



NONPARTISAN VOTER ENGAGEMENT RESOURCE TOOLKIT

20

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The [ALL IN Campus Democracy Challenge](#) (ALL IN) has created numerous resources to provide support and structure for colleges and universities to institutionalize nonpartisan democratic engagement. Some of these resources were created in partnership with the [Students Learn Students Vote Coalition](#) and other partners. The ALL IN Resource Toolkit provides an overview of these resources that are available to your campus.

MEET THE TEAM

ALL IN's staff has experience with higher education and nonpartisan democratic engagement. Each campus has a dedicated ALL IN staff member with whom they can connect to discuss their institution's unique plans and challenges as well as learn more about ALL IN's campus resources and opportunities. [Review this map](#) to see who your ALL IN staff contact is (note: HBCUs and campuses in an Athletic Conference Voting Challenge may have a different staff contact than the staff assigned to their state).

Campus use: Know who your ALL IN staff contact is and reach out to them with any questions or to set up a call.



Bry Moore
(they/them/theirs)
Communications Manager



Cat Fish
(she/her/hers)
Managing Director



Jen Domagal-Goldman
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COMMUNITIES OF PRACTICE FELLOWS



Maria Alejandro
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Stanley Ebede
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Community Colleges



Sandra Rodriguez
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Hispanic-Serving Institutions

ACTION PLANNING

Developing a democratic engagement action plan is a key step of participating in ALL IN and institutionalizing nonpartisan democratic engagement on your campus. Each election cycle, ALL IN provides three action plan submission opportunities including two chances for campuses to receive feedback on their action plan.

Check out these action planning resources:

- **Strengthening American Democracy Guide** which outlines the sections and content to include in a nonpartisan democratic engagement action plan.
- **Strengthening American Democracy Rubric** which allows a campus to self-assess the strength of their nonpartisan democratic engagement action plan and is used by ALL IN to confidentially score a plan.
- **Example Action Plans** which will provide examples of strong action plans.
- **Sign up to review action plans** to learn ideas from other campuses and support the process to provide campuses with feedback.

Campus use: Coordinate with your campus voting coalition to submit an action plan at least once during each two-year election cycle. Institutions are encouraged to submit an action plan at least one time before the final action plan submission opportunity.

ACTION PLANNING

Action Plan Submission Opportunities

For each two-year election cycle, ALL IN provides three action plan submission opportunities. Institutions are encouraged to submit an action plan at least one time before Election Day. Campuses that submit an action plan by the first two action plan submission opportunities will receive action plan feedback that can be incorporated into their action plan and resubmitted. Action plans should be submitted as PDFs to [this form](#).

- **First Submission Opportunity** – [December 15, 2023](#)
 - **Second Submission Opportunity** - [May 31, 2024](#)
 - **Final Submission Opportunity** - [October 1, 2024](#)
-

Action Plan Feedback Reports

After each action plan submission opportunity that an institution submits an action plan, ALL IN prepares a unique action plan feedback report. If you submit a draft or final action plan by the first or second submission opportunity you will receive feedback to incorporate to your plan and have time to resubmit to ALL IN. Action plan feedback reports provide the following information about an institution's action plan:

- ➔ **Confidential Action Plan Score:** Based on the Strengthening American Democracy Rubric, an institution can receive up to two action plan scores for each two-year election cycle.
 - ➔ **Action Plan Comments and Tips:** ALL IN staff and trained reviewers provide comments about strengths and opportunities for improvement.
-

CAMPUS LEADER ENGAGEMENT

Presidents' Commitment to Full Student Voter Participation

Since 2020, more than 625 college and university presidents, provosts, and chancellors have signed the Presidents' Commitment to Full Student Voter Participation. By signing on to the [Higher Education Presidents' Commitment to Full Student Voter Participation](#), college, and university presidents are making a public statement of their commitment. As leaders, it is important for higher education presidents to express the value of an inclusive and vibrant democracy.

Campus use: Ask your institution's president, provost, or chancellor to [sign the commitment](#) if they haven't done so already.

Coaches Voter Engagement Pledge & Playbook

The ALL IN Campus Democracy Challenge in partnership with the [National Association of Basketball Coaches \(NABC\)](#), [The Team](#), and the [Women's Basketball Coaches Association \(WBCA\)](#) are providing nonpartisan voter education, registration, turnout, & advocacy tools to support college athletics in the democratic process. ALL IN encourages college coaches to engage in the following capacities:

- Connect with the Coaches' Voter Task Force
- Take the [Coaches' Voter Registration and Engagement Pledge for the 2024 Election](#)
- Find resources for athletic engagement by searching the [Civic Drills](#) database.

Campus use: Work with your athletic department to encourage all athletic administrators and coaches to sign the Coaches Pledge and use the Playbook.

CAMPUS LEADER ENGAGEMENT

ALL IN Student Voting Honor Roll

This spring the ALL IN Campus Democracy Challenge is piloting an updated and expanded ALL IN Student Voting Honor Roll recognition program for college students at participating campuses.

Each campus participating in ALL IN can nominate one student to be honored on the ALL IN Student Voting Honor Roll. We look forward to recognizing the student voting champions helping to institutionalize nonpartisan democratic engagement and increase college student voter participation.

- Only one student per ALL IN participating institution may be nominated.
- The ALL IN primary or secondary contact at the institution must complete the nomination form.
- Late Spring: 2024 ALL IN Student Voting Honor Roll selections are announced publicly by institutions and posted on ALL IN's website.

Campus use: Each Spring, plan to nominate a student who's doing extraordinary nonpartisan democratic engagement work on your campus!



DIGITAL RESOURCES

Your Campus' Page on ALL IN's Website

Every institution participating in ALL IN has a unique webpage on ALL IN's website. On this page, you can find any past nonpartisan democratic engagement action plans and NSLVE reports (for institutions that have given ALL IN permission to publish their NSLVE reports) submitted to ALL IN. Additionally, seals of recognition for past elections or whether a campus has signed the Presidents' Commitment can be found on this page.

Campus use: Share this page with your campus voting coalition and campus community to easily share past action plans and NSLVE reports and read action plans from peer institutions.

Northampton Community College

Bethlehem, PA
2-year Public
Enrollment: 9,769
Join Year: 2018



2022 Action Plan



2020 Action Plan



2018 Action Plan



2016 Action Plan



2020 NSLVE Report



2018 NSLVE Report



2016 NSLVE Report



2014 NSLVE Report

DIGITAL RESOURCES



Virtual Workshops

ALL IN hosts webinars and workshops to share resources, tactics, and promising practices for campuses to consider including in their democratic engagement plans. Review upcoming and past opportunities [here](#). Sign up for our [newsletter](#) to receive updates on upcoming offerings.

Campus use: Sign up for each webinar and workshop as recordings and materials presented during these endeavors are emailed to registrants which can be viewed at a more convenient time.



Newsletter

Once a month ALL IN sends an emailed newsletter called **The ALL INSider** from allinchallenge@civication.org. This newsletter highlights upcoming deadlines, resources, and opportunities for campuses. Subscribe to the newsletter [here](#).

Campus use: Ensure allinchallenge@civication.org is in your email contacts and invite members of your campus voting coalition to [sign up to receive the newsletter](#).



Social Media

Stay informed about upcoming events, deadlines, new resources, and updates that we share from partners who we follow.

Campus use: Follow us on [LinkedIN](#), [Instagram](#), [Facebook](#), and [X \(formerly Twitter\)](#) at [@allintovote](#).

DIGITAL RESOURCES

ALLINtoVote.org

The [ALLINtoVote.org](https://www.allintovote.org) website is a free one-stop shop for campuses and their students to navigate the voting process. As the shifts in regulations around vote by mail, and the needs for absentee ballot requests change, this site serves as an essential tool for helping campuses navigate support for their geographically diverse student bodies. This site provides students with tools to pledge to vote, register to vote, confirm their voter registration, and determine how and where to vote. During midterm and presidential elections, ALLINtoVote.org includes a pledge to vote leaderboard as well as resources for individuals to research what and who is on their ballot.

Campus use: Share the ALLINtoVote.org tool with your campus community to ensure students are registered to vote, pledging to vote, and making an informed voter plan.



The screenshot displays the ALL IN TO VOTE website interface. At the top, there is a navigation bar with the text "ALL IN TO VOTE" on the left and "REGISTER PLAN LEARN GET INVOLVED TAKE THE PLEDGE" on the right. The main content area features a large red banner with the text "ALL IN TO VOTE" and "VOTE TODAY". Below this, a "CAMPUS LEADERBOARD" is shown, which includes a table of college rankings and two cartoon illustrations of students.

ALL IN TO VOTE CAMPUS LEADERBOARD
1,460 total pledges to vote
1,429 total student pledges to vote

Rank	College	% of Students	# of pledges
1	WENTCLAIR STATE UNIVERSITY	2.54	538
2	Kean University	2.28	327
3	Rowan University	1.35	200
4	The College of New Jersey	2.06	158
5	Berkeley College	1.31	54
6	Farmingdale State College	.13	11
7	Marywood University	.39	10
8	University of Pittsburgh	.03	9
9	Rowan College at Gloucester County	.06	4
10	State Community College	.02	4

UPDATED 11/11/2020

REPORTS & TOOLKITS

Campus Engagement Summary Report

At least once a year, ALL IN sends a Campus Engagement Summary Report to each institution's primary and secondary contacts. This document summarizes an institution's past engagement in ALL IN from action plans and NSLVE report submissions to signing the Presidents' Commitment and listing an institution's contacts for ALL IN.

Campus use: Share this report with your campus voting coalition as a resource for past engagement in ALL IN. Ask your ALL IN staff member to resend your institution's recent summary if needed.

Nonpartisan Student Voting Group Report

Increasing nonpartisan student democratic engagement must include students in planning and execution of voter engagement strategies. ALL IN's [2023 Student Voting Group Report](#) provides a landscape of nonpartisan student voting groups and efforts with institutional support across the country and includes action items for campus staff, faculty, and administrators as well as students to start and sustain nonpartisan student voting groups.

Campus use: Share this [report](#) with student leaders on campus and review action items that your institution could take to more deeply support a nonpartisan student voting group.

REPORTS & TOOLKITS

Local Election Official & Campus Engagement Report and Toolkit

Local election officials can be an important resource and ally for your institution's democratic engagement plans. Developing a relationship with local election officials can result in numerous mutually beneficial outcomes for their office and your campus.

Campus use: Review the action items in this [report](#) and these [campuses](#) and [local](#) election official one-pagers for ways to start a relationship with a local election official and ideas for ways to work together to support your campus' democratic engagement work.

Friend-to-Friend Texting

Successful organizing meets people where they are and peer-to-peer strategies are some of the most successful. While in-person events, classroom presentations, and tabling are important strategies, digital voter engagement strategies are also needed. Occasionally, ALL IN and partners deploy various texting-based organizing strategies to reach voters (mostly students) on their phones and computers.

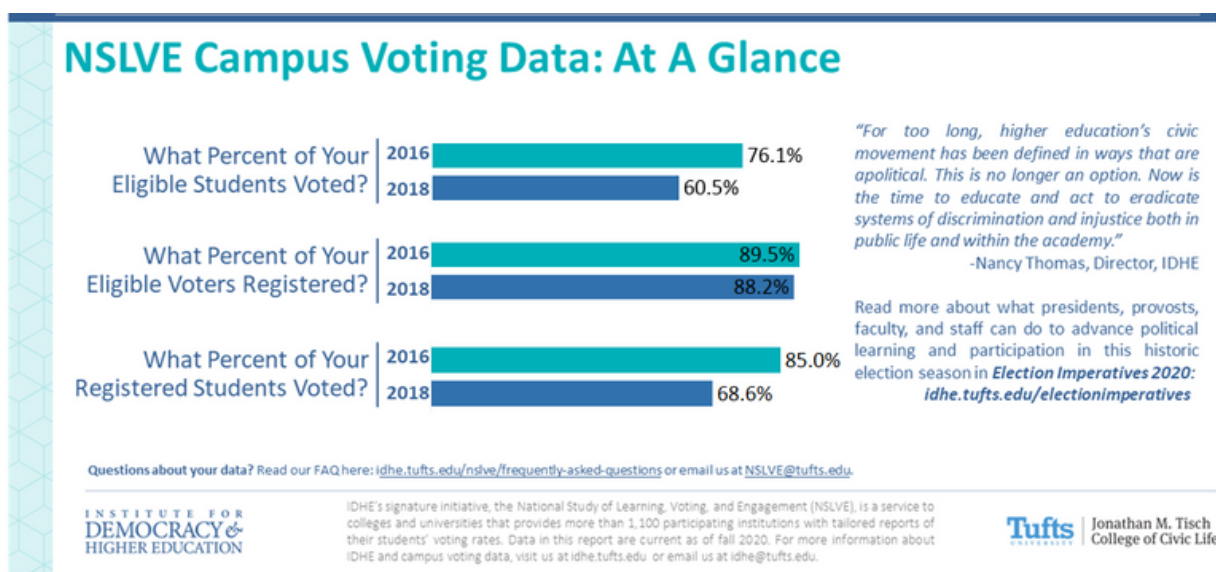
Campus use: Review the [ALL IN Friend to Friend texting training](#) for various texting strategies and the [What is Impactive guide](#) on logistics to start a texting-based organizing campaign on your campus, which is a great strategy for students to lead. If you're interested in hosting a texting campaign with ALL IN sign up here or email us at allinchallenge@civcnation.org.

REPORTS & TOOLKITS

National Study of Learning, Voting, and Engagement (NSLVE)

The National Study of Learning, Voting, and Engagement ([NSLVE](#)) is a free study housed at the Jonathan M. Tisch College of Civic Life at Tufts University. Every two years campuses receive their NSLVE reports from Tufts University based on midterm and presidential election registration and turnout data. Campuses are encouraged to use this data to develop and evaluate their campus action plans and are encouraged to share their reports with ALL IN to be eligible for awards and seals of recognition.

- **Campus use:** If your campus has not authorized [NSLVE](#) use [this link](#) to authorize the FERPA compliant study **through 2033**. If your campus has authorized **the study**, review your **past** reports with your campus voting coalition **and include goals and strategies in your campus action plan based on this data.**



SLSV COALITION RESOURCES

Students Learn Students Vote Coalition Resources

The Students Learn Students Vote ([SLSV](#)) Coalition is the national hub and largest nonpartisan network in the United States dedicated to increasing college student voter participation. SLSV convenes and connects campuses, nonprofit partners, students, and philanthropic leaders with each other, and with resources and programming towards achieving the vision of ensuring that every student has easy and equal access to participate in every election.

Campus use: Review [SLSV resources](#) which include Starter Packs, Coalition Explainer Graphics, Partner Directory, and a Resource Library.

Ask Every Student Playbook

We know there is no resource more valuable than examples of the innovative strategies, tactics, and resources that campus leaders on the ground develop for their specific campus context. This playbook is an evolving blog that highlights and uplifts the work happening at Ask Every Student Campuses across the country, representing a diversity of campus types, geography, sizes and strategic approaches.

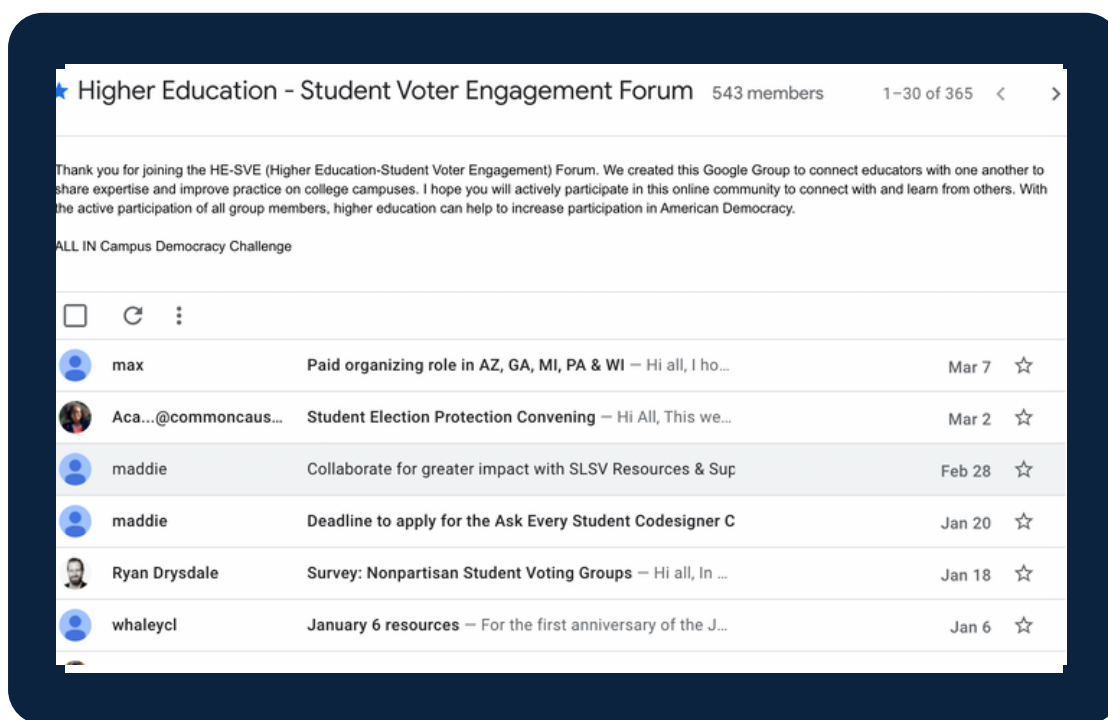
Campus use: Use the search bar or Tag Navigation List as part of the AES Playbook to narrow down by campus type, location, funding, and topics or browse all Ask Every Student strategies by scrolling to the bottom of the [playbook](#).

PEER SUPPORT & RESOURCES

HIGHER EDUCATION - STUDENT VOTER ENGAGEMENT FORUM

The HE-SVE (Higher Education-Student Voter Engagement) Forum is a Google Group to connect students, faculty, campus staff, administrators, nonprofit partners, local election officials and others with one another to share expertise, ideas, and questions to improve nonpartisan democratic engagement practices on college campuses.

Campus use: Sign up for the HE-SVE to receive emails, share ideas and pose questions.



JOIN TODAY!

PEER SUPPORT & RESOURCES

ATHLETIC CONFERENCE VOTING CHALLENGES

ALL IN works to support 14 collegiate athletic conference voting challenges across the following athletic conferences: America East, ACC, Big Ten, Big 12, Big Sky, Conference USA, Ivy League, MIAC, NESCAC, OAC, Pac-12, and SoCon. While many of the athletic conferences have relationships specific to their respective athletic conference commissioners, others have awareness with the conferences but currently work independently as cohorts of campuses. All of the Athletic Conference Voting Challenges have representation from academic and student affairs staff working collaboratively toward increasing nonpartisan student voter registration and turnout rates across their conferences and at their institutions. In addition to these athletic conference communities of practice, conference-based voting recognition is provided during the biennial ALL IN Awards Ceremony events.

Campus use: Interested in creating an Athletic Conference Voting Challenge? Email allinchallenge@civcnation.org to start one today.



PEER SUPPORT & RESOURCES

COMMUNITIES OF PRACTICE

ALL IN supports a Community of Practice for Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions (HSIs), and community colleges participating in our program. These are spaces for primary contacts, campus voting coalition members, and ALL IN staff to learn, share, and grow in regards to nonpartisan civic learning, political engagement, and student voter participation. Learn more about ALL IN's Community of Practice offerings on our website [here](#).

Campus use: If your campus is an HBCU, HSI, or community college and would like to join one of our Community of Practice cohort contact allinchallenge@civcnation.org.

ALL IN Campus Democracy Challenge
ALL IN with HBCUs
Supporting Historically Black Colleges and Universities to achieve excellence in student democratic engagement.

WHAT IS ALL IN?
The ALL IN Campus Democracy Challenge is a national, nonpartisan initiative that supports and recognizes colleges and universities working to improve civic learning, political engagement, and voter participation. ALL IN encourages institutions to help students form the habits of active and informed citizenship, as well as institutionalize democratic engagement activities and programs - making them a defining feature of campus life.

HOW DOES IT WORK?
Your campus completes the steps below.

- 1 **Join** and make a commitment.
- 2 **Convene** a campus-wide working group.
- 3 **Develop** and implement an action plan.
- 4 **Share** NSLVE reports with the Challenge.
- 5 **Earn** recognition seals and win awards.

WHY PARTICIPATE?
Your campus will be joining

990+	50	9.8M+	45+
COLLEGES & UNIVERSITIES	STATES	STUDENTS	HBCUs

All committed to making nonpartisan democratic participation a core value. Together, we are cultivating generations of engaged citizens and community members who are essential to a healthy, representative democracy.

Join today.
Any accredited, degree-granting, post-secondary institution may join and there is no cost to participate.

ALLINCHALLENGE.ORG

allinchallenge@civcnation.org | [@allintovote](https://www.instagram.com/allintovote) | [f](https://www.facebook.com/allintovote) | [in](https://www.linkedin.com/company/allintovote) | [yt](https://www.youtube.com/channel/UC...)

[Access HBCU Overview here](#)

ALL IN INITIATIVES
WORKING TOGETHER WITH HBCUs

Supporting & Recognizing HBCUs
Closing student voter participation gaps based on demographics such as age and race, in part by supporting and recognizing Historically Black Colleges and Universities and Predominantly Black Institutions.

PROMOTING EQUITY & INCLUSION

245+	Community Colleges participating
250+	Hispanic-Serving Institutions participating
45+	Historically Black Colleges & Universities participating

HBCU Award Categories:
Highest Voter Registration & Voter Turnout Rates

2020 BEST IN CLASS AWARDS HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

- Highest Registration Rate: North Carolina A&T State University
- Most Improved Voting Rate: Clark Atlanta University
- Highest Voting Rate: Spelman College
- Best Action Plan: North Carolina A&T State University

HBCU COMMUNITY OF PRACTICE
ALL IN strives to create an inclusive environment for networking, resource sharing, and tool development among participating HBCUs. To learn more about this group of campuses visit: bit.ly/HBCU_COP

ENGAGING LEADERS
Engaging HBCU Leaders
Partnering with HBCU presidents, chancellors, and provosts through the Presidents' Commitment to Full Student Voter Participation.

25+ HBCU Leaders Signed Presidential Commitment
625+ Higher Education President Signatories

The Presidents' Commitment is led by a council of current and emeritus presidents, including:

- **Current member:** **Raylin Arles**, President of Bennett College
- **Former members:** **Brendy Dandridge**, President Emerita of Spelman College; **Ruth S. Simmons**, President Emerita of Prairie View A&M University; and **David Wilson**, President of Morgan State University.

SUPPORTING CAMPUSES
Digital Tools & Campus Resources

- ALLINtoVote.org**: a free web-based voter registration, education, and mobilization tool
- Democratic engagement action planning support and feedback
- Educational webinars and roundtables
- Campus mini-grants to aid democratic engagement work
- Online Resource Hub

If you'd like more information about any of the initiatives above, please contact allinchallenge@civcnation.org

allinchallenge@civcnation.org | [@allintovote](https://www.instagram.com/allintovote) | [f](https://www.facebook.com/allintovote) | [in](https://www.linkedin.com/company/allintovote) | [yt](https://www.youtube.com/channel/UC...) | AS OF JANUARY 18, 2024

CIVIC HOLIDAYS

Civic Holidays are nonpartisan days of action that strengthen and celebrate our country's democracy. They bring together a wide range of organizations - like the ALL IN Campus Democracy Challenge - and communities in pursuit of an America where everyone participates and votes.

The 2024 Civic Holidays are:

- **September 17** - Constitution Day & National Voter Registration Day
- **October 7-11** - National Voter Education Week
- **October 29** - Vote Early Day
- **November 4** - Election Hero Day
- **November 5** - Election Day

Campus use: Consider anchoring your tactics around civic holidays. A civic holiday is a day (or days) of action that is expressly focused on encouraging all citizens of the United States to be able to freely and confidently exercise their right to vote through community celebration.

IMPORTANT LINKS

[AllInToVote.org](#)

[Events and Highlights](#)

[Join ALL IN](#)

[Join The HE-SVE ListServ](#)

[Nominate a Student to the ALL IN Voting Honor Roll](#)

[NSLVE Authorization](#)

[Subscribe to monthly ALL IN Newsletter](#)

[Sign the Presidents' Commitment](#)

[Sign the Coaches Pledge](#)

[Update Primary Contact](#)

[Update Secondary Contact](#)

Follow ALL IN on Social Media



REPORT LINKS

[Action Planning Resource Hub](#)

[ALL IN Recognition Overview](#)

[Ask Every Student Playbook](#)

[Local Election Official Report & Toolkit](#)

[Report](#), [Campus One-Pager](#), & [Local Election Official One-Pager](#).

[Nonpartisan Student Voting Group Report](#)

[Friend-to-Friend Texting Support](#)

[Training](#) & [One-pager](#)

[SLSV Partner Directory](#)

[SLSV Resource Library](#)

[SLSV #StudentVote Starter Packs](#)

**[Voter Friendly Campus & ALL IN Campus
Democracy Challenge One-pager](#)**
