

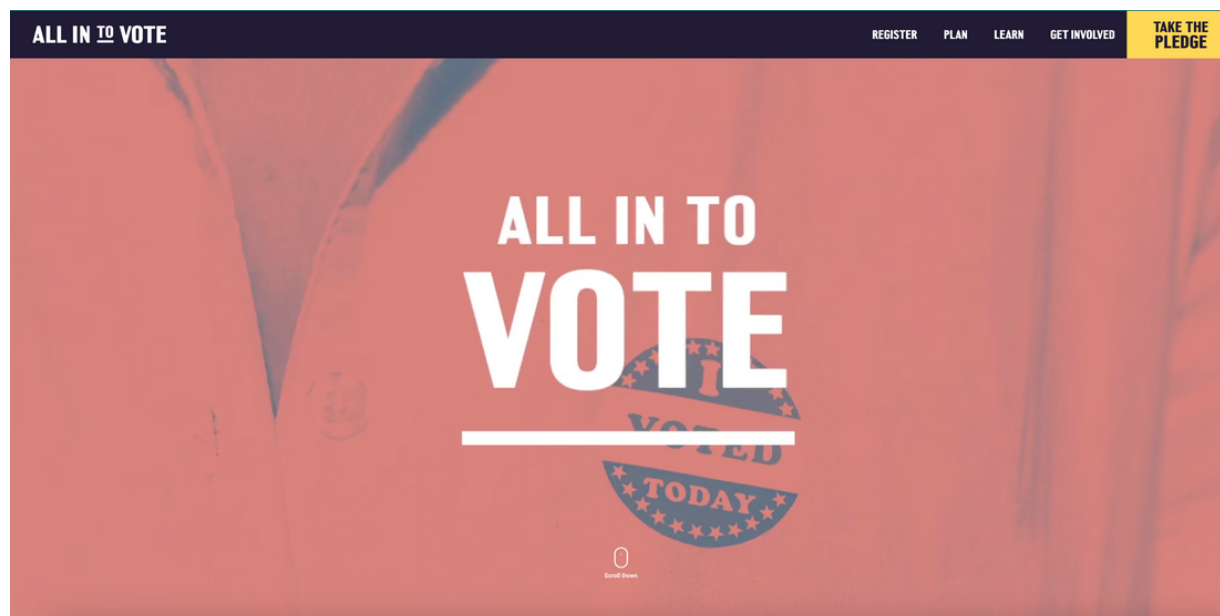
VOTER REGISTRATION

Best Practices



The ALL IN Campus Democracy Challenge works with higher education administrators, faculty, staff, coaches, senior leaders, and students in all 50 states plus the District of Columbia to institutionalize nonpartisan democratic engagement efforts. One of the tools available to ALL IN participating campuses is a customized voter registration portal modeled after ALL IN's [ALLINtoVote.org](https://www.allintovote.org) tool. This guide provides best practices for incorporating comprehensive voter registration into your institution's nonpartisan democratic engagement programming and resources.

FOR ANY QUESTIONS, OR IF YOU ARE FACING BARRIERS TO VOTING, CONNECT WITH THE ELECTION PROTECTIONS TEAM BY CALLING OR TEXTING 866-OUR-VOTE TO SPEAK WITH A TRAINED ELECTION PROTECTION VOLUNTEER.



#1 | PRESENT A VISIBLE COMMITMENT FROM INSTITUTION LEADERSHIP

- Communicate to your voting coalition and the campus community that the institution's leadership values voting and civic engagement.
- Dedicate one or more faculty/staff to lead voter registration efforts, track registrations, and engage faculty, staff, students, coaches, and campus stakeholders.
- Publicly celebrate successes to motivate your institution's utilization of the voter registration platform.

Encourage your institution's senior leadership (e.g., President, Provost, Chancellor) to sign the Higher Education Presidents' Commitment to Full Student Voter Participation.

#2 | ENCOURAGE STUDENTS TO START A NONPARTISAN STUDENT VOTING GROUP ON CAMPUS:

- Share information about how students and educators can join monthly calls and learn how to start a nonpartisan student voting group for your institution
- Provide support and encouragement to enable the student voting group to organize and accomplish the registration goals (e.g., time to present at events or in classes, an organization budget, space to share opportunities).

#3 | LET US KNOW HOW YOU DID! WE'D LIKE TO HIGHLIGHT YOUR SUCCESS & LEARN FROM YOUR PROGRESS:

Fill out this survey to share stories, photos, and voter registration numbers. We'd like to highlight your work and share it with the rest of the ALL IN network.

#4 | SET A REGISTRATION GOAL AND COMMUNICATE IT (E.G., REGISTERING 100% OF ALL ELIGIBLE STUDENTS)

- Work with your institution’s registrar and/or enrollment management teams to prepare a list of all registration or pre-registration age-eligible students and formulate registration goals.
- Find your state’s voter registration laws [HERE](#) to follow all state and local guidelines. Utilize [ALL IN’s Out of State Student Voting Guide](#) to support a student’s choice to vote at their permanent or institution address based on where they have residency.
- Remind leadership to get the message out. It takes multiple points of contact and reminders to ensure students and others complete their registration. Some proven ideas:

TYPE OF ACTIVITY	POTENTIAL INTEGRATION OPTIONS
Class Discussion	Virtually and in-person – to share the importance of voter registration.
Communications	Prominently posting a link to register on your website and online communications.
On-campus Promotion	Put up posters or hand out postcards with QR codes directing them to the voter registration portal.
Use Your Network	Share voter registration opportunities through HR, faculty, student affairs staff, coaches and student organization advisors.
On-campus Programming	Set several weeks of the school year to focus the school’s attention on voter registration work, particularly in the fall when most students are entering into the institution.
Leverage Key Moments	Leverage key moments like campus traditions and Civic Holidays (e.g., National Voter Registration Day, National Voter Education Week) to host events.
<i>Ask Every Student</i>	Incorporate resources from the Ask Every Student playbook to support efforts to reach every eligible voter.