



Welcome! The webinar will begin shortly

Please use the Q&A box to ask today's featured speakers your questions about engaging with voters at National Voter Registration Day events.

This webinar is being recorded. The video, slides, and referenced resources will be sent out next week and posted on our website.



National Voter Registration Day

Tuesday, September 22, 2020

www.nationalvoterregistrationday.org
info@nationalvoterregistrationday.org



Talking to Voters On- and Off-line

Agenda

- National Voter Registration Day update
- Resources and support from the team at National Voter Registration Day
- VoTER, MOVE Texas, and When We All Vote





National Voter Registration Day 2020

September 22, 2020!

- Our goal: biggest National Voter Registration Day ever!
- 100 Premier Partners; 4,200+ community partners
- Navigating the new normal
 - Webinars
 - Training resources



Our Speakers



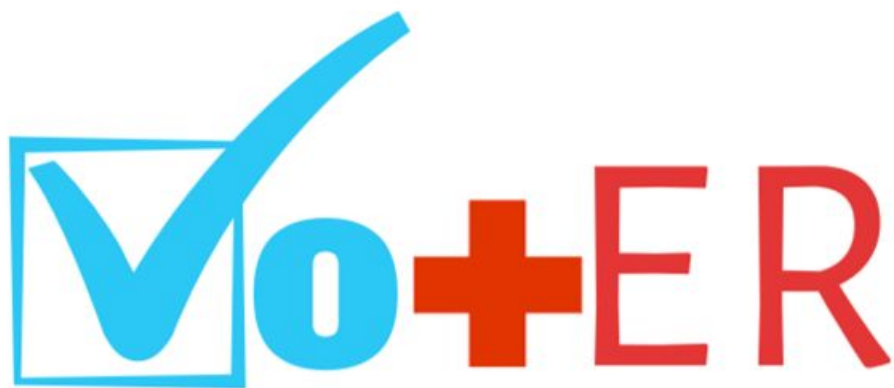
Alister Martin
Vot-ER



Erica Elliott
MOVE Texas



Bobby Brady-Sharp
When We All Vote



**Health Care Based
Voter Registration**

WHO ARE THE 'LOW ACUITY' PRESENTERS TO THE ER AND COMMUNITY HEALTH CENTERS?

The young

Young adults were 2x as likely to have non-urgent ER visits compared to older adults

Low Income

Low income patients are more likely to make non-urgent ER visits

People of color

African American patients are more likely than white patients to make non-urgent ER visits

DEMOGRAPHIC OVERLAP

Opportunity to offer voter registration



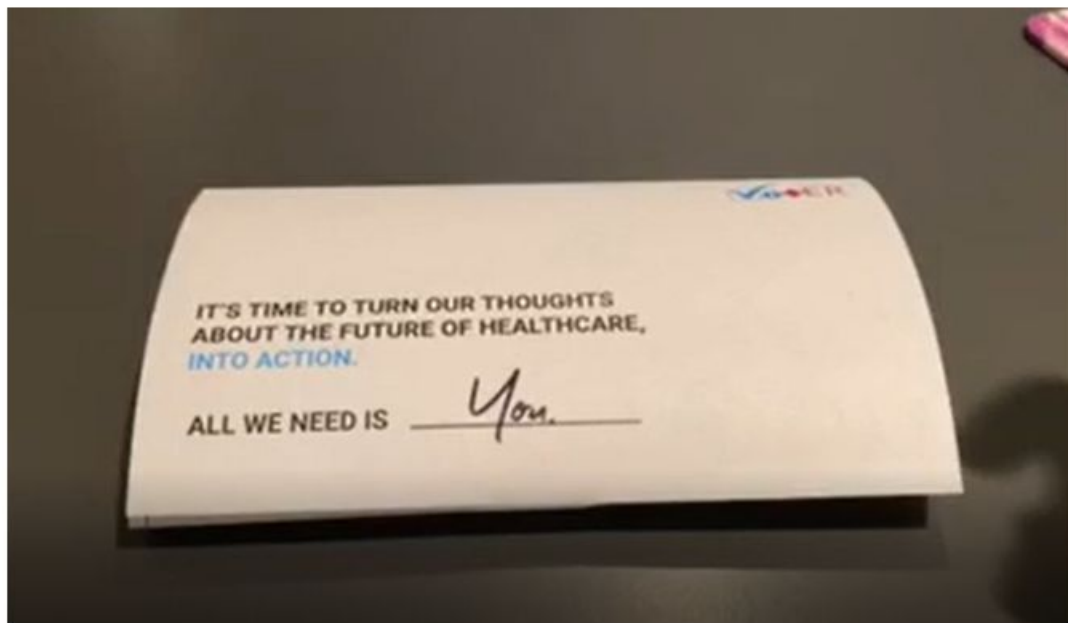
Powered by



Three Mechanisms

- Site based
- Healthy Democracy
- Digital/Telehealth

Kit: Unboxing



Kit: Lanyards and badgebackers



22,000

Health Care Providers with kits

125

Hospitals as partners

Scripting

- Responsive Scripts
- Proactive Scripts
- Responding to THE question
- Resiliency
- The one takeaway



RESPONSIVE

Patient: What's up with your lanyard?

Your Response: Great question. I want you to be able to vote in the upcoming election in a safe and healthy way. You can use your phone right now to check your voter registration and request your ballot to vote from home. I've got to run, but all you have to do is point your camera at this QR code, or you can text this number. The platform will walk you through all the steps and if you get stuck there's even a helpline that can answer your questions.



'THE QUESTION'

Patient: Well, who are you voting for?

Your Response: I'm voting for you and your health. In fact, I'm voting for all of my patients. I would love if you could support me and my colleagues in healthcare by making sure to vote this fall.

Alternative –

Your Response: As your doctor, I can't advise you on who to vote for. But regardless of who you support, I think it's vital we all make our voices heard by voting.



PROACTIVE

Your Opener: "With all that's going on with COVID-19, I want to make sure you can vote in a safe and healthy way if you're able to this election. Are you ready to vote in the upcoming election?"



RESILIENCY

Q: My vote won't change anything!

Your Response: Often when we talk about voting, we all focus on national elections. Even in those, each vote matters. More importantly in local and state elections your voice really matters. Those people went into public office to support their communities. They want to hear from you about what needs to change. Voting is a great first step in telling them what is working and what's not.

If you only remember one thing

“With all that’s going on with COVID-19, I want to make sure you can vote in a safe and healthy way if you’re able to this election. Are you ready to vote in the upcoming election?”

Scripts Page: 35 other lines - > <https://vot-er.org/scripts/>

Learn More



alister@vot-er.org



@vot_ER_org



@vot_ER_org





MOVE Texas is a nonpartisan, nonprofit, grassroots organization working to build power in underrepresented youth communities through civic engagement, leadership development, and issue advocacy.



CIVIC EDUCATION

Our generation is driven by our values, not a political party, and we have to make the connection between our values and our votes.

LEADERSHIP DEVELOPMENT

The strongest advocates for the issues that matter to us are everyday people who are ready for big change. We offer an immersive educational experience.

ISSUE ADVOCACY

We advocate for pro-democracy policies at the local and state government level and inspire sustained activism at the community level.



PEER TO PEER ORGANIZING

- ❑ Direct
- ❑ Enthusiastic
- ❑ Meet people where they are
- ❑ Give your community ownership
- ❑ Talking **to** people rather than **at** them
- ❑ Follow up touches to keep folks engaged



LESSONS IN 2020

"Where they are" is no longer
concerts or community gatherings,
so we adapt accordingly.

Don't fear change!
Ideas can only become effective
tactics when we fine tune.

Hard asks are more important than
ever, always actively solicit
participation.

Tracking, tracking, tracking!
While in a period of rapid change,
making note of what's working is a
must!




MOVETexas.org

@MOVE_Texas

WHEN WE ALL VOTE

Introduction to When We All Vote

A background image of Michelle Obama speaking at a podium. The podium and backdrop feature the 'When We All Vote' logo, which includes a checkmark inside a circle. The text 'WHEN WE ALL VOTE' is repeated across the background in a light blue color.

When We All Vote is a non-profit, nonpartisan organization that is on a mission to increase voter participation in every election and close the race and age voting gap by changing the culture around voting, harnessing grassroots energy, and through strategic partnerships to reach every American.

To be clear: We're not telling you who to vote for or what issue to vote on. We just want everyone to Register and Vote!

OUR GOAL IS TO CHANGE THE CULTURE AROUND VOTING

- Raise Public Awareness
- Sustain a national, multi-faceted marketing & digital campaign through media and digital partnerships
- Tap into popular culture by influencing content, artistry, fashion and major landmark events.
- Mobilizing grassroots energy through a robust partnership and volunteer Voting Squad program on-the-ground.



A large, diverse crowd of people is shown in a large indoor arena, possibly a sports stadium or a large hall. Many people have their hands raised in the air, some pointing and others with open palms, suggesting a moment of celebration or cheering. The crowd is dense, and the atmosphere appears energetic. The background shows the structural elements of the arena, including beams and lights.

THE CURRENT LANDSCAPE

In May 2020, When We All Vote began testing messaging targeted to specific voters.

Here's what we are learning:

KEY MINDSET SHIFT

**TO BE EFFECTIVE, WE HAVE TO BREAK THE
OLD ASSUMPTIONS WE HAVE AROUND
REACHING VOTERS.**

CHANGING THE SCRIPT:

1. Relevant to the current timeframe
2. Centered around values
3. Focuses on anger + hope as primary motivator



MESSAGING FRAMEWORK



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STEP 1

OUR VALUES

"We all believe that liberty and justice should apply for everyone in a democracy."

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STEP 2

THE ROADBLOCK

"Today, a powerful few try to divide us by race and by place so we won't speak up to demand what all of our families need."

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VALUES + VOTING

Acknowledge that voting doesn't fix systemic but IT DOES make an impact.

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STEP 4

BE A VOTER

"will you be a voter this election?"

SMS Messages Tested

BLACK LIVES MATTER

Today, we protest and fight to defend Black lives—and this year, we vote to make this a place where liberty and justice are for all, no exceptions. To make sure our voices are heard, you'll need to register within the next few days and you'll be able to vote all year.

CLAIM OUR POWER

We believe that for democracy to work for all of us, it must include us all. This election, we can claim our power -- and you can help combat efforts to silence our voices and deny our rights by registering to vote and being a voter this year. With your primary voter registration deadline in {{state}} coming up on {{deadline}} at {{time}}, now is the time to register to hold people accountable.

UNITY MESSAGE

Most of us believe that, no matter what we look like or where we live, we should all have an equal say in our democracy. But today, a powerful few try to divide us by race and by place so we won't speak up to demand what all of our families need. Will you join us by being a voter to ensure we elect leaders who govern for all of us?

GENERIC SCRIPT

I'm reaching out to voters like yourself to make sure you're ready for the 2020 elections. Will you register to vote?

HERE'S WHAT YOU CAN DO



POST ON SOCIAL

When We All Vote @WhenWeAllVote

Hey Buckeyes! 🍷 Your primary election is **TOMORROW!**

If you are casting your [#VoteByMail](#), make sure it is postmarked **TODAY**.

For more information, visit [voteohio.gov](#) 📄

OHIO PRIMARY

APRIL 28

IMPORTANT: Mail-in ballots must be postmarked by April 27, 2020 and received by the board of elections by May 8, 2020.

Register to vote at [WhenWeAllVote.org](#)

Not registered to vote yet?

Text VOTE to 56005

Text VOTE to 56005 to consent to receive periodic updates from When We All Vote. Txt HELP for help, STOP to end. Msg & Data rates may apply. [www.whenweallvote.org/privacy-policy](#)

11:47

When We All Vote Sponsored · Paid for by When We All Vote

Your vote is your voice and you deserve to be heard.

📄 Register to vote **online** before the Wisconsin deadline on March 18th- it only takes a few minutes!

*In person voter registration is available until April 3rd. Election Day (April 7th) registration is also available.

When We All Vote @WhenWeAllVote

You know what's scary?

Young people having a voice, but not using it.

By 2020, millennials will be the largest voting bloc—but in 2018, only 36% turned out.

Proactive states

whenweallvote • Following

trcgordon Done! My state representative also suggested contacting our Secretary of State to express support for mail-in voting. Let's do this!

2w · 5 likes · Reply

— View replies (1)

thekeenreader ❤️ Utah already sends mail-in ballots to every registered voter! 🙌🙌🙌

2w · 3 likes · Reply

— View replies (2)

revsherrise This post! 🙌

❤️ 💬 🗳️

Liked by **terrymccarthymusic** and 3,876 others

APRIL 18

Add a comment...

Post

CHECKOUT RESEARCH:

raceclassnarrativeaction.com



THANK YOU!
whenweallvote.org



Questions?





National Voter Registration Day

THANK YOU!