTER TO GET IT RIGHT - Completing the form accurately:

- Ask for last 4 digits of Social Security **OR** Driver's License number – this will help speed process along at Board of Elections.
- **BE SURE to ask voter for cell phone number!** A phone number is needed so the BOE can call if they need additional information!
- If you've filled it out section 1-5, hand off form at section 6 for the voter to complete and sign and say: "Check the form to make sure it's right. **Then sign it and date it.**"
- Tell voters to expect a registration card from the Board of Elections in 4 weeks. Refer them to card to look up registration if they don't get a confirmation.

## TURN IN COMPLETED FORMS TO YOUR REGISTRATION CAPTAIN ASAP. THANK YOU!