

# HOSTING A DRIVE-THROUGH VOTER REGISTRATION EVENT





# WHY USE A DRIVE-THROUGH FORMAT TO REACH VOTERS?

A drive-through format event is convenient for voters, brings your efforts out into community spaces where you can reach more people, and is compatible with social distancing.

## Planning

**Integrate services or activities:** Providing a service to meet people's daily needs is a great incentive for participation and supports your community. Some ideas include:

- Add voter registration and mail ballot applications to your existing drive-through food distribution.
- Partner with local businesses and organizations to offer free food, school supplies, haircuts, or another community need, or to add a voting component for groups who may already be hosting services in a drive-in format.
- Host a drive-in screening of a movie, drive-in concert, or drive-in community meeting, partnering with local theater or arts groups (especially independent groups) can often help with content planning or ideas.

Make sure any services, food, or goods offered are available to all who attend regardless of their participation in the voter component.

**Location:** Select a location, such as a parking lot, where there will be high visibility and traffic.

- One-way streets are difficult to navigate and could cause traffic congestion – avoid them!
- A parking lot or area that is U-shaped or circular helps facilitate a smooth flow of traffic.
- Libraries are a great option if you will require WiFi for online engagement options.

**Timing:** Pick a time where people are running errands and in the area. A weekend afternoon works best. If you are hosting a longer event make sure you have two shifts of volunteers. Consider selecting a day close to the registration or mail ballot request deadline, but make sure you turn in any completed forms immediately after the event.



# SET UP

**Volunteers:** Most events will require 5-10 volunteers including set up and take down.

- Be clear about any materials and safety precautions available to volunteers on site and any safety requirements you plan to implement (eg volunteers must wear masks).
- Create volunteer opportunities that can happen at a distance, like promoting the event or calling other potential volunteers to staff the event.

**Promotion:** Leverage social media, reach out to local news and media outlets, and ask partners to spread the word about your event. Be sure to take photos/video at the event and/or livestream!



*Civic Georgia* volunteers assist voters in their cars with registration and information.

## Set Up

**Direct the flow of traffic:** Consider the space and how cars and people will move through it.

- Mark entry and exit points: Use traffic cones, A-frame signs, and other signage.
- Consider a tent to shade volunteers and make your event more visible from afar.
- Have a table and some chairs available for people on foot or bicycles.

**Combine paper with online:** Reduce direct contact between volunteers and attendees with large posters displaying QR codes or URLs for [www.vote.gov](http://www.vote.gov) or your state's voter portal.

- Depending on what your state offers, voters can check their registration status, update registration, request a mail-in ballot, and find their polling place on their smartphone.
- Make sure to have plenty of paper forms on hand for voters who can't or prefer not to use online portals.





# DURING YOUR EVENT

**Materials:** Prepare materials well ahead of time to ensure an event that runs smoothly.

- **Supplies for volunteers:** Provide masks, hand sanitizer and spray, a tablet (for checking registration, or they can use their phone) and clipboards with QR codes, event details, and a script. Run a training for them before the event and celebrate them at the end!
- **Materials for voters:** Paper forms, pledge-to-vote cards, pens, and election information should be packaged ahead of time so that they can be distributed quickly. Add stickers, PPE, or other materials to make a voter swag bag.
- **Make it celebratory:** Signs for drivers to take selfies with while waiting in line, drive through backdrops for pictures, “Honk if you love to vote” signs, etc.

## Establish different steps for drivers:

- **Voter registration check point:** Check registration status, distribute materials, provide instructions for completing registration or mail ballot request forms. Remember that there might be multiple eligible voters in the vehicle.
- **Voter form pick up:** Collect any completed forms from voters and ask if they have any questions. Provide them with answers or take

their contact information for follow up. Be sure to write down their questions. This kind of follow up is a great volunteer opportunity for anyone who wants to participate but can't leave home.

- **Service point:** End with the service point so that you don't miss any potential voters.
- Ensure at least one volunteer is responsible for providing materials to drivers who may need to leave and cannot wait in line – a registration form and any instructions/contact information. (I.e., a pick-up option).



*Cleveland VOTES hosts a drive-through for collecting mail ballot requests and providing hot breakfast to the community.*

