



ORGANIZING TIPS TO INCREASE UTILITY OF YOUR INSTITUTION'S VOTER REGISTRATION PORTAL

Voters engage with your institution's voter registration portal/tool through direct link or the use of a QR Code. Using an institution-wide voter registration portal allows a campus to measure its impact— seeing how many people are directly registering through the institution's tool. The trick here is to integrate this portal in various ways to increase voter registration— from big events to everyday communications.

To get started, there's 4 categories, divided by the amount of preparation and planning time, to build campus utilization of your institution's voter registration portal.

Lightest lift - Create bit.ly links to track engagement with your institution's voter registration portal.

- By creating bit.ly links you can track which method of communication had the greatest impact on your campus. For instance, does a letter from the Student Voting Group or the institution's President / Chancellor garner the greatest response.
 - Turn your bit.ly links into QR codes for easy posting on social media platforms. Instructions to do so can be found here: <https://bitly.com/blog/how-to-make-a-qr-code-using-bitly/>
- Post the voter registration portal URL or bit.ly link on your campus website, on social media posts, and into university-wide systems (e.g., learning management systems, class registration).

Light lift — These are opportunities to add a QR code to places with high traffic or not a lot of barriers in the way.

- Flyer/Poster with QR code (Libraries, food areas, public and commons paces, coffee shops, book shops, residence halls) anywhere with major foot traction.
- Involving faculty and staff to add it as a part of their email signatures, business cards, course syllabus.
- Post the QR code on social media through university channels. Bonus is to think of ways to connect the QR code to civic holiday content.
- Asking student newspapers to write a piece on the voter registration portal.
- Student spotlights and testimonials can be advertised in campus-wide emails.

Medium Lift — Officially announcing the voter registration portal is a great way to ensure visibility and wide audience, it also gets people's attention when they are most aware. That said, you'll need to coordinate with more folks and make sure to get ahead of when these materials are finalized.

- First Year and Transfer Student Orientation - Collaborating with campus stakeholders to make it an effort for students to register to vote as a part of their journey to campus. Can be sent out in an email, attached as a link on a student's dashboard (i.e. where students see their transcripts), incorporated into the campus' learning management system (e.g., Moodle, Sakai, Canvas), and/or announced at orientation (can be walked through step by step).
- QR Code printed alongside tickets during sporting, theater, art exhibit - any event that requires a ticket.

Heavy Lift — Taking the extra step to walk every eligible student voter through the voter registration portal would be the most ideal, it is the most visible and leads to a streamlined process for voter registration. It becomes a one stop shop for all things portal and voter registration for students. This is a big ask for professionals as this is not officially a part of their job description and will also require training for staff.

- Training librarians, Student Fellows, Residential Advisors/Assistants or other workers to support nonpartisan student voter registration.
- Presidents and Deans of colleges release emails declaring their support with a video demonstration.
- Sponsoring mass voter registration events on campus.

It's important for students to register to vote accurately and in ways that reflect their political values. Students come from a variety of places and their voting patterns make significant changes to the electoral landscape. It's equally important for the institution to remain nonpartisan and to not influence students on their choice of their political party affiliation, who they chose to vote for or how they vote on ballot issues and measures. Consider, how in these mass messages can we ensure students are registering to vote with as much information as they need without losing them in a sea of information?

- Adding FAQs to mitigate some of the common questions
- Ensuring a point of contact (i.e., a hotline, campus voting website, or individuals) always traceable in the midst of the information.
- Consider linking to ALL IN's ALLINtoVote.org platform - a one-stop shop for student voting needs.