Plaintiffs’ Exhibit 5
Tab 4
The Student PIRGs

The Student PIRGs are a network of nonpartisan student-directed and student-funded organizations working on over 200 college campuses in 25 states to solve public interest problems and increase civic engagement. We work to increase the youth vote, tackle global warming, make education more affordable, address homelessness and more. Over 10,000 students get involved in our projects every year—check us out at www.studentpirgs.org.

A project of the Student PIRGs, our non-partisan New Voters Project has worked for 25 years to mobilize young voters to the polls and convince politicians to pay attention to the voice of young people across the country.

A Thank You

The Student PIRGs would like to thank our allies in our two-decade effort to increase the youth vote: United States Student Association, Oregon Student Association, Arizona Students’ Association, University of California Student Association, California State Student Association, United Council of Wisconsin, Associated Students of Colorado, the hundreds of campus student government associations too numerous to mention, Rock the Vote, the Bus Project, the Lawyer’s Committee for Civil Rights Under Law and the League of Young Voters.

We would also like to thank Dr. Donald Green and Dr. Alan Gerber of Yale University, and Dr. David Nickerson of the University of Notre Dame for their groundbreaking research on voter turnout techniques.

And, of course, we want to thank the hundreds of thousands of hardworking student PIRG volunteers, project coordinators and staff who have worked tirelessly to strengthen America's democracy over the last 25 years.

Together, we have and will continue to make a difference!
## The Student PIRGs New Voters Project Advisory Committee

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The Student PIRGs’ New Voters Project Toolkit

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I. Introduction

This section includes:

• Campaign Overview
• Elements Of The New Voters Project
• Campaign Message
• Leadership Positions
The Student PIRGs’ New Voters Project is America’s oldest and largest nonpartisan youth voter mobilization program. We started the project in 1984, after witnessing an alarming decrease in youth voter turnout over the previous decade.

From 1984 to the late 1990s, we developed a youth voter mobilization model, registered and turned out millions of new voters and trained thousands of leaders, many of whom now run some of the nation’s leading political organizations.

Over this period, we also developed our theory of the “cycle of mutual neglect” to help explain why youth voter turnout was so anemic. In a nutshell, politicians tend to target voters who already have a track record of voting. Since young people don’t have that track record, political campaigns spend most of their resources on older voters. In return, young people perceive that politics is not relevant to their concerns and opt out of participating in the process, which reinforces the conventional political wisdom that young people don’t vote.

In the late 1990s, researchers at Yale University conducted a series of rigorous experiments on our and other like-minded organizations’ techniques. They found that our person-to-person methods are exponentially more effective at turning out new voters than the conventional one-way, advertising-driven tactics of the political establishment. See a summary of our research at www.NewVotersProject.org/Research.

Impressed with our work, one of the nation’s largest foundations, the Pew Charitable Trusts, granted us $9 million to run a massive, to-scale demonstration project for the 2004 election. The project’s aim was to run our program in six battleground states at a scale similar to what a presidential campaign might do if they prioritized young people, and demonstrate to the political parties the value and proper methods of targeting young people.

We wound up running the project in 23 states total, registering 500,000 young voters and making an additional 500,000 personalized Election Day reminders—the largest nonpartisan youth turnout effort in the nation’s history. Follow up study on our project found that our work had a significant impact on turnout.

We followed up 2004 with sizable turnout projects in 2005 and 2006. In 2007, we ran our What’s Your Plan? campaign (www.whats-your-plan.org), training 500 student leaders in 28 states to speak with every major presidential candidate face-to-face a total of 106 times and generating more than 600 local and national media hits.

Thanks to our work and other important external factors, youth voter turnout in 2004 increased by 11 percentage points—almost three times more than the general population. This was the largest single election spike since 1992.

However, unlike 1992, the increases of 2004 have sustained themselves for several years, leading us to cautiously anticipate that we may be on the verge of a major breakthrough. Young voter turnout increased in the 2005 Gubernatorial elections of New Jersey and Virginia, again in the 2006 mid-term elections, and again during the 2008 primaries. Turnout in the 2008 primaries has been particularly spectacular; many states saw youth turnout double and triple over 2004 primary turnout. See more detail at www.NewVotersProject.org/Research.

There are likely several reasons why youth turnout is finally increasing. For 20 years, increasing numbers of young people have engaged in volunteer activities which have created a fertile climate for civic engagement. Since 2000, the political climate has polarized, elections are very close and therefore the stakes are higher and more people overall are engaged in the outcome. As the elections became tighter,
political campaigns looked for non-traditional ways to get an edge over their opponent—precisely at the same time as all the studies on our work came out showing the effectiveness of person-to-person organizing over conventional one-way outreach. Subsequently, the campaigns adopted many of our techniques which, combined with the continuation of our efforts, resulted in more young people being targeted than ever before. Finally, add in the starpower factor of many of the candidates and you have an explosive mix. The result is that the underlying impulse to be civically engaged that had previously only been expressed through apolitical volunteerism finally spilled over into the political arena.

Our work has been essential to this phenomenon in two ways. First, we helped increase turnout in key areas; second, we developed and legitimized the basic youth voter outreach model and helped persuade the mainstream political establishment to adopt it as their own.

However, if a permanent upward trend is emerging, it is fragile at best. The political establishment might be waking up to the value of young voters, but it will take a lot more than one or two election cycles to eliminate twenty years of cynicism towards the youth vote. Moreover, far too few resources have been invested in youth turnout in 2008, and so once again much of the burden will fall upon us to drive registration and turnout efforts.

2008 Goals

This makes our work (read: your work) in 2008 very important.

We have several goals for 2008. First, we want to increase youth voter turnout in the communities where we are running the project. Second, we want to continue to use our successes to show the political establishment that targeting young people works.

This year the Student PIRGs’ New Voters Project will target over 1.5 million students on over 100 campuses in over 20 states.

We are shooting to get at least 65% of our target population out to vote on Election Day. By way of comparison, about 57% of college students voted in 2004.

To do this, we first will need to register between twenty and fifty percent of our target population to vote – or secure between 300,000 and 700,000 new registrations.

Then, once the registration deadlines pass, we'll call, table and canvass at least 300,000 registered students right before Election Day to remind them to vote.

This guide will actually show you how to get even more than 65% of your campus out to the polls and we are confident that many of you will achieve this!
There are a few key elements to running a successful voter drive:

A. Recruitment And Logistics

Build Your Vote Coalition
A key part of our ability to reach the entire campus is to build a campus-wide coalition with student government, student groups, faculty and administrators. There's no group or person that can't get involved and make an impact. The administration has a particularly important role since they have so many resources that can help register large numbers of students.

Recruit a Volunteer Base
You will need a sizable volunteer base of your own in order to help the coalition achieve its goals. The total number of people you will need will vary depending on your school type and the size of your goals, but either way, you will need a lot of people. At your average 20,000 student traditional schools, for example, you will need upwards of 250 volunteers to really maximize turnout.

Work with the Registrar
Having a good relationship with your local elections official is an often overlooked yet very important component of a good voter drive. Good communication with your local registrar from the very beginning will ensure that as many people as possible are able to vote.

B. Voter Registration

There is no more effective way to turnout voters than to register them. 80% of the people we register to vote will turn out. We register people to vote both in-person and online. To do this well, you need a team of committed volunteers, interns and student groups that employ four major tactics: visibility, tabling, class/group presentations and door-to-door canvassing. Throughout this process, we will collect information from the completed voter registration forms, which will be added to a central database and used for get out the vote efforts.

C. Get Out The Vote (GOTV)

While we'll focus on GOTV mainly at the end of the campaign, it starts during the registration drive and will build up all fall. All of that build up will turn into a huge outreach effort in the final two weeks to boost voter turnout on your campus. We'll use a number of tactics to make this happen, including a door-to-door canvass of on-campus and other student housing; student-run phone banks; online visibility through email and Facebook; and educational events in the campus main areas.

D. Media

Obviously it will help make politicians pay attention to us if they see and hear all the great work we are doing. Make sure everything you are doing throughout the campaign includes a plan for gett ing media. Hosting events can be a great way to do this. Examples would be hosting a debate on campus, hosting debate watching parties or doing a tailgate for the debate, and inviting all candidates to speak on campus. You can also alert the media at each major milestone, like the completion of your voter registration drive.

E. Dealing With Election Problems

Some of you live in areas of the country where no matter how much preparation you do, elections procedures and laws will create obstacles to students voting. Although we advise that you focus most of your energies on registering and turning out as many voters as possible, there are some additional things you can include in your vote program that can help document systemic problems and build the case for longer term reform.
Campaign Message

We've tested a lot of different kinds of messages to motivate young people to register and vote and have gained important insights into what works and what doesn't.

Overall, the most powerful factor that turns out young voters is being asked by another young person. In other words, the messenger is more important than the message.

That said, the right message can increase someone's likelihood to vote even more, and the wrong message can depress turnout.

Some key insights from our research:

- Young people are skeptical that politics and campaigns are relevant to their lives.
- They are skeptical about promises that voting leads to direct changes.
- They are not receptive to appeals to civic duty or guilt (i.e. “Nelson Mandela went to prison for 30 years to vote, all you have to do is register”).
- They DO care about issues like the war, health care, the economy and climate change.
- They ARE following politics in greater numbers than ever before and have opinions about politics in greater numbers.
- They are aware that the youth vote is on the rise.
- They have lots of positive experiences with volunteering in the community.
- Peer pressure is powerful. They are more likely to register and vote if they perceive that their friends and family members are doing it.

The message we developed from this research is: “Make Them Pay Attention to Us.”

It goes something like this:

“This is an exciting election and one of the most exciting things is that young people are voting in record numbers. We have a real chance to make the politicians pay attention to us and the issues we care about, but the ONLY way we can make sure this happens is by voting in HUGE numbers this November, bigger than ever before. So we're trying to get EVERYONE on this campus registered to vote and out to the polls and we need your help…”

This message doesn't promise any outcome and doesn't appeal to any larger sense of civic or moral duty. Instead, it makes the case that politicians pay attention to people who vote, and so if more young people vote, more politicians will pay attention to us. Also, the appeal is rooted in people's concerns about issues, but doesn't try to define what the right position is on those issues, which helps us bring in more people.
Leadership Positions

This is a big project. At a typical 20,000 student traditional campus, you will need about 250 volunteers to truly maximize turnout on the campus. It will be impossible to recruit, train and manage all of these volunteers without having a strong leadership team.

Below are the most critical leadership positions. Each coordinator will need to further identify and develop leadership to execute their part of the project, outlined in more detail later in this guide.

**Overall Campaign Coordinator**

**Goal:** Meet voter registration and turnout goal.

The Overall Campaign Coordinator will coordinate the entire project, running weekly project meetings, identifying and training coordinators, facilitating planning and strategizing and pushing to meet the project’s goals.

**Coalition Coordinator**

**Goal:** Build the campus coalition of student groups, administrators, faculty and local elections officials.

The coordinator builds a team to establish relationships with administrators, student groups, faculty and elections officials; helps organize regular coalition meetings; and works closely with the local elections officials.

**Visibility Coordinator**

**Goal:** During voter registration drive, to get as much of the campus as possible to register online. During GOTV, to increase the number of people who vote.

The coordinator builds a team to run a massive online and offline visibility campaign. During the voter registration phase, the objective is to get either the Student Vote Voter Registration Widget or our site - www.studentvote.org—in front of as many students’ eyeballs as possible. During GOTV, the objective is to get the message “Vote on November 4!” in front of as many people as possible.

**Lists/Logistics Coordinator**

**Goal:** Ensure that all systems are in place to run an effective voter registration and Get Out the Vote campaign on campus.

This person will see to it that all completed voter registration forms are entered into a central database system on a nightly basis. The coordinator will ensure that forms are turned into the county clerk twice per week. He/she will see to it that each team has voter registration forms and other materials necessary to run the drive. To make it all happen, the Lists Coordinator will need to recruit a team to coordinate different databasing tasks, be responsible for returning forms to the registrar and prepare materials. This team will perform a multitude of administrative tasks to ensure that all aspects of the campaign are allowed to run smoothly.

**Class Rap Coordinator**

(needed for voter registration and Get Out the Vote)

**Goal:** Recruit new volunteers, register voters and remind voters about the election through three waves of class presentations: one at the start of the semester to recruit volunteers, one right before the voter registration deadline and one right before Election Day.

**Dorm Coordinator**

(needed for both voter registration and Get Out the Vote)

**Goal:** Register and turn out as many on-campus residents to vote as possible.
The coordinator builds a team to conduct two waves of dorm canvassing: one right before the voter registration deadline and one right before Election Day.

**Tabling/Events Coordinator**
(needed for voter registration and Get Out the Vote)

**Goal:** Register and turn out students by stopping students at high-traffic areas of campus and high-attendance campus events.

**GOTV Phone-Bank Coordinator**

**Goal:** Ensure that at least half of your voter turnout list receives a personalized Election Day reminder by phone from another student.

**Media Coordinator**

**Goal:** Get the on and off-campus media to feature positive stories about the youth vote throughout the Election.
II. How To: Steps To An Effective Voter Turnout Campaign

• Setting Your Goals

• Making Your Plan
  • Recruitment And Logistics
    - Build Your Vote Coalition
    - Recruit A Volunteer Base
    - Work With The Registrar
  • Run A Voter Registration Drive
  • Run A Get Out The Vote Drive
  • Getting Media
  • Dealing With Election Problems

This section provides the tools necessary to execute each aspect of the campaign, including how to recruit a strong volunteer base, build a strong coalition of campus student groups, institutionalize lasting voter registration programs, run a successful registration drive, mobilize registered students on Election Day and create a visible campaign on campus.
Setting Your Goals

Nationally, we are hoping to get at least 65% of our target population of 1,500,000 students out to the polls—as compared to 2004 in which an average of 57% of college students voted overall.

To do this, we suggest that you shoot to get between 65% and 80% of your school out to vote.

Obviously there are a lot of factors that determine your success: cooperation from the administration, the size of your coalition, the number of volunteers, and the fact that none of this is an exact science. However, we suggest you aim high. And we have a lot of information from the past 20 years that can help you set meaningful goals.

There are two key components to setting goals: voter registration and Get Out the Vote (GOTV).

The most important is voter registration. 80% of college students who are registered will actually vote. It is possible to get 90% of the campus registered. So, if you achieve 90% registration, then 72% of the campus will vote.

The second most important part is making personalized Get Out the Vote reminders. Depending on the total number of registered voters on your campus and the GOTV methods you use, you can increase the number of voters up above 80%.

Here are some basic statistics to help you understand this more:

**Voter Registration**

80% of college students who are registered will actually vote.

It is possible to achieve 90% registration on your campus, assuming: 25% of the average college campus is registered to vote at the start of classes; 10% of the average campus will never register to vote no matter what (non-citizens, etc); and 65% of the campus is “registerable”.

These “registerables” are made up of two kinds of individuals: those who are likely to register to vote on their own, and those who will only register if asked by another student in person.

You probably can't register all of the “registerables” to vote because a lot of them will actually want to register to vote on their own. About the most you can register is 50% of the campus.

However, the more “registerables” you register, the more likely it will be that the remaining people will simply register on their own—and hit the magic 90% threshold for your campus.

If 90% are registered and 80% of them vote, then you will have a 72% turnout rate right off the bat!

**Get Out The Vote**

We know the following from our research:

- A personalized phone call from one student to another increases turnout by about 5 percentage points.
- A personalized face to face contact at someone's dorm room or house door increases turnout by 11-12 percentage points.
- While there are no studies on GOTV tabling, we think that every contact at a table is a little better than the phone but not as good as a door – so we predict a 6% increase in voter turnout from tabling.
- A text message from PIRG to someone who gives us their cell number increases turnout by about 4 percentage points.

To give you a sense of how this can affect your goals:
If you did everything perfectly during the voter registration drive, then 90% of the campus will be registered. 80% of them will vote, so you will get a 72% turnout.

In addition - IF, for example, you accomplished this at a 20,000 student campus, then you probably have a list of the 65% of the campus who registered to vote (13,000 people). If you tried to call all of those people to remind them to vote, and spoke with 6,000 of them, then that could result in an additional 300 votes (5 percentage points of 6000).

IF, on top of that, we sent that whole group a text message, you could get another additional 200 votes. If you then also canvassed the dorms and surrounding neighborhoods, made 100 classroom presentations, and had volunteers stopping people on campus to remind them to vote, you could get even more additional votes. If you do all of this well, then it is possible to drive your turnout up above 80% or even higher.
Making Your Plan

This section includes an in-depth look at how to approach each element, followed by a handy-dandy set of planning forms to help you put it all together.

There will be up to five main elements to your plan:

• Recruitment And Logistics
• Running A Huge Voter Registration Drive
• Running A Get Out The Vote Operation
• Media
• Dealing With Election Problems
Making Your Plan: 
Recruitment And Logistics

This includes three components:

• Build Your Vote Coalition
• Recruit A Volunteer Base
• Work With The Registrar
Build Your Vote Coalition

Having a strong vote coalition is a critical part of the campaign. To run a great voter registration and Get Out the Vote campaign, you'll need a ton of people involved. Working with other groups will let you reach out to more constituencies effectively, provide the resources to get the job done, help you get key decision makers to help and get the entire campus abuzz.

You'll want to work with a ton of people and groups. The core of the coalition should be you and a couple of other groups that are also running the campaign. You guys should meet frequently, share responsibilities and decision making, etc. You'll also want to work with groups that are less involved, usually because they don't have the time and resources to run a full campaign in their chapter but they can still make a big impact towards the overall goal.

Things To Think About Before Approaching Potential Coalition Partners:

1. Have a clear end goal—what do you want them to do, etc.
2. Identify decision makers and well-connected leaders in student groups
3. Determine the student constituencies targeted by the groups on campus
4. Decide what you want them to do:
   - In-person meeting
   - Provide information/advice
   - Turn out members
   - Pledge volunteer hours
   - Speak to campus media
   - Email list-serve
5. Set goals
6. Create a list of asks (in order of priority)

Building The Coalition

1. Make contact (phone, email, etc.)
2. Steps to a productive conversation:
   - Introduce yourself and your organization
   - Quickly explain why you are writing/calling/stoppping by
   - Context your campaign and your goals
   - Pitch what you want them to do/help with
   - Explain why you want them to do what you are asking
   - Listen to their response. Things to listen for/ask about:
     - Are they interested? What do they seem interested in?
     - What are their priorities and issues? Are there ways we can help them with their stuff?
     - Do they have a process for deciding to participate? What is the process?
   - Arrange for a specific follow up plan
3. Track your progress. Keep track of each conversation, ask, follow-up and commitment of the partnering groups in the coalition.

Maintaining The Coalition

Maintaining the coalition is equally as important as creating it. Once you've had initial meetings with important student groups, the next step is to ensure that partners are trained and have the materials to run the campaign. Then, probably the most difficult task is to hold these groups accountable to their commitments.

Depending upon the role of the coalition partner, trainings may vary. If one group has simply decided to register all of its members, the training may consist simply of voter registration dos and don'ts. If the group has decided to take on the responsibility of an
Institutionalizing The Program

There are lots of other important ways your administration can help get students registered and voting – above and beyond the efforts of your coalition. They can play a huge role in getting people to register to vote online and ensuring the active participation and cooperation of important college figures, like faculty, housing, etc.

The American College and University Presidents’ Commitment to Civic Engagement (https://www.presidentscommitment.org/home) outlines the steps toward creating a comprehensive, institutionalized program to help boost student participation rates.

Ask your president to sign on to the commitment, or simply ask him or her to implement the commitment’s program.
Recruit A Volunteer Base

As a rule of thumb, a 20,000 student traditional campus will need 200 volunteers for the final voter registration blitz and the same number for the final GOTV push.

To recruit, train and manage all those volunteers, you will need 50 coordinators, each of whom will be responsible for finding and working with 4 volunteers, as well as putting in four hours of work themselves for both the blitz and the final GOTV push.

In order to have 50 coordinators for the blitz, you need to have at least half (25) of those coordinators identified and trained one to two weeks before your voter registration deadline.

You can obviously adjust the number of people you need if your school is bigger or smaller, or has a higher commuter population.

The Student PIRGs’ Activist Toolkit (http://www.studentpirgs.org/toolkit.asp?id2=25200) has lots of ideas and tips on recruiting.

In general, however, the most important thing you can do to recruit more people is to have lots of fun, easy activities for new people to do. If the activities are fun, meaningful and relatively simple then you will start to get new volunteers in droves.

Before school begins, Freshman Orientation is one of your best avenues to find more people. This is described in more detail in the Freshman Orientation section.

Once classes start, some of your best activities are the ones that help promote Online Registration, which is described in that section.

In addition to activities, it’s a good idea to start having a weekly all-volunteer meeting starting the first week of classes. Use the meeting to bring people up to speed on the entire plan, get more ideas from people, ask people to take on more responsibility and generally build the team.

Around week 4 (sooner if your registration deadline is earlier), we recommend that you organize a one-day “Test Blitz” that focuses on recruiting and training your initial base of volunteers to be Blitz Coordinators. Those coordinators will be responsible for recruiting a larger pool of newer volunteers from which you’ll find the remainder of your coordinators.
Work With The Registrar

Overview
You have a better chance of every registrant being eligible to vote if you have a good relationship with your local registrar. On your end, this will ensure that you understand all of the rules surrounding voter registration and voting, and can clearly communicate them to your volunteer base and the student body at large. In turn, you can also help the registrar be as prepared as possible to process large numbers of voter registration forms and large numbers of student voters on Election Day.

The Role Of The Registrar
When you're running civic participation campaigns, three people are involved in the registration process: you, the person who is registering and the registrar. The registrar can decide whether or not the form you're handing in was filled out correctly. Most registrars have the power to interpret the election code – that means they might enforce different regulations differently. If you don't know their rules and preferences, a lot of the people that you're registering might not end up on the rolls.

Meet With The Registrar BEFORE Starting To Register Voters
As soon as possible, you should arrange a face-to-face meeting with the registrar. If you are registering students in more than one jurisdiction, meet with each registrar separately.

In the meeting, you should discuss your plans and goals, confirm deadlines and procedures, and make sure to discuss rules as they relate to your voter activities. You should establish a point person inside the registrar's office whom you can contact about any issues that arise and set a regular time to check-in periodically about your progress. After the meeting, you should type up a detailed summary of what you discussed and email it to the registrar to confirm you are both on the same page. Distribute this email to the other leaders in the coalition and keep a copy for your files.

Sample Registrar Meeting Agenda
- **Intros** – Introduce meeting attendees, what you do with the organization
- **Organizational Description**
- **Build Relationship** – Ask him or her: Are there ways to work with your office to make processing all the registration forms that we'll generate easier?
- **Checklist** – Run through the checklist of questions with them, included below
- **Offer to help recruit poll workers for them** – Ask them: In the fall we'll talk to thousands of students during the voter registration drive, and send out a ton of messages on our big email list servs. Would it be helpful if we sent a few messages asking students if they'd like to be poll workers?
- **Campaign Ask** – Based on what they are going to do in the election, ask the registrar to become involved in the campaign in a role that makes sense for your state—sample asks include: appear at a voter registration training on campus to motivate student leaders or speak at a campus panel on the importance of the youth vote

Other Tips On Building A Relationship With Your Registrar
- **No surprises.** Let the registrar know exactly what you're doing, when you're doing it.
- **Point out problems rather than skirting issues.** If you think there's going to be a problem with a set of forms, make sure to bring those problems to the
attention of the registrar. If you work with them, they will help you.

• **Know their deadlines.** Frequently registration deadlines are closely followed by bureaucratic deadlines for the registrars. Make sure you know when they need to get their paperwork done, so you can get your forms to them in plenty of time.

• **Return your forms as quickly as you can.** The sooner they have the forms, the better.

• **Invite registrars to run trainings for your staff, student leaders and volunteers.** They will be more confident in your campaign if they have a chance to train people themselves.

• **Follow every rule.** There might be some rules that you disagree with, or there might be some interpretations you disagree with. There's nothing you can do about that, and the best way to make sure that every student you register can vote is to follow their rules to the letter.

• **Have a quality check system, share it with your registrar and implement it rigorously.** Some ideas for your system could include:
  - Have every volunteer initial every form (this way you can track who makes mistakes)
  - Track every form at the end of the day
  - Have someone always be double checking forms for accuracy
  - If legal, copy every form for your records
# Checklist Of Questions For The Registrar

## Contact info for Elections Officials
- Name of Local Election Office (i.e. County Board of Elections)
- Name of person talked to
- Title of person talked to
- Date(s) of Conversation(s)
- Name of actual elections official
- Phone number
- Email
- Physical office address
- Mailing address (if different)

## How do volunteers become qualified to register voters?
- Do you need to take a class?
- Do you need to fill out an application?
- Do you have to be a resident of the county?
- Do you have to be a resident of the state?
- Anything else?

### Poorly filled out forms
- What are the most common mistakes people make when completing the voter registration form?
- Although we are as thorough as possible in making sure people fill in their voter registration forms correctly, we know there will be a few forms that are improperly filled out, usually because someone has terrible penmanship, miswrites a number, etc. Is there anything special we should attempt to do with these forms?

## How do you turn in voter registration forms?
- Can you mail them to the state office?
- If yes, what kind of mail (i.e. delivery confirmation, etc.)?
- Can you turn them in to any registrar or do the forms from municipality x have to go only to registrar for municipality x?
- When do they have to be in to each office? What day?
- Can we use the national form?
- Can we copy the forms if we run out?

## How can we keep records for a GOTV list?
- It’s useful for us to be able to keep information from the forms to contact people later to remind them to vote. Here are some of the ways we’d want to do this: ask if each is ok.
- Post-its/stickers on the form—we’d want to be able to ask people for email and cell phone too. Can we attach these to the forms?
- Can we keep a photocopy of the voter registration form?
- Can we database information from the voter registration form?
- Can students register to vote at their campus address?
- How are students required to show proof of address/residence?
- Can they show a utility bill or lease?
- If they need to show ID, does it have to have a local address on it?
- Can the ID be issued by a public university?
- A private college?
- Can residents of the dorms register to vote here?
- If yes, what kind of address do they need? (street address, name of dorm, room number, etc)
- What do they need to do if they were registered to vote on campus last year and have moved to a different dorm?
- What if they used to be registered at home (in the same state) and they now consider college to be their residence?
- What if they are originally from another state and they now consider college to be their residence?

## Polling places
- Where are the key polling places for most students who live on or near campus?
- (If there are no on-campus polling places) What is the process for establishing a polling place on-campus?
Making Your Plan: Running A Huge Voter Registration Drive

This includes the following:

• Overview
• Freshman Orientation
• Online Registration
• The Blitz
Overview

To recap: It is possible to achieve a 90% registration level on your campus.

25% of the average college campus is registered to vote at the start of classes; 10% of the average campus will never register to vote no matter what (non-citizens, etc); and 65% of the campus is "registerable".

These "registerables" are made up of two kinds of individuals: those who are likely to register to vote on their own, and those who will only register if asked by another student in person.

You probably can't register all of the "registerables" to vote because a lot of them will actually want to register to vote on their own. About the most you can register is 50% of the campus.

However, the closer you get to registering 50% of the campus, the more likely it will be that the remaining people will simply register on their own—and hit the magic 90% threshold for your campus.

So, this guide will show you how to register 50% of the campus to vote. Of course you should set your goals based on what makes sense for your campus.

You can register 50% of the campus to vote at your average 20,000 student traditional four-year public university by doing the following:

1. Get 10% of the campus to register at freshman orientation.
2. Get 20% of the campus to register online.
3. Get the remaining 20% of the campus to register during a "blitz" 2-3 days before the voter registration deadline.

Here's a short description of how you do each of these methods. More detail on each is included in the next section. Keep in mind that every campus is different and this is simply a framework.

A. Freshman Orientation/Move-In Weekend

If your school has a freshman orientation that most first years participate in, during which a high concentration of new students are milling around campus over a multi-day period, you have a good shot at registering 10% of the campus right off the bat. 10% is simply the number of freshmen at a typical school who will participate in freshmen orientation, and who are not already registered at their current address.

At a 20,000 student campus, you will need about 11 returning students willing to put in 7-9 hours of work over a two day period in order to make this work. If fewer people are returning, then obviously you will recruit fewer new volunteers and register fewer freshmen, so adjust for your situation.

B. Online Registration: Week Before School Begins To Week Before Voter Registration Deadline

Online registration is the best way to register the students who are already thinking they want to register but haven't gotten around to doing it. They are motivated to register, and they will go out of their way to register. So, all we need to do is tell them where to go and they'll take care of it.

Many of the activities that help us generate online registrations are also great for recruiting new volunteers, so another objective of this phase is to recruit the volunteers you will need for the final blitz.

Students can register online through the Student Vote Voter Registration Widget at www.studentvote.org. In addition, anyone who has a website, Facebook, or MySpace page can put the Student Vote Voter Registration Widget on their site. They can even add
their logo and customize the colors. (The widget is an online tool that students can use to quickly complete a voter registration form for their state. The completed form will then be sent to the student’s email address, where the student can print, sign and send the form. We will also get the student's information in order to remind them to vote later.)

You can get up to 20% of the campus to register to vote online, IF you saturate the campus with opportunities to register to vote online. In the online registration part of this guide, we cover the six key ways to saturate the campus.

Not every school will be able to use every method. The more methods you use, the better chance you have at saturating the campus.

C. Blitz: 3 Days Before The Registration Deadline

These last three days are the time to sweep up everyone who has not yet registered. A lot of people wait until the last minute to register, so you can get a ton of people this way.

The key to success is to saturate the campus over a very short period of time with enough volunteers that a student can’t go anywhere without running into someone asking them to register to vote multiple times. If you do this correctly, you can register an enormous amount, but if you don’t recruit enough volunteers to saturate the campus, you will miss the opportunity.

If you’ve done all the other tactics perfectly then by now you’ve registered 30% of the campus to vote and you only have another 20% to go before hitting 50%. However, if you’ve registered less than 30%, then you can plan to register more during the blitz.

There are three key methods to hit your blitz goals:

1. Tabling: Have volunteers stand at highly trafficked areas and ask people to register.
2. Class raps: Many professors will allow you to make a short presentation, hand out voter registration forms and collect them during the first 5-10 minutes of class.
3. Dorm and Neighborhood canvassing: This last method depends on having access to dorms and densely populated student neighborhoods.

D. Systems For Managing Voter Registration Forms

We suggest you set up a system for databasing and submitting voter registration forms to ensure that the people you register to vote are actually able to vote and that you can effectively remind all your registrants to vote on Election Day.
Freshman Orientation

If your school has a freshman orientation that most first years participate in, during which a high concentration of new students are milling around campus over a multi-day period, you have a good shot at registering 10% of the campus right off the bat. 10% is simply the number of freshmen at a typical school who will participate in freshmen orientation, and who are not already registered at their current address.

At a 20,000 student campus, you will need about 11 returning students willing to put in 7-9 hours of work over a two day period in order to make this work. They will need to do the following:

- Day one: Each returning student spends 4 hours registering freshman voters, asking everyone if they are willing to volunteer the next day for 3 hours, scheduling people on the spot. One person can register 15 freshmen an hour, or 60 over 4 hours.

About 15% of everyone who is registered will agree to volunteer the next day, or about 9 people. That evening, everyone who agreed to volunteer should get an email and phone call reminder.

- Day two: Assuming one-third of the new volunteers show, each returning student will now be joined by 3 new volunteers. Together, they will spend three hours registering freshmen at 15 registrations per hour, or 180 new registrations. After the work is done, go out and celebrate with your new volunteers!

If you have 11 returning people doing this, then you will register 2600 new voters and recruit 30 new volunteers – before classes even begin!

If fewer people are returning, then obviously you will recruit fewer new volunteers and register fewer freshmen, so adjust for your situation.
Online Registration

Target Audience
Your target audience is primarily the set of people on campus who are not yet registered at the start of the school year, but who are planning to register eventually. They are likely to register to vote without much prompting, so if we make it easy for them, they will simply register online. This group of people is probably about 40% of the campus. You can probably register up to half of these folks, or about 20% of the campus.

Why Do It
There are a few reasons why you should incorporate an online registration component to your plan.

First, it's efficient. A lot of people are already planning to register on their own and by giving them an easy way to accomplish that task, you can save your resources on getting the harder-to-register students during the blitz.

Second, it's a great way to recruit new volunteers. There are so many fun things new volunteers can do to help get people to register online that involve Facebook, text messaging and other fun visibility tactics. This will help you build your volunteer base for the blitz.

Finally, it can make it easier to register the hard-to-get people, too. If your online campaign is really visible, all the people who are more skeptical of voting will be more receptive to registering during the blitz.

How To Organize An Online Registration Campaign
The Student Vote Voter Registration Widget
The Student PIRGs and our friends at CREDO Mobile have developed a state of the art voter registration widget. Anyone can use the widget to complete a voter registration form online. The completed form will be sent to the users' email inbox to be printed, signed and sent. People in Arizona and Washington can use the widget to directly register to vote online without dealing with any paper.

The widget lives at www.studentvote.org. But that's not the only place it can be used.

College administrators and organizations can place the widget on their own websites and even customize the widget with their own logos and colors.

Facebook and MySpace users can place the widget on their profile pages (through our StudentVote application).

Best of all, you can track who is using the widget to evaluate your online campaign, and to run a great Get Out the Vote push. Some state laws prohibit us from collecting information about who actually uses the widget, but even in those states we can still track how many people are registering from your efforts.

In sum, the widget is a powerful tool that allows you to run a top-notch campus voter registration drive.

With the widget, you can employ two primary strategies to generate online registrations. First, publicize www.studentvote.org as widely as possible. Second, get the widget placed on as many highly trafficked websites and Facebook/MySpace pages as possible.

Setting Goals: Saturation Is The Key
Online registration is a little different than the freshman orientation or blitz phases. During those phases, we can literally predict how many registrations one volunteer will get in one hour. In contrast, the key to a successful online registration phase depends on how intensely you implement a wide range of online and offline visibility tactics together.
The key is saturation. Most public relations experts will tell you that your audience must see your message between 5-7 times before it sinks in.

In this case, you will be most successful if students encounter the widget or “Register to Vote at studentvote.org” wherever they go.

The more saturated the campus is, the more online registrations you will get.

Methods
There are eight key methods you can use. You are the one in the best position to determine how many of these methods you need to use in order to achieve saturation. However, the more of these methods you use, the more successful you will be.

1. Get the StudentVote widget on the highest trafficked university websites.
2. Get studentvote.org publicized on the highest volume listservs.
3. Get studentvote.org publicized in the top campus public spaces through permanent signs, ads and banners.
4. Get studentvote.org publicized by the campus paper.
5. Get the widget on as many Facebook and MySpace pages as possible, and generate actions that put our studentvote.org message into the newsfeed.
6. Get 25% of the campus to get a studentvote.org text message from their friends.
7. Get at least one-third of the classrooms to have “Register to Vote at studentvote.org” on the chalkboard and posters on the walls.
8. Organize visibility stunts at high trafficked areas and events that publicize studentvote.org.

Before Classes Begin
Before school begins, prioritize Methods 1 through 4, which will mostly involve getting the cooperation of administrators who control websites, listservs and signage in public spaces.

Here are more details on each of these methods:

Websites
Ideally, you can get the school to embed the widget on EVERY university site. If you can't do that, then next best is to get the school to place them on the MOST highly trafficked sites, such as the:

- Webmail login page
- Wireless login page
- Blackboard login page
- (if not captured by Blackboard) Class registration/financial aid page
- University home page
- School football/athletics site
- Campus paper home page
- Every computer lab computer
- Apartment search site
- Jobs/internships search site
- Recreation class signup/schedule site
- All library computer homepages

Listservs
Some of the top listservs might include:

- The President's all-campus list
- Each class listserv
- Each college listserv (arts and sciences, engineering, etc)
• The top 10 Departments listservs
• The all-dorm resident listserv
• Pan Hellenic listserv, if it goes out to all Greek community members
• The all-faculty listserv (asking faculty to forward the message out to their students)

Permanent Signs, Ads And Banners In All The Public Spaces
• Buses and bus stops: ads on bus, on the digital sign, posters at all the stops, decals on the bus floor
• Football games: announcement on digital board on rotation throughout game, Billboard next to Pepsi sign or equivalent, halftime announcement, Register to vote/URL on all cups, plates, etc.
• Dorms: studentvote.org flyer in every mailbox, every elevator, on board in every lounge, on every door, studentvote.org spelled out in the windows, etc.
• Quad: have a big thermometer in the middle of campus that counts down the days to the registration deadline
• Library: big banner over exit, table tent on every table
• Any large event on campus, like a concert or big-name speaker
• Dining Hall: big banner over exit, table tent on every table
• Bookstore: big banner over exit
• Computer lab: big banner in all the labs
• Parking garage: big banners at the main exit and entrances
• Student Union: big banner at main exit and entrance
• Non-dining hall eating area

Campus Paper
• Put studentvote.org on the paper’s masthead every day until the deadline
• Publish a daily free ad publicizing studentvote.org
• This will involve a lot of meetings and follow up. It will probably take up to 30-40 hours of work, and probably require 2-5 experienced students from student government, PIRG and other organizations to make happen.

We recommend prioritizing your time in the following order:
• Meet with the College President or Chancellor first to ask them to implement as much of this list as possible.
• If you can’t easily get this meeting set up, then meet with the Vice-Chancellor for Student Affairs/Provost or equivalent at your school and ask them to talk to the President/Chancellor.
• Then, depending on how helpful the President or Vice-President is, meet with the individual department heads necessary. In many cases there will be overlap. For example, the Housing Director is probably authorized to OK both an all-dorm email AND to get a big banner draped over the entrance to every dorm.

After Classes Begin
After classes begin, prioritize Methods 5 through 8, which conveniently are great for recruiting all the new volunteers you need for the final voter registration blitz.

At your average 20,000 person traditional university, you will need between 50 and 70 volunteers to maximize all of these tactics.

We recommend you spend the first 2-3 weeks doing a bunch of these activities with an eye towards recruiting your volunteers.
Then, in week 3, we recommend you organize a huge three day burst of activity in which all of your volunteers spend at least 2 hours doing one of the major activities.

Here's more detail on each of these methods:

**Text Messaging**

To get at least 20% of the student body to get a text message, you need to get 4% of the campus to text five of their friends. So at a school of 20,000, you need 800 people to get 4,000 text messages out.

There are lots of avenues to do this:

- **StudentVote to 41411**: People can get a pre-written message into their phone by texting StudentVote to 41411. This makes it quick and easy.
- **“Text the Vote” events**: California students built a giant cell phone and a sign that said “Text the Vote” and stopped people and asked them to text a few of their friends right on the spot. One volunteer can get 6 people every hour to text five of their friends. So 25 volunteers working for two hours each could get 300 people to text their friends.
- **Class announcements**: Ask everyone to get their phones out and text 5 of their friends on the spot. You can get about 10% of people in a class to do this. At a 20,000 person campus with an average class size of 100, you can get 500 people to text their friends by doing 50 announcements. This would take about 10 volunteers doing 5 announcements.

**Classroom Visibility**

You can get a lot of visibility by getting just one-third of the classrooms to have our message all over them.

The key thing is to have “Register to Vote at studentvote.org” on the chalkboard, and to put flyers and posters on every available bulletin board in and outside of the classroom.

It makes sense to do this in one concentrated burst of activity, before classes begin for the day. Get all your volunteers together at 7:00 am (or earlier if buildings are open then), assign buildings and hit as many classrooms as you can before 9:00.

One volunteer can hit about 12-15 classrooms every hour. So at a school of 20,000 with 300 classrooms, you will need about 4-5 volunteers working for two hours in order to wire one-third of those classrooms (100)

**Facebook/MySpace**

There's two ways you can get people registered and voting through Facebook and MySpace: either directly through the StudentVote application or by driving traffic to studentvote.org.

There is a longer memo in the last section of this guide on how to do this well, but the methods for doing this are similar for both communities.

On Facebook, the basic steps are:

- **Set up a StudentVote Fan Page** and get as many people as possible to become a Fan. Fan Pages are way better than Groups. The last section of this guide has a memo on how to set up your StudentVote Fan Page.
- **Then get your Fans to add the StudentVote application**.
- **Then get your Fans to engage in actions on the application**. Those actions will then be publicized in the newsfeed.

Most of these same principles apply to MySpace. The difference is that instead of setting up a StudentVote Fan Page, you simply set up a StudentVote Profile Page.
Other Visibility Stunts
A fun, eye catching stunt that also advertises studentvote.org can go a long way.

For example, you could build a giant Vote Boat or a Vote Float that “sails” across campus and at events with mock voter registration forms in the boat.

Or get a Vote Goat from the ag school as your unofficial mascot (this happened, we swear!).

You can dress up like the school mascot and cheerleaders and organize a pep rally at the football game.

Or do a 20-person conga line that snakes through campus in the middle of the day.

Anyway…you get the idea.

Plan on needing about 4 volunteers total to spend about 6 hours on each stunt – 3 hours to make props and costumes (sometimes you’ll need more time) and 3 hours to perform the stunt. Sometimes you will need more volunteers, like for a conga line.

In addition, the Student PIRGs have some great materials for you to use: wristbands, t-shirts, buttons, stickers and more. Find out how to get these at www.newvotersproject.org.

Coordinators
It is much more effective to recruit and train a smaller number of leaders who are each responsible for recruiting and training a larger number of volunteers. It is much harder to recruit and train a large number of volunteers by yourself.

So for example, if you need 30 volunteers to spend 2 hours each helping at a text table, it is much easier to recruit 6 people who will act as coordinators, meaning that they each help for two hours plus spend another hour recruiting 4 volunteers each to help.

The planning worksheets later in this section will suggest job descriptions for each type of coordinator. Feel free to tweak these or make up your own coordinator positions.
The Blitz

Why Run A Voter Registration “Blitz”

At first, it might seem counter-intuitive to do a 3-day blitz instead of spreading your registration over a longer period of time. It’s more logistically challenging, it’s a bigger risk (you could mess up your blitz and end up with very few voters registered) and it seems easier to break things into little bits and do a little bit each day.

The truth is, running a voter registration blitz is the easiest, most effective and most impressive way to run a voter registration drive. If done right, not only will we smash our goals, but we’ll do it in such a way that motivates the entire campus to go out and vote.

• Running a blitz campaign is more effective—you’ll reach more people if you run a blitz. On most campuses, when you table every day, your efforts tend to reach the same small group of people, you tend to start to fade into the background (people see you everyday, after a while, they’ll stop noticing what you’re doing), and it wears people out. Imagine tabling for 4 hours each day for 4 weeks straight. Whoa. When you run a blitz, you overcome all those challenges – people *notice* you because vote volunteers are EVERYWHERE. Because you’re everywhere, you tend to catch all the people that might not go through the quad, or through the student union.

• Running a blitz campaign is more efficient—you’ll spend less time running your voter reg campaign if you register people all in one giant push than if you register people day in and day out for 4 weeks.

• Running a blitz campaign “makes them pay attention”—when you run a campaign where there’s a volunteer on every corner in front of every building for three days straight, the campus notices, the politicians notice and it builds momentum for your entire campaign.

How To Organize The Voter Registration “Blitz”

The key thing about a blitz is that you are concentrating an immense amount of volunteer power into just a few days, so that the average student is asked to register multiple times. If done right, you can meet half of your goal on the first day, reach 3/4 of your goal on second day and be finished on the third day.

Setting Goals

Your starting point is to figure out the number of “registerable people” at this point in the semester. Then, you figure out how many of those registerable people you have the capacity to register.

Remember that you can probably register no more than 50% of the campus. So for example, if you’ve already registered 30% of the campus through orientation, online registration and other activities, then your upper limit for the blitz is about 20% of the campus.

Once you’ve figured out the upper limits of what’s possible, then figure out what capacity you will need to make this happen, outlined below. Once you’ve done that, adjust your final goal based on what you are capable of doing.

Methods

There are three basic methods you will use to hit your goals.

• Tabling: You can probably meet 70% of your blitz goal through tabling. One volunteer can collect about 8 registrations in an hour.

• Class raps: You can probably get 15% of your blitz goal through class raps. Typically, 15% of the students in a class will probably register.

• Dorm and Neighborhood canvassing: If you have access to dorms and densely populated student
neighborhoods, you can get up to 15% of your blitz goal through canvassing. One volunteer can collect 10 registrations/hour of dorm canvassing and 5 registrations/hour of neighborhood canvassing.

At commuter campuses, you won’t do any canvassing and will probably split your registrations evenly between tabling and class raps.

**Coordinators**

This is the heart of your success. It is much more effective to recruit and train a smaller number of leaders who are each responsible for recruiting and training a larger number of volunteers. It is much harder to recruit and train a large number of volunteers by yourself.

You will need a set of coordinators for each of the three methods. The suggested job description for each type of coordinator is as follows:

- **Tabling coordinator:** Recruit 4 volunteers to spend 4 hours registering voters, then spend 4 hours registering voters with your volunteers. Total time commitment: 2 hours to recruit the volunteers + 1 hour to train the volunteers + 4 hours of registering yourself = 7 hours total
- **Raps coordinator:** Recruit 4 volunteers to do 6 class raps, then do 6 class raps yourself. Total time commitment: 2 hours to recruit the volunteers + 2 hours to schedule and do 6 class raps yourself (over 2-3 days) + 1 hour of follow up with volunteers = 6 hours total
- **Canvassing coordinator:** Recruit 4 volunteers to spend 4 hours registering voters, then spend four hours yourself registering voters with your volunteers. Total time commitment: 2 hours to recruit the volunteers + 1 hour to train the volunteers + 4 hours of registering yourself = 7 hours total

Another way of looking at this is that each tabling or canvassing coordinator is responsible for making 20 hours of registering happen, and each class raps coordinator is responsible for making 30 class raps happen. Except instead of doing it all themselves, they recruit people to help them!

**Test Blitz**

Because the stakes are high for the blitz, you should organize a one-day Test Blitz 1-2 weeks before the blitz, in order to work out any kinks in the system. The goal of the Test Blitz is to identify and train at least 50% of the total coordinators you need for the blitz, plus recruit a larger pool of newer volunteers (from which the remainder of your coordinators will come).

Because the event is smaller in scale, and only lasts one day, you won’t register a ton of people. That’s OK – the purpose is mainly to recruit and train half your coordinators and find the other half.

**Systems**

This is a pretty big logistical operation, so it is important to have strong organizational systems. There are a few forms that you will need, all of which are in this guide.

- **Master Volunteer Tracking Form:** This form is the core of your preparation and tracking systems. It tracks every single potential and current volunteer, whether or not they are scheduled for an activity and whether or not they completed the activity.
- **Campus Map:** You need to map out where the hot traffic spots are and where you want to place your volunteers.
- **Daily Scheduling Sheets:** These are the forms coordinators use to schedule volunteers into specific times and days.
- **Sign in Sheet for Table:** This is the form you use to
track volunteer show-up and registration rates. It is important to train all volunteers on the importance of signing in and signing out. Using this form correctly is important in order to track your progress on a daily basis.

- Class rap scheduling form: This form allows you to keep track of every class rap that is scheduled, who is doing it and when it is completed.

**Making The Plan**

Use the planning worksheets in the back of this guide to help you figure this out.

- Figure out the upper limit of what is possible based on the number of registrations collected to date
- Figure out how many registrations you will get through each of the three methods
- Figure out how many coordinators you need for each method
- Figure out how many coordinators you actually can recruit right now for the Test Blitz. To do this, complete the Master Volunteer Tracking Form. In pencil, list out everyone who is in the PIRG chapter, from the most involved all the way to anyone who has done at least one activity this semester. Then list people from each of the coalition groups – if you are unsure of this, then simply put in a placeholder, such as “SGA volunteer #1”, “SGA volunteer #2”, until you can actually figure this out with your coalition partners.
- If the number of coordinators you actually have for the Test is less than half of the total you will need for the blitz, then adjust your overall blitz goal downward (or figure out how to get more people!)
- Finalize your goal based on the actual number of coordinators you can recruit. Finalize the number of coordinators you will need for each method and for the Test Blitz
- Congratulations, you’re now ready to start building momentum!

**Building Momentum**

**Around The Plan**

**Recruiting coordinators**

- Meet with both the PIRG and coalition leadership group to reach agreement on the goal and the plan, settle on everyone’s individual commitments and make a plan for each person to recruit more coordinators. The Master Volunteer Tracking Form you made should form the basis of the conversation, but hopefully it grows as the leadership thinks of more people.
- The leadership should recruit the remainder of the coordinators needed for the Test Blitz, being as creative as possible in finding coordinators.

**As soon as someone agrees to coordinate**

- They should get a 20 minute training on how to recruit coordinators.
- They should schedule themselves for two hours of calling volunteer lists in order to recruit their three people. They can obviously recruit their three volunteers through other methods as well, but have this be the default so everyone stays on track.
- Each coordinator should use the Daily Scheduling Sheet to keep track of the volunteers they have recruited and when they are signed up.
- Each coordinator should report all volunteers they have scheduled each day, so the Master Volunteer Tracking Form can be updated.
- At some point before both the Test Blitz and the Main Blitz, all coordinators should get trained on how to register voters and train others to register voters.

**Tips for success**

- Healthy competition between coordinators is a lot of fun. Who’s got a bigger team, who’s getting to know their team members more, etc, etc!
- Context matters a lot. You should discuss why we’re
doing the blitz, why it’s so important, what our goals are, what we need people to do and what people will learn from participating.

• The Master Volunteer Tracking Form can help you keep track of what everyone is doing.
• Have a big thermometer in your office that tracks how many coordinators you’ve recruited—update it daily.
• Do some early reconnaissance work of the campus to scope out the best places to register students to vote. Have a campus map with all the best sites numbered to make sure you have good places for all the volunteers you have scheduled.

**Training Coordinators And Volunteers**

Bottom line – the better trained your folks are, the better the drive. The best place to make this successful is in the first six weeks of the term – running a good recruitment drive and making the first few campaign events successful are the best opportunities to make sure your students are trained well.

That said, it is important to run trainings early and often and to train the core to run good trainings as well. Your goal is to make sure every volunteer has been through a training BEFORE the beginning of the drive. Places to do trainings include:

- At PIRG and coalition core meetings
- At PIRG project group meetings
- At other organization meetings
- The night before the kickoff
- A coordinator training the weekend before the blitz

**Sample Timeline**

**Weeks 1-2**
- Make sure you and the coalition are talking about the blitz with everyone. Everyone should understand that participation in the blitz is essential for the success of the project
- Begin recruiting volunteers through visibility activities
- Do first cut of the blitz plan, including test blitz

**Week 2**
- Meet with PIRG chapter and coalition leadership to agree on the blitz goals
- Recruit 50% of the coordinators for the Test Blitz

**Week 3**
- Entire coalition agrees on the blitz goals
- Recruit 100% of Test Blitz coordinators
- Do coordinator trainings at group and coalition meetings
- Coordinators recruit for their volunteers through friend networks, by calling volunteer lists, etc – 50% of volunteers scheduled

**Week 4: Test Blitz**
- Last round of Test Blitz volunteer recruitment – 100% of volunteers scheduled
- Confirm volunteers, run an all-volunteer training and potluck 1-2 days before
- Test Blitz! Database and turn in all voter registration forms; recruit the remaining coordinators needed for the Main Blitz
- Do debrief with the old coordinators
- Do training for the new coordinators
- All coordinators begin recruiting volunteers for main blitz—50% scheduled
Week 5 - pre Blitz
- Final round of volunteer recruitment—100% scheduled; confirm volunteers and host a night-before potluck

Week 5 - During Blitz
- Reminder calls each night to volunteers and coordinators
- Numbers tracking: There are samples of all these forms in the back of this packet
- Database and turn in all voter registration forms
- Celebration party!

Tips To Drive Momentum
- Register like the dickens. Get at least 50 per day yourself.
- Set Goals. Check progress. Huddle volunteers to give/get updates. Set hourly goals for yourself and volunteers, reiterate tips to successful pledging, do a rally cry and go out and make them happen. Check back in 1-2 hours, compare results, take a fast snack/water break and do it over again.
- Spend as little time as possible training people (they should have already done a training) or dealing with smaller glitches. During the day focus on setting the example and building momentum among the people who are out there.
- Do figure out small ways to help people get their rates up, so long as it doesn’t keep you from getting your 50 per day.
- Track your volunteers. Make sure the sign-in sheets are being filled in correctly.
- Huddle the core each night to check in on our progress, celebrate our successes and set/reset goals for next day.
- Have one person responsible for checking in with all volunteers—giving pointers, doing trainings, and giving updates on progress. This person is very effective if they also are handing out candy.

Evening Checklist
Remember that you don’t necessarily have to do all of this, you just have to organize to make sure coordinators are doing this and, bottom line, make it happen.
- Complete the hours done and rates on the Master Volunteer Tracking Form.
- Complete your daily tracking numbers.
- For both forms, part of what you’ll be looking for is the volunteer rate overall, and for individuals.
- Confirm volunteers for tomorrow. Work to get people with high volunteer rates out in the field tomorrow, as they will help you build momentum—delegate, but make sure it happens
- Make sure VR cards are stored somewhere very safe
- Copy all the voter registration cards (if legal)
- Database
- Go have fun, get some sleep, etc

Tips On Running A Dorm Operation
You can probably meet 10% of your registration goal from a dorm operation, in which you build a network of dorm residents who canvass their floors. You can also use this dorm network to help remind people to vote right before the election.

Since many schools only allow dorm residents to go door to door in the dorms, you need to set this up accordingly. This works best when you set up a system where you recruit dorm residents to be responsible for their individual floor (floor captains), and assign one of those floor captains to also be responsible for meeting the goals of the entire building (building captain).

Steps to organizing this:
1. Figure out how many doors you need to knock on in
order to meet your registration goal. You can expect to register one person for every four doors you knock on. So, if your goal is to register 200 people in the dorms, you need to knock on 800 doors.

2. Figure out how many dorms you will need to canvass in order to knock on that many doors. Figure out how many dorms there are, how many floors are in each dorm, and how many doors on each floor. So, for example, let’s say that each dorm has five floors with 24 rooms per floor. That’s 120 doors per dorm, which means that you will need to canvass about seven dorms.

3. Figure out how many “captains” you will need. Since at most schools, only residents can canvass, you should work to recruit one resident for each floor. In this example, you have 35 floors to cover in seven buildings, so you should recruit 35 “Floor Captains,” with one of those captains in each building doubling as a “Dorm Captain” responsible for working with the other floor captains in the building.

4. Make a chart (see above) to help you keep track of which dorms and floors you have covered and which ones you still need people for.

5. Recruit floor captains! A few suggestions on how to do this:
   - Go to the Residence Hall Association meeting and pitch RAs signing up as floor captains
   - Make announcements at different student organization and PIRG chapter project group meetings
   - Phone bank general interest cards filled out by underclassmen
   - Table in front of dorms in the evening – ask people to take on leadership

6. Do a training for floor captains. Here’s a sample agenda:
   - Context for project
   - Campus goals, how the dorm operation will fit in
   - How to canvass—demonstrate and practice once or twice
   - Record keeping
   - Turning forms in

**Systems For Managing Voter Registration Forms**

The most important aspect of your system is ensuring that the people you register to vote are actually able to vote.

The second most important aspect of your system is capturing as much information as legally permissible so you can remind all your registrants to vote on Election Day.

We suggest you set up a system for databasing and submitting voter registration forms that includes the following steps:

   - Every volunteer is trained to double check every voter registration form for errors and flag problems on the spot.
   - Coordinates are trained to spot check volunteers’ forms for errors before the volunteer checks out and contact the individual in question right away.
   - All voter registrations should be spot checked every evening and individuals in question should be contacted at least three times to come back in and fix their forms.
   - Where legal, you should photocopy all voter registration forms every night.
   - Accurate voter registration forms should be
submitted to the registrar every 2-3 days except during the three days before the deadline, when you should submit forms daily.

- Where legal, database all the information into an Excel file.
- All voter registration forms, copies and database files should be stored in a secure, locked office. Database files should be password protected and backed up on disks that are stored outside of the office.

**Tips On Databasing**

Databasing is fairly easy, but it is time consuming and prone to errors. A few suggested steps:

- Database all forms collected every day to avoid a backlog. Have a computer available for databasing at all times, with the file easily accessible by volunteers.
- Save and back up everyday.
- Don’t do all of this yourself. One volunteer can database 50 names in an hour, so if you need to database 4000 names, you need 80 volunteer hours. Recruit for databasing just like you would any other activity.
- Hold databasing parties. Blast the music, compete for rates (just don’t go too fast!) and finish it off with pizza.
- Know the correct address for all on-campus housing, so you can easily enter them without looking it up.
- Have all of these systems clearly written down on paper and posted by the computer.
- Train all of your volunteers on how to do this and check in frequently.
Making Your Plan: Running A Get Out The Vote Operation

The best way to measure your impact is by how many “contacts” you make before the Election, either over the phone or face-to-face. You will start these activities a week before Election Day, but really concentrate them in the 72 hours before the Election. You will need to re-activate the same volunteer and coordinator base as for the registration drive to make all of this happen.

This section goes through the main parts of your GOTV operation:

• Making The Voter List
• Tabling, Round II
• Class Raps, Round II
• Canvassing, Round II
• GOTV Phone Bank
• Text Messaging
• Other Visibility
Making The Voter List

The basic idea here is that you want to create the largest, most accurate list of students who are registered to vote as you can, so that you can contact them by phone, email and even face-to-face in the weeks before the election. At a minimum, you can build your list through two avenues: through collecting vote pledges from students who are already registered and through new registrations that you collected during the voter registration drive. If you database and combine both of these lists, then you should have a sizable enough list to do serious GOTV.

Making the voter list involves the following steps:

1. Gather voter registrations, pledges and any other lists of registered voters.
2. Database your voter registration forms before submitting them to the county (see Voter Registration section for more).
3. Database all other lists.
4. Try to “de-dupe” the list (remove duplicate people), depending on your technical capabilities.
5. Sort the list by address and polling place. This is important so that when we call and email them, we can tell people exactly where their polling place is.

This is a sizable job, so make sure one person is in charge of it, and that they recruit a couple of people to help them.

Class Raps, Round II

You can assume that 60% of all the professors who allowed you to do a voter registration rap will allow you to return for a GOTV rap. Assuming you set this up well, all you will need to do is make sure you have all of your now-seasoned rappers ready and send an email to all the professors reminding them that you will be coming. This is best done by asking the professors if you can do two raps when you call them for the first time during the voter registration drive.

GOTV Dorm Operation

Like class raps, if you’ve already set up and executed this during the voter registration phase, then all you should need to do is re-assemble your dorm team, do another training on what to do and send them all out. The difference this time around is that each floor captain will put a flyer on each door, have a slightly different pitch and track a slightly different set of things than during the voter registration phase.

Tabling, Round II

The interaction is simple – “are you planning to vote?”—but to boost the impact of the interaction, we suggest you ask people to take a quick action on the spot in which they ask at least five of their friends to vote. Two ideas on how they can do this:

- Text a voting reminder to their friends. They can text 'StudentVote' to 41411 to get a pre-written message in seconds.
- Simply call five of their friends right there.

The benefits of doing this are huge. First, the person you initially stop will be more motivated to vote herself. Second, you are multiplying the impact of one person. We already know that phone calls and text messages from trusted people can really make a difference in boosting turnout. Third, this is so easy for people to do that you can get lots of people to do it.

We recommend that you have everyone you stop also quickly complete a “voter pledge” so we can text and email them a reminder with their polling location.

Canvassing, Round II

Use the same turfs you cut for your voter registration project. This time, the volunteer leaves a leaflet at each door and also asks people to do the same actions as outlined under tabling.
GOTV Phone Bank

You should plan to contact half of your voter list through a phone bank that you run from Wednesday to the Monday right before Election Day (excluding Friday and Saturday).

Why Run A Phone Bank?
We already outlined how a GOTV phone call can increase the chances that a person will vote. The most effective way to make a lot of phone calls in a short period of time—and have a lot of fun doing it—is to run a phone bank. A phone bank gets a lot of volunteers together in one central place to make a lot of phone calls over a period of several hours. The combined energy and momentum of the effort can get a lot done and can be extremely energizing for the volunteers.

Planning The Phonebank
Below are the key things to figure out. Use the planning worksheets to help.

- How many contacts you want to make—the rule of thumb is that you can contact about half of the total number of phone numbers on your list.

- How many coordinators you will need—each coordinator will recruit 4 other volunteers to call for 2 hours each, plus spend 2 hours calling themselves, for a total of 10 hours of work. Each volunteer can contact about 8 people per hour of calling. So each coordinator is essentially responsible for getting 80 contacts. If your contacts goal is 500, then you need 6-7 coordinators (who will recruit another 25 volunteers).

- Where to run the phone bank—the ideal location is one big room that is easy to get to, where everyone can fit, see each other and work off each others' energy.

- When to run the phone bank—ideally, you can get enough volunteers together to meet your contacts goal during the 48 hours before Election Day. If you have fewer volunteers, you might need more time. Bear in mind that contacts more than 5 days before Election Day are less effective. In general, your volunteers will be more successful calling later in the evening, between 8:00 and 10:00, so best to concentrate your calling time then.

- How to make sure every volunteer has a phone—since cell phone minutes are free on weekends, people can just use their cells for the Sunday night phone bank. If you are doing most of your weekday calling between 8:00 and 10:00, then you have one of two options: ask volunteers to donate an hour of cellphone minutes to the cause (since night minutes usually kick in at 9:00), or line up enough landlines with long distance for people to use before night minutes kick in. The campus paper, alumni phone bank and student government are all good places you can go to request landlines.

- A system that ensures everyone has a good list to call, all calls are tracked and the lists become more useful over time, not less—once you’ve created your voter list, you will want to print it out with about 10-20 numbers per page so it is easy to distribute and collect lists from volunteers. Every volunteer should be trained to clearly mark people they’ve spoken with, bad numbers, etc. All volunteers should turn their lists back in to the coordinator once they are done so they can be called through again by someone else.

- Phone calling scripts and other useful materials—all volunteers should get a phone script, a tick sheet to record how many people they talked to and any information about polling locations, etc. In addition, think about other materials and items to decorate the phone bank room to give it energy—a big goals thermometer, inspiring signs, balloons, streamers, etc.

Tips on Managing The Phonebank

- Every volunteer should get a quick training on how to make a great phone call. Sample trainings are in
II. How To > Making Your Plan > Running A Get Out The Vote Operation

the back of this guide.

- When calling is in full swing, try to strike a balance between making calls yourself and floating around and listening to volunteers, giving people encouragement and feedback where appropriate. Also make sure people are marking lists thoroughly and using the tick sheets.

- Every hour, do “the accordion” to build momentum—huddle everyone together, update them on the group’s progress, celebrate, give some tips, eat some food, reset the goal for the next hour and then get back on the phones.

Wrapping Things Up

- Before every volunteer leaves, be sure that they filled out their tick sheets accurately and that lists are well marked.

- At the end of the night tally up # of contacts, yeses, no’s, and total # of calling hours.

- Update the master volunteer log, adding new volunteers to it and updating people already in it.

Commuter Schools—Organizing a Decentralized Phonebank

At commuter schools, it won’t always be possible to organize a central phonebank. If it is absolutely impossible to have everyone call from one place (or in small groups from several satellite locations), it is important that you set the phonebank up to create a similarly rigorous and focused atmosphere. Here are some ways to do that.

- Sign up volunteers to work within the same window of time so there’s a feel of working together.

- Train volunteers by phone the day before.

- Coordinators should do a phone check-in with their volunteers before, midway and after the shift. Throughout, they should update each volunteer on how many others are calling, and how we’re making progress towards the goal to give it a group feel.

- Lists and other materials can be emailed to each volunteer, marked up on the volunteer’s computer and emailed back along with the tick sheet.

Text Messaging

A recent study has shown that students who get a text message from Student PIRG right before Election Day reminding them to vote are 4 percentage points more likely to vote (http://www.newvotersproject.org/research/text-messaging).

To give you a sense of how significant that is: if we register 300,000 new voters, collect a cell phone number from 200,000, and send those people a message, that’s potentially 8,000 additional people who vote!

The study was so encouraging that our friends at CREDO Mobile have generously allowed us to use their text messaging service to send every student who gives us their cell phone number a reminder text message the day before Election Day. Your campus’ lists can be a part of this process, so long as your voter list is in Excel and you send it to our headquarters at least two weeks before Election Day.

We suspect that the impact of a text message can be even more when the message comes from a friend (as opposed to coming from Student PIRG). Therefore, in addition to joining the central text messaging plan, we encourage you to organize people to text at least 5 of their friends within three days before the Election. To make it easy, people can text StudentVote to 41411 and get a pre-written reminder message that they can forward within seconds. Use some of the text messaging ideas in the “Tabling” and “Canvassing” sections to help make this happen!
**Other Visibility**

There are a bunch of other visibility activities you can do to help add to the madness.

First, you can incorporate many of the same ideas outlined in the Online Registration section. The school can replace the voter registration widget with a simple “Vote on November 4th” banner on all the websites, all the various listservs can get a quick reminder message and all the public spaces can have voting reminder banners and other signage. You can incorporate all of the same online organizing ideas you used for Facebook, MySpace, etc.

In addition, here are some other ideas for raising visibility:

- The campus paper includes a daily countdown and information on the polling locations.
- Have staffed information tables all over campus.
- Put a big thermometer in the middle of campus that counts down the days to Election Day.
- Put mock railroad tracks from campus to the polling places.
- Organize a Flash Mob to meet at the central place on campus at noon and do a giant Conga Line to the polls. Or “sail” together on a Vote Boat or Vote Float to the polls.
- Have vans ready to shuttle students to and from the polls.
- Stand at busy intersections with signs; leaflet, chalk, poster, flyer, etc.
- Organize a “Tailgate for the Debate” during the presidential debates. During the California primary season debate, California students organized a “Tailgate for the Debate” event on campus. They parked a paper mache “truck” in the middle of campus, set up a big screen, cooked up some food and tailgated off the back of it. Get the latest debate dates at http://www.debates.org.
- Invite local political candidates to speak on campus—be sure to invite candidates from all parties to speak.
- Documentary Screening—Invite film students to film the work that students are doing on campus to mobilize voters and then host a screening of all the movies.

The Student PIRGs have some great materials for you to use: wristbands, t-shirts, buttons, stickers and more. Find out how to get these at www.newvotersproject.org.
Making Your Plan: Media

Getting coverage for your voter registration and Get Out the Vote drive will help showcase the importance of young voters to politicians and the community, help motivate your team, and bring great publicity to campus.

This section outlines how you can recruit media to cover the campaign on your campus, what to say when talking to the media, and gives you a sample media plan for your campus.

For more info on how to organize these events and sample materials, go to www.newvotersproject.org or email Sujatha Jahagirdar at Sujatha@studentpirgs.org.
Types Of Media Coverage
There are four main types of media outlets that we usually target:

• Newspapers—both on campus and in the community
• Radio—both on campus and in the community
• Television
• Blogs

The two major ways you get media are to meet with individual reporters and editors to pitch stories and to invite them to cover your events.

Meeting With Individual Reporters And Editors To Pitch Stories
Meeting with reporters and editors will help get your work covered in the short term and the long term. Reporters and editors will be more likely to cover your events if they have met you and know who you are.

Your top five people to meet:

• Editor of your campus paper
• Reporter who’ll be covering the youth vote for your local paper
• Planning editors for the NBC, ABC and CBS (or equivalent) affiliates in your community

The main goal of your meetings is to build a relationship with the reporter or editor. A second goal is to give them more background about the Student PIRGs and the New Voters Project and a third is to ask them to cover an upcoming event.

Scheduling the meeting
The best way to get started is to call them up and schedule a face to face meeting. Even if they can't meet with you, a phone call will introduce you and the project.

If you don't have a press list for your campus already, just call up the general numbers for these outlets and ask for the person most likely to cover the youth vote this election season.

Here's a sample calling script:

"Hi, my name is ____________ I'm calling with [ORGANIZATION]. Our goal this year is to register and turnout thousands of students to vote here in [city].

In the next few weeks leading up to the elections, we’ll be everywhere on campus, registering young voters - we’ll pound the pavement and use cool technology, like a voter registration widget on studentvote.org.

We’d love to sit down and let you know about the events we’ve got planned - would you have a window on [PICK A DATE AND TIME AND SUGGEST IT]."

Preparation
• Download a media packet from www.studentvote.org, which contains a one-page description of the New Voters Project and a Student PIRG brochure (Students in Action).
• Recruit 1-2 other people working on the campaign to come to the meeting with you. Run through the agenda for the meeting with them and make sure that everyone knows what piece of the meeting they will take.

Sample meeting agenda
• Introductions—who you are, your year and major, where you go to school
• Ask the reporter/editor what they find interesting about the upcoming elections, if there are particular
angles that they will focus on.

- Describe the Student PIRGs’ New Voters Project and what you’re doing on the campaign.
- Describe upcoming events and reasons why they should cover the events.

You should dress for the meeting like you’re going out to dinner. Don’t forget that the most important thing is to get to know the person you are meeting with.

Inviting Reporters To Cover Your Events

Inviting reporters to cover your event will help generate a buzz about the campaign on campus and in the community.

Steps to doing this

- Look up your local media list by searching for newspapers, radio and television in your area on the web.
- Send out a media advisory to your media list.
- Call through your media list and invite everyone on the list to attend. A follow-up call should go something like this:

  Hi ________, this is ______ from CALPIRG. We’re the largest non partisan on the ground effort in the state to turn out young voters. I’m calling to let you know that on [INSERT TIME] we’ll be holding a [INSERT CATCHY NAME FOR YOUR EVENT]. [Insert a description of the event].

- Make a follow-up call the morning of your event. It should be a quick call. A sample script is:

  “Hi my name is -----------.and I’m calling with OSPIRG. I’m calling to check in and see if you are coming out to cover our event today.”

- Send out a media release the morning of the event.
- Submit letters to the editor to your campus and local papers. The day of each event (or the day after) we’ll want to submit 3-4 letters to the editor (LTE) to show our support for boosting youth voter engagement.

Talking To The Media

When you talk to the media, practice the basic talking points about the New Voters Project and look for opportunities to talk about them to the reporter. Role-playing questions and answers beforehand will help you do this. Also, remember, that as a spokesperson you cannot talk about candidates running for office or even what issues you’d like them to focus on once elected. Below are some dos and don'ts for talking to the media.

DOs

- Look for opportunities to talk about our main messaging points:
- Describe your organization [i.e. WISPIRG is a statewide student run public interest group. We work to make sure students have a voice on issues important to them]
- Describe your project [i.e. WISPIRG’s New Voters Project is the largest on the ground non partisan effort to turn out young voters in the community. Over the next few weeks, we’ll register thousands of students to vote.
- We definitely think that young voters are more engaged than ever. In fact, the youth vote has been increasing since 2004. This is probably because more efforts are being put on the ground to reach young voters one on one. If this keeps up, young voters will turn out in big numbers once again.
- One of the events that we’re doing to make sure this happens is… [INSERT DESCRIPTION OF AN NVP EVENT YOUR CHAPTER IS DOING]
DON’Ts

• Talk about a specific candidate. If a reporter asks you who you will vote for, tell them that because you work with a non partisan group, you’d rather not talk about that. If a reporter asks you who you think young people will vote for, tell them that the New Voters Project is non partisan and who young people vote for is not important to us – we just want to make sure that the voices of young people are heard, regardless of what they want to say.

• Talk about specific issues. If a reporter asks you what young people want to see happen on specific issues like global warming, etc., you should say that the New Voters Project is not an issue advocacy project. We want young people to come out to vote based on whatever issues are important to them.

Sample Media Plan

There will be lots of opportunity for your chapter to get media coverage. Be flexible and look for opportunities. Below is a sample plan you can use as a basis for sketching out your media strategy for the semester.

• Week before classes start—call reporters, producers and editors in your community and schedule meetings.

• The first day of your registration drive—hold a “campaign launch” press conference and invite the local registrar in your town, the college president and the student government president.

• The second week of classes—send out a pitch memo to the media that highlights some of the campaign leaders and describes some of the events you’ll do.

• The day of your state’s registration deadline—invite press to come out and cover the last push before the deadlines.


• Election Day—invite press to cover your last push to Get Out the Vote through a phone bank.

• The week after the election—contact your local registrar and find out how much turnout among young voters in the region went up this year. Hold a press conference to release the numbers to the press.
Making Your Plan:  
Dealing With Election Problems

Some of you live in areas of the country where, no matter how much preparation, election procedures and laws will create obstacles to students voting. Although we advise that you focus most of your energies on registering and turning out as many voters as possible, there are some additional things you can include in your vote program that can help document systemic problems and build the case for longer term reform.

Bottom line: We recommend you report any and all election related problems to the Lawyer’s Committee for Civil Rights Under Law Hotline at 1-866-OUR-VOTE. Trained lawyers will be on hand to help you sort out problems quickly.

Problems
Some of the most common problems include:

- Lack of sufficient planning at the local level for extraordinarily high turnout (So the registrar’s office might not be equipped to handle the influx of voter registration forms or there might not be enough poll workers or polling stations on Election Day.)
- Polling places at inconvenient locations
- Students, seniors and other eligible voters turned away from the polls for lack of appropriate ID
- Confusion among poll workers that results in eligible voters being wrongly turned away from the polls
- Technical problems with voting machines
- Flat out bad laws, such as Arizona, where the rules effectively prevent out of state students from registering to vote in Arizona

Key Solutions
- Work with Your Registrar. We said it before and we’ll say it again: your first line of defense is to work closely with your registrar. If you skipped over that section earlier in this guide, go back and review it closely.
- Secretary of State. It can be helpful to work directly with your Secretary of State’s (SOS) office. They are responsible for administering the elections in your state and so all local elections officials report to the SOS. We recommend meeting with the SOS’s office, using the same agenda and checklist of questions as with the registrar. Often, if you encounter problems at the local level, the SOS can help you resolve the problem. Your state PIRG or Student Association’s advocate can likely help you get a meeting with the SOS herself.
- Voter Education. The next best thing is to make sure you educate voters as thoroughly as possible. This begins during the voter registration drive when your volunteers help people complete the forms accurately. It continues in the GOTV phase when you make sure students know how to find their polling place, what form of ID to bring to the polls and who to turn to if there are problems with their registration status.
- Flagging Problems Quickly on Election Day. It is a good idea on Election Day to have both a booth out on campus where people can report problems, as well as a person at the key polling places to watch for any irregularities. Report all problems to the Lawyer’s Committee Hotline: 1-866-OUR-VOTE.
- Lining Up On-Campus Polling Places. Depending on your situation, this might be very easy, or something that fits into your longer-term post-election plans. In some cases, the registrar will be happy to do this if you simply ask. In other cases, it might require some work on your part; at Temple University, they need to get signatures from 3,000 on-campus residents who are registered to vote requesting the polling place.
Making Your Plan: Planning Worksheets
A. Setting Goals

VOTER REGISTRATION (80% of people you register will turn out to vote on average)

# students already registered to vote (25% x # Full Time Enrolled Students):

# students you will register to vote (subtotal of below, no more than 50% of campus):
  Freshmen orientation (up to 10% of campus):
  Online: (up to 20% of campus):
  Blitz: (at least 20% of campus):

# TOTAL registered:

# TOTAL voters from Registration (Total registered x 80%):

GET OUT THE VOTE (GOTV)

PHONE CONTACTS (each contact over the phone increases turnout by 5 percentage points)
Phonebanking Goal: __________ x .05 = __________ # additional voters

CANVASSING CONTACTS (each door-to-door contact increases turnout by 10 ppts)
Canvassing Goal: __________ x .10 = __________ # additional voters

TABLING CONTACTS (we think each tabling contact increases turnout by 6 ppts)
Tabling Goal: __________ x .06 = __________ # additional voters

TEXT MESSAGING CONTACTS (each text message from PIRG increases turnout by 4 ppts)
Text Goal: __________ x .04 = __________ # additional voters

Total # additional voters from GOTV:

TOTAL NUMBER OF VOTERS:
(# from registration + from GOTV)

YOUR OVERALL TURNOUT GOAL:
% (Total number of voters / # Full Time Enrolled Students)
B. Planning Voter Registration

TOTAL VOTER REGISTRATION GOAL (sum of all three pieces below):

(Note: this will not capture all of the students who will register to vote on their own. Feel free to increase this number to include those students. Use these rules of thumb to help you out: no more than 40% of the campus will register to vote on their own, and that no more than 90% of the campus can be registered to vote.)

FRESHMAN ORIENTATION
(skip this step if your school does not have a multi-day freshman orientation/move-in weekend that most first years participate in)

Number of “registerable” freshmen
(# Full Time Enrolled Students x 25% are freshmen x 70% freshmen participate in orientation x 75% participants are not registered yet):

Number of registerable freshmen who you have capacity to register:

Number of returning coordinators:
(A coordinator will be responsible for 16 hours of voter registration time over two days. On day one, they spend 4 hours registering voters and recruiting 9 people to volunteer on day two. On day 2, they spend 3 hours with their new recruits registering voters. Assuming 3 out of the 9 new recruits show, that’s 9 hours of registering from new recruits and 7 hours of registering from the coordinators)

From your organization (i.e. PIRG chapter, SGA):

From coalition partners:

Total:

GOAL FOR FRESHMAN ORIENTATION
(Number of returning coordinators x 16 hours/coordinate x 15 registrations per hour)
ONLINE REGISTRATION

This is not an exact science, but IF you are able to do mostly everything below, you can get up to 20% to register online. So figure out what you WILL accomplish, determine how close to total saturation that will get you, and estimate from there.

Total number of online coordinators needed (sum of below):

# from your campus organization (i.e. PIRG chapter, SGA):
# coalition partners

Visibility tactics the college will do:

WEB SITES
Top tier
__Banner on all university websites
__Webmail login page
__Blackboard login page
__Class registration/financial aid page
__University home page
__School football/athletics site
__Campus paper
__All computer lab homepages
__Other: ____________________________

LISTSERVS
__All-campus
__Top 10 Department
__All dorm resident
__By class
__All Greek
__All professor
__Other ____________________________

PUBLIC SPACES
See registration section for ideas on how to saturate these areas

__Buses and bus stops
__Football games
__Dorms
__Library
__Dining Hall
__Bookstore
__Computer lab
__Parking garage
__Student Union
__Non-dining hall eating area
__Other: ____________________________

CAMPUS PAPER
__“register to vote/URL” on the paper header every day (3)
__Free full page add runs at least 2x weekly (3)

People in charge of meeting with all the administrators and other individuals responsible for making this happen:
Visibility your volunteers will do:

<table>
<thead>
<tr>
<th>ACTION</th>
<th>NEEDS</th>
<th>ORG</th>
<th>PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEXT MESSAGING</td>
<td>(# FT Enrollment x 20%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of “forwarders” needed</td>
<td>(Text Goal ÷ 5 forwards/person)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tabling (40% of total)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># tabling coordinators needed</td>
<td>(tabling goal ÷ 60 forwards/coordinator)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Each coordinator recruits 4 people to help for 2 hours, plus Text Table for 2 hours themselves, or 10 hours of text tabling. Each volunteer can get 6 people to forward a message to five friends per hour of tabling. So a tabling coordinator is essentially responsible for getting 60 people to forward the text message)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># coordinators from your organization:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># coordinators from coalition partners:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class Presentations (60% of total)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average class size</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># class raps needed</td>
<td>(Class presentations goal ÷ [Average class size x 10%])</td>
<td></td>
<td></td>
</tr>
<tr>
<td># class raps coordinators needed</td>
<td>(# class raps ÷ 25 raps/coordinate)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Each coordinator will recruit 4 other volunteers to do 5 raps each, plus do 5 raps themselves, a total of 25 raps per coordinator)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># coordinators from your organization:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># coordinators from coalition partners:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CLASSROOM VISIBILITY</td>
<td>(Number of classrooms x 1/3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td># Classroom Visibility coordinators needed</td>
<td>(Goal ÷ 150 classrooms/coordinate)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Each coordinator recruits 4 people to help for 2 hours, plus works for 2 hours themselves, or 10 hours of visibility. Each volunteer can wire 15 classrooms in one hour. So a visibility coordinator is essentially responsible for wiring 150 classrooms)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># coordinators from your organization:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># coordinators from coalition partners:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FACEBOOK/MYSPACE

<table>
<thead>
<tr>
<th>ACTION</th>
<th>NEEDS</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Fans/Profile Page Members</td>
<td></td>
</tr>
<tr>
<td># who add the application</td>
<td></td>
</tr>
</tbody>
</table>

List all the actions you will ask Fans/Profile Page Members to take:

1.  
2.  
3.  
4.  
5.  
6.  

OTHER VISIBILITY STUNTS

List the visibility stunts you will do

- Vote Float
- Vote Boat
- Vote Goat
- Mascot at Football Games
- Other ________________________________
- Other ________________________________

# visibility stunt coordinators (# stunts): ________

(Each individual stunt requires one coordinator to recruit 3 other volunteers to spend 3 hours building a prop, and 3 hours doing the stunt)
VOTER REGISTRATION BLITZ

Goal for blitz (remainder of overall goal, up to 50% of the campus): _________

Total number of blitz coordinators needed (sum of below):

- # from your campus organization (i.e. PIRG chapter, SGA): _________
- # coalition partners: _________

Method of registration

Tabling (70% of blitz goal):

- # Tabling coordinators needed (Tabling goal ÷ 160 registrations/coordinator): _________
  (Each coordinator recruits 4 people to register for 4 hours, plus register 4 hours themselves, or 20 total hours of tabling. Each volunteer can get 8 registrations per hour of tabling. So a tabling coordinator is essentially responsible for getting 160 registrations)
    - # coordinators from your organization: _________
    - # coordinators from coalition partners: _________

Class raps (15% of blitz goal):

- # class raps needed (Class raps goal ÷ 6 cards/rap): _________
  (Each coordinator will recruit 4 other volunteers to do six raps each, plus do 6 raps themselves, a total of 30 raps per coordinator)
    - # coordinators from your organization: _________
    - # coordinators from coalition partners: _________

Canvassing (15% of blitz goal):

- # canvassing coordinators needed (canvassing goal ÷ (100 to 200 registrations/coordinator)): _________
  (Each coordinator will recruit 4 other volunteers to canvass for 4 hours each, plus spend 4 hours canvassing themselves, a total of 30 hours of work. Each volunteer can register 5-10 voters per hour: 5 for neighborhoods, 10 for dorms. So each coordinator is essentially responsible for getting 100-200 registrations)
    - # coordinators from your organization: _________
    - # coordinators from coalition partners: _________

ONE-DAY TEST RUN BLITZ

(this has tabling only, although feel free incorporate the other methods)

- # test run coordinators needed (# coordinators for blitz ÷ 2): _________
  - # coordinators from your organization: _________
  - # coordinators from coalition partners: _________

# new volunteers recruited (# test run coordinators x 3): _________

# new volunteers recruited to coordinate main blitz (# new volunteers ÷ 2): _________

Registration goal for Test blitz:

([# test run coordinators + # test run volunteers] x 3 hours x 4 registrations/hour): _________
C. Planning Get Out The Vote (GOTV)

**TOTAL GOTV CONTACTS** (sum of all six pieces below):

**TOTAL GOTV COORDINATORS NEEDED:**

- # from your organization (i.e. PIRG chapter, SGA):
- # coalition partners

**Phone Contacts goal** (# phone numbers on your voter list x 50%):

- # Phone Bank coordinators needed (Phone contacts goal ÷ 80 contacts/coordinator):
  (Each coordinator will recruit 4 other volunteers to call for 2 hours each, plus spend 2 hours calling
  themselves, a total of 10 hours of work. Each volunteer can contact about 8 people per hour of calling. So
  each coordinator is essentially responsible for getting 80 contacts.)
  - # coordinators from your organization:
  - # coordinators from coalition partners:

**Tabling Contacts goal**:

- # Tabling coordinators needed (Tabling contacts goal ÷ 300 contacts/coordinator):
  (Each coordinator will recruit 4 other volunteers to table for 4 hours each, plus spend 4 hours tabling
  themselves, a total of 20 hours of work. Each volunteer can get 15 contacts per hours of tabling. So each
  coordinator is essentially responsible for getting 300 contacts.)
  - # coordinators from your organization:
  - # coordinators from coalition partners:

**Class raps contacts goal**:

- # class raps needed (Class raps goal ÷ 50 people/class):
- # class raps coordinators needed (# class raps ÷ 30 raps/coordinator):
  (Each coordinator will recruit 4 other volunteers to do six raps each, plus do 6 raps themselves, a total of 30 raps per
  coordinator)
  - # coordinators from your organization:
  - # coordinators from coalition partners:

**Canvassing contacts goal** (# Estimated Doors ÷ 2):

- # canvassing coordinators needed (canvassing contacts goal ÷ (100 to 200 contacts/coordinator)):
  (Each coordinator will recruit 4 other volunteers to canvass for 4 hours each, plus spend 4 hours canvassing
  themselves, a total of 30 hours of work. Each volunteer can contact 5-10 voters per hour. 5 for neighborhoods,
  10 for dorms. So each coordinator is essentially responsible for getting 100-200 contacts)
  - # coordinators from your organization:
  - # coordinators from coalition partners:
II. How To > Making Your Plan > Planning Worksheets > Planning Get Out The Vote

Text Messaging contacts goal
(# cell phone numbers you sent to Student PIRG Headquarters to get texted):

Friend-to-Friend phone and text messaging contacts goal from Tabling and Canvassing, assuming you are planning to do this while tabling and canvassing and that 60% of the total number of contacts agree to text or call 5 friends on the spot. Depending on which tactic you use, complete below (no reason why you can't mix and match, by the way):

Phone (# total tabling and canvassing contacts x 60% x 5):

Text (# total tabling and canvassing contacts x 60% x 5):

OTHER GOTV VISIBILITY

Visibility tactics the college will do:

WEBSITES
Top tier
- Banner on all university websites
- Webmail login page
- Blackboard login page
- Class registration/financial aid page
- University home page
- School football/athletics site
- Campus paper
- All computer lab homepages
- Other: ___________________________

CAMPUS PAPER
- "Don't Forget to Vote" on the paper header every day (3)
- Free full page add runs at least 2x weekly (3)

LISTSERVS
- All-campus
- Top 10 Department
- All dorm resident
- By class
- All Greek
- All professor
- Other ___________________________

PUBLIC SPACES
- Buses and bus stops
- Football games
- Dorms
- Library
- Dining Hall
- Bookstore
- Computer lab
- Parking garage
- Student Union
- Non-dining hall eating area
- Other: ___________________________

People in charge of meeting with all the administrators and other individuals responsible for making this happen:

- ___________________________
- ___________________________

Visibility tactics your volunteers will do:

FACEBOOK/MYSPACE
- # of Fans/Profile Page Members
- # who add the application

List all the actions you will ask Fans/Profile Page Members to take
1. 
2. 
3. 
4. 

OTHER VISIBILITY STUNTS
List the visibility stunts you will do
- Vote Float
- Vote Boat
- Vote Goat
- Mascot at Football Games
- Other ___________________________
- Other ___________________________
- Other ___________________________
- Other ___________________________
- Other ___________________________

# visibility stunt coordinators (# stunts):
(Each individual stunt requires one coordinator to recruit 3 other volunteers to spend 3 hours building a prop, and 3 hours doing the stunt)
Raps And Materials

Go to www.newvotersproject.org to download sample materials that include:

• Sample Raps
  - Sample Tabling and Canvassing GOTV Rap
  - Sample Tabling and Canvassing Voter Registration Rap
  - Sample Faculty Email and Calling Rap
  - Sample Phonebank GOTV Rap
  - Sample Class Voter Registration Rap
  - Sample Class GOTV Rap

• Further Trainings And Ideas
  - Sample GOTV Phone Bank Training
  - Using Facebook and MySpace to get people registered
  - How to set up a Facebook Fan Page

• Sample Materials
  - Sample GOTV calling Tick Sheet
  - Master Volunteer Tracking Form
  - Volunteer Scheduling Form
  - Class Rap Scheduling Form
  - Sample Press Release
  - Sample Letter-to-the-Editor
  - Sample Opinion Editorial