



Office of Service & Civic Engagement  
2082 Lawrenceville Rd  
Lawrenceville, NJ 08648  
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#RiderVotes 2020 Initiative  
All In Campus Democracy Challenge

**Purpose:** To bring together the Rider community in a coordinated effort to promote participation in the upcoming 2020 Presidential Elections, while also creating a more civically engaged climate at the University. A Rider Votes student Volunteer Corps will be created to facilitate three phases of the campus wide initiative: Voter Registration, Education, and Voting.

**Goals:**

- To promote civic engagement and increase the number of Rider students who register to vote and vote on Election Day.
- To create a Rider Votes Volunteer Corps to educate and prepare student volunteers to serve as leaders as they actively engage in the Rider Votes initiative.
- To design and implement a variety of educational programming and events that promotes increased understanding about issues surrounding the 2020 Elections.
- To engage various constituencies at Rider in providing input and assistance in the coordination of events and opportunities that promote the initiative.

**Collaborators:**

Joan Liptrot - Director - Service & Civic Engagement  
Sue Perls - Coordinator Service & Civic Engagement  
Matthew Scanlon - President of Rider Democrats/Political Science Student  
Barbara Perlman - Director of Student Involvement  
Laura Seplaski - Director of Leadership Development Program  
Jonathon Sun – Assistant Director Diversity & Inclusion

Kristina Myers - Director of Women's Leadership Council (GBWLC)  
Micah Rasmussen - Rebovitch Center for New Jersey Politics  
Ally Koury -Coordinator Student Involvement  
Kadidiatou Diallo – Coordinator Fraternity & Sorority Life  
Christine Melhorn – Director Transition Programs  
Roberta Butler – Residence Life

### **Rider Votes Volunteer Corps**

A team of 30 to 50 student leaders will be recruited with specific representation from key groups including: Student Government, athletes, Greek life, recreation programs, commuters, residence life, SPECTRUM, Multicultural Student Leadership Institute, Political Science, Leadership Development Institute, and each College. Students will commit to attending a three hour on-campus training and agree to make presentations to groups, table at campus events as well as during voter registration drives, and contribute to social media promoting #RiderVotes. Training will be facilitated by the Office of Service & Civic Engagement, The Rebovitch Center for New Jersey Politics and interested Political Science faculty. Training content will include Voter Registration in NJ and other states, Mail In Ballots for NJ and other states as well as resources to find information about candidates and issues that are important to members of the Rider community.

#### **Timeline:**

**July** - Create promotional materials for recruitment

**August** - Recruit volunteers

**September 7** - Volunteer training

**September/October** – Volunteer Corps Members tabling, presenting, etc

**November** - Debrief & reflect

### **Voter Registration**

Rider University encourages all students to register to vote so they can participate in the 2020 election on November 3. Registered voters and those registering during the Voter Registration Drive will receive a special #RIDERVOTES lapel pin. Students will be encouraged to participate in the #RiderVotes Challenge by taking a picture of themselves, posting to social media, including the #RiderVotes and challenging their friends and classmates to register.

#### **Voter Registration at Key Events**

**Broncapalooza** – Student Government will host Voter Registration during the annual Fall club and organization fair. This table will include registration resources, freebies, and general information.

**Diverse Welcome** - The Office of Diversity and Inclusion will host a registration table providing information to students. This table will include registration resources, freebies, and general information.

**Cranberry Fest** - Members of SGA will host a voter registration drive and distribution of US Constitutions. This table will include registration resources, freebies, and general information.

**Senior Night** - University Advancement and BOLD (Bronc of the Last Decade) volunteers will facilitate the voter registration efforts prior to the Senior Night in the Rider Pub. This table will include registration resources, freebies, and general information.

**Meet the Greeks** - The Office of Fraternity and Sorority Life and Rider University Greek Council will host voter registration at Meet the Greeks. This table will include registration resources, freebies, and general information.

**Women's Leadership Event** - Gail Bierenbaum Women's Leadership Council will host voter registration at their fall event celebrating the 100th anniversary of the 19th Amendment and will include a keynote speaker and a pop-up exhibit on NJ women's suffrage.

### **Voter Registration Drives**

**September 12 – 19, 2020** – Kicked off at Cranberry Fest this Voter Registration Drive will take place every day, including Sept. 17, Constitution Day. Volunteer Corps members will be tabling throughout the day at locations across campus. Tables will include registration resources, freebies, and general information.

**September 22, 2020** – In celebration of National Voter Registration Day, Volunteer Corps members will be tabling throughout the day at locations across campus. Tables will include registration resources, freebies, and general information.

**October 5 – 9, 2020** – As the deadline for Voter Registration approaches Volunteer Corps members will be tabling throughout the day at locations across campus. Tables will include registration resources, freebies, and general information.

## **Education**

### **August**

**Residence Life Community Assistant Training “Get Out the Vote” Training** - Office of Service and Civic Engagement to provide a workshop for the members of the Residence Life staff. The information includes facts and figures from past elections, and emphasizes the power of the youth vote. Resources are available for staff to use with their residents at smaller presentations across campus in September and October.

**Rider Votes Volunteer Corps Training – “Voter Registration”** This initial training for Volunteer Corps members will explain voter registration practices in NJ and other states and resources like TurboVote and other online platforms that allow someone to check their registration status. It will include the most up to date information about the 2020 elections.

## **September**

**Rider Volunteer Corps Training – “Understanding the Elections: How to Decide Who Gets Your Vote”** Volunteer Corps members will learn strategies and gain resources to facilitate information sessions that are non-biased discussions for students to determine where their values align with each candidate.

**Speaker Series** – Speakers and dates TBA by Rebovich Center for New Jersey Politics

## **October**

***“Understanding the Elections: How to Decide Who Gets Your Vote”***

- **Rider Votes Volunteer Corps** will facilitate this interactive session for any groups on campus to help students think critically about issues while choosing a candidate to vote for.
- **Community Directors** utilize the Community Advisor session and resources provided in preparing CAs to use as programming in the Residence Halls
- **Office of Fraternity & Sorority Life** will present to leadership of Greek organizations and provide resources for facilitating discussions about candidates with their chapters.
- **Office of Service & Civic Engagement** will present to Bonner Community Scholars to assist them in serving as a resource during discussions across campus.

**Speaker Series** – Speakers and dates TBA by Rebovich Center for New Jersey Politics

## **September through November 3**

**Did You Know? Campaign** - A multi-media voter educational campaign will run from Monday **September 14 until Tuesday November 3**. The forms of media include social media story videos, social media graphic posts, announcements via 107.7 the Bronc, Axis TV, The Rider News and all other collaborators in the RiderVotes initiative.

Sample information to be shared via all platforms:

- “The #RiderVotes Campaign will be providing the community with Election information and updates daily via Axis TV from now through Election Day! Be sure to check in everyday to be educated about what is happening on and off campus, election history, candidate information, and resources you can utilize as you prepare to vote!”

- “Want to make voting on Election Day convenient? Rider students can register as Lawrenceville residents for this year’s Election so you can vote at the polling location closest to campus! Check out the Voter registration tables across campus this week.
- “If you need to register to vote, or if you wish to re-register to vote at the polling location nearest to the campus, you can do that at one of the #RiderVotes registration tables this week all across campus! It’s quick, easy, and free! Be sure to participate in the #RiderVotes Photo Challenge by taking a photo and posting it on social media using #RiderVotes!
- “Hey seniors! Senior Pub Night is tonight! Be sure to stop by the #RiderVotes table to register to vote in the upcoming midterm elections! Don’t forget to take a picture, post it on social media, and hash-tag Rider Votes!”
- “After nearly a century of protest the 19th amendment granted women the right to vote. That was only in 1920!”
- “Newly registered voters (that could be you!) vote at higher rates than previously registered voters.”
- On Saturday, August 8, 2009, Sonia Sotomayor became the first justice of Hispanic ethnicity to serve on the Supreme Court.”
- “Every state has a voter registration deadline - The New Jersey deadline is 21 days prior to the election, which is October 13.”
- “You can learn more about Democratic U.S. House candidate Bonnie Watson Coleman at [www.bonnieforcongress.com](http://www.bonnieforcongress.com).”
- “Approximately 44 million Americans do not have health insurance. Another 38 million Americans have inadequate health insurance.”
- “There are more than 35 political parties that have been founded in the United States since its birth.”
- “You can learn more about Republican U.S. House candidate Daryl Kipnis at [kipnisforcongress.com](http://kipnisforcongress.com).”
- “ “Did you register to vote for the upcoming elections this November? There will be #RiderVotes registration tables in Dalys from 11-4 and in Cranberry’s from 4-7. Don’t forget to take a picture, post it, and hash-tag Rider Votes.”
- “Did you forget to register to vote for November Elections? Don’t worry! We’ve got you covered! Register to vote at Dalys, “There have been over 200 women who have run for the position of president, according to PBS. These are mostly nominees of minor parties and candidates who ran for president before women achieved suffrage.”
- “On December 9, 1872, Pickney Benton Stewart Pinchback became the first person of African American descent to serve as governor of a U.S. state. Pinchback was the governor of Louisiana.”
- “In 1872 Victoria Woodhull became the first woman to run as president of the United States. She was from Ohio.”
- “19.9% of 18-29 year olds cast ballots in the 2014 Midterm Elections”
- “On average, only 40% of the U.S. population participates in Midterm Elections. The youth can change this - let’s get that number up! #RiderVotes”

- “The first ‘Democrat’ to be President of the United States was Andrew Jackson, who served from 1829-1837.”
- “By 2030, it is anticipated that 76 million Americans will receive health insurance through Medicare.”
- “Elections are held in November because it was the perfect time of year for farmers to leave their farms after harvest season without losing business. They also traveled on horse and buggy and the weather in November allowed for safe travel.”
- “The Green Party was founded in 1984”
- “Every vote matters, there have been cases in history when one vote has made the difference. In a 1910 contest for Buffalo New York’s congressional district, Democrat Charles B. Smith snuck by incumbent De Alva S. Alexander by a single vote - 20,685 to 20,684.”
- “Georgia was the first state in 1943 to lower the voting age from 21 to 18.”
- “Today is the official deadline to register to vote for the upcoming Midterm Elections in November! RU Ready? If not,
- register today!
- “The first Republican President was Abraham Lincoln. He took office on May 4, 1861.”
- “John Adams was the first president to live in the white house.”
- “The U.S. Constitution contains multiple spelling errors.”
- “All 435 seats in the U.S. House of Representatives are up for election this November.”
- “Democrats are targeting 91 Republican-held seats while House Republicans are targeting 36 Democratic-held seats.”
- “Young voters are more likely to support issues such as legalizing same-sex marriage, supporting a pathway to citizenship for immigrants and legalizing abortion than other age demographics.”
- “Voter turnout in the U.S. is extremely low compared to other countries. In fact, the U.S. is ranked 31 around the world for voter turnout.”
- “People with felony convictions can vote upon completion of sentence. People in prison and on parole cannot vote. All other people with criminal convictions, including people on probation, can vote.”
- “The New Jersey Constitution of 1776 did not discriminate by gender when it came to voting.”
- “On April 17, 2018, NJ just approved automatic voter registration (AVR), in time for the 2018 elections. With AVR in NJ, eligible voters applying for a state driver’s license or nondriver identification card will automatically be registered to vote unless they actively choose to decline.”
- “Registered to vote but not sure what to do next? We’ve got you covered. Check out the voter information table at Homecoming today! #RiderVotes”
- “NJ has 12 apportioned Congressional seats in the House of Representatives.”
- “The Constitution of the United States was written in 1787.”
- “The sales of Halloween masks of each political candidate has determined the outcome of the elections since 1988.”

- “While NJ does not have early voting in the traditional sense (where polls open a few days before Election Day), instead NJ does allow early voting by in-person absentee ballot.”
- “New Jersey is one of five states that exclusively use paperless machines.”
- “The Fifteenth Amendment guarantees the right to vote to all citizens regardless of race.”
- “Vote Smart, formerly called Project Vote Smart, is a nonprofit, non-partisan research organization that collects and distributes information on candidates for public office in the United States. You can compare policies and information about Midterm Election candidates at [votesmart.com](http://votesmart.com).”
- “Elections belong to the people. It's their decision. If they decide to turn their back on the fire and burn their behinds, then they will just have to sit on their blisters.” - Abraham Lincoln
- “More information about both District 12 candidates can be found at [votesmart.com](http://votesmart.com)”
- “55% of young people voted for Hillary Clinton, while 37% supported Donald Trump.”
- “The 2016 youth electorate was as diverse as the general youth population, and as the youth electorate in recent elections: 61% White, 15% African-American, 17% Latino, 5% Asian American, and 3% other.”

**Social Media Toolkit** - A social media toolkit for the campaign will be provided to all of the collaborating groups on campus to promote efforts for students to vote. The groups will have the option to choose which posts they would like to promote on their pages from the files provided. The forms of media will be shared through Google Drive file and emailed to all clubs and organizations. The files shared will include story graphics for platforms like Instagram, Snapchat, and Facebook. All of the infographics in the kit will be used as an educational tool to make students aware of important facts and ways to access resources before voting.

## Vote

On Election Day November 3, 2020 a shuttle will be available from 11:00 AM - 5:00 PM to take students to the polling place designated for those living at 2083 Lawrenceville Rd.

