

WOMENS MARCH

POWER — TO THE — POLLS

VOTER REGISTRATION TOOLKIT

We've created a toolkit to help you
organize and register to vote through the
National Women's March Network!



POWER TO THE POLLS: VOTER REGISTRATION TOOLKIT

This toolkit is comprised of five sections that outlines how to register people to vote through the Power to the Polls (P2P) campaign and answer questions as you begin to plan:

I. INTRODUCTION

II. HOW TO REGISTER BY TEXT

III. HOW TO REGISTER ON A COMPUTER

IV. HOW TO USE IT TO ORGANIZE

V. FAQ'S

I. INTRODUCTION

Women's March has always sought to uplift and amplify the voices of the most marginalized communities. With Power to the Polls, we are making a concerted effort to reach out to communities that face significant barriers to voting. We believe a true democracy is one in which all people are able to engage in our political system.

The 2016 Election revealed the real impact voter suppression has on our political system. An alarming number of people with a long history of civic engagement found themselves removed from voter rolls on Election Day. Even before the 2016 Election, formerly incarcerated people, people of color, disabled and poor people have been targeted by felony disenfranchisement and voter identification laws.

In January 2017, 5 million people marched across the globe, launching an unprecedented new era of protest and political activity. One and a half years later, we are channeling the energy and activism of the movement we launched on January 21, 2017, into electoral wins and voter-led change in 2018.



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II. HOW TO REGISTER BY TEXT

STEP 1:

Text “P2P” to “RTVOTE” or “788-683”.

STEP 2:

When prompted, enter your email address.

STEP 3:

When prompted, enter your zip code.

STEP 4:

Follow the link provided to register on your smart phone’s browser.

STEP 5:

Select your language and fill out your personal information.

STEP 6:

If your state allows online registration, you can choose to finish the process on the state website and it will redirect you (recommended). If not, you will be able to fill out the form then print it out and mail it in.

STEP 7:

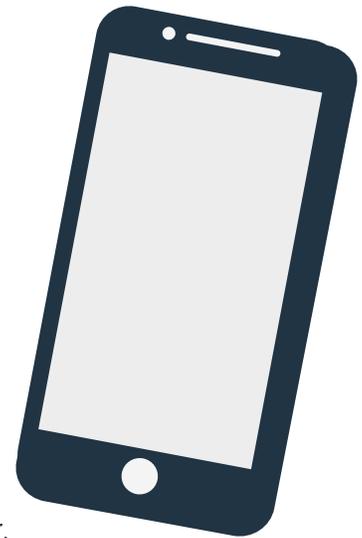
If you prefer to mail in your registration, click “No Thanks, I’ll continue with Rock the Vote and Women’s March and send in my form later,” Fill out the remaining information.

STEP 8:

Follow the prompt to print out your registration. Simply print, sign, stamp and mail your registration form to the address we provide. Your registration is not processed until you sign and mail it in.

If you live in a closed primary state, make sure to select the party whose primary in which you’d like to vote.

Once you’re done, share with friends and get them registered too!





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III. HOW TO REGISTER ON COMPUTER

STEP 1:

Go to www.womensmarch.com/register and enter your email address and zip code.

STEP 2:

Select your language and fill out your personal information.

STEP 3:

If your state allows online registration, you can choose to finish the process on the state website and we will redirect you. If you prefer to mail in your registration, click “No Thanks, I’ll continue with Rock the Vote and Women’s March and send in my form later” and fill out the remaining information.

STEP 4:

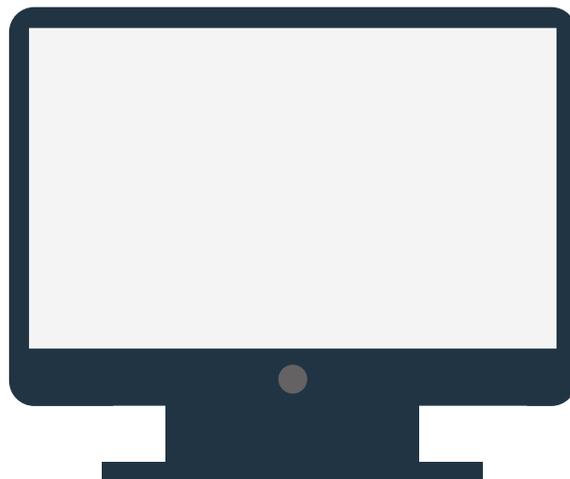
If you live in a closed primary state, make sure to select the party whose primary in which you’d like to participate.

STEP 5:

Follow the prompt to print out your registration. Simply print, sign, stamp and mail your registration form to the address we provide. Your registration is not processed until you sign and mail it in.

STEP 6:

Once you’re done, share with friends and get them registered too!





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IV. HOW TO USE IT TO ORGANIZE

Anyone can be an organizer! Using technology for grassroots movement building, our text tool allows anyone to coordinate a personal voter registration drive.

□ **New to organizing?** Strike up a conversation with someone at a party or while waiting in line at the store and use our portable tool to get them registered right there on their own phone.

□ **Going door to door?** The smartphone is the new clipboard: Use this tool instead of stacks of forms to allow for a more mobile and environmentally-friendly voter registration drive.

□ **Tabling in your community?** Use our tool for a focused voter registration drive within your community or to incorporate voter registration into any other community engagement work you're doing. Whatever issues you're fighting for, they are all impacted by elections.

□ **Promote through Social Media!** You can download graphics that we have already made. See sample Tweets, Facebook and Instagram posts below:

- Women are not backing down; we're bringing the power of our movement to the polls. Join us! Text P2P to RTVOTE (788-683) to make sure you're registered to vote. #PowerToThePolls □
- The rise of the woman IS the rise of the nation. In 2018, we're rising together. Text P2P to RTVOTE (788-683) to make sure you're registered to vote! #PowerToThePolls □
- Voting is power! In 2018, we're bringing that #PowerToThePolls. Register to vote today by texting P2P to RTVOTE (788-683). □
- Make sure you're registered to vote! Text P2P to RTVOTE (788-683). Together, we'll bring our #PowerToThePolls in November. □
- With women winning primaries across the nation, we KNOW 2018 can be ours. Join us. Make sure you're registered to vote by texting P2P to RTVOTE (788-683) and bring your #PowerToThePolls.
- We're still here. We're not going anywhere. And in November, we're bringing our #PowerToThePolls. Make sure you're registered to vote: text P2P to RTVOTE (788-683)!
- □When we vote, we win. Make sure you're registered to vote: text P2P to RTVOTE (788-683) today. #PowerToThePolls □
- Our work bringing our #PowerToThePolls is only beginning. We are FIRED UP and ready to win in 2018. Text P2P to RTVOTE (788-683) to make sure you're registered today!



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A LITTLE SWAG ALWAYS HELPS!

TEXT P2P BUSINESS CARDS

GO TO THE WOMEN'S MARCH SHOP

SCRIPT

Hi, my name is [your name] and I'm out today on behalf of Women's March making sure all my [neighbors/friends/etc.] are registered to vote. Do you know if you're registered? Would you like to register to vote right now?

Great! I can help you register right here on your smartphone in less than 2 minutes!
[Register them using their smartphone]

Do you know if all of the eligible members of your household have updated their voter registration? You can share this great text tool with family, friends, neighbors and your community. You can even register other voters while in line at the store. Remember just tell people to simply text P2P to RTVOTE (788-683)!

Can you commit to registering 5 other people this week?

OK, I have one last question and then I'll let you go...Would you join me by volunteering to register voters in your community? [Sign them up for a specific volunteer shift and make sure to get their phone number and email]

Thank you for registering to vote today! Check out www.PowerToThePolls.com for more information and updates on our tour, voter registration, get-out-the-vote trainings and other important voter information.



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SCRIPT (CON'T)

☐ Push Backs

☐ “I’m already registered.” Have you moved, changed your name lately, or are you considering changing your party affiliation? If so you’ll need to re-register. It’s always good to double check to ensure you are registered to vote! ☐

“I don’t have time right now.” That’s okay! You can just text P2P to RTVOTE (788-683). That will get you started and you can finish the process later. You’ll get a link to register on your smartphone or computer in less than 2 minutes.

☐ “I’m not interested.” I understand. There’s a lot going on today. You can always text P2P to RTVOTE (788-683) if you change your mind. ☐

“My state has closed primaries.” Did you know that you can only vote in the primary election if you are registered with a party? If you want to change your party affiliation, we can do that right now by re-registering you to vote. ☐

“I’m not able to vote.” May I ask why not? I may be able to help answer questions. ☐ “I’m not a citizen.” You can still make a difference by helping your friends and family register through our text tool. Can I show you a demonstration? ☐

“I’m not old enough.” Will you be 18 before the next election? If so you can pre-register to vote. [Check our chart for your state’s laws.] ☐

“I have a felony conviction.” or “I’m on parole.” In many states you can re-register to vote after completing your sentence or parole. I’d love to help you re-register if you’re eligible. [Check our chart for your state’s laws.]

☐



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TIPS FOR BEST PRACTICE

- 1. Be friendly and positive! Smile—people can hear it in your voice and it's hard to say “no” to a happy person.
2. Make it personal: Connect voting to the issues that they care about.
3. Tools work when introduced through a personal connection. Instead of just emailing the link to your friends, help them fill it out in person and make sure they know how excited you are to be a part of the process.
4. Focus on updating registration, not only on first time registrants. Many people think they're registered but don't realize that their registration needs to be updated.
5. Use the registrants' phone instead of your own so that their sensitive info stays private and so that they have the website to share with others.
6. Ask them to bookmark the website and encourage them to register friends and family. Let's make this go viral!
7. If they say they don't have time right now, get them to text P2P to RTVOTE (788-683) 8. If you're tabling, give away stickers, buttons or pens with the info “text P2P to RTVOTE (788-683)” so the people you meet can carry the message back to their communities.
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V. FAQs

□ **How can I check to see if I'm already registered?** You can check on your county or state elections websites. If they do not have a website you can call them and ask that they look up your voter registration status. However, it doesn't hurt to re-register, just in case. Check your registration or contact your local elections office.

□ **Will I get in trouble if I register again?** You can register to vote as many times as you want, as long as the information you give is truthful and lawful.

□ **Can I register to vote online?** Many states allow you to vote online with certain forms of I.D., check online.

□ **Can I register to vote if I'm not 18?** Yes, in most states you can register to vote as long as you'll be 18 by Election Day, although some states have a minimum age requirement to pre-register, like 16 or 17, check online.

□ **Can I register to vote if I'm not a U.S. Citizen?** No, but you can make sure your eligible friends and family are registered, and you can use our online tool to help register other people to vote in your community.

□ **Can I register to vote if I don't have an I.D.?** It depends. Different states have different I.D. requirements for voting, check online.

□ **Can I register to vote if I have a prior felony conviction or am on parole?** In most states you can re-register to vote after you've finished your sentence or parole, and in a few remaining states you can request your voting rights be reinstated, check online.

□ **Can I register to vote if I just moved to the state?** State laws vary – some allow you to vote on day one, some have a minimum requirement – but no state can deny you the right to vote after you've been a resident of that state for 30 days.

□ **Do I have to re-register to vote if I moved within the state?** You need to re-register any time you've changed your address.

I'm a student. Can I register to vote at my school address? You have the right to vote at your dorm or school address. Make sure to use your home/ living address, not a P.O. Box.

Can I use a P.O. Box as my address? You'll need to use your permanent home address. If you're homeless please see below.



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(CONT'D)

□ **Can I register to vote if I'm homeless?** All eligible citizens are able to register and vote. Depending on state laws, you can mark an "X" on a map to indicate where you usually sleep, or use a shelter or non-profit address on your registration form. Check our chart for your state's laws.

□ **Can I keep my address confidential if I'm a survivor of domestic violence?** Programs exist in most states to help people affected by domestic violence, sexual assault or stalkings to register while keeping their address confidential.

□ **Can I register to vote if I'm in the military and living abroad?** You can register at the Overseas Vote Foundation.

Can I register to vote if I'm living abroad but not in the military? You can find help at the Federal Voting Assistance Program or by calling (800) 438-VOTE.

□ **Do I need to re-register to vote if I changed my name?** When your information changes, you need to re-register to vote.

□ **Do I need to re-register to change my party affiliation?** In states with closed primaries, you must re-register in with a party on the voter registration form to vote in that party's primary. Check with your state election officials to find out if the primary is closed or open.

□ **What is the last day to register to vote?** Voter registration deadlines vary state-to-state and may have additional variation based on first-time registering, change of party, etc.