

Transforming Campus Voices into Student Votes:

Best Practices for How to Move from “Concept” to “Counted”

American Democracy Project 2012

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and Overseas Vote Foundation

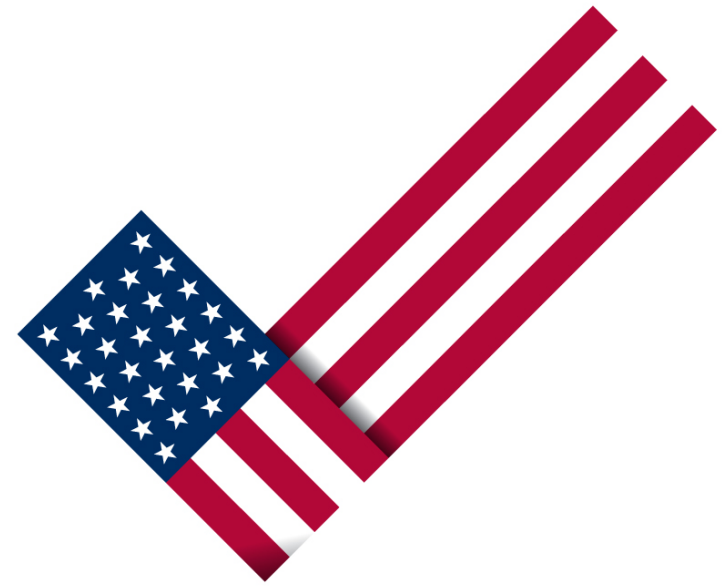
Video Intro

...

<http://youtu.be/QSPF2z-ynSM>

Breaking News!

- ✓ US Vote Absentee Ballot Request service launching today
- ✓ 22 states online
- ✓ Press release has gone out



U.S. VOTE
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“Young voters look for registration services online first. Now they will find comprehensive services that include an online absentee ballot request.

We hope that our ADP participants and our community college colleagues will make great use the state-specific tools offered by US Vote.”

George Mehaffy, Vice President for Academic Leadership and Change, American Association of State Colleges and Universities (AASCU)

How to Move from Concept to Counted

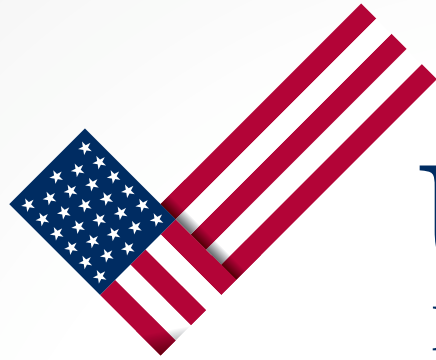


**What is the bridge
between the two?**

How do I register to vote?

How do I vote absentee?





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OVERSEAS VOTE
FOUNDATION

YOUTH VOTE
OVERSEAS

Our Activity



Provide State-Specific Voter
Registration and Absentee Ballot
Request together with
Comprehensive Voter Services

to **ALL** US voters in **ALL** states:
Domestic U.S., Overseas and Military

Basis for our Action



- ✓ Premise = a lot of voters won't vote due to poor online services
- ✓ Voters and Election Officials suffer
- ✓ Edu outreach orgs need better tools!
- ✓ Current available services are poor – only NVRA form/state addresses
- ✓ Lack of comprehensive services

Upshot of that last slide



- ✓ **The services out there for voters are pretty lame...**
- ✓ **Very little investment in real software application development**
- ✓ **So much more is possible with better implementation of technology**

Non-uniformity is the norm



- ✓ Absentee Ballot Request procedures are state specific; sometimes election specific
- ✓ 14 states don't even have forms
- ✓ Variations create tremendous challenges to voters and anyone trying to get them registered

How do we respond?



- ✓ 2.2 Million voters disenfranchised due to inability to register to vote

Brennan Center for Justice

ROI on Effort



You have 60 seconds;
use it wisely.

What do you think?...

Isn't it time to give the voter something better?



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TAKE ACTION



GET INFO



FIND ANSWERS

Register to vote and request your ballot using the form your state prefers.

Produce your state form with the local office address using our simple online voter registration system.

The best way to get on the voting roll.

Register to Vote

Absentee Ballot Request



Overseas Citizens and Military Voters:

Please visit [Overseas Vote Foundation](#) to produce your voting forms.

It's time to give the voter something better

New Tools for You

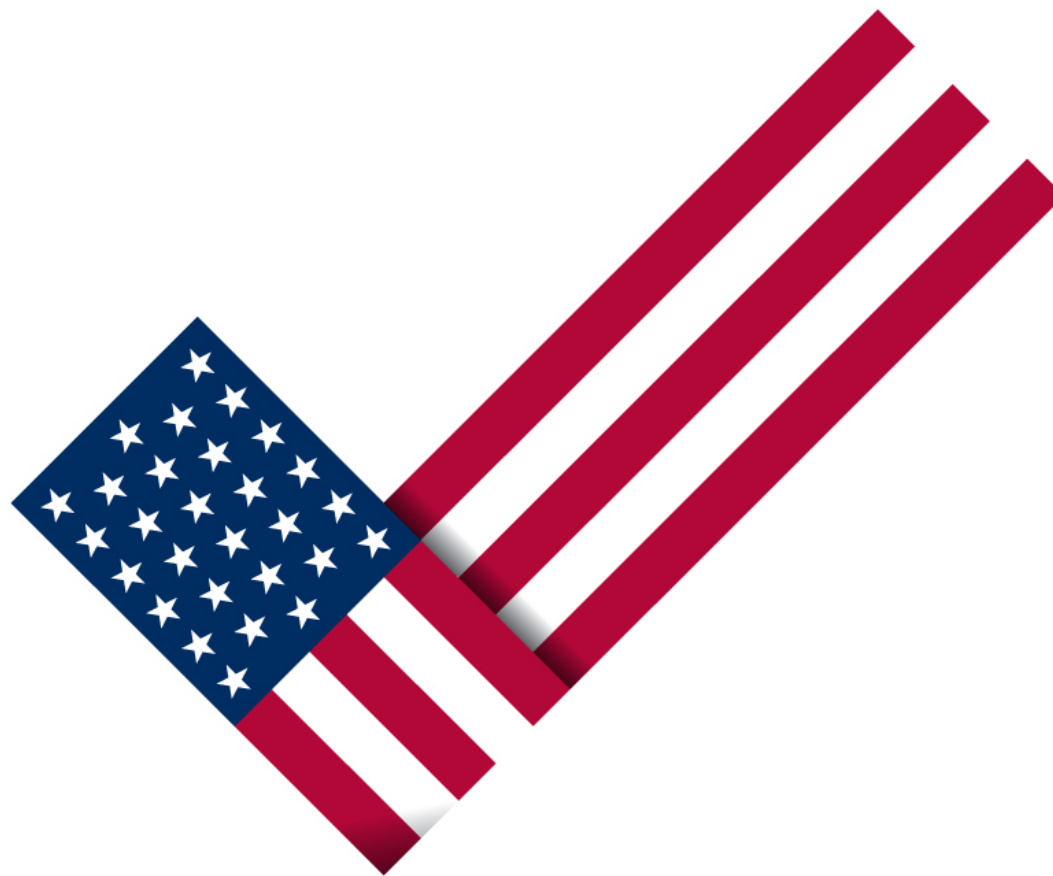
- ✓ **State-specific** Voter Registration +
- ✓ **State-specific** Absentee Ballot Request
- ✓ System produces completed **paper** forms
- ✓ Local Election Office Contact/Mailing
- ✓ Election Dates/Deadlines, Eligibility and other state-specific information
- ✓ Voter Help Desk and Candidate Finder

Best Practice for Voter Reg Outreach

From the Experience of Youth Vote Overseas

– use a combination of the following:

- ✓ Banner / Link
- ✓ Integrated into Orientation
- ✓ Distribute outreach cards
- ✓ Email (it works!)
- ✓ Facebook
- ✓ QR Codes
- ✓ You must **touch them 4 times**



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