



LEAGUE OF WOMEN VOTERS
OF TEXAS EDUCATION FUND

Based Practices for Voter Registration

Principles for Effective
Voter Registration Campaigns

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July 2017

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Preface

Welcome!

- This tutorial will help you understand the principles behind effective voter registration campaigns.
 - For talking effectively with voters about voter registration, see: *What to Say: Talking About Voter Registration*
 - For a timeline for planning voter registration activities, see: *Timeline for Voter Registration & Engagement*
- Regardless of the type of GOTV activity and your audience, your efforts will be more effective if guided by evidence-based practices.

1. Be visible

- Posters everywhere
- Buttons for all volunteers
- Stickers for new registrants



Be visible

Tabling

- Set up an eye-catching table.
- Stand in a high traffic area.



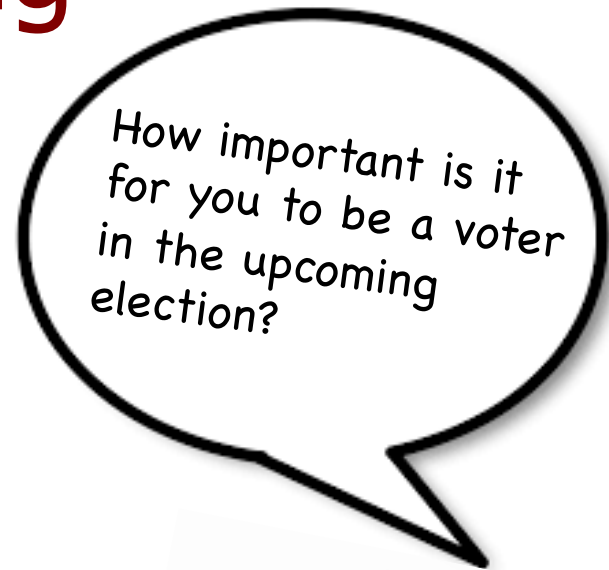
And don't just stand there!

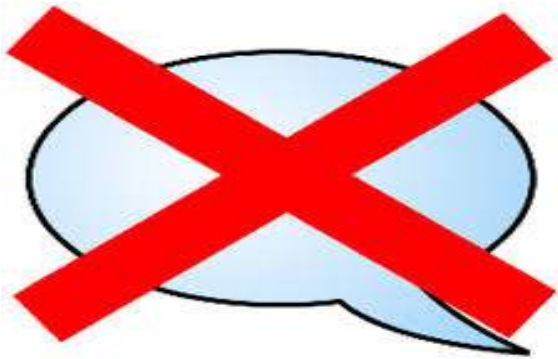
- Move around
- Be friendly
- Be assertive
- Be enjoyable



2. Talk about voting

- Have voters explain their own reasons for voting.
- Share a personal story.





Don't talk about ...

- how people aren't voting
- low voter turnout

- Hearing that others are voting encourages voting among infrequent and occasional voters.
 - Others have been telling me that they are definitely voting in this election. Do you plan on being a voter?
 - We're expecting a high turnout this election.
 - More and more people are voting.
- Telling people that others are not voting can suppress voter turnout.

3. Be nonpartisan

Don't advocate voting for candidates, engage in political discussions, or tell your personal opinions.

- The League does not endorse or oppose any candidate or political party.



Be nonpartisan

- Don't link voter registration to an issue.
 - An issue-focused message is unlikely to increase voter turnout.



4. Maintain privacy

Don't ask applicants to provide you with personal information.



INSTEAD

Encourage applicants to sign up for reminders with LWV-Texas



We make voting easy.
www.LWVTexas.org

Maintain privacy



- Don't make a copy of the applicants voter registration form.
 - Tell applicants that
“who votes is in the public record, but your vote is secret—only you know who you voted for.”

5. Work with special populations

- Assure victims of domestic violence, assault, or stalking that they can keep their address private if they register to vote through the Address Confidentiality Program.



<http://tinyurl.com/y7s5qf59>

Special populations



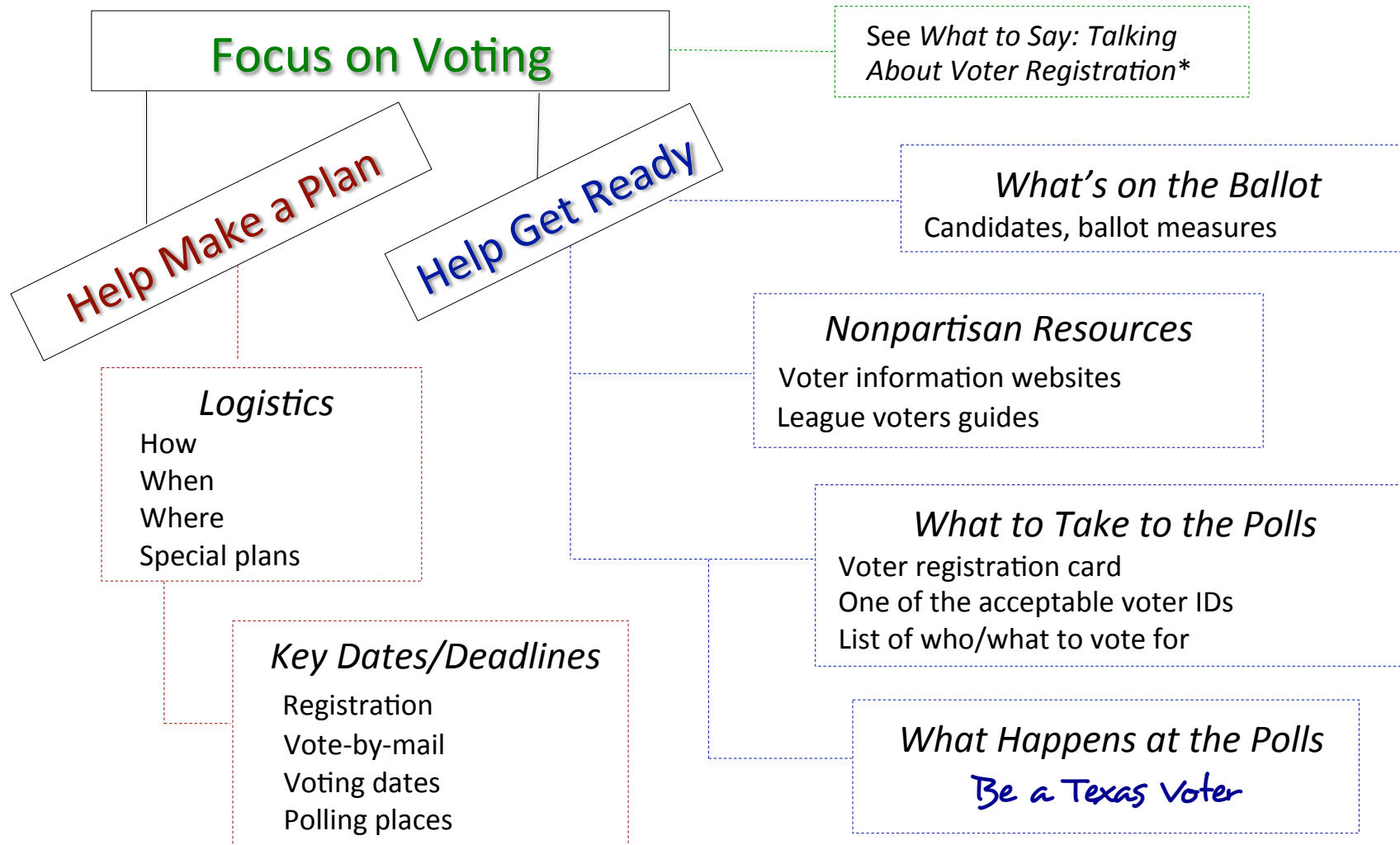
- People who are homeless can use the address of a shelter or outreach center as their mailing address.

Special populations

Texas Voter Registration Application		For Official Use Only	
<small>Prescribed by the Office of the Secretary of State 3/17/2013, 23</small> Please complete sections by printing LEGIBLY. If you have any questions about how to fill out this application, please call your local voter registrar.			
1 These Questions Must Be Completed Before Proceeding Check one <input type="checkbox"/> New Application <input type="checkbox"/> Change of Address, Name, or Other Information <input type="checkbox"/> Request for a Replacement Card			
Are you a United States Citizen?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Will you be 18 years of age on or before election day?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
If you checked 'No' in response to either of the above, do not complete this form.			
Are you interested in serving as an election worker?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
2 Last Name (Include Suffix if any (Jr, Sr, III))	First Name	Middle Name (if any)	Former Name (if any)
3 Residence Address: Street Address and Apartment Number, if none, describe where you live. (Do not include P.O. Box, Rural Rt. or Business Address)		City	TEXAS
		County	Zip Code
4 Mailing Address: Street Address and Apartment Number. (If mail cannot be delivered to your residence address.)		City	State
			Zip Code
5 Date of Birth: (mm/dd/yyyy)	6 Gender (Optional)	7 Telephone Number (Optional) Include Area Code	
□□/□□/□□□□	<input type="checkbox"/> Male <input type="checkbox"/> Female	(□□□)□□□-□□□□	
8 Texas Driver's License No. or Texas Personal I.D. No. (Issued by the Department of Public Safety)		If no Texas Driver's License or Personal Identification, give last 4 digits of your Social Security Number	
□□□□□□□□		XXX-XX-□□□□	
<input type="checkbox"/> I have not been issued a Texas Driver's License/Personal Identification Number or Social Security Number.			
9 I understand that giving false information to procure a voter registration is perjury, and a crime under state and federal law. Conviction of this crime may result in imprisonment up to 180 days, a fine up to \$2,000, or both. Please read all <u>three</u> statements to affirm before signing.			
<ul style="list-style-type: none"> I am a resident of this county and a U.S. citizen; I have not been finally convicted of a felony, or if a felon, I have completed all of my punishment including any term of incarceration, parole, supervision, period of probation, or I have been pardoned; and I have not been determined by a final judgment of a court exercising probate jurisdiction to be totally mentally incapacitated or partially mentally incapacitated without the right to vote. 			
<input checked="" type="checkbox"/> Signature of Applicant or Agent and Relationship to Applicant or Printed Name of Applicant if Signed by Witness and Date.		Date / /	

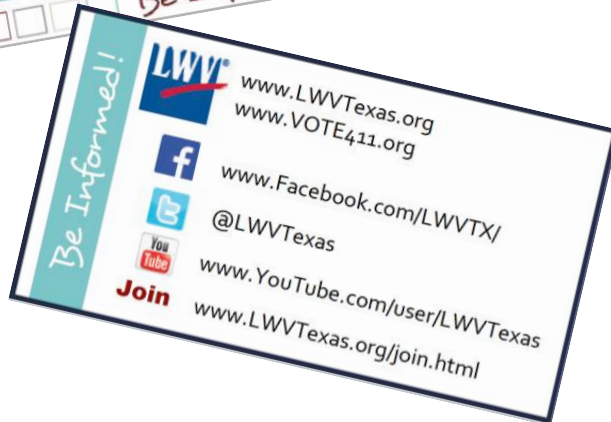
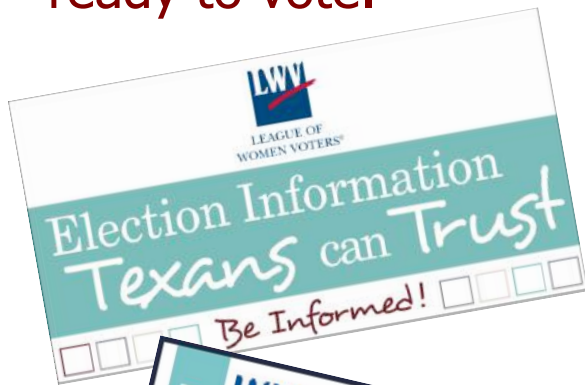
- People with a past felony conviction can register if they have completed their term of incarceration, parole, supervision, or probation (i.e., "off paper").

6. Educate new voters



Help make a plan for voting

Assist voter in getting ready to vote.



LWV-TX social media business card available at www.lwvtexas.org/Media.html

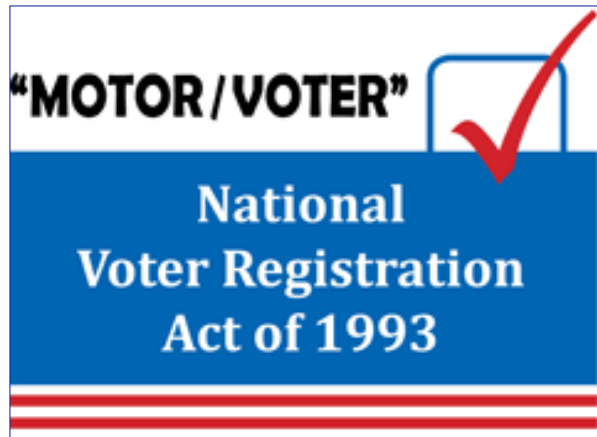


Bookmarks individualized for each local League available at www.lwvtexas.org/Vote_it_counts.html



July 2017

7. Know the law



*About the National Voter
Registration Act*
<http://tinyurl.com/yd49avp3>



Texas Voting
<http://tinyurl.com/yolwts>



Texas Volunteer Deputy Registrar Guide
<http://tinyurl.com/d5bv6t>

Voter Registration Resources



- Nonprofit VOTE: Toolkit, checklist, training video
www.nonprofitvote.org/resource-library/voter-registration-2/
- LWV-TX resources for educating high school and college students
www.lwvtexas.org/Teacher_Voter_Education.htm
- National Voter Registration Day: Toolkits, graphics, posters
<http://nationalvoterregistrationday.org/partner-toolkit/>

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