



# **CAMPUS ELECTION ENGAGEMENT PROJECT**

## **ENGAGEMENT FELLOWS HANDBOOK**

2nd Edition: Fall 2019



# CAMPUS ELECTION ENGAGEMENT PROJECT

Welcome to the Campus Election Engagement Project!

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## INTRODUCTION

This handbook was designed to help new CEEP Engagement Fellows get started in their electoral engagement efforts. As a CEEP Engagement Fellow, you will be helping your school create an environment that encourages and supports student voters. You will find creative ways to get the word out about the importance of voting, help students register and vote and ensure they get to the polls and make their voices heard.

Here's what the Campus Election Engagement Project does and how you contribute to its work as a CEEP Fellow:

***Campus Election Engagement Project (CEEP)** helps colleges and universities use their institutional resources to get students involved in elections, 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 we call "[Seven Key Ways](#)," which outlines a systematic approach to building campus and student involvement. With support and training from our CEEP State Directors, CEEP Fellows take action using Seven Key Ways and our other resources as guides.*

## What Does a CEEP Engagement Fellow Do?

As a CEEP Engagement Fellow, your primary goal is to work on registering, educating and mobilizing students around the election. You will help your campus create systems that encourage and foster voter participation. You should bring your own interest and passion to the task, finding ways to communicate and excite students about the importance and value of voting. Remember, the goal is to increase student participation by working on incorporating



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recurring plans in three areas: voter registration, voter education and getting out the vote on Election Day. CEEP will help you do this through a number of trainings and ongoing coaching.

CEEP Engagement Fellows will develop and refine a work plan. Fellows will be asked to execute **six direct election engagement activities** either through voter registration, education or get out the vote. These direct activities must be recorded using the activity tracker. The Fellows must track information such as the number of students reached, activities completed and to the extent possible the number of voter registrations secured.

As a CEEP Fellow **you must work in a nonpartisan manner**, building contacts and allies across campus, including faculty of all disciplines, student government, student services, legislative affairs, registrar, residence and dorm management, athletics, fraternities/sororities, disciplinary clubs, etc. You will learn how to create successful action plans and recruit other students to help as well as develop event production and public relations skills, using social media to get the word out.

At the conclusion of the position, Fellows will compose and submit a post-semester report summarizing activities and accomplishments. **Failure to produce these items may result in delayed or denied pay from CEEP.**

## What Is the Fellow's commitment?

Each Fellow is required to work a minimum of 130 hours of **NONPARTISAN** engagement over the course of their contract. Hours will be divided amongst institutional planning, six election engagement activities and CEEP reporting procedures, like the activity tracker and final report. Hours worked may also include check-ins with State Directors, on-campus advisors and trainings.

As a Fellow, you are a critical partner in ensuring a free and equitable democracy. Welcome aboard!



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## GETTING STARTED

Here are some things you will need to complete when you start the Fellowship:

### Paperwork

**Contract:** All CEEP Fellows must sign a contract. This is a formal agreement between you and CEEP. This document sets out expectations for the Fellowship, including the minimum number of hours you'll be working, what you're expected to accomplish, terms of payment and length of your Fellowship. This document ensures that you know and agree to what's expected of you.

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) Your work will focus on a specific number of voter registration, education and get out the vote events;
- 3) You will document your efforts with the activity tracker; and
- 4) You will submit a final report by the end of your contract.

If you are unable to achieve these minimum requirements, your CEEP Fellowship and payment may be terminated.

**W9:** IRS form completed for tax purposes. Please see completed example for questions.

**ADP (EE Form):** This is our payroll form. It is important that this form is carefully completed and readable. Refer to the sample form on how to complete. If you chose not to provide banking information, you do have the option to receive a paper check. Paper checks will not arrive at the same time that direct deposits are released.

**Hiring Data Form:** We are 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 from you a good headshot and a paragraph about you that includes your full name and preferred nickname if applicable, area(s) of study, campus you attend and a sentence or two about why you're interested in working on this project.

The hiring form also asks that you provide us with some additional information. CEEP prides itself on providing an equal opportunity to diverse group of students from all backgrounds. Please answer these questions to the best of your ability.

**Hours:** CEEP does not ask Fellows to track hours worked each week. It is evident with the amount of work being asked to complete if things are getting done. We work on an absolute honor system.



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## TRAINING

Trainings will be given on orientation, statewide voter registration and identification, voter registration and education and get out the vote. Additional trainings on the activity tracker, Slack and Zoom can be found on the Fellows resources page.

Trainings will define Fellows' expectations and requirements such as **election engagement activities**. These activities should amount to four hours in length for a total of 16 direct engagement hours. Communication activities may count towards your engagement activities. These include but are not limited to social media posts, chalking and posterage. If you choose to perform a communication activity they must amount to four hours in length to count as an event. There are no exceptions.

## Working with CEEP

The next section of the handbook will review the means necessary to be successful for working with CEEP. We are committed to supporting your work as much as possible. As a Fellow you will be provided with a number of materials to help you on your journey. These important documents can be found below.

## HOW TO BE NONPARTISAN

Both 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. For a list of approved third party partners and allies please visit our website at [campuselect.org](http://campuselect.org).

Beyond the legal requirements, 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.

Nonprofits can do the following:

- 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.



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Nonprofits cannot do the following:

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

## RESOURCES AND TOOLS

### Assessment

As specified in the contract, Fellows must complete the campus needs [self-assessment](#). This tool is meant to serve as a starting point for students to develop a strategic plan to enhance engagement on your campus. The self-assessment looks at four aspects of electoral engagement on college campuses: campus commitment, student voter registration, student education on candidates and electoral issues and mobilizing students to vote. State Directors will explore which efforts can be improved with you to develop engagement approaches that can be implemented.

### 7 Key Ways

The “[7 Key Ways](#)” is your golden ticket to engagement success. We will teach you the basics of campus election organizing, and through our many case studies we will share ideas on what we have found impactful, giving you specific materials and resources such as CEEP’s nonpartisan candidate guides, “Your Vote Matters” banners and downloadable pledge cards.

Here are the 7 Key Ways:

1. Build a team.
2. Register students to vote.
3. Educate students on issues and candidates.
4. Help students volunteer.
5. Build election excitement and visibility.
6. Get out the vote.
7. Measure your impact.

### Communication Plan

This resource is designed to help Fellows follow communication procedures specified in the contract. Fellows are strongly encouraged to fill out [this communication log](#) following each scheduled meeting on campus. The goal with this is to keep a running account of who Fellows are meeting with and what is being discussed and to better organize your work this semester.



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## Good Photo vs. Bad Photo

Photos are important to any type of new content you produce, so always be on the lookout for good photo moments. One single high-quality photo with a descriptive caption can be just as useful and powerful as a story. Stand-alone photos can be shared via the CEEP Facebook page, blog and website or other publications. CEEP is always looking for new high-quality photos of fellows in action or showing the impact of CEEP's election engagement efforts.

## Using Slack

This resource is designed to help Fellows use [Slack](#) effectively to communicate with their State Director and National Fellowship Director and to collaborate with other Fellows on projects. Fellows are strongly encouraged to use Slack to communicate with their State Director and National Fellowship Director as well as with other Fellows to collaborate on projects and troubleshoot similar issues that may arise along the way.

## Using Zoom

CEEP uses Zoom for Fellows training sessions and state/individual check-ins and more. By this point, it is likely you have already created your own free Zoom account. If you have not, here are some helpful steps for how to do so:

- Open a new window and type in: <https://www.zoom.us/>.
- Click the blue box that says "sign up, it's free."
- Use your @campuselect.org email address and create a password.
- Once logged in, you will find your dashboard.
- On your dashboard will be the link to your **unique, personal Zoom ID number**.

Please note that if you need to run your own Zoom meeting, your free Zoom profile comes with a 40-minute video chat room for calls with more than two people. Zoom can also has apps available for both iOS and Android.

### Joining a Call:

- Click on the Zoom link that has been shared with you, if applicable.
- Open your Zoom app and click "Join a Meeting" and enter the meeting ID#.
- If prompted, click the green button that says "Join with Computer Audio."



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## Helpful Tips:

- You can turn your camera on and off by clicking the “camera” button on the bottom left;
- You can mute and unmute your microphone by clicking the microphone button on the bottom left;
- You can leave the meeting by clicking the “Leave Meeting” button on the bottom right; and
- You can chat with other meeting participants with the “Chat” button.

## Ideas to Replicate

With this fellowship, there is a lot of room for creativity. There are various avenues that Fellows may pursue, but here are some ideas to help them get started.

### Institutional Ideas to Replicate:

- At Iowa’s **Simpson College**, a freshman student created the organization Simpson Votes, which is now funded through the student government association. Partnering with media and interfaith departments, the Dean of Students, local politicians and candidates, and a campus service scholars program, they hosted a series of successful voter engagement events in 2014 and successfully engaged students in 2016.
- The **University of Wisconsin-Madison** built a student-led coalition, using the #BadgersVote. More recently, they’ve been working to replace student ID cards that are not compliant with Wisconsin’s voter ID law. They’ve gained support from their city clerk and are now working with university administrators.
- At **Ohio State University**, the student government helped create the nonpartisan organization, OSU Votes, as an ongoing mechanism of engaging OSU students in elections. OSU Votes now gets support from the undergraduate, graduate and professional school student governments, as well as the Office of Student Life, in which they’re now housed.
- **University of Central Florida** Student Government created a [Social Media Action Plan](#) to help with election related posts.
- The **University of Iowa** CEEP Fellow surveyed a small group of students to identify voting information they were looking for. The fellow then developed a mock-up of a website page to be incorporated on the university website.
- **Temple University** used a CEEP QR code at new student orientation that links to CEEP’s Rock The Vote registration page. Students had the ability to scan the code and register to vote on the spot.





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## Election Engagement Ideas to Replicate:

- Locate allies within campus administration and build on existing contacts and networks.
- Serve as a student representative on campus electoral engagement committees.
- Use online tools where appropriate, like Rock the Vote and TurboVote 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, meeting 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 CEEP’s nonpartisan candidate guides and foster discussion on where the candidates stand by organizing 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 campaigns.

## Secondary Project Ideas

If you are feeling stuck or are experiencing a particularly slow week, this document will provide you with some ideas for other items to be working on this semester. This list is not exhaustive nor is it required that you complete all of these items.

## Activity Tracker

**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 your work nationwide. Your CEEP State Director will help you work with our reporting tools (the activity tracker), which will be easy if you consistently document your events, contacts, attendance, outreach, etc. and report them as they happen. Build these measures right into your action plan and revise.



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## BUILD A TEAM AND CREATE AN ACTION PLAN

### How to Get Started Planning

The most successful campaigns begin with a concrete plan. Before creating a plan, first check with your Campus Advisor to make sure a plan is not already in motion. Your Campus Advisor is the gatekeeper to important campus plans and should always be consulted before taking action.

If your campus does not currently have action plans, CEEP has two different action plan templates that can help you through your journey. 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 and devise a strategy that will meet those needs and take action. You will 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.

#### So, How Do You Get Started?

Check out our [Action Plan Template #1](#). Using this template you will be asked to define your scope of work. This resource will ensure your team understands the criteria and communication process. Make sure to list the steps you will need to take, due dates you set for yourself and any relevant stakeholders. For more help checkout our [Action Plan Template #2](#) which can be completed in table form.

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

#### Assign Team Roles

As a CEEP Fellow, your success relies on establishing and maintaining working relationships with as many campus contacts and organizations as possible. It is 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 recruit volunteers.

#### 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 backward so you can create specific timelines for specific goals. This may differ if you are working on a long-term plan or a specific upcoming election.



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## 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 audience, brand and communication plan. 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 goals. 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 becoming overwhelmed.

## Tactics

Detail the activities or methods you will use to achieve your objectives, and ultimately, your goals. Tactics include events and meetings, actions like dorm storms and tabling, social media and communication 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. 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.

## BEST PRACTICES FOR VOTER REGISTRATION, VOTER EDUCATION AND GETTING OUT THE VOTE

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

Congress, the president, and judicial branch control the budget, defense, taxes, health care, and our personal and civil liberties. State and local officials determine everything from tuition levels



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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.

The right to vote has been contested throughout American history. At first, only white males could vote. It took until 1870 before black males became eligible, and then most people lost their vote throughout the South until the Voting Rights Act of 1965. It took until 1920 for women to gain the right to vote, and until 1971 before 18-year-olds could participate. Today, we continue to argue over issues like gerrymandering, voter ID and registration hurdles, and disenfranchisement of voters with felony convictions.

As a CEEP Institutional Fellow, your job is to enable and encourage all students on your campus to exercise their right to vote, make their opinions count and participate in our democracy. To do this, you should build momentum and commitment through person-to-person conversations, educational and motivational events, information sharing and getting people to the polls. CEEP will provide you with useful resources and successful case studies to assure your success and help you have fun while engaging your campus.

## Voter Registration

### What You Should Know About Voter Registration

Many first-time voters do not know 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. Your State Director will go through a training with you on your state's election laws and guidelines. Pay close attention to this information as it is your job to become an expert on these laws. By the end of your training you should know the following:

- Critical dates and deadlines for in-person registration;
- What your state laws are about online voter registration;
- What, if any, identification is needed to take with you to the polls; and
- Does your campus identification meet the state law criteria.

Check in with your State Director and/or relevant government agencies 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.

### Registration Forms

Your fellow students may be unsure if they should use their home or campus address on their voter registration forms. It is important to let them know they can register to vote using either address. Voter registration should be updated every time a person moves.



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## Facts to Know About Registering with Your Home Address

If a student registers using their home address, it may require them to absentee vote or vote by mail if it is available in their state. Stress to these students that their registration dates, deadlines and candidate may be different than the on-campus voter information that is being provided.

## Facts to Know About Registering with Your Campus Address

Students choosing to register to vote with their campus address can vote in-person during the academic year. They must register to vote with their physical address. This is important to keep in mind for students living in residence halls who may have PO boxes to receive mail. When holding voter registration events for residence halls it is helpful to have a list of physical address as they would be recognized by the Board of Elections.

Students may also need confirmation information like letters from the 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'll need to create a system to disseminate this information. You should also learn about relevant voter ID rules, so students can get the ID they need 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 the ones used for on-campus students.

## National Mail Voter Registration Form

While each state has their own specific registration form, the federal government also has a form that can be used. U.S citizens can register or update voter information but it is important to follow the state-specific instructions listed for the state you're registering in.

For all registration purposes it is critical that you double and triple check the location the form should be mailed to. Local forms can be dropped off to your Board of Elections.

## Your Voter Registration Campaign

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



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**Note:** When tabling, if you are providing giveaways (such as food, swag, etc.), you must offer the prizes to every individual visiting your table regardless if they register to vote or participate in elections. In other words, **registering to vote or voting cannot be used as a condition to receive the giveaway or prize.** If you are unsure of the rules surrounding this, please contact your State Director.

- 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 setup 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, power supply?
- Make it easy. Have office supplies, forms, templates and examples at the ready. Train any volunteers who assist you on the rules and answers to frequently asked questions ahead of time. 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. Do not 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 and will not sign up because they pass by. Approach fellow students with registration clipboards. Have registration tools set up on laptops, tablets 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 are clear on why voting is important. Use the [candidate guides](#) we will prepare and our document on [combating cynicism](#) to help frame your discussions.
- "Already registered" may or may not be accurate. Make sure students are 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 voter registration deadline, ask people to pledge to vote. Create cards or online pledge forms, using templates we will 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 would like to volunteer with the campus nonpartisan engagement coalition.

## Voter Registration Examples

- **Ohio State University's** OSU Votes worked during welcome week and student move-in to register students as they arrived on campus, then conducted a coordinated effort to educate the campus on the issues and get students out to the polls. They've since included campus janitors, housekeepers, groundskeepers and food service workers.
- Students at **Norfolk State University** created an "Each One Text One" approach — a phone tree series of text messages to remind their friends of registration and voting deadlines and encourage them to forward them to other friends.



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- **North Carolina A&T University** registered over 12,000 students, staff, faculty and community members by combining on-campus registration with service projects where students registered voters on six successive weekends in nearby low-income neighborhoods. The outreach culminated in a rally with live music, food and voter registration tables.
- At Michigan's **Delta Community College**, teams of students competed to register their peers. Students who brought 10 or more individuals to register won DeltaVotes! T-shirts, and the team that engaged the most peers won a pizza party.
- At Philadelphia's **Drexel University**, a Civic Engagement 101 course incorporated a "Why Voting Matters" component to discuss voter registration and the importance of youth voting.
- **University of Colorado Boulder** and **Colorado State University** competed to register the most on-campus voters, with great success.
- **University of Michigan's** Voice Your Vote committee, sponsored by their student government, conducted a series of dorm storms and set up locked mailboxes around campus for students to drop off registration forms for the city clerk to pick up.
- **Virginia Tech's** 2013 team registered 3,000 students through active tabling — getting out from behind the tables, calling people over, etc. Schools, where teams wait for students to come to them, tend to register a much smaller number.
- **Illinois College** held a voter registration drive during the football team's pre-semester training and then followed up with a "vote with your coach" event during early voting.

## Voter Education

### Voter Education: What, Why and How?

Many students choose not to vote because they do not 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:** You can create and distribute materials with registration deadlines and requirements as well as applicable voting rules in your state. This should include logistics, where, when and what students should be aware of. Your State Director may have an information sheet created 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:** CEEP provides candidate guides for major races like senators and governors. For 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. Have journalism or communications students write up and design information on the pros and cons of major local initiatives and ask your campus newspaper to cover them.



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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.

**Meet, greet and engage:** Bring candidates to campus. To remain nonpartisan, make sure you invite candidates from all 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.

**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, such as veterans, students with disabilities and multicultural groups. 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 and student gathering places. Partner with community groups.

**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 social media.

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

## Voter Education Examples:

- **Florida Atlantic University** gave extra credit to 1,100 students who attended a presidential debate watch party in their football stadium.
- New Mexico's **Santa Fe Community College** joined with the city's public radio and TV stations to create a series of 60-second ads on why youth voting matters.
- **Bowling Green State University** in Ohio held a contest where students submitted videos on why voting matters. [The winning video](#) was shown on TVs in the student union and during the commercial breaks on the residence halls movie channel and in every other visible location on campus.
- **Miami Dade Community College** ordered 4,000 "This is Why I Vote" buttons with their Center for Engagement's logo and a blank space where students, faculty and staff wrote in why they were going to vote, and students used these personalized responses to spark individual election-related conversations.
- **University of Nevada Reno's** journalism school organized a team of graduate and undergraduate students to design and launch a website that provided statewide nonpartisan election information specifically tailored for students.





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- **Loyola University Chicago** sent out two rounds of mailings to all students living on campus including both student voting rule guides and our nonpartisan candidate guides. They also put together a detailed social media plan that included daily updates on where candidates stand on issues of student concern.
- A **University of Kentucky** journalism professor created a documentary about the importance of the youth vote that broadcast on public television statewide. His journalism class organized around the showing, getting campus administrators and student leaders to send out election questions on a school-wide app, distribute election-related banners and flyers, tweet election information and advertise a mock election. The school newspaper, the Kentucky Kernel, ran our candidate guide, and the class also promoted and attended Lexington's mayoral debate.
- **University of Miami** hosted a "Healthcare Games" event where the College Republicans and Democrats debated the Affordable Care Act.
- Virginia's **James Madison University** was one of many schools that distributed CEEP nonpartisan voter guides in their student newspaper or adapted the guides for their own coverage. Wisconsin's Viterbo University printed copies to put in every student mailbox, and numerous schools sent the guides out campus-wide via email.
- The Political Science Club at Colorado's **Red Rocks Community College** organized a Fact Checker Voter Information Table. Student Life staff members helped with marketing and logistics, while the college marketing department published information on the school website.
- **University of North Carolina at Greensboro** held a "Voting 101" session to educate students on how to research candidates and issues and how and where to vote. They also did a whiteboard project in which they asked students to write down the issue that they cared about most, then circulated pictures of their statements on social media.
- **Delta College** in Saginaw, Mich., created [Democracy in Motion](#), a triangular wall with a writable surface. Every two weeks, the Citizens in Action student club posted a different political topic on the wall, while students responded by writing their responses, generating a public dialogue. A cabinetry class constructed the wall with materials purchased through a grant offered by the college president. Delta also holds regular soapbox events where they set up a stage and sound system in the Commons during peak lunch times, allowing students to share about issues they are passionate about.
- **University of Michigan-Dearborn** hosted a Jeopardy game where questions highlighted election-related information.
- The same **University of Kentucky** journalism professor had his students use CEEP's format to create their own guide for their governor's race, which they distributed on campus and which Kentucky Campus Compact distributed to other universities and colleges statewide.
- Richmond, Va.'s, CBS affiliate aired student reports on the election from a **Virginia Commonwealth University** communications class. VCU communications students also created and promoted a widely read campus social media channel where student reporters covered the election and posted relevant stories from external sources.



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## Getting out the Vote

No matter how many people you register to vote or educate on the candidates and issues, you have 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. Discuss your action plan with your CEEP State Director and Campus Advisor.

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 people as possible before the polls close. Remind people that it is 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 will want to sign up as many volunteers in advance as possible to help you carry out Election Day tasks.

## Getting out the Vote Examples:

- Have students plan how going to the polls fits into their daily schedule. This will increase the probability that they will turn out at the polls.
- 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 letting students know where they can find their polling place.
- Use Halloween, sporting events or other large gatherings to promote voting.
- Create a phone bank and call student contacts you have 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, and if possible, provide shuttles. See if local transit authorities can help run special buses.
- Ask faculty to allow students to miss class to vote, drive students to the polls, discuss voting on Election Day or give extra credit for arriving to class with an “I Voted” sticker.



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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.
- Make it personal. Research has shown voting is contagious. Voters respond best to people they know and if you persuade one person to vote, they will likely influence at least one additional friend or family member. Ask students who they are going to go to the polls with? Ask students to use social media to encourage friends to vote.

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

## 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 your fellow 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, 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.

CEEP strongly suggests that if your campus election engagement coalition does not already have a brand, you create one that is unique to your school, ideally drawing off your school name or athletic team names. For example, 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 and election resources.



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Develop relationships with your school's communications department, [campus newspaper](#) and local media outlets. Write about your campus initiatives. Create 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 is crucial to successfully utilize social media. By establishing an identity and gaining followers on Facebook, Twitter, Snapchat, Instagram, etc., you can get your messages to students 24/7. Effective use of social media 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. Before creating new social media accounts check with your on-campus advisor for collaborative opportunities to post on existing campus accounts. If your campus does not have election related nonpartisan campaign accounts still work with your Campus Advisor to follow any rules or guidelines around creating these accounts.

**Note:** It is NOT LEGAL in every state to take a photo with your ballot. Please check out your state laws before doing so. If you have questions, please contact your State Director.

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

- If they do not already exist, create Facebook, Twitter and Instagram accounts for your school's 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, however, 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



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milestones and pre-write posts to promote your activities. Post fun, interactive and shareable information. Keep it lively and interesting, so students will want to follow you.

- Social media is about staying up to date. Weekly tweets are best. Tweet before, during and after the event.
- 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.

## Hashtags to Use

Please use the following hashtags in social media posts:

#CEEPFellow  
#CEEP  
#Voter  
#StudentsVote  
#MyVoteMatters  
#YouthVote  
#Elections  
#GetOutTheVote  
#Democracy  
#Voting  
#GOTV

If your campus already has an election related hashtag make sure you use that in any social media as well.

## Photo Tips

Photos are important to any type of new content you produce, so always be on the lookout for good photo moments. One single, **high-quality** photo with a descriptive caption can be just as useful and powerful as a story. Stand-alone photos can be shared via the CEEP Facebook page, blog and website or other publications. CEEP is always looking for new high-quality photos of Fellows in action or showing the impact of CEEP's election engagement efforts.

## When Preparing for an Event Consider the Following:

First, decide who can take photos.

*Good:* You. (Only if it does not distract from the activities for which you are already responsible.)

*Better:* A colleague or other designated person

*Best:* A professional photographer from the university (Make friends with the campus communications office.)



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Next, think about what types of photos you would like to capture, and make sure whoever is taking photos knows to try to capture them.

While **some** posed group shots are fine, we really want to capture candid, close-up action shots of Fellows, students, volunteers, campus staff and administrators getting involved in the work (e.g., registering voters, canvassing across campus, dorm storms, election watch parties, on-campus debates, etc.)

**Note:** Photos involving children will require permission from parents. Consult with your campus to verify if they have secured signed release forms from parents of children participating in the activity or program. (You may be responsible for this if you are running the event.) When in doubt, always get permission.

Examples of good bio headshots for Fellows for the CEEP website:



Selfies can be alright too, as in this example:





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**MORE OF THESE!!** Photos are closer up, candid and feature some CEEP swag/branding. You may want to find out more about what is going on.

**AND LESS OF THESE!!!**



The photos above do not tell a story and do not invite people to learn more about what is going on. These types of photos are alright to send to CEEP occasionally so we can see what is going on in the field, but we highly desire good, **high-quality** photos such as the ones in the first example.



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## Final Thoughts on Photos and Media

CEEP Fellows are doing amazing work across the country to get more students involved in elections as well as our democracy. It is important for CEEP to be able to present highlights of the work going on so we gain support to continue and expand the work. With a little effort and planning ahead we can provide some great media references for our social media and fundraising.

## FREQUENTLY ASKED QUESTIONS

**Q:** *How do I know when my actions might seem to be partisan?*

**A:** Given the information listed in the section “How to be nonpartisan,” Fellows can do the following:

- Help all members of the campus community register and vote, regardless of their political views or views on 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 where the candidates stand;
- 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; and
- For state or local initiatives, you can include details on impact and include pros and cons from both sides’ points of view.

Fellows cannot do the following:

- Suggest which candidate or political party people should support;
- Ask about party affiliation or otherwise attempt to determine which candidates are likely to support before offering to register them;
- Use code words which tie registration or voting to the views of candidates or parties, like “X” is the progressive candidate, “Y” is the moderate candidate or “Z” is the conservative candidate;
- Criticize or endorse any candidate or party;
- Use single-issue messages in any voter registration or GOTV effort; and/or
- Target voter registration or GOTV efforts to lists of people provided by political parties or organizations that support or oppose candidates.

**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 are doing for CEEP. When you are not acting on behalf of CEEP, you should make it clear that such opinions are your own.





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**Q:** *Can 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 views, but only the mission of the organization. If you are featured in an article about your political preferences, you may identify as a CEEP Fellow only for identification purposes. If you are to be interviewed, ask to see the questions in advance. Please check with your State Director before giving any official statements.

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

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