



**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](http://www.nationalvoterregistrationday.org)  
[info@nationalvoterregistrationday.org](mailto: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



NATIONAL ASSOCIATION of  
STATE ELECTION DIRECTORS

**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

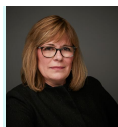
Leadership & Staff



Paul Pate  
NASS President & IA  
Secretary of State



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



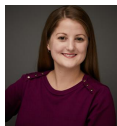
Leslie Reynolds  
NASS Executive  
Director



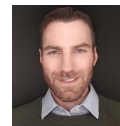
Maria Benson  
Director of  
Communications



Stacy Dodd  
Director of Membership &  
Administration



Lindsey Forson  
Cybersecurity  
Program Manager



John Milhofer  
Director of Research &  
Analysis

# 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.

# Elections in 2020

- ▶ 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





NASED

Amy Cohen | [acohen@nased.org](mailto:acohen@nased.org) | [@NASEDOrg](https://twitter.com/NASEDOrg) | [www.nased.org](http://www.nased.org)



# National Association of Secretaries of State (NASS)

# WHY DO WE CARE SO MUCH ABOUT 2020?



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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.

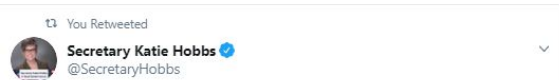


## VERIFIED SOCIAL MEDIA ACCOUNTS

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](https://www.govotemissouri.com) #MOvotes



# HOW CAN YOU GET INVOLVED?



# #TRUSTEDINFO2020

Election officials are your trusted sources for election information.



Questions?

Contact NASS

Email: [mbenson@sso.org](mailto:mbenson@sso.org)

Website: [nass.org](http://nass.org)

Twitter: [@NASSorg](https://twitter.com/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](mailto:Elections@LinnCounty.org)

# We provide basic information and forms:



## Requirements & Tips for conducting a successful Voter Registration Drive



### Do we have to do anything formal before we start registering voters?

No. In Iowa, candidates and groups do not have to register with the Secretary of State's Office nor with their County Auditor to hold a voter registration drive.

### Where do we get Voter Registration Forms?

Linn County Election Services will provide a reasonable quantity of half-sheet size voter registration forms to any organization that sends a voter registration drive representative to pick them up from our office in the Jean Oxley Linn County Public Service Center (935 2nd St SW, Cedar Rapids).

Individuals may print and make copies of the Iowa voter registration form at:

<https://sos.iowa.gov/elections/pdf/votereg.pdf>

A large-print version (to be printed on Legal size 8.5 x 14 paper) is also now available at:

<https://sos.iowa.gov/elections/pdf/forms/voterreglargeprint.pdf>

### Can we pay people to register voters?

In Iowa, groups may pay people to help others register to vote. Iowa law requires that payment be made only for a person's time, not for the number of registration forms collected nor the political party affiliations marked on them. (Official political parties recognized by state law are exempt from this requirement. As of 2017, those are the Democratic, Republican and Libertarian parties.)

### How soon do we need to turn the forms in once we collect them?

Starting July 1, 2017:

- At most times of the year: forms are due within 7 days of collecting the completed form.
- During the last three days before a pre-registration deadline: due within 24 hours.
- On the pre-registration deadline: due in the County Auditor's office by 5 pm.

The pre-registration deadline is the Friday 11 days before most elections, and the Saturday 10 days before General elections (in November of even-numbered years). Registrations delivered to our office after a pre-registration deadline will be processed to be effective after that election.

EXCEPTION: Forms postmarked by the "worry free postmark date" (15 days before each Election) will be processed even if they arrive after the deadline.

### Where do we submit the completed voter registration forms?

To the County Auditor of the county in which the registrant lives.

For LINN County voters, mail or bring completed forms in person to:  
Linn County Auditor - Election Services, 935 Second St SW, Cedar Rapids 52404-2100

For voters from other counties, a list of county auditor addresses may be found at:  
<https://sos.iowa.gov/elections/auditors/auditorslist.html>

Questions? Contact Linn County Election Services at:  
Phone: 319-892-5300, ext. 1, Email: [elections@linncounty.org](mailto:elections@linncounty.org)  
[www.LinnCountyElections.org](http://www.LinnCountyElections.org)

STATE OF IOWA OFFICIAL VOTER REGISTRATION FORM	
Revised 11/2020	
In Iowa, you are not qualified to vote if you have been convicted of a felony and have not received a restoration of voting rights. You may apply to the Governor to restore your voting rights.	
Qualifications	1. Are you a citizen of the United States? <input type="checkbox"/> Yes <input type="checkbox"/> No 2. Will you be 18 years of age on or before Election Day? <input type="checkbox"/> Yes <input type="checkbox"/> No
If you answered "No" to either of these questions, do not complete this form.	
ID Number	Provide your Iowa driver's license, non-operator ID number, or the last 4 digits of your Social Security number if you have one. <input type="checkbox"/> IA driver's license #: _____ <input type="checkbox"/> IA non-operator ID #: _____ <input type="checkbox"/> Last 4 digits of Social Security number: XXX-XX-_____ <input type="checkbox"/> I do not have an IA driver's license, non-operator ID, or Social Security number.
Additional Information	Date of Birth (month, day, year) _____ Sex <input type="checkbox"/> Male <input type="checkbox"/> Female Phone and/or Email (optional) _____
Your Name	Last _____ First _____ Middle _____ Suffix _____
Address Where You Live	Street Address (include apt., lot, etc.) _____ City _____ Zip _____ County _____ If homeless or you do not have an established residence, describe where you reside: _____
Where You Receive Mail (if different)	Address/P.O. Box _____ City _____ State _____ Zip _____
Previous Voter Registration Information	Your name was _____ Your address was _____ Your city and state were _____ Your zip was _____
Political Affiliation (check only one)	Political Parties: <input type="checkbox"/> Democratic <input type="checkbox"/> Republican <input type="checkbox"/> No Party Non-Party Political Organizations: <input type="checkbox"/> Green <input type="checkbox"/> Libertarian
WARNING	Registrant Affidavit
If you sign this form and you know the information is not true, you may be convicted of perjury and fined up to \$7,500 and/or jailed for up to 5 years.	I swear or affirm under penalty of perjury that: • I am the person named above. • I am a citizen of the United States. • I have not been convicted of a felony (or I have received a restoration of rights). • I am at least 17 years old. • I live at the address listed above. • I am not currently judged by a court to be "incompetent to vote." • I do not claim the right to vote anywhere else.
Signature	Date



**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?**

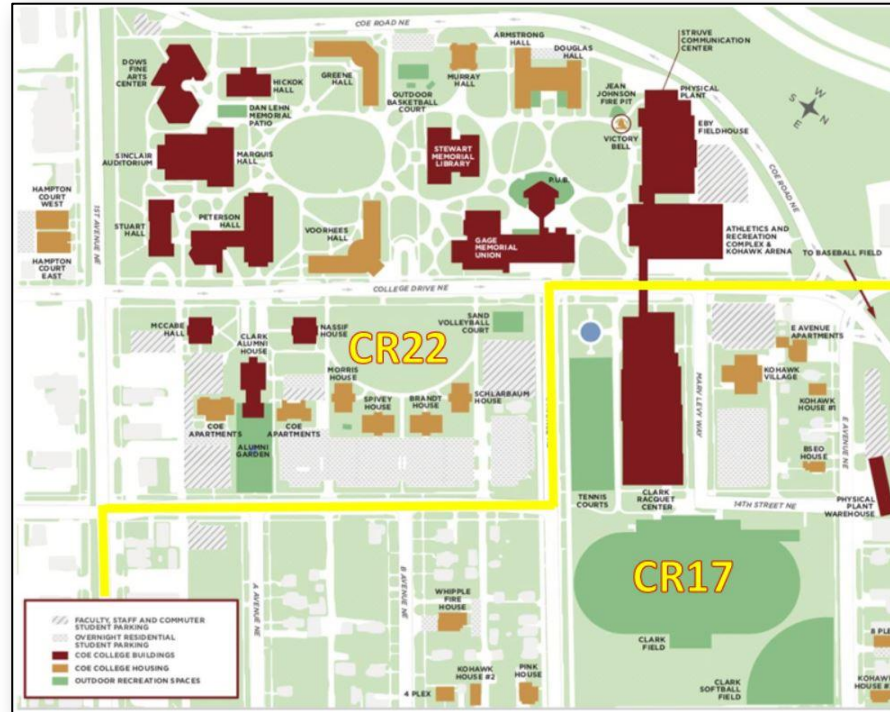
- ☐ **Qualifications** check the boxes at the top are to stop folks who don't qualify before they spend time filling out the rest of the form.
- ☐ **Phone and/or Email** is marked “(optional)”.
- ☐ **Address Where you Receive Mail** is marked “(if different)”
- ☐ **Previous Voter Registration Information:**
  - 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**



STATE OF IOWA OFFICIAL VOTER REGISTRATION FORM	
<p>In Iowa, you are not qualified to vote if you have been convicted of a felony and have not received a restoration of voting rights. You may apply to the Governor to restore your voting rights.</p>	
Qualifications	<p>1. Are you a citizen of the United States? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>2. Will you be 18 years of age on or before Election Day? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>If you answered <b>No</b> to either of these questions, do not complete this form.</p>	
ID Number	<p>Provide your Iowa driver's license, non-operator ID number, or the last 4 digits of your Social Security number (if you have one).</p> <p><input type="checkbox"/> IA driver's license #: _____</p> <p><input type="checkbox"/> IA non-operator ID #: _____</p> <p><input type="checkbox"/> Last 4 digits of Social Security number: XXXX-XX-_____</p> <p><input type="checkbox"/> I do not have an IA driver's license, non-operator ID, or Social Security number.</p>
Additional Information	<p>Date of Birth (month, day, year) _____</p> <p>Sex <input type="checkbox"/> Male <input type="checkbox"/> Female</p> <p>Date of birth and sex are required.</p> <p>Phone and/or Email (optional)</p>
Your Name	<p>Last _____</p> <p>First _____</p> <p>Middle _____ Suffix _____</p>
Address Where You Live	<p>Street Address 1220 1ST AVE NE - Residence Hall</p> <p>(include apt., lot, etc.)</p> <p>City Cedar Rapids Zip 52402 County Linn</p> <p>If homeless or you do not have an established residence, describe where you reside:</p>
Where You Receive Mail (if different)	<p>Address/P.O. Box 1220 1ST AVE NE - GMU#</p> <p>City Cedar Rapids State IA Zip 52402</p>
Previous Voter Registration Information	<p>Your name was _____</p> <p>Your address was _____</p> <p>Your city and state were _____ Your zip was _____</p>
Political Affiliation (check only one)	<p>Political Parties: <input type="checkbox"/> Democratic <input type="checkbox"/> Republican <input type="checkbox"/> No Party</p> <p>Non-Party Political Organizations: <input type="checkbox"/> Green <input type="checkbox"/> Libertarian</p>
<p><b>WARNING</b></p> <p>If you sign this form and you know the information is not true, you may be convicted of perjury and fined up to \$7,500 and/or jailed for up to 5 years.</p>	<p><b>Registrant Affidavit</b></p> <p>I swear or affirm under penalty of perjury that:</p> <ul style="list-style-type: none"> <li>I am the person named above.</li> <li>I am a citizen of the United States.</li> <li>I have not been convicted of a felony (or I have received a restoration of rights).</li> <li>I am at least 17 years old.</li> <li>I live at the address listed above.</li> <li>I am not currently judged by a court to be "incompetent to vote."</li> <li>I do not claim the right to vote anywhere else.</li> </ul> <p>Signature _____ Date _____</p>

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.

 <b>Voter Registration Form and Absentee Ballot Request Form Submittal Cover Sheet</b>		
<small>Please complete this cover sheet when returning voter registration forms or absentee ballot request forms collected by your organization.</small>		
<b>Organization Contact Information</b>	Organization Name	
	Address	
	City	Zip
	Email Address	Phone Number
<b>Delivery Information</b>	Your Name	
	Today's Date (MM/DD/YYYY)	
	Number of Voter Registration Forms	Number of Absentee Request Forms
<b>Delivery Method</b>	<input type="checkbox"/> Elections Office	
	<input type="checkbox"/> Elections Mail Processing Center	
	<input type="checkbox"/> Mail	
<b>OFFICE USE ONLY</b>	Notes:	
	Date Stamp:	
Received by: _____		

Number one tip?

It's most effective to ask people:

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





**LEAD**MN

COLLEGE STUDENTS  
CONNECTING FOR CHANGE

# Partnering with Election Officials

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# Stories from the Field



# Begin with Empathy

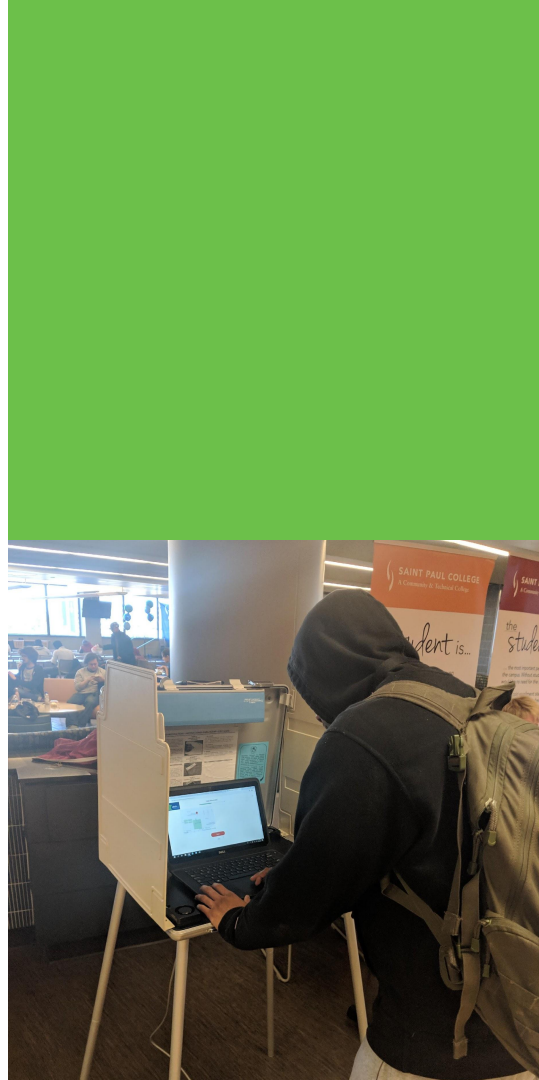
Election officials have to be 99.999% accurate.



# Build a Relationship

How can you help election administrators hold a successful election?

- Recruit pollworkers
- Encourage absentee voting
- Help voters be prepared

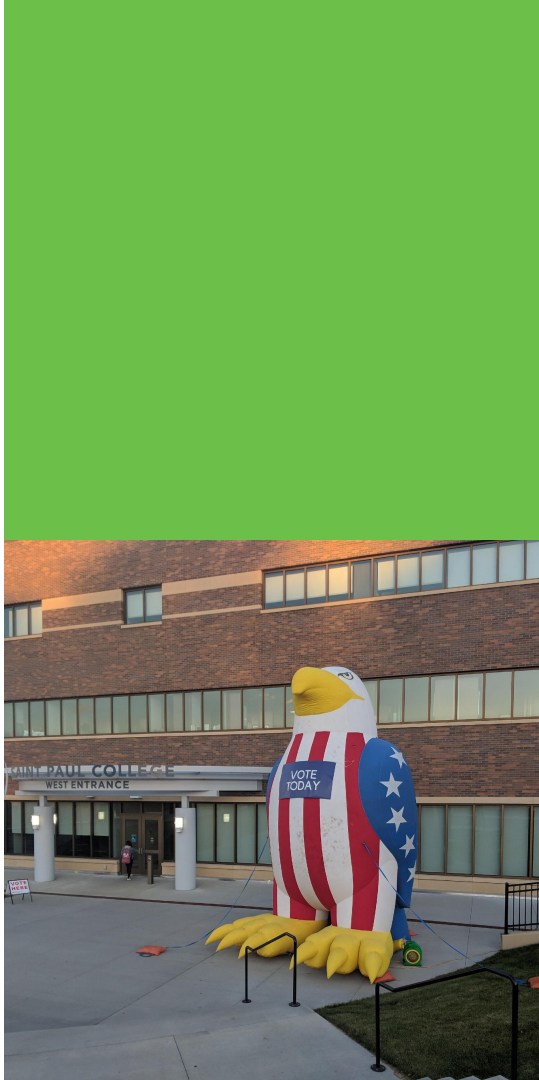




# Make Voting Easier

Election officials then have the resources to that make voting easier

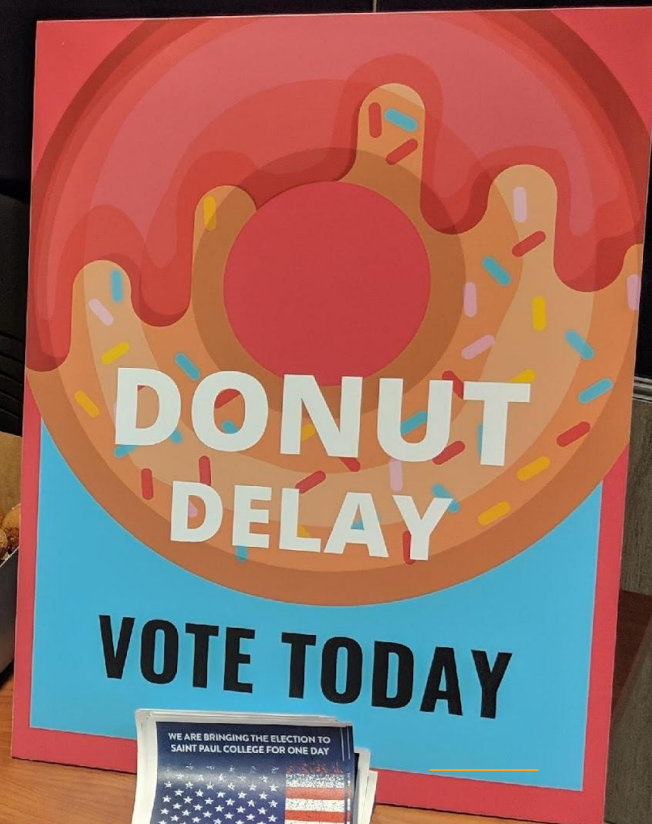
- Open up early voting polling site on campus
- Accept 2000 voter registration forms with a smile





# Doubled Student Voting Rate

At one of the most  
racially diverse colleges  
in Minnesota





# Questions?





# National Voter Registration Day

THANK YOU!