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
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
VotER

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
Three Mechanisms

- Site based
  - Healthy Democracy
- Digital/Telehealth
IT'S TIME TO TURN OUR THOUGHTS ABOUT THE FUTURE OF HEALTHCARE, INTO ACTION.
ALL WE NEED IS ____________.
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

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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
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.
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
MESSAGING FRAMEWORK

STEP 1
OUR VALUES

“We all believe that liberty and justice should apply for everyone in a democracy.”
MESSAGING FRAMEWORK

STEP 1
OUR VALUES

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

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.”
MESSAGING FRAMEWORK

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STEP 3  VALUES + VOTING
Acknowledge that voting doesn’t fix systemic but IT DOES make an impact.
MESSAGING FRAMEWORK

**STEP 1**
OUR VALUES

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**STEP 3**
VALUES + VOTING

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

**STEP 4**
BE A VOTER

“will you be a voter this election?”

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

“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.”

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

“will you be a voter this election?”
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.

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.

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?

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

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 🌐

REGISTER TO VOTE AT WhenWeAllVote.org

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.

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.

Expanding Vote by Mail

Letting COVID-19 hurt turnout in elections

Proactive states

Not registered to vote yet?

Text VOTE to 56005 to consent to receive periodic updates from When We All Vote. Text HELP for help. STOP to end. Msg & Data rates may apply. www.whenweallvote.org/privacy-policy
CHECKOUT RESEARCH:
raceclassnarrativeaction.com
THANK YOU!
whenweallvote.org
Questions?
THANK YOU!

National Voter Registration Day