I am a voter.

LAUSD Campus Voter Registration Toolkit
A Note for Teachers and Administrators

First and foremost, thank you for empowering your students to be active, engaged citizens. They can use their votes to voice their vision for the future. We hope that the student leaders running voter registration at your school will, with this toolkit and with your oversight, have all of the information and tools that they need to host a successful drive. If you find that more support is needed, please don’t hesitate to reach out: contact information can be found at the end of this toolkit.

The School Voter Registration Toolkit Introduction

This toolkit is for LAUSD students running voter registration drives on campus.

- **What it is.** A resource for student leaders (like you) who are bringing about a cultural shift around voting at their schools. It will walk you through the steps of holding a voter registration drive at your school - hopefully on National Voter Registration Day (Tuesday, September 25th) – and provide guidance on best practices, follow up, and more.
- **Why you’re here.** As a student, a leader, an Angeleno, and a voter, you’ve chosen to host a registration drive at your school. By doing so, you are encouraging a common expectation for voter participation among your peers – that's huge. Our democracy works best when we all participate.
- **Why it matters.** Research shows having a “voter” identity is an important predictor of actual voting, and a precursor to establishing a habit of voting; normalizing this identity is key to increasing voter turnout. By rallying your friends and peers, who are newly (or nearly) of eligible voting age, you are establishing their voter identity early, empowering them to vote for the future they want to see for their country and their community.

National Voter Registration Day. A single day of coordinated media and community actions held on the fourth Tuesday of September (September 25th this year). This day is designed to raise awareness of voter registration opportunities and ensure eligible voters across America can participate in our democracy.

iamavoter.com

Getting Started

Voter registration and pre-registration is open until October 22, 2018, to be eligible to vote in the midterm elections.

1 week before the drive (or ASAP): Getting your voter registration forms. The Los Angeles City Clerk’s office has distributed voter registration forms and packets to all LAUSD high schools within the Los Angeles city limits. If your school runs out of forms, you can request more to the LA City Clerk via email: clerk.outreach@lacity.org or by phone, 213.978.0304.
To the extent possible the City Clerk can deliver 50 or more registration forms within 48-72 hours.

Alternatively, voter registration forms can be picked up at: Piper Technical Center, 555 Ramirez St., Third Floor, Room 300, L.A. CA 90012 with an appointment.

- **Handle with care.** The golden rule of voter registration: these forms are precious, so treat them that way. A few additional things to keep in mind:
  - **Use originals only.** You should not use photocopied registration cards.
  - **Protect privacy.** Make sure completed applications, with confidential info like social security numbers, are well secured.

**1 week before the drive: Build your team.** You need a dedicated crew to make your drive as successful as possible. You should have enough volunteers to both man your registration table and to step away from the table to wrangle passersby.

- **Rally fellow leaders.** From the student council to the homecoming court, they’re comfortable engaging their classmates and the student body is familiar with them.
- **Ask your friends.** They’ll have your back. Plus, this makes the drive a fun, social event.
- **Get administrator buy-in.** You’ll need some support from teachers and administrators to have the most successful drive possible. For example, if you want to make in-class announcements, which teachers will let you do so? You probably need to reserve a location in advance - which administrators need to approve your use of a space?

**The week leading up to the drive: Promote on campus.** Generate support from other students in advance using campus marketing, beginning in earnest about a week prior to your drive.

- **Post signage.** Put posters and other visual communications in high-traffic areas at your school. LAUSD students must receive an administrator’s approval of the content of any posters before posting.
- **Make announcements.** You might use in-class announcements, or even broadcast over the PA system.
- **Generate dialogue.** Get grassroots by talking up the drive with friends.
- **Go digital.** Post on your social media channels, use hashtags, and seed online engagement from other voter registration leaders or your volunteer team.
- **Flag important reminders.** In particular, make sure students are aware that they will need to either bring ID or know the last 4 digits of their social security number.

**3 – 5 days before the drive: Develop a plan.** Get an inventory of your supplies, finalize and communicate with your volunteer roster, touch base with teachers and administrators, and iron out your Run of Show for the big day.

- **Create a timeline.** How many drives you host, and how long they last is up to you, but given the work you’ve put in, we’d suggest keeping things going for at least four hours. That way, you’ll be able to take advantage of the high-traffic junctures throughout the day: lunchtime, and either morning arrivals or afternoon departures. For LAUSD students, Voter-registration activities should take place before and after school and during lunch and nutrition breaks only.
• **Schedule pre-event prep time.** If volunteers have already been trained, they should arrive 30 minutes before their shift. If they have not been trained, you should set aside more time (how much depends on the number of volunteers per shift and their existing knowledge base).

• **Designate volunteer shifts.** If you can, split up volunteers into groups and assign them to two-hour shifts.

**0 - 3 days before the drive: Train your volunteers.** Decide what works best for you: will you set a team meeting, or convene an hour prior to the start of the event? Either way, as the event’s leader, you’ll need to train your volunteers.

• **Provide this packet a few days in advance.** Make sure they review it before your training session.

• **Warm-up.** Does everyone know one another? If not, tee up some questions to get the ball rolling and pump each other up, like: what made you want to help run this drive? Have you ever done anything similar before?

• **Go step-by-step.** Go through the voter registration forms together as a group, section by section. Make sure your volunteers know it backwards and forwards and understand how each section should be filled out. Then, review this packet together.

• **Highlight key points.** Make sure that you’ve stressed a few of the most central instructions, including:
  - The importance of keeping the registration cards safe and secure, and the process for doing so; and
  - The need to remain nonpartisan, and the expectation that they will steer clear of recommendations on how to vote, commentary on candidates, or anything else that pushes an agenda.

• **Supply sample scripts.** We have provided some scripts and common responses in the next section. You can share them as they are, or use them as a template to draft your own versions.

• **Set goals.** Be optimistic but realistic: for a framework, you should know that a typical drive might only get a few people registered per hour. Be specific: map out how many people you want to engage in conversation and how many people you want to register. Finally, think about more qualitative goals, like level of visibility around campus.

• **Answer questions.** Leave some time to solicit questions and address any concerns from your volunteers.

• **Say thanks.** Your volunteers are making a big difference. Make sure they know that going in, and acknowledge the time they’ve given to be a part of this effort.

**Running Your Booth**

**Set it up.** Figure out where your booth will be and what you want it to look like.

• **Location, location, location.** You’re looking for a centralized location with lots of foot traffic – think cafeteria, courtyard, or main entranceway. You’ll probably have to reserve space in advance, so work with school administrators to lock it in.

• **Get your supplies.** In addition to the voter registration cards, you’ll want a stockpile black/blue pens (more than you think); a secure envelope or box for completed forms; lots of clipboards; water and possibly snacks for volunteers.

• **Dress it up.** Music is a great draw, but you’ll have to make an appropriate playlist and get sign-off from administrators first. You should also have signage and swag (psst - we can help with this one).
Amplify and get the word out.

- **Online.** Post to social media. You know the drill: From Instagram to Reddit, from profile pictures to posts, create a social story that will help create an expectation of voter participation with your networks.
- **Take photos.** We want to see what you’ve put together, but mind your manners: if any people are in a photo, make sure you have the necessary permissions before posting it online. Remember, LAUSD students under 18 must have the signed media release on file with the school before posting any photos online.
- **Use hashtags.** #iamavoter #nationalvoterregistrationday #IVoteLA
- **Flag it for us.** We want to amplify the awesome work you’re doing. Tag us at: [instagram icon] @iamavoter @natlvoterregday @MayorOfLA [twitter icon] @lacity @natlvoterregday @MayorOfLA [facebook icon] @natlvoterregday @LASchools

Make the ask.

Get out from behind the table and invite people to talk to you. When you’re talking to someone, you can start to put the pen and clipboard into their hand - they might just start automatically filling it out.

- **Follow this conversation outline.** If you’re stuck, use this basic outline to guide your conversation, and tailor it to the person you’re talking to.
- **Introduce yourself.** Even if they already know you, frame what you’re doing: “We want to make sure students at _____ are active and engaged members of the community, so we’re helping people register to vote or update their registration.”
  - Ask, “Can I register you to vote?” The magic words.
    - If “yes”: Explain the voter registration card to the voter. Make sure to highlight a few key points, keeping it conversational and on a peer-to-peer basis. Then, hand over the form and let them know that you’re available should they have any questions. Finally, step away and give them some space to complete their form (unless they have questions).
    - If “already registered”: Say, “Great! Can I update your registration? It’ll only take a few minutes.” or ask, “Can I ask if you’ve moved recently?” Updating a registration is just as important as a new one.
    - If “no [not interested/too busy/not eligible]”: Review ‘Common Responses,’ outlined below.
- **Wrap it up.** Thank them for registering (or updating their registration info). Assure them that their form will be submitted right away and that, if 18, they’ll be all set for the upcoming election.
- **Be prepared for common responses.** There are some responses you’re very likely to get when you approach classmates about registering. If you know how to handle these, you’ll be covered for the vast majority of conversations you’re likely to have during your drive.
  - “I don’t have time.” Let them know that registering to vote only takes a few minutes. You could prepare a quip, like: “We have 35 minutes of for lunch. You could register to vote in 2!”
  - “I’m not interested” or “I don’t vote.” You might say: “I understand. We want to register students at our school because we think it’s important that our voices are heard in the community.” Or you can try to spark that voter identity we mentioned: “Be the voter you are.
  - “I can’t register to vote. I’m not eligible.” This depends on the reason why not.
I am a voter.

- **Not a citizen:** "We understand you may not be able to register at this moment, but you can still play a crucial role in engaging young people like yourself by assisting now or in future voter registration drives, AND you can also encourage friends and family and share the importance voting has on elections."

- **Not old enough:** Will you be 18 by Election Day on November 6? If so, I can register you today. Otherwise, are you 16 or 17 years old? If so, I can pre-register you so that on your 18th birthday, you’ll automatically be voting-eligible.

- **“I don’t know any of the candidates.”** “I understand - this drive is nonpartisan and we can’t recommend any candidates, but I suggest getting information from friends or family. You can also get a sample ballot at [https://lavote.net/locator](https://lavote.net/locator) and then research the candidates and ballot measures online.”

- **“Who should I vote for?” “We are nonpartisan and not endorsing any candidates or ballot measures.”** I’d suggest talking to friends or family, and doing a little research using online resources that you trust.”

- **“I don’t want to list my phone number.”** Let them know that this is not a required field, but it’s helpful to list your phone number in case the local board of elections has a problem with your registration and needs to contact you.

### Get them registered.

- **Hand over the materials.** Once they have agreed to register, hand them a blank form, clipboard, and pen. Everyone must fill out their own voter registration form, so leave them to it, unless they have questions or request help with a particular section.

- **Review their form.** Make sure the card is complete, legible, and signed – while the applicant is still in front of you. If something is missing, let them know so they can finish it and re-submit.

- **Finalize it.** You must sign and date the voter’s card and receipt, and provide your contact info on the card.

### ...Or pre-registered.

Pre-registration for 16- and 17-year-olds follows the same process as standard registration. You’ll use the same forms as for regular registration and send or deliver them to the same location when they are complete. Soon, they will receive a postcard confirmation notifying them of receipt of their application; then when they turn 18, the county elections office will automatically mail a confirmation that their voter registration is active.

### Close the deal.

- **Secure the forms.** Enclose the completed registrations in a sealed envelope or box. Make sure access to this container is highly restricted.

- **Deliver the forms.** You can either bring the completed voter cards to your County Elections Office in person (ideal), or put them in the mail. We recommend having your teacher or administrator advisor take care of the completed forms. In any case, do this right after your drive. No one should be taking any completed forms home with them at the end of the day.

- **Thank your volunteers.** Celebrate the work you did together. A handwritten note is always a nice touch. Here’s your angle: Because of their hard work, how many new people can vote? Even if that number seems low, having even a handful of new voters is a big deal.
Do’s and Don’ts

DO: Ask everyone to register. Remember, voters and future voters aren’t limited to people who look like you, or those who approach you first.

DO: Stay on message. You’re helping voters with their registration, not telling them who to vote for.

DO: Celebrate. Voting should be a joyful, social activity – and so should registration. Laugh and have fun with your friends.

DON’T: Push a political agenda. You’re getting folks registered to vote, which is a strictly nonpartisan activity. If someone asks you which party you favor, tell them that while you can’t speak to any particular party preference, if they are passionate about a certain party they can designate their preference on their personal voter registration form.

DON’T: Stand behind the table. Be friendly and assertive. Move around as much as possible.

DON’T: Waste time on the inconvincible. If your conversation with someone drags on and you get the feeling they aren’t seriously considering registering, move on. Don’t take it personally.

What’s Next?

Share your success. We want to hear about how your drive went. Email us at: hello@iamavoter.com. We’re always excited to see photos, if your administrators and those photographed are okay with you sharing. Not sure what to tell us? We would love to hear your responses to any of these questions:

● How did you feel? Your overall read of the day and any additional drives you do up through October 22: how would you describe the general mood and engagement of your volunteers? Were they prepared? Did you engage a lot of people in conversation, and were they friendly? How did the logistics play out?

● How many new voters did you register? Data and numbers are always helpful for painting a picture of how things went. Did you feel like there were a lot of conversations that fell just barely short of a new or updated registration?

● What went well? What did you do at your drive that might be a model for other drives? Did you try anything unique that you want to tell us about?

● What would you do differently? Challenges and blunders provide great insight for others who want to follow in your footsteps. Were there any technical or logistical difficulties you ran into? Anything we overlooked in this packet that you think others should look out for?

Get out the vote. The culmination of all of our efforts comes on Election Day. Once a voter’s registration form is complete, make sure they have marked their calendars for November 6th - and that they have the info they need to get to the polls that day.

● Ask the right questions. Frame the act of voting as a fun, social activity, as you have with voter registration. Ask registrants, ‘Who are you voting with?’

● Maintain a dialogue. You can outsource this one: if registrants express an interest, you can have them text VOTER to 26797. Our bot will greet them and come back into their lives at key junctures to
remind them about important dates or answer their questions about polling locations. She’s nonpartisan, too.

**Start a student group.** Maintain ongoing engagement with your classmates throughout the school year by convening a team of campus civic leaders.

- **Find a teacher sponsor.** Access is important to a successful student club or initiative, and for access, a teacher or administrator sponsor is key. Look for teachers who have advocated for you in the past or supported your registration drive.
- **Reach out.** Invite your classmates to join the group, and take extra care to reach out widely and diversify your voices.
- **Name the group.** Find a name reflects the values that the group stands for. Be creative!
- **Choose leadership.** It’s best to select a leader (or leaders) democratically. Depending on its size, you might also consider running the group through a set of committees.
- **Set goals.** What does your group aim to do moving forward? Will it continue to hold voter registration drives, aim to encourage voter turnout amongst eligible students come November, or host nonpartisan educational opportunities for your classmates to learn about ballot initiatives?

**Fast Facts**

**Dates and deadlines.**

- **National Voter Registration Day.** Tuesday, September 25, 2018.
- **California registration deadline for midterm elections.** Monday, October 22, 2018. For paper ballots, this date refers to *postmarked by*.
- **Election Day.** Tuesday, November 6, 2018.

**California voter eligibility.** To register in California, you must:

- Be a United States Citizen.
- Be a resident of California.
- Be at least 18 years of age at the time of next election.
- Not be imprisoned or on parole for the conviction of a felony.
- Not currently be judged mentally incompetent by a court of law.

**California ID requirements.**

- **Registration requirements.** You’ll need either: A current driver’s license number, OR last 4 digits of your social security. If you haven’t provided one of the above, to vote for the first time you’ll need photo ID OR a copy of a bill, bank statement, or paycheck - whether provided in person or a mailed photocopy.
- **Voting requirements.** Once you are registered to vote, California does NOT require voters to show ID at the polls, except for some first-time voters (as described above).
Resources

For online registration: head over to the California Secretary of State’s Online Voter Registration portal.

For the letter of the law: refer to the California Secretary of State’s Guide to Voter Registration Drives, a resource to help voter registration drive coordinators and volunteers understand their responsibilities and requirements when helping others register to vote.

For who can register: look at the California Secretary of State’s Guide to Voter Eligibility.

For who can pre-register: check out the California Secretary of State’s Pre-Registration FAQs.

For the basics of the voter registration form: review Nonprofit VOTE: Filling Out and Returning Voter Registration Forms.

For a checklist: consult the Nonprofit VOTE: Voter Registration Checklist.

For posters and social media assets: National Voter Registration Day has posters here and a social media toolkit here.

For a bonus: we know, we know - bringing new voters into our democracy is reward enough. But you could also win a $3,000 scholarship from DoSomething.org if you enter by September 30: enter here. Please note: L.A. Unified is not affiliated with DoSomething.org. Students under the age of 18 are to read the privacy policy, terms and conditions, and get parental consent prior to applying.

Contact Us

I am a voter.: hello@iamavoter.com
Voter Registration Drive!

With every voter registration event we organize, we earn a chance to win a performance by Billie Eilish.

Register to vote to increase our chances!