



VOTER REGISTRATION DRIVE TOOLKIT

@generationvoter

WELCOME

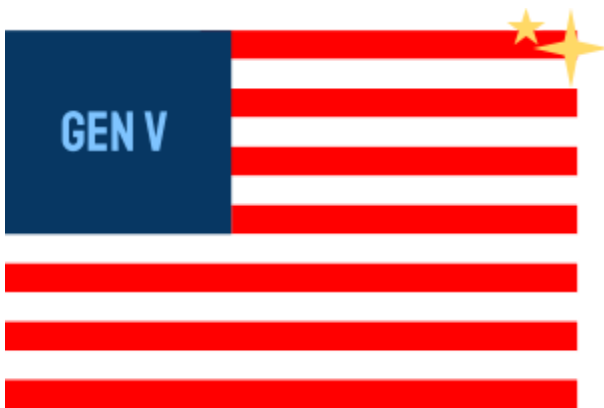
Yay! We are so excited you want to host a voter registration drive. In this packet you'll find a step-by-step guide to registering voters in your community. If you have any feedback or questions, please email generationvoter@burlingame.org.

TABLE OF CONTENTS

Materials Checklist	1
Planning the Drive	2
Contacting School Administrators	2
Writing a Proposal	3
What Volunteers Need to Know	4
Graphic Design Template Pack	5
Conclusion	6

MATERIALS NEEDED

- This packet
- Voter Registration Cards (From the county elections office, see packet)
- Signage (page 5)
- Clipboards
- 10-15 Pens (You will lose most of them)
- Optional:** Generation Voter stickers (You can contact the Burlingame City Clerk for these free gifts for your participants.)



PLANNING THE DRIVE

CHOOSING A DATE

Consider holding the event during another school sponsored event or spirit day. This will ensure enough people are walking by your stand. (Ex: the Club Fair)

LOCATION

If you can, hold your drive in an area with a lot of foot traffic.

AUDIENCE

16 year olds can pre-register so make sure to include them in your target audience!

OBJECTIVE

Set a goal: how many people do you want to register? Visualize what a successful drive looks like to you.

VOLUNTEERS

Recruit 1-3 volunteers to help you with your event. Make sure you have their phone numbers or contact information.

CONTACTING SCHOOL ADMINISTRATORS

STAFF MEMBER SUPPORT

Is there a staff member who is interested in elections? Maybe your social science teacher? It's important to gain the support of a staff member before contacting an administrator asking for the school's support.

EMAIL TEMPLATE

Dear Mr./Ms. _____,

My name is (insert name) and I'm a (insert grade). I would like to share with you a proposal to host a voter registration drive at/on (suggest the time you wish to hold the drive). I discussed this idea with (staff name) and received their support. I have attached my proposal below and I hope you will consider this idea. If you have any questions, please let me know.

I look forward to hearing from you,

(insert name)

VOTER REGISTRATION DRIVE PROPOSAL TEMPLATE

LEAD ORGANIZER:

PURPOSE: To help students exercise their right to vote by registering new voters, and to encourage participation in our democracy.

STAFF IN SUPPORT:

(OPTIONAL) BURLINGAME OFFICIALS IN SUPPORT: Meaghan Hassel Shearer (Burlingame City Clerk)

WHERE:

WHEN:

LOGISTICS:

- Voter Registration Cards will be provided by the County Elections Office.
- Student volunteers will run the booth and will be familiar with correct protocol when conducting the drive.
- Lead organizer will bring all voter forms, clipboards, pens, and collection envelope.
- Lead organizer will provide signage: “Register to vote here”
- Volunteers will provide extra VRCs for newly registered voters to share with their friends and family

(OPTIONAL) PROPOSED TIMELINE

A proposed timeline is not necessary, but may be greatly appreciated by school administrators.

Here is an example of a timeline:

- August 25th: Become familiar with the rules regarding hosting a voter registration drive.
- September 1st: Recruit student registration volunteers and schedule a time to read and talk about the rules together.
- September 5th: Contact the County Elections office for county Voter Registration Cards (VRC).
- Week of September 13th: Train student volunteers, confirm event logistics and set-up, Create a banner (“Voter Registration Here”) and confirm receipt of VRC.

WHAT VOLUNTEERS NEED TO KNOW

HOW TO FILL OUT A VOTER REGISTRATION CARD (VRC)

The only necessary information to fill out is...

1. Checking the box agreeing you are a citizen who is eligible to register. Indicate whether you wish to register or pre-register. Non-citizens are not eligible to vote.
2. Full name
3. Address
4. Date of birth
5. A signature/affidavit confirming the above information

Check that the student completed Step 5, meaning they signed their name near the bottom and wrote the date.

We highly recommend highlighting the VRCs with a yellow highlighter, as shown to the right, to help people fill out the form correctly and avoid confusion on drive day.



COLLECTING THE VRC

1. Make sure the student fills out all necessary portions of the VRC and then collect them in a large envelope. You must collect all the VRCs that have been filled or partially filled out, no matter what they say.
2. You must drop off the filled out VRCs to the County Elections Office no later than three days after your drive.

VOLUNTEER CONDUCT

1. Volunteers shouldn't wear political apparel that favors one party over another.
2. Volunteers should not pressure a student to align themselves with a political party.
3. If a volunteer assists someone by writing on a form, they must also sign the VRC in the bottom right hand corner.

GRAPHIC DESIGN TEMPLATES

SPREAD THE WORD

Now that you've planned a drive, it's time to publicize it! Tell your friends, insert a shoutout into your student news broadcast, and ask your supportive staff member to mention it to their classes. On this page you'll also find editable graphics to promote your event. Or, go the old-fashioned route and draw signs with markers and paper.

INSTAGRAM

To customize our Insta design on Canva, click [here](#). Tag us in your post: @generationvoter.

SIGNAGE

Get creative and create posters that say "register to vote here" and "16+" to direct students to your booth. Avoid using the imagery of a political party in your visuals, since drives are non-partisan.

FLIERS

Here is an example flier. To customize this design on Canva, click [here](#).



CONCLUSION

THANK YOU

Congratulations! At this stage, your drive was successful and your VRCs were turned in. Thank you for strengthening the democratic process. Your classmates and your community thank you.

(OPTIONAL) FURTHER READING

If you're interested in learning more about voting, here are a few titles we recommend.

1. *Thank You for Voting: The Maddening, Enlightening, Inspiring Truth About Voting in America* by Erin Geiger Smith
2. *The Fight to Vote* by Michael Waldman
3. *"Let Us Vote!" Youth Voting Rights and the 26th Amendment* by Jennifer Frost

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