



# NONPARTISAN VOTER ENGAGEMENT RESOURCE TOOLKIT

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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.

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# MEET THE TEAM

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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.



**Cat Fish**  
(she/her/hers)  
Managing Director



**Eli Moore**  
(he/they)  
Communications Manager



**Jen Domagal-Goldman**  
(she/her/hers)  
Executive Director



**Olivia Antigua**  
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**Ryan Drysdale**  
(he/him/his)  
Director, Impact and State  
Networks



**Stephanie King**  
(she/her/hers)  
Senior Director, Strategic  
Initiatives

# COMMUNITIES OF PRACTICE FELLOWS

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**Maria Alejandro**  
(she/her/hers)  
Hispanic-Serving Institutions



**Will Bowlin**  
(he/him/his)  
Community Colleges



**Monica Clarke**  
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Historically Black Colleges  
and Universities



**Noelani Cubillos-Sanchez**  
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Hispanic-Serving Institutions



**Stanley Ebede**  
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Community Colleges



**Tammie Green**  
(she/her/hers)  
Historically Black Colleges and  
Universities



**Sandra Rodriguez**  
(she/her/hers)  
Hispanic-Serving Institutions



**Shannon Williams**  
(she/her/hers)  
Community Colleges

# ACTION PLANNING

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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.

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# ACTION PLANNING

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## 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.
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# CAMPUS LEADER ENGAGEMENT

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## 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.

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## 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.

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# CAMPUS LEADER ENGAGEMENT

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## 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

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## 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

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# DIGITAL RESOURCES

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## 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](mailto:allinchallenge@civication.org). This newsletter highlights upcoming deadlines, resources, and opportunities for campuses. Subscribe to the newsletter [here](#).

**Campus use:** Ensure [allinchallenge@civication.org](mailto: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

## ActiVote

The ALLIN with ActiVote platform is a free personal democracy experience that is completely tailored to the local community in which you vote. Find details on your upcoming elections and sign up for reminders to ensure you never miss a primary or local election going forward! ALLIN with ActiVote gamifies the process of preparing your ballot to ensure you confidently vote in every election.

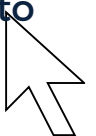
**Campus use:** Encourage students to make a voting plan using the [ALL IN ActiVote resource](#) whether they are registered on campus or at home.

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## ALLINtoVote.org

The [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.



# REPORTS & TOOLKITS

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## 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.

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## 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.

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# REPORTS & TOOLKITS

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## 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.

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## 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](mailto:allinchallenge@civcnation.org).

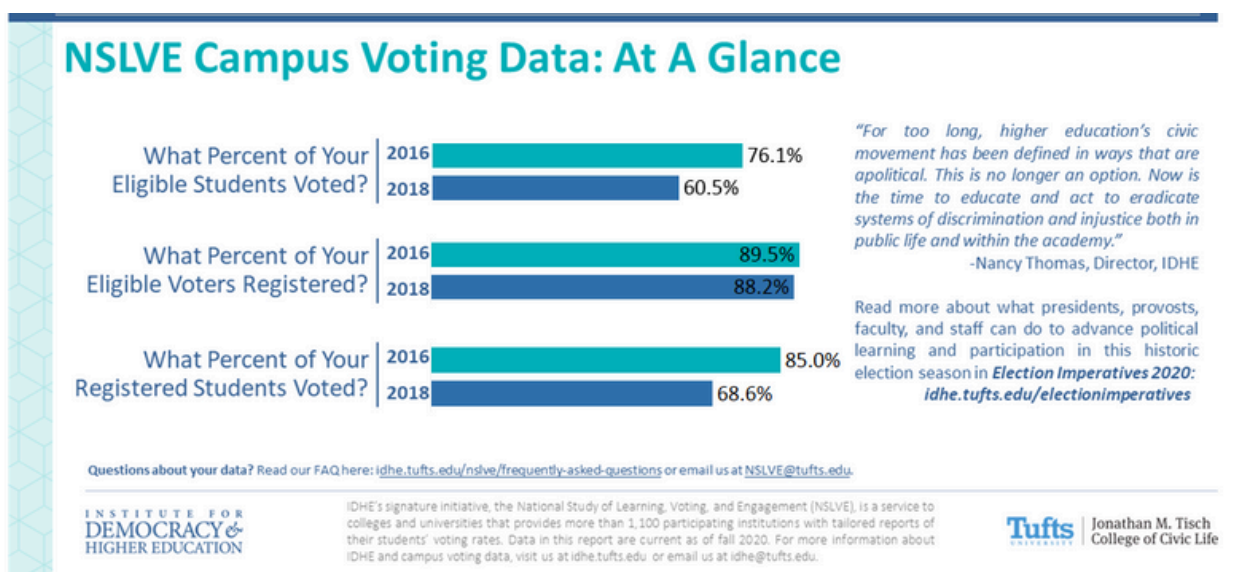
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# REPORTS & TOOLKITS

## 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

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## 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.

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## 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](#).

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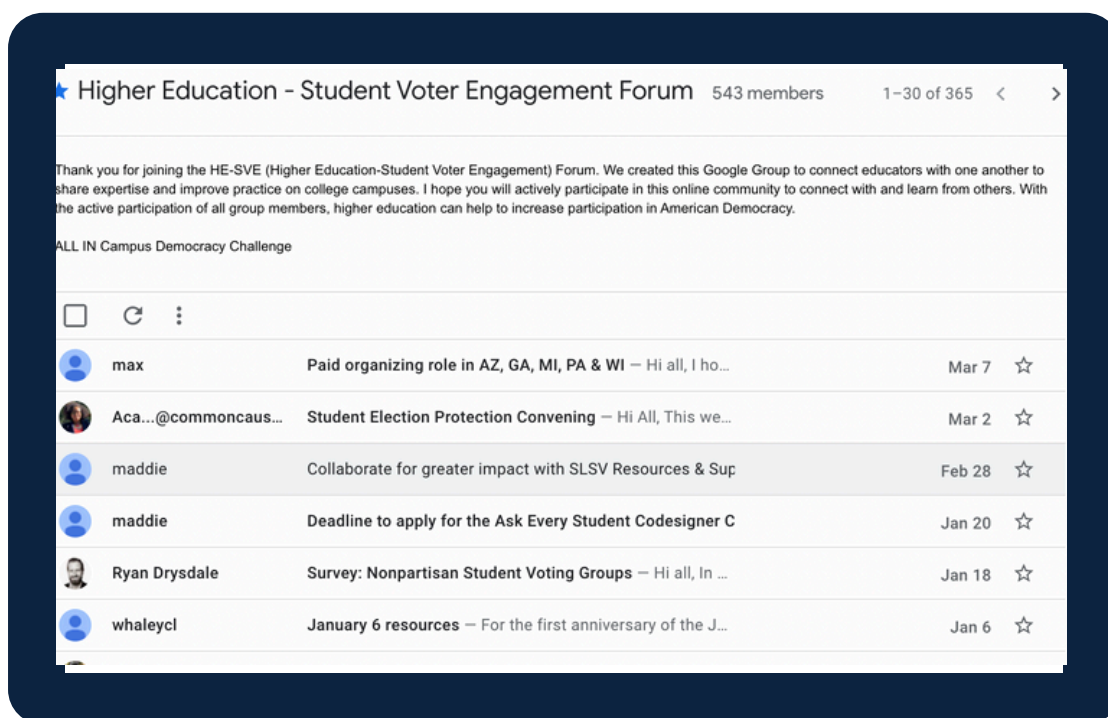
# PEER SUPPORT & RESOURCES

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## 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

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## 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](mailto: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](mailto: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](http://ALLINCHALLENGE.ORG)

[allinchallenge@civcnation.org](mailto:allinchallenge@civcnation.org) | [@allintovote](#) | [f](#) | [t](#) | [v](#)

[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](http://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 Berea College
- **Former members:** **Brendy Dandridge Taylor**, 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](mailto:allinchallenge@civcnation.org)

[allinchallenge@civcnation.org](mailto:allinchallenge@civcnation.org) | [@allintovote](#) | [f](#) | [t](#) | [v](#) | AS OF JANUARY 18, 2024

# CIVIC HOLIDAYS

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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

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[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

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**[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](#)**

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