



All In Campus Democracy Challenge

New Jersey Ballot Bowl

Midterm Elections 2018



Office of Service & Civic Engagement  
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**#RiderVotes Initiative**  
**All In Campus Democracy Challenge**  
**New Jersey Ballot Bowl 2018**

**Purpose:** To bring together the Rider community in a coordinated effort to promote participation in the upcoming 2018 Midterm Elections, while also creating a more civically engaged climate at the University. *The #RiderVotes Initiative will have three components: Voter Registration, Education, and Voting.*

**Goals:**

- To design and implement a variety of educational programming and events that educate the campus community about issues surrounding the 2018 Elections
- To promote civic engagement and increase the number of Rider students who register to vote and vote on Election Day.
- 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, Service and Civic Engagement
- Lauren Brolo, Bonner Community Scholars
- Micah Rasmussen, Rebovich Institute
- Laura Seplaki, Center for the Development of Leadership Skills
- Andrea Jarvis, Alumni Relations
- Pamela Pruitt, Multicultural Affairs
- Olivia Barone, Student Government Association
- Matt Cecere, Fraternity & Sorority Life
- Roberta Butler, Residence Life
- Chris Botti, Interim Associate Dean of Students - Westminster
- Ally Koury, Student Involvement
- Barbara Perlman, Student Involvement

# Voter Registration

Rider University encourages all students to register to vote so they can participate in the 2018 midterm election on November 6. 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.

Rider University is also participating in the NJ Ballot Bowl. This initiative from the NJ Secretary of State is encouraging colleges and Universities throughout the state to register as many students as possible before October 5, 2018.

## **September 10, 2018**

### **Stand Up & Vote**

Before and after the Comedy Show the Office of Service & Civic Engagement will collaborate with a representative from HeadCount.org to register students and provide information about TurboVote an app that provides voters with reminders about upcoming elections and the location of their registered polling place.

## **September 12, 2018**

### **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.

## **September 17, 2018**

### **Diverse Welcome**

The Office of Diversity and Inclusion will host a #RiderVotes registration table providing information to students. This table will include registration resources, freebies, and general information.

## **September 22, 2018**

### **Cranberry Fest**

Members of SGA will host a voter registration drive and distribution of US Constitutions

## **Rebovich Institute for New Jersey Politics**

### **Speaker Series**

### **September 25**

Regina Egea

Former New Jersey Chief of Staff and President of the Garden State Initiative

**September 29**

Gurbir Grewal

New Jersey Attorney General

**October 3, 2018**

**Office of Fraternity and Sorority Life**

The Office of Fraternity and Sorority Life will host voter registration at Meet the Greeks

**October 1-4, 2018**

#RiderVotes18 Voter Registration Drive

Monday through Thursday groups including Bonners, SGA, Fraternities, Sororities and LDP will man voter registration tables at Cranberrys and Daly Dining Hall from 11-2pm and 4-7pm each day in a final push for registrations to be submitted for the NJ Ballot Bowl.

## Education

**Office of Residence Life “Get Out the Vote” Training**

**August 22, 2018**

Office of Service and Civic engagement to provide a 90-minute session for the member 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.

**October 2018**

Community Directors to utilize the Community Advisor session resources in preparing CAs to help students think critically about issues while choosing a candidate to vote for. CAs will learn information about the all candidates to be a resource for other students and allow the sessions to be non-biased discussions for students to determine where their values align with each candidate.

**Office of Fraternity & Sorority Life**

**October 2018**

**Understanding the Mid-term Elections: How to Decide Who Gets Your Vote**

OS&CE will present to leadership of Greek organizations and provide resources for facilitating discussions about candidates with their chapters.

**Office of Service & Civic Engagement**

**October 3, 2018**

**Voting Is Activism In Action – Apathy Is NOT An Option**

Bonner Community Scholars Meeting

**October 2018**

Support CAs and Greek Chapters in Understanding the Midterm Election presentations

***Did You Know? Campaign***

Students from the Office of Service and Civic Engagement created a multi-media voter educational campaign that will run from September 17 until November 6. The forms of media include social media story videos, social media graphic posts, announcements via 107.7 the Bronc and more.

**Sample Media Posts**

**Collaboration with 107.7 the Bronc, Axis TV, and The Rider News and all other collaborators in the RiderVotes18 initiative.**

	<b>Information will share via. all platforms</b>
<b>September 17, 2018</b>	“The Office of Service and Civic Engagement is proud to contribute to #RiderVotes Campaign by providing the community with 2018 Midterm 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!”
<b>September 18, 2018</b>	“Want to make voting on Election Day convenient? Rider students can register as Lawrenceville or Princeton residents for this years Midterm Election so you can vote at the polling location closest to campus! Registration tables will be available on the following dates and locations. October 1-5 in Daly’s during the day, and in Cranberry’s in the evening.”
<b>September 19, 2018</b>	“If you need to register to vote, or if you wish to re-register to vote at the polling location nearest to the LAW or WCC campus, you can do that at one of the #RiderVotes registration tables next week at nearly all campus events! It’s quick, easy, and free! Be sure to participate in the #RiderVotes Photo Booth Challenge by taking a photo and posting it on social media using #RiderVotes!”

<b>September 20, 2018</b>	“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!”
<b>September 21, 2018</b>	“After nearly a century of protest the 19th amendment granted women the right to vote. That was only in 1920!”
<b>September 22, 2018</b>	“Newly registered voters (that could be you!) vote at higher rates than previously registered voters.”
<b>September 23, 2018</b>	On Saturday, August 8, 2009, Sonia Sotomayor became the first justice of Hispanic ethnicity to serve on the Supreme Court.”
<b>September 24, 2018</b>	Regina Egea, former Chief of Staff for Governor Chris Christie and President of the Garden State Initiative will here tomorrow, on September 25! Be at the BLC theater by 6:45 p.m. to get your seat and learn about being civically engaged in the community.”
<b>September 25, 2018</b>	“Every state has a voter registration deadline - The New Jersey deadline is 21 days prior to the election, which is October 16.”
<b>September 26, 2018</b>	“You can learn more about Democratic U.S. House candidate Bonnie Watson Coleman at <a href="http://www.bonnieforcongress.com">www.bonnieforcongress.com</a> .”
<b>September 27, 2018</b>	“Approximately 44 million Americans do not have health insurance. Another 38 million Americans have inadequate health insurance.”
<b>September 28, 2018</b>	“New Jersey Attorney General Gurbir Grewal will be here TONIGHT! Grab a seat in the BLC theater at 6:45 p.m. to learn more information about being civically engaged.”
<b>September 29, 2018</b>	“There are more than 35 political parties that have been founded in the United States since its birth.”
<b>September 30, 2018</b>	“You can learn more about Republican U.S. House candidate Daryl Kipnis at <a href="http://kipnisforcongress.com">kipnisforcongress.com</a> .”
<b>October 1, 2018</b>	“Today is the day! Participate in the #RiderVotes challenge by registering to vote at one of the #RiderVotes registration tables in Daly’s. If you can’t make it to one in Daly’s, there will also be tables in Cranberry’s at night. And don’t forget! Take a picture, post it, and hash-tag, Rider Votes.
<b>October 2, 2018</b>	“Did you register to vote for the upcoming midterm 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 to take a picture, post it, and hash-tag Rider Votes.”
<b>October 3, 2018</b>	“Did you forget to register to vote for Midterm Elections? Don’t worry! We’ve got you covered! Register to vote at Dalys,

	Cranberry's, or even at Meet the Greeks today!"
October 4, 2018	"Today is the last day! Did you register to vote for the upcoming midterm 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."
October 5, 2018	"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."
October 6, 2018	"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."
October 7, 2018	"In 1872 Victoria Woodhull became the first woman to run as president of the United States. She was from Ohio."
October 8, 2018	"19.9% of 18-29 year olds cast ballots in the 2014 Midterm Elections"
October 9, 2018	"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"
October 10, 2018	"The first 'Democrat' to be President of the United States was Andrew Jackson, who served from 1829-1837."
October 11, 2018	"By 2030, it is anticipated that 76 million Americans will receive health insurance through Medicare."
October 12, 2018	"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."
October 13, 2018	"The Green Party was founded in 1984"
October 14, 2018	"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."
October 15, 2018	"Georgia was the first state in 1943 to lower the voting age from 21 to 18."
October 16, 2018	"Today is the official deadline to register to vote for the upcoming Midterm Elections in November! RU Ready? If not,

	register today!
October 17, 2018	“The first Republican President was Abraham Lincoln. He took office on May 4, 1861.”
October 18, 2018	“John Adams was the first president to live in the white house.”
October 19, 2018	“The U.S. Constitution contains multiple spelling errors.”
October 20, 2018	“All 435 seats in the U.S. House of Representatives are up for election this November.”
October 21, 2018	“Democrats are targeting 91 Republican-held seats while House Republicans are targeting 36 Democratic-held seats.”
October 22, 2018	“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.”
October 23, 2018	“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.”
October 24, 2018	"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.”
October 25, 2018	“The New Jersey Constitution of 1776 did not discriminate by gender when it came to voting.”
October 26, 2018	“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 non-driver identification card will automatically be registered to vote unless they actively choose to decline.”
October 27, 2018	“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”
October 28, 2018	“NJ has 12 apportioned Congressional seats in the House of Representatives.”
October 29, 2018	“The 2018 Midterm Elections take place on November, 6
October 30, 2018	“The Constitution of the United States was written in 1787.”



<b>October 31, 2018</b>	“The sales of Halloween masks of each political candidate has determined the outcome of the elections since 1988.”
<b>November 1, 2018</b>	“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.”
<b>November 2, 2018</b>	“New Jersey is one of five states that exclusively use paperless machines.”
<b>November 3, 2018</b>	“The Fifteenth Amendment guarantees the right to vote to all citizens regardless of race.”
<b>November 4, 2018</b>	“Vote Smart, formerly called Project Vote Smart, is a non-profit, 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 <a href="http://votesmart.com">votesmart.com</a> .”
<b>November 5, 2018</b>	“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
<b>November 6, 2018</b>	Today is the day! Get out and VOTE! #RiderVotes
<b>November 7, 2018</b>	“More information about both District 12 candidates can be found at <a href="http://votesmart.com">votesmart.com</a> ”
<b>November 8, 2018</b>	“55% of young people voted for Hillary Clinton, while 37% supported Donald Trump.”
<b>November 9, 2018</b>	“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 6, 2018 a shuttle will be available from 11:00 AM - 5:00 PM to take students to the polling place designated for those living at 20183 Lawrenceville Rd.