

# STUDENT FELLOWS HANDBOOK



For the preparation of this handbook and the support of many of our Fellows, we thank **The Puffin Foundation**.

[www.puffinfoundation.org](http://www.puffinfoundation.org)

# Welcome

## to the Campus Election Engagement Project

As a CEEP Fellow, you will be helping your campus build an environment that creates and supports student voting. In this handbook you'll find innovative ways to get the word out about the importance of voting, help fellow students register to vote, and assure they get to the polls to make their voices heard.



### TABLE OF CONTENTS

<b>1-4</b>	<b>WELCOME</b>
3	Getting started
4	Money Matters
<b>5-17</b>	<b>TRAINING</b>
5-6	How to be nonpartisan
7-8	action plan
9-14	Best practice resources for voter registration voter education and getting out the vote
14-17	Communications, branding and social media

### About CEEP

CEEP helps colleges and universities use their institutional resources to get students involved in elections by helping them register, volunteer, learn about candidates and issues, navigate voting laws and turn out at the polls. The goal is to assure that students fully participate in democracy as voters, educators and citizens while at school and throughout their lives. CEEP has a comprehensive road map called [“Seven Key Ways”](#) which outlines a systematic approach to building campus and student involvement.

### What does a CEEP Fellow do?

As a CEEP Fellow, your primary goal is to get students on your campus to vote and participate in elections. You will help your campus create permanent systems that encourage and foster electoral engagement. You will increase student participation by working in three areas: voter registration, voter education, and get out the vote (GOTV) on Election Day. You will be able to bring your own interest and passion to the task and find ways to communicate and excite students about the importance and value of voting.

CEEP State Directors will help you take action through one-on-one training and ongoing coaching. CEEP will provide you with approaches and case studies from successful campaigns and help design action plans fitted to your unique environment. CEEP will also provide you resource materials to distribute such as nonpartisan candidate guides and how-to-vote information.

As a CEEP Fellow, you must work in a nonpartisan manner, building contacts and allies across campus groups including faculty (all disciplines), student government, student services, legislative affairs, registrar, residence and dorm management, sports, Greek life, disciplinary clubs, etc. You will learn how to create successful action plans and recruit other students to help. In addition to helping your school, you will help yourself by developing event production, public relations and social media skills.

## HERE IS A PARTIAL LIST OF THINGS YOU CAN DO:

- Locate allies within campus administration and build on existing relationships and networks.
- Serve as a student representative on campus electoral engagement teams.
- Use tech tools such as Rock the Vote and Turbo-Vote as appropriate for online registration but focus on direct face-to-face outreach.
- Promote voter registration, from registering voters at first-year orientation or move-in day to assisting with [National Voter Registration Day](#).
- Learn about and help students get the necessary ID to register and vote, and to meet legal requirements.
- Organize tabling and canvassing activities, from classroom presentations to residential “dorm storms.”
- Create and promote events including speakers, rallies and debates. Develop creative ways to promote participation in elections.
- Distribute nonpartisan candidate guides and foster discussion on the candidates’ stances.
- Organize campus debates, forums and debate watch parties.
- Collect pledges to vote and follow up on Election Day.
- Run phone banks to confirm student registration status and remind students to vote.
- Create and implement a “get out the vote campaign,” both for early voting dates and for Election Day.
- Promote activities through social media, video, audio and news campaigns.

## What is the Fellows’ commitment?

All CEEP Fellows make a basic commitment to work on their campus in three key areas: voter registration, voter education and Get Out The Vote (GOTV). CEEP Fellows are required to learn about voting rules in their state and become familiar with local issues and candidates. Your CEEP State Director will give you resources to enable your learning.

CEEP Fellows must commit to taking CEEP’s trainings and disseminating CEEP materials. Working with your State Director, you will set goals, review progress and report activities using CEEP’s online and mobile reporting tools to provide CEEP with data on the impact of your activities. You are also required to submit a final report at the end of the election cycle.

You are a critical partner in moving toward a free and equitable democracy.

*Welcome Aboard!*

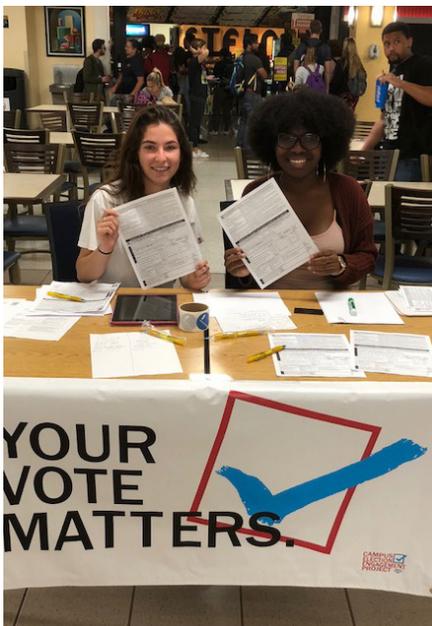
## Getting started

Whether you've been hired through your school's employment systems or are receiving a CEEP stipend, here are some things you'll need to do when you start.

### Bio, photo and contact information

We're proud of our Fellows and want the world to know about you, so we post information about our Fellows on our [website](#). We'll need a good headshot and a paragraph about you that includes your full name and preferred nickname if applicable, major, graduation year and a sentence or two about why you're interested in working on this project.

Your State Director will gather complete contact information for you including home and campus addresses and any social media handles. It's also helpful to let your State Director know your schedule (i.e., when you're in class, other time commitments as well as good times to call).



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### PAPERWORK

To complete your hire, the CEEP national office requires a contract for all CEEP Fellows. Your contract will set out expectations for what you must accomplish during the Fellowship including the minimum number of hours you'll be working, length of the Fellowship and terms of payment. This contract assures that you know and agree to what is expected of you and commits you to the outcome. If you are unable to achieve these minimum requirements, your CEEP Fellowship and payment may be terminated.

Fellows contracts will vary depending on their duration and our arrangement with your campus, but there are a few things that will always be required:

1. That you work in a nonpartisan manner;
2. That you focus your work on voter registration, voter education and GOTV;
3. That you document your efforts with pictures and numbers;
4. That you submit a final report at the end of your contract.

Election season contracts will require at least two activities in each category: voter registration, voter education and GOTV.

Your CEEP State Director will make sure all parties (you, your Campus Advisor and CEEP) have signed the document and will file the agreement with CEEP. Your State Director will help you submit other paperwork required for payment as needed. In addition to the contract, you must submit a W-9 IRS form, an ADP form with an account number where your funds will be deposited and the CEEP hiring form as well as a Request for Payment form for your activities funds (see below).

### WORKING WITH CEEP

CEEP is committed to supporting your work as much as possible. Using our "Seven Key Ways" and other resources, we'll teach you the basics of campus election organizing. Through our many case studies, we'll share ideas on what has been successful in the past, help you set goals and figure out what tactics will be most successful at your school. We will give you specific materials and resources such as "Your Vote Matters" banner and wallet cards with voting rules, downloadable pledge cards and nonpartisan candidate guides.

Your **State Director** is your primary contact with national CEEP. The State Director will be your trainer, manager and advisor regarding electoral engagement matters. They will guide you to appropriate materials, help you build your action plan and troubleshoot any snags you might encounter. Most Fellows will also have a Campus Advisor who will help navigate campus resources, rules and policies. Committing to a regular time for management and review meetings will assure that you get the support you need, stay on track and reach your goals.

All CEEP Fellows are required to participate in one or more national training sessions or webinars. Webinar sessions will orient you to the work, provide useful resources, and help build your skills in communicating the importance of voter participation. In addition, your State Director will provide you with information about voting laws and requirements in your state. The State Director will guide you to useful CEEP resources such as [Effective Tabling](#), [Combating Cynicism](#), and much more. Refer to the Fellows information on our website to help plan and execute your Fellowship activities.

## Money Matters

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### STIPENDS

CEEP Fellows are compensated in a variety of ways depending on your school's policies. If you are to receive a stipend directly from CEEP, you must submit a Request for Payment form along with your final report shortly after the November election.

- **November 13: Request for Payment paperwork deadline**
- **Request must be accompanied by**
  - **Final Report**
  - **Activities funds receipts**
- **December 1: Payment deposited into your account**

**Note:** If you fail to meet the deadline you may receive a late payment or even forfeit your stipend. Students who are paid through their school should discuss payment requirements with their Campus Advisor.

### ACTIVITIES FUNDS

Each Fellow has been allocated up to \$200 to be used for activities, printing, food for events, etc. Direct-paid Fellows will receive these funds on Oct. 15. Fellows paid through their schools will receive the funds through institutional processes.

- CEEP auditing requires that you submit receipts for all expenditures via your State Director.
- Of these funds, you may not spend more than \$50 on food.
- Expenditures over \$50 require pre-approval from your State Director.

### 2018 Important Dates

**Aug. 15 – Sept. 30**

Applications and hiring

**Sept. 4-5**

National trainings begin

**Sept. 17**

Constitution Day

**Sept. 25**

National Voter Registration Day

**Oct. 1**

Last date to file hiring forms

**Oct. 15-31**

Voter education and GOTV activities

**Oct. 28 – Nov. 6**

GOTV activities

**Nov. 6**

Election Day (Fellows must record an activity on Election Day)

**Nov. 13**

Submit final reports, activity fund receipts and Request for Payment form)

**Dec. 1**

Stipend payments deposited (If all necessary paperwork is submitted on time)

*Now that we've got that settled.... Let's get to*

## Training: How to be nonpartisan

### IN THIS SECTION

- How to be nonpartisan
- Build a team and create an action plan
- Best practice resources for voter registration, voter education and getting out the vote
- Communications, branding and social media

CEEP (and most likely your school) have the IRS tax status called 501(c)(3). With this status, CEEP and its representatives may not support or oppose any particular candidate or political party. Though nonpartisanship means refraining from endorsing or campaigning on behalf of a particular party or candidate, nonprofits can do advocacy work and can facilitate participation in elections.

### NONPROFITS CAN:

- Register people to vote,
- Educate voters about how, when and where to vote,
- Provide nonpartisan voter guides and sample ballots,
- Host or recommend attending candidate forums,
- Create events and invite candidates or party representatives to attend, and
- Get out the vote!

### NONPROFITS CANNOT:

- Endorse a candidate,
- Register people based on political affiliation,
- Tell a person for whom to vote,
- Rate or rank parties and/or candidates, or
- Give preferred access to resources to any a particular party or candidate.

Moreover, because CEEP works institutionally with partner schools, we have to make a particular effort to encourage the participation of everyone on campus, whatever their beliefs.

So, how do you know what's alright to do and when your actions might seem to be partisan?



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## DO:

- Help all members of the campus community to register to vote and get to the polls, regardless of their political views or views on particular issues.
- Feel free to target voter registration and GOTV efforts to people and communities that have historically been ignored or shut out of the political process.
- Distribute genuinely nonpartisan resources like [our candidate guides](#) or those of the League of Women Voters that allow voters to compare the candidates' stances.
- If you talk about particular issues, focus on what they are, and which electoral officials or candidates (e.g., state senators, city councilmembers, Congress) make those decisions.
- For state or local initiatives, you can include details on impact and include pros and cons from both sides' point of view.
- Ask your State Director for guidance if you are ever unsure whether or not something is nonpartisan.

## DON'T:

- Suggest which candidate or political party people should support.
- Ask about party affiliation or otherwise attempt to determine which candidates people are likely to support before offering to register them to vote.
- Use code words which tie registration or voting to the views of candidates or parties, like "X" is the liberal candidate, "Y" is the moderate candidate or "Z" is the conservative candidate.
- Criticize or endorse any candidate or party.
- Use single issue messages (e.g., gun control or abortion) in any voter registration or GOTV effort.
- Target voter registration or GOTV efforts to lists of people provided by political parties or organizations that support or oppose candidates.

## Q & A

**Q: Does being a CEEP Fellow mean I can't work for a candidate or party?**

**A:** You can support the candidate or party of your choice in everyday life OUTSIDE of your work as a CEEP Fellow but NOT within the context of the work you're doing for CEEP. When you are not acting on behalf of CEEP, you should make it clear that such opinions are your own. You may not be employed by any other partisan or nonpartisan electoral engagement organization while working for CEEP.

**Q: What about supporting or opposing candidates on my personal social media?**

**A:** We require our Fellows to remain nonpartisan. If you would like to support a candidate, please do so on your personal social media outlets, but not in any of the communications you create on behalf of CEEP or your school, and consider a disclaimer to your profile saying "Post/Tweets are my own and do not represent the positions of any organizations I work for."

**Q: May I host a candidate forum or invite a candidate to visit campus?**

**A:** Yes, but only if you invite all candidates or parties to participate.

**Q: Can I be featured in the media for my activism and political activities?**

**A:** If you are featured as a CEEP Fellow, you should not reference your political choices but only the mission of the organization. If you are featured in an article about your political preferences, and mentions your CEEP work, please make clear that the work you do for CEEP is wholly nonpartisan. Please check with your State Director or National Fellowship Director before giving any official statements.

**Q: Can I wear a personal item representing a candidate and/or political party?**

**A:** You may do so on your own time but not when representing CEEP.

## Training: Build a team and create an action plan

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The most successful campaigns begin with a concrete plan. Your State Director and/or Campus Advisor will help you create the plan for your Fellowship. Action plans help you get specific about your campus goals and how you will achieve them.

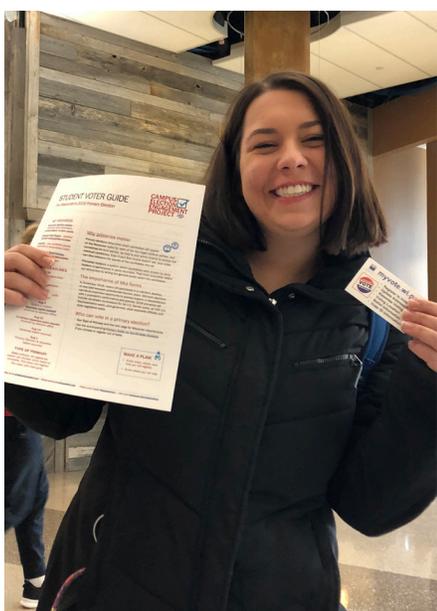
The process of drafting an action plan allows you to think about campus needs, devise a strategy that will meet them and take action. You'll find that the more specific you get with the plan, the more effective it will be. A great action plan contains goals, strategies, tactics and outcomes so you know what you're aiming for and how you will get there. Check out some [sample plans here](#).

So how to get started?

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### Action Plan Steps

- Assemble your team and assign roles
- Assess your situation
- Set your goals
- Choose your strategy
- Build your objectives
- Decide on tactics and plan the work
- Measure, report, review, revise, repeat



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### ASSEMBLE YOUR TEAM AND ASSIGN ROLES

As a CEEP Fellow, your success relies on establishing and maintaining working relationships with as many campus communities and organizations as possible. It's impossible to engage a campus alone, so recruit a core group of student volunteers, administrators, faculty and staff to coordinate campus election engagement efforts, divide up the work and ensure that key stakeholders talk with each other and share in the effort. Your State Director and Campus Advisor can help you think through how to build your team.

### ASSESS YOUR SITUATION

The first step will be to assess the climate on your campus. Does your campus create an atmosphere that fosters and encourages student voting? What resources has the campus already committed? What's the campus history of electoral engagement? CEEP has a handy assessment tool which helps campuses identify which nonpartisan, high-impact electoral engagement practices currently take place at their institution, and which could be added. Find out if the coordinator of your campus nonpartisan election engagement coalition has taken the assessment. Then review that document and score it yourself. You can also get a team of students, administrators, faculty and staff to go through the exercise together to get multiple perspectives. Either way, the assessment gives you a tool to learn what's been done and tried in the past, and how you can build on it. You can download the CEEP assessment tool [here](#).

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## SET YOUR GOALS

Goals are the broad aim toward which your efforts are directed. Write down what you aim to accomplish. Set a reasonable timeframe for your overall plan and work backwards so you can create specific timelines for specific goals. This may differ if you're working on a long-term plan or a specific upcoming election.

## CHOOSE YOUR STRATEGY

Strategy is the part of your plan that articulates what you will do to achieve your objectives. This helps you think about your audiences, your brands and your communication plans. Will you focus on events? Communications and social media? Working with faculty or student government?

## BUILD YOUR OBJECTIVES

These are the specific milestones that must be reached to achieve your goal. Make them SMART:

**S – Specific** in what you hope to accomplish,

**M – Measurable:** Decide what measures you'll use to assess how well you've accomplished them. For example, how many voters do you hope to register? How many volunteers will you need to achieve this goal?

**A – Agreed:** Make sure the plan is agreed on by your team. Your goals and objectives should be accepted by everyone involved and consistent with the requirements of your Fellowship.

**R – Realistic:** When objectives are reachable, they are less terrifying and easier to accomplish.

**T – Time-bound:** Timing should be appropriate to the size of your action. When your timeline is realistic, you'll be motivated to finish your task without getting overwhelmed.

## DECIDE ON TACTICS AND PLAN THE WORK

Tactics are the most specific aspect of your action plan. They detail the activities or methods that will achieve your objectives and ultimately your goal. Tactics include events and meetings, actions like dorm storms or tabling, social media and communications ideas, branding, etc. Writing out your tactical plan will help you think through the details of each action including the who, what, where and when of each.

Detail each action or event as much as you can, and as thoroughly as time will allow. Consider what people, places, permissions and resources you'll need. Assign leaders and volunteers to help assist you and use a system of checks and balances to make sure everything gets completed. Include a planning timeline and a documentation plan so you can report your progress as you go. Here's a great example. See specifics at the end of this [sample plan](#).

## MEASURE, REPORT, REVIEW, REVISE, REPEAT

Reporting and documentation are critical. Numbers are important, so you can monitor your progress and so CEEP can report the cumulative impact of the Fellows' work nationwide. Your State Director will help you work with our reporting tool, and it will be easy if you've documented your events, contacts, attendance, outreach, etc. and reported them as they happen. Build your measures right into your action plan and revise.

Review the plan regularly. Once a plan is made, create a timeline for the tasks, tactics, and strategies leading to the ultimate goal. Regularly check back in with your team to report on successes, discuss what isn't working and adapt the plan as necessary.

See: How to [Build A Team and Plan an Engagement Campaign](#)

## Training: Best Resources for Voter Registration, Education and Getting Out the Vote

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In a representative democracy, our elected officials make decisions that profoundly affect almost every aspect of our lives.

The president, Congress and judicial branch control our budget, defenses, taxes, health care and civil liberties. State and local officials determine everything from tuition levels to law enforcement practices, housing costs to transit availability, local recycling programs and noise ordinances to redistricting. Voting influences everything that holds our country together.

As a CEEP Fellow, your job is to enable and encourage every student on your campus to exercise their right to vote, make their opinions count and participate in our democracy. Your job is to build momentum and commitment through person-to-person conversations, produce educational and motivational events, share information and get people to the polls. CEEP will provide you with successful approaches and examples to assure your success and help you have fun while engaging your campus.

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### WHAT YOU SHOULD KNOW ABOUT VOTER REGISTRATION

Voter registration is the top task for CEEP Fellows. Many first-time voters don't know that they must register in advance before they can vote. Students are often confused as to whether they should register and vote at their campus or home address.

Registration processes and procedures vary by state, so your first task will be to learn the rules for your location. Work with your State Director and check out your state's information at the [Campus Vote Project](#). Ask your State Director for a training on state laws and issues. Be sure you know about critical cut-off dates for in-person and online registration. Check in with your State Director or with the Secretary of State and/or local Board of Elections to learn about other rules and resources, forms and registration dates. Find out about any known local issues or voting challenges specific to your area. Determine if your school is signed on with the online platforms [Rock the Vote](#) or [TurboVote](#). If not, you can advocate for the school to do so.

### REGISTRATION FORMS

Students are often confused about whether to use their home or school address on their registration form. If they register at home they can keep the same address over time but may have to vote via absentee ballot and will have to look up dates, deadlines and local candidates for their home area.

If students register at school, they can vote in-person during the academic year and vote with other students but may have to register at a new address each year. Registration forms require a physical address, so students in residence halls may need to find out which address will be officially recognized by local election boards. Students may also need confirmation information like letters from their school's president or chancellor or a zero-balance utility bill issued by the school. It's critical to know the specific rules for your state or campus so you can confidently and accurately assist students to fill out the registration forms. Once you learn the rules, you need to create a system to disseminate this information. You should also learn about relevant Voter ID rules, so students can get the right ID to satisfy them well in advance of Election Day.

Also, make sure that students who live off campus understand that their polling site may be different from ones used for on-campus students.

## YOUR VOTER REGISTRATION CAMPAIGN

Your action plan must contain one or more voter registration events. Here are some best practices for setting up your voter registration table. Refer to CEEP's guide to [effective tabling](#) for more details, including ways to avoid being partisan.

- Choose a visible location. Take advantage of situations where people are waiting or gathering such as registration lines, sporting events, popular lectures and concerts.
- Consider set-up requirements in advance. Do you need permission to register voters on campus? Do you need to reserve a space or equipment such as tables, laptops and/or power sources?
- Make it easy. Have office supplies, forms, templates and examples at the ready. Pre-train any volunteers who assist you on the rules and answers to frequently asked questions. Make sure everyone knows the rules for your state. Write a script that consolidates all required information, so you and your volunteers know what to say.
- Get out from behind the table! Don't wait for students to come to you. Students respond when peers actively reach out to them. Many are cynical or intimidated by the voting process, so they won't sign up just because they pass by. Teach your table volunteers to approach students with registration clipboards. Have registration tools set up on tablets, laptops or smartphones.
- Ask everyone – not just people who look like you or people who approach you.
- Have one-on-one conversations. Personal conversations are the most effective tool you've got. Make sure you're clear on why voting is important. Use the [candidate guides](#) we'll prepare as well as our document on [combating cynicism](#) to help frame your discussion.
- "Already registered" may or may not be accurate. Make sure they're registered at their current address. Ask if they have moved since last registering and encourage them to register at their current address.
- Before and after the registration deadline, ask people to pledge to vote. Create cards or online pledge forms, using templates we'll supply. Collect student phone numbers and emails so you and volunteers in the nonpartisan engagement coalition can follow up by phone, email or text.
- If students are particularly interested, see if they'd like to volunteer with your school's election engagement coalition.

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### Voter education: What, why and how?

Many students choose not to vote because they don't think they know enough about the candidates or issues. You can change that perception by being knowledgeable about voting logistics and providing accurate and trustworthy information on candidates and issues.

**Voting rules:** Our partner Campus Vote Project has [concise summaries](#) you can distribute or adapt on registration deadlines and requirements as well as applicable voting rules in your state. We'll also create [voting rule posters](#) for you. You can distribute them electronically, and we'll also send you printed versions. You'll then want to locate and distribute information for students living on or near your campus on how, when and where to vote. Your State Director may have an information sheet already, so inquire

before creating your own. If you do create your own, have your State Director fact-check your materials to make sure the information is correct.

**Issues and candidates:** Create and distribute non-partisan candidate and issue guides. CEEP provides [candidate guides](#) for major races. For down ballot local races, you can create your own guides using the same framework. Students can [create guides](#) working under the supervision of political science,

communications or honors faculty, or you can ask faculty to make them. If your local League of Women Voters is making guides you can help the League distribute them on your campus. Have journalism or communications students write up and design information on pros and cons of major local initiatives and ask your campus newspaper to cover them.

Your campus should be a hub where students can reflect on key issues and critically evaluate local, state and national candidates. Use our guides as the prime resource for races we cover. Students have found them tremendously valuable in sorting out different perspectives, and we put a great deal of work into making them top notch. Students may be able to get information on the stances of candidates in races where we don't have guides by signing up at [BallotReady.org](http://BallotReady.org) or at [Project Vote Smart](http://ProjectVoteSmart.org).

**Schedule debates and forums:** use resources like the Annenberg Schools' [FlackCheck.org](http://FlackCheck.org) to help students question misleading campaign ads and actively challenge their airing. Plan for election and civic engagement-related speakers to visit campus, propose ways to distribute our nonpartisan voting guides at these events, and those of partners like the League of Women Voters.

**Meet, greet and engage:** Bring candidates to campus. To remain nonpartisan, make sure you invite candidates from all political parties. Sponsor large events and/or ask faculty to invite them to their classes. Schedule events at popular times and promote them widely. Offer incentives to attend such as food and door prizes. Ask faculty to give academic credit for attending. Hold debate watch parties and host follow up conversations. Most schools require students to let their administrators know if candidates are coming to campus, so make sure to get the appropriate approval ahead of time.

**Invite participation:** Hold formal and informal debates and discussions in public places and residence halls. Partner with and encourage specific campus constituencies to hold forums and educational events (e.g., veterans, students with disabilities, multicultural

groups, etc.) Encourage faculty involvement across disciplines. Invite political science, sociology and communications students to survey students for their perspectives and then share the outcomes. Ask faculty to hold follow-up discussions and host classroom debates exploring relevant policy aspects. Think outside the box – include social work, education, arts faculty, etc. Include campus communities such as student government, athletics and student services. Encourage conversations about current issues and candidates in classrooms, dorms, student clubs, student gathering places. Partner with community groups.

**Help students identify their own preferences:** When our candidate guides are ready, have students discuss them in classrooms or residence halls and see where they stand on different issues. If they don't know their party affiliation students can take an online quiz <http://www.people-press.org/quiz/political-typology/>. Incorporate this into the classroom or an event. Have students take the quiz and record the answers on a poster or whiteboard. Discuss why or why not students lean one way or another.

**Reach out and communicate:** Encourage student newspapers to cover elections, election issues and campus engagement events. Arrange interviews on campus radio stations. Display information and promote events via campus information screens and posters. Disseminate content online. Foster interaction using campus and popular social media networks.

Get more ideas and read case studies at [our website's voter education page](#).

## Get out the vote!

No matter how many people you register or educate, you've not achieved the goal unless your students actually go to the polls on Election Day or send in their ballot. "Get Out the Vote," or GOTV, is your strategy to ensure registered voters turn out on Election Day. Make a GOTV action plan that is specific to the needs of your campus. Begin your GOTV strategy a few days before Election Day.

During GOTV it is important to maximize your outreach. Effective GOTV efforts include canvassing, phone calls, emails and social media. Your goal should be to reach as many contacts as possible before the polls close. Remind people that it's Election Day. Be prepared to provide information on polling locations, same-day voting and registration if applicable, and where to find candidate information. Identify polling locations for on-campus students and polling places in neighborhoods where students typically live. You'll want to sign up as many volunteers in advance as possible to help you carry out Election Day tasks.

### COMMON GOTV TACTICS:

- Have students plan how going to the polls fits into their daily schedule. This will increase the probability they'll turn out to vote.
- Picture it: Ask specifically when and how students plan to vote. Will they request an absentee ballot or vote early? How will they get to the polls on Election Day? What time will they go? Designate a day during the final week to create excitement and have an impact on the election.
- Send out a campus-wide email with the voting hours and locations for students living on campus and near campus. Include a link to [Vote411.org](https://Vote411.org) so students living further away can find their precincts.
- Use Halloween, sports events or other large gatherings to promote voting.
- Create a phone bank and call student contacts you've collected through other efforts.
- Use volunteers to canvass the dorms and local community to remind potential voters of the election and their polling location. Incorporate creating a vote plan into these conversations.
- Encourage early voting. Inform students on early voting hours and locations. Encourage student groups or classes to hold "parades to the polls" or "field trips" to vote early.
- Provide transportation. Publicize polling locations with directions, hours and transportation options. Encourage carpooling. If possible, provide shuttles. See if local transit authorities can help run special buses to the polls.
- Ask faculty to allow students to miss class to vote, drive students to the polls, discuss voting on Election Day and/or give extra credit for arriving to class with an "I Voted" sticker.

### Creative ideas for GOTV:

- Parade to the Polls
- Chalk footsteps
- Prizes
- Organize GOTV transport teams
- Instagram contest



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- Plan election night parties. Ask dorms, Greek houses and local businesses to hold election night parties.
- Organize parades or marches to the polls. For example, [Fayetteville State University in North Carolina organized a parade](#) through campus to their polling location.
- Make it personal! Research has shown voting is contagious. Voters respond best to people they know. If you persuade one person to vote, they will likely influence at least one additional friend or family member. Ask: Who are you going to go to the polls with? Ask students to use social media to encourage friends to vote.



FAYETTEVILLE STATE UNIVERSITY IN NORTH CAROLINA ORGANIZED A PARADE

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## KEEP RECORDS AND MEASURE YOUR IMPACT

Document all GOTV efforts. Keep track of events, materials and activities. Note contacts made and/or attendance to help with future election-based plans. Determine the success of your work by tracking the number of volunteers, event attendees, voter registrations completed, etc. Keep the momentum going for the next election by using the records you have kept.

During GOTV remember to maximize your outreach. Your goal should be to reach as many contacts as possible prior to the polls closing on Election Day. Make you're your team can provide information on polling locations, same-day voting and registration if applicable, voter ID rules and where to find candidate information.

## Training: Communications, branding and social media

Strong communications skills and social media savvy will help amplify your CEEP campaign and complement your direct outreach to engage students. When you post nonpartisan information about events, issues and elections, it gives students the chance to take note, become motivated, learn about issues and candidates and get out and vote.

**Here are some tips and resources to help you maximize your media and social media influence:**

### CREATE A BRAND AND MAKE IT WORK FOR YOU

A brand generally includes a name, visual identity (logo), key messages and hashtags that convey the essence of your campaign. A brand will give your team legitimacy and help you be consistent and streamline your messaging. Successfully building a campus election engagement brand can help the activities that you and other partners and allies undertake reinforce each other as you engage your fellow students and key campus stakeholders.

Your school may already have an election engagement brand. Before striking out on your own, it's important to find out if there is one. Be sure to identify what may already exist and to check out your school's policies on student organizations and social media. Otherwise you might find your efforts are shut down before you begin.

If your campus election engagement coalition doesn't already have a brand, CEEP strongly suggests that you create one that is unique to your school. Ideally, you should draw off your school's name, athletic team name or mascot. For example, the Ohio State University created "OSU Votes", Virginia Commonwealth University created "Rams Vote," and West Chester University created "Dub C Votes." Michigan State teamed up with the town of East Lansing to create a shared "YouVote" campaign.

Once a brand is created, use it to make your work visible. Tell your story through your brand and use it to establish your campus presence. This helps students count on you for voter registration information, candidate and election resources.

Develop relationships with your school's communications department, campus newspaper and local media outlets and pitch them stories. Write about your campus initiatives. Gain recognition by creating articles, blog posts and op-eds about your work to gain recognition. Focus on issues that are relevant to students, so they will make connections between the things they are passionate about and local and national issues or candidates.

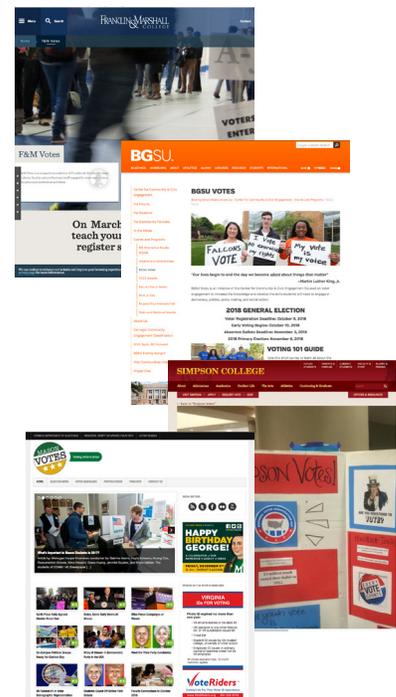
**Check out these sites to see how they built on their brand:**

Franklin and Marshall College F&M Votes: <https://www.fandm.edu/votes>

Bowling Green State University BGSU Votes: <https://www.bgsu.edu/center-for-community-and-civic-engagement/events/bgsu-votes.html>

Simpson College Simpson Votes!: <http://simpson.edu/fogle-simpson-votes-table/>

George Mason University Mason Votes: <http://masonvotes.gmu.edu/>

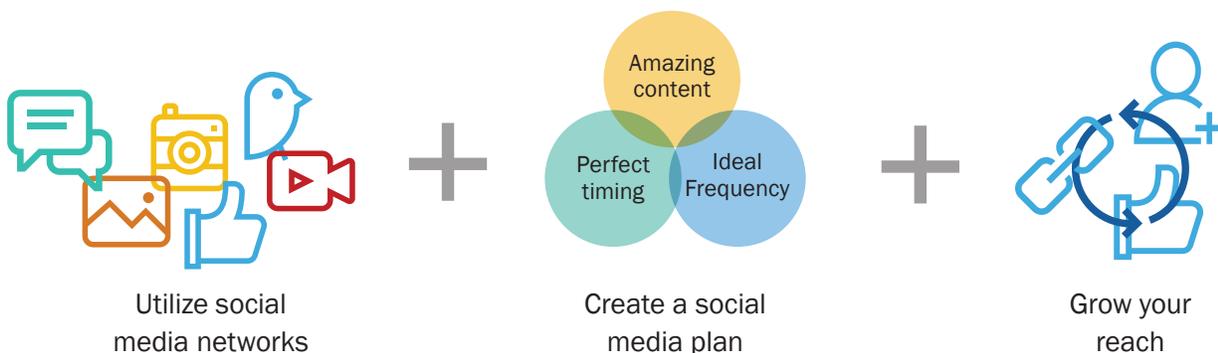


## USE SOCIAL MEDIA

If you want to reach your fellow students, it's crucial to successfully utilize social media. By establishing an identity and gaining followers on Facebook, Twitter, Snapchat, Pinterest, etc., you can get your messages to students 24/7. Effective use of social media networks will keep your message in students' minds. Post fun, interactive and shareable information. Use text, images and memes. Send reminders about events and voting deadlines. Encourage participation by posting ideas that foster dialogue.

### Here are some brief tips to help you think about your social media strategy and plan:

- If they don't already exist, create Facebook, Twitter and Instagram accounts for the campus nonpartisan election engagement brand. If your school and student organizations have existing accounts on the prime social media communities, use them. If your school does not, create them. Remember to follow institutional rules when creating social media accounts. If your institution requires authorization or approval, follow their guidelines before creating accounts.
- Capitalize on the social networks of existing campus organizations by cross-posting. Examples: civic engagement centers, student government or political science department pages, financial aid departments and the school's main website. You can also build accounts with your brand and then gain followers by cross posting.
- Make a strategic social media plan, assign responsibility and be consistent. Post often and on a regular basis. Create a posting calendar connected to your engagement plan milestones and pre-write posts to promote your activities. Post fun, interactive and shareable information. Keep it lively and interesting so folks will want to follow you.
- Social media is about staying up-to-date. Consider posting before, during and after events. Tools like Buffer or Hootsuite allow you to plan and schedule posts on multiple media outlets, cutting back on posting time.
- Create hashtags that students can use to spread the word about your events and/or upcoming events and use Twitter hashtags such as #vote, #youthvote, #register, #engagement and #NVRD.
- Students love photos and competitions! If you can get students to take selfies with a registration card, they are more than willing to share! If you take a picture yourself, record verbal consent to take and use it for CEEP. You should refrain from encouraging students to take and share pictures of themselves with their ballot on Election Day, it is illegal in many states.
- Like and follow related organizations such as National Voter registration Day [@NatIVoterRegDay](#), Campus Vote Project [@CampusVote](#), League of Women Voters [@LWV](#) and then cross-post information you discover there.



## MAKE YOUR OWN MEDIA

How do we get students to pay attention to important elections? One way is to have students create the coverage themselves. You want to build a buzz around all the reasons to get involved and then show how important student participation can be. Student-created media is a great way to get the word out and cover important events and issues. CEEP case studies contain dozens of ways to create and deploy media as part of your electoral engagement efforts. This includes everything from interviewing students about why voting is important to covering election results and breaking news stories.

[Student newspapers](#) can do a lot to make elections salient, giving students clear information on how to participate and helping them sort through candidate positions and claims. Student radio stations are always looking for people to interview.

At Virginia Commonwealth University, students used iPads to shoot interviews about education policies. The interviews ran on YouTube and on the website of the local CBS affiliate, a partner in the project. Student reporters at Roger Williams U covered campus forums, interviewed candidates and were the first media outlet to break local city council results.

For details, ideas and case studies check out: [http://campuselect.org/wp-content/uploads/2017/12/covering\\_elections\\_through\\_social\\_media\\_reporting.pdf](http://campuselect.org/wp-content/uploads/2017/12/covering_elections_through_social_media_reporting.pdf)