Welcome! The webinar will begin shortly

Please use the Q&A box to ask today’s featured speakers questions about partnering with election officials.

This webinar is being recorded. The video, slides, and referenced resources will be sent out next week.
National Voter Registration Day

Tuesday, September 22, 2020

www.nationalvoterregistrationday.org
info@nationalvoterregistrationday.org
Webinar: Partnering with Election Officials

Agenda

- National Voter Registration Day update
- The Role of Election Officials
- Stories from the Field
National Voter Registration Day 2020

September 22, 2020!

- Our goal: biggest National Voter Registration Day ever!
- 80+ Premier Partners; 1400+ community partners
- Navigating the new normal
  - Webinars
  - Training resources
National Voter Registration Day 2020

Election officials & National Voter Registration Day

NASS
National Association of Secretaries of State

Election Center
The National Association of Election Officials
Welcome

The Role of Election Officials

Maria Benson
Director of Communications, NASS

Amy Cohen
Executive Director, NASED
NATIONAL ASSOCIATION OF SECRETARIES OF STATE

Who we are
NATIONAL ASSOCIATION OF SECRETARIES OF STATE
Leadership & Staff

Paul Pate
NASS President & IA
Secretary of State

Maggie Toulouse Oliver
NASS President-elect & NM
Secretary of State

Leslie Reynolds
NASS Executive Director

Maria Benson
Director of Communications

Stacy Dodd
Director of Membership & Administration

Lindsey Forson
Cybersecurity Program Manager

John Milhofer
Director of Research & Analysis

NATIONAL ASSOCIATION OF SECRETARIES OF STATE
Leadership & Staff
WHY DO WE CARE SO MUCH ABOUT 2020?

40 NASS Members serve as their state's Chief Election Official.

Along with other state and local election officials, they are continuously working to inform Americans about the elections process, including voter registration, state election laws, election security, voting and much more.
What is NASED?

- NASED is the only professional organization for state election directors
- Members are from all 50 states, DC, and the five territories
Elections Are Decentralized

- Every state has their own approach to administering elections
- States have varying degrees of authority over local election offices
- There are Constitutional Amendments and federal laws governing election administration, including the Americans With Disabilities Act, but most laws and regulations are at the state level
In a normal year...

- Five states run elections all by mail – all registered voters are mailed a ballot without any additional effort.
- HAVA requires that every polling place have accessible equipment.
- All states offer absentee voting by mail by application.
- Some states offer Same Day or Election Day registration.
2020 isn’t normal.
Emergency authority varies by state

All states are considering all options to administer elections within the bounds of their existing laws

- Mailing every registered voter a ballot
- Mailing every registered voter an absentee ballot request
- Expanding the definition of the "illness or disability" to cover COVID-19
- Moving to a vote center model
40 NASS Members serve as their state's Chief Election Official

Along with other state and local election officials, they are continuously working to inform Americans about the elections process, including voter registration, state election laws, election security, voting and much more.

Beyond this, they are seeking to educate voters about election misinformation and disinformation, which is where #TrustedInfo2020 comes in.
#TRUSTEDINFO2020

As eligible Americans prepare to participate in the 2020 elections, how can #TrustedInfo2020 help them?

**FACTS**
By driving voters directly to election officials, we will ensure Americans are getting accurate election information and cut down on the misinformation and disinformation that can surround elections.

**VOTER REGISTRATION**
Going directly to election officials' sites and not 3rd parties, eligible individuals can have confidence their personal data will not be used for unintended purposes.

**QUESTIONS**
The way each state votes is unique. State and local election officials are able to effectively answer questions about state laws, polling place locations, accessibility, absentee ballots and much more.

**VERIFIED SOCIAL MEDIA ACCOUNTS**
By following the verified social media accounts of election officials, voters will be able to easily get election information and updates in real time. When following, just look for the little blue check!
#TRUSTEDINFO2020 ACROSS THE COUNTRY

Our members are customizing this effort to fit their unique needs and effectively reach voters in their states.

Misinformation is dangerous to the electoral process and undermines voter confidence. State and local election officials are working every day to fight these threats and that involves helping voters understand who they can turn to for election information.

Recently, our office joined @NASSorg and many other partners across the country in a social media education effort using #TrustedInfo2020. Our office and your local election authority are your best source for election information. GoVoteMissouri.com #MOvotes
HOW CAN YOU GET INVOLVED?

- **4 SIMPLE STEPS**

  1. **Reach out and get to know** your Secretary of State or State Election Board/Commission to let them know you’re interested.

  2. **Retweet and Share** posts about election information from verified social media accounts featuring the hashtag #Trustedinfo2020.

  3. **Encourage your networks to go** directly to their state and/or local election officials for election information.

  4. **Tell your colleagues!** The more people who know and can spread the message the better.
#TRUSTEDINFO2020

Election officials are your trusted sources for election information.

Questions?

Contact NASS

Email: mbenson@sso.org
Website: nass.org
Twitter: @NASSorg
Questions?
Welcome

Stories from the Field

Valerie Smith
Voter Outreach Coordinator
Linn County, Iowa

Mike Dean
Executive Director
Lead MN
Voter Registration

Partnering with Civic Groups for National Voter Registration Day

Valerie Smith,
Voter Outreach Coordinator
Elections@LinnCounty.org
We provide basic information and forms:
The handout covers:
Which fields on the form ABSOLUTELY MUST be filled out?

Registration of new and new-to-Linn-County voters cannot be completed without **ALL** of these items:

- **ID Number** – one of the four options, IDL best.
- **Date of Birth**
- **Gender** - self identified.
- **Name** - be sure it’s legible. *If you can’t read it, neither can we!*
- **Address Where You Live** - or sleep at night
- **Signature** - be sure they read the affidavit
And: What about the other fields?

- **Qualifications** check the boxes at the top are to stop folks who don't qualify before they spend time filling out the rest of the form.

- **Phone and/or Email** is marked “(optional)”.

- **Address Where you Receive Mail** is marked “(if different)”

- **Previous Voter Registration Information**:  
  - Previously registered under a **different name** – help find the record  
  - Just moved into Iowa from **another state** – to inform other state

- **If Political Affiliation** is left blank:  
  - A voter NEW to Iowa will be registered as “No Party”  
  - An Iowa voter changing name or address will have their existing party affiliation left unchanged.
Plan ahead for specific challenges, like:

The Coe College Campus crosses a Precinct Boundary.

**CR22** is in CR City Council District 3

**CR17** is in CR City Council District 1
So, we created a special form for Coe College:

"Where you Live" Includes pre-filled street address for Coe and blank for **Residence Hall**.

"Where you Receive Mail" Includes pre-filled street address for Coe and blank for **GMU#**.
Follow-up and Keeping in Touch:

When couriers from various campaigns and organizations deliver voter registration forms to our office, we ask them to fill out this cover sheet:

A copy acts as a receipt for their organization.

The original allows us to contact them about any:
- Questions or concerns about the forms submitted.
- Future changes in the process.
- Events and educational opportunities.
Number one tip?

It’s most effective to ask people:

“Are you registered to vote at your current address?”

Update!
Partnering with Election Officials

Stories from the Field
Begin with Empathy

Election officials have to be 99.999% accurate.
How can you help election administrators hold a successful election?

• Recruit pollworkers
• Encourage absentee voting
• Help voters be prepared
Election officials then have the resources to make voting easier

• Open up early voting polling site on campus
• Accept 2000 voter registration forms with a smile
Doubled Student Voting Rate
At one of the most racially diverse colleges in Minnesota
Questions?
National Voter Registration Day

THANK YOU!