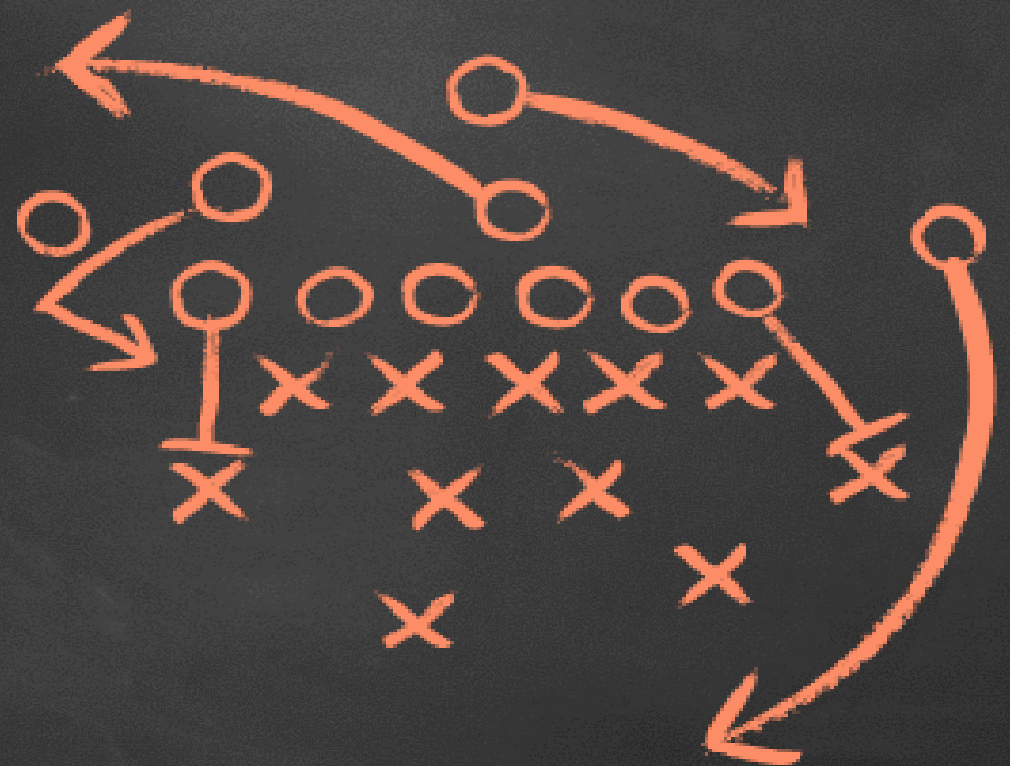


THE MERCER PLAYBOOK

2016 SOCON VOTING COMPETITION

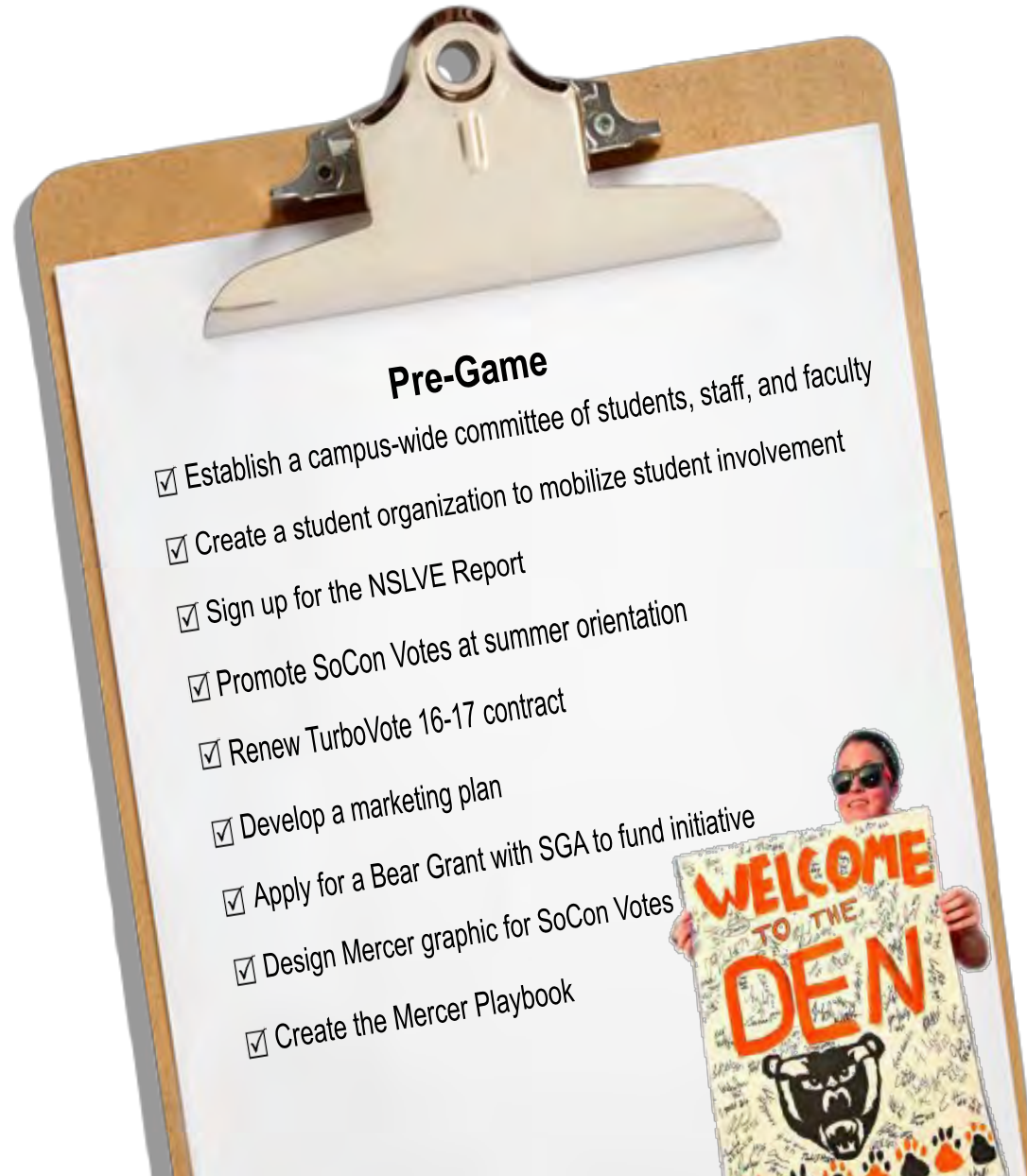


Overview



Pre-Game	3
Marketing Plan	4
Voter Registration	5
Voter Education	6
Voter Turnout	7
Calendar of Events	8
Partners and Co-Sponsors	9

Pre-Game Prep



Marketing

Mass Communication

- Include weekly reminders for students in "Bear Blurbs" and "Weekends at Mercer" emails
- Send a direct email from Student Government Association to all undergraduate students
- Ask academic deans to encourage faculty to promote SoCon Votes to students
- Work with Athletics to post an ad on the jumbo screen at football games
- Distribute electronic updates to Peer Advisors to share with freshmen

Social Media

- Build a website for voter info
- Make a Mobilize Mercer Facebook group
- Post weekly updates on social media

Information Tables

- Host table at Move-In Day
- Host table at Bear Fair
- Host tables weekly in University Center and Connell Student Center

Posters and Flyers

- Post materials monthly:
 - * Connell Student Center
 - * Residence Halls
 - * Academic Buildings
 - * Mercer Village

Presentations

- First Year Friday - Community Engagement
- Resident Assistant Training
- Peer Advisor Training
- Interfraternity Council
- National Pan-Hellenic Council
- Panhellenic Council
- GA Tech Game Trip Bus Rides
- Residence Hall Meetings
- Minority Mentors Civic Workshop

Voter Registration

Website

- Provide navigation links and instructions

Campus Outreach

- Hang voting infographic door hanger on residence hall doors
- Coordinate tables in Connell Student Center and University Center with laptops for easy online voter registration
- Partner with QuadWorks to do “Rock the Vote” theme at Battle of the Bands event
- Host event for National Voter Registration Day (9/27/2016)
- Canvas residence halls to encourage voter registration and promote TurboVote
- Partner with National Pan-Hellenic chapters on their annual voter registration drives
- Partner with Greek organizations to distribute information to chapters
- Partner with student organizations to get information to members

TurboVote Registration Promotion

- Host tailgate at 9/1 football game – sign up for TurboVote, get a plate
- Implement incentives for students who sign up
- Implement weekly prizes for new sign ups

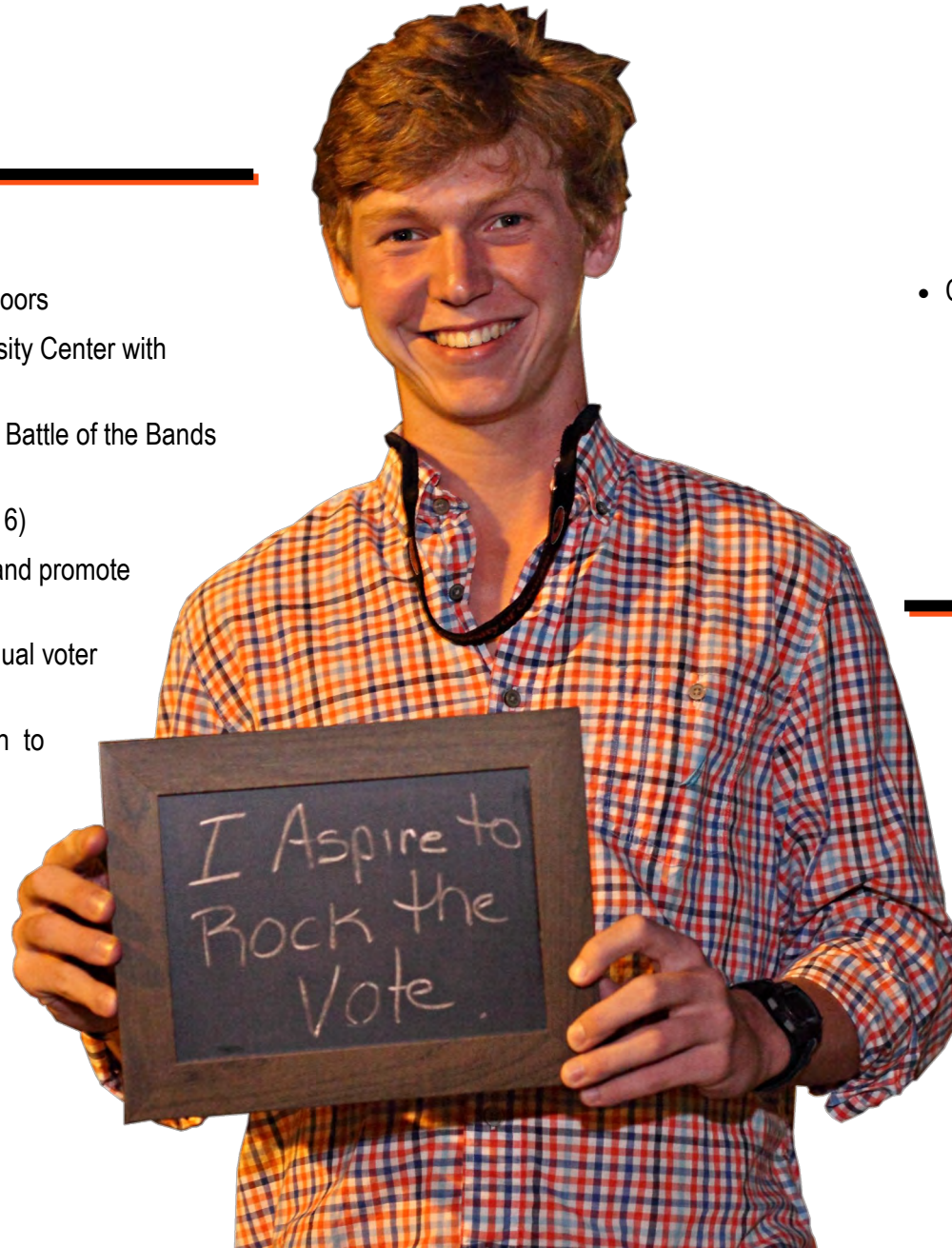
Voter Education

On the Issues

- Coordinate and host watch parties for televised presidential and vice presidential debates
 - Coordinate and host a forum on a critical issue
 - Post links on website to candidate pages
- Partner with Political Science Department to co-promote election-themed lecture series

On the Process

- Distribute “How to Vote” door hanger in residence halls
 - Provide navigation links and instructions on www.mercer.edu/vote
 - Provide information at resource tables in Connell Student Center and University Center
 - Promote TurboVote sign up



Voter Turnout

Website

- Provide navigation links and instructions

Campus Outreach

- Coordinate tables in Connell Student Center and University Center to encourage TurboVote registration and absentee ballot use
- Knock on doors in residence halls to remind students to request and mail absentee ballots
- Provide envelopes for absentee ballots
- Partner with Greek organizations to distribute information to chapters
- Partner with student organizations to distribute information to members

TurboVote Promotion

- Provide incentives for students who sign up
 - * Offer weekly prize drawings for new sign ups
 - * Football tailgate on 9/1/16

Calendar of Events

Summer Orientation

Friday, June 17, 2016
Monday, June 20, 2016
Wednesday, June 22, 2016
Friday, June 24, 2016
Monday, June 27, 2016

Move-In Day

Saturday, August 20, 2016

Bear Fair

Monday, August 22, 2016

Football Tailgate

Thursday, September 1, 2016

Presidential Debate

Watch Party

Monday, September 26, 2016

National Voter Registration Day

Tuesday, September 27, 2016

Vice Presidential Debate

Watch Party

Tuesday, October 4, 2016

Presidential Debate

Watch Party

Sunday, October 9, 2016

Presidential Debate

Watch Party

Wednesday, October 19, 2016

Battle of the Bands: Rock the Vote

Thursday, October 20, 2016

Election Day

Tuesday, November 8, 2016



Partners

Academic and Advising

Athletics

Atlanta Office of Campus Life

Center for Community Engagement

Interfraternity Council

Macon Office of Campus Life

Mercer College Republicans

Mercer Maniacs

Minority Affairs

Mobilize Mercer

National Pan-Hellenic Council

Office of the QEP

Panhellenic Council

Political Science Department

QuadWorks

Residence Hall Association

Residence Life

Regional Academic Centers

VP & Dean of Students Office

Student Government Association

Young Democrats



For more information, contact

Hannah Vann

Center for Community Engagement

vann_hf@mercer.edu

478-301-2870