

STRATEGIES TO RAISE AWARENESS OF UPCOMING ELECTIONS

The best way to increase student turnout in upcoming elections is by providing students with information. In addition to information about registration and voting, students need to know what offices are on the ballot, which candidates are running, the policy positions of candidates, and information on any issues that may also be on the ballot (schools, transportation, libraries, zoning, taxing issues, etc.).

- 1. Publicity – Local, State, and Federal Elections.** State and local elections often don't have the same excitement and publicity around them, especially on college campuses. This means it's up to you to remind students these elections are very important and can directly impact the issues they care about at the local level.
 - Use social media, videos, and flyers that create a sense of community and positivity to inform students of major deadlines and upcoming elections.
 - Coordinate with your college president or another administrator to request they send campus-wide emails or texts reminding students of major deadlines and upcoming elections.
 - Work with administrators to organize issue forums that encourage productive political dialogue.
 - Host debates between all candidates running for a local or state office.
 - Host a lunch with speakers, like local leaders, who have issue expertise.
 - Organize campus-wide election rallies
 - Invite candidates, speakers, community guests
 - Hand out stickers, flyers, buttons, information sheets, etc. (CVP can help provide these materials)
 - Use fliers and social media and work with your campus newspaper to promote and advertise these events to your entire campus to increase turnout
 - Appear on campus radio stations or write for campus newspapers to discuss upcoming elections.
 - Ask professors to speak to their classes about the importance of civic participation and the different offices open for election.
 - Visit classrooms (with the permission of professors) and spend 5-10 minutes informing students of basic registration and voting information.
- 2. Motivate students** to get excited about local candidates and issues that affect their everyday lives, whether that is the cost of parking meters, public transit, or the local taxes taken out of their paychecks.
 - Participating in local politics gives students an even louder voice in the way government affects the issues they encounter every day.

- Voting is habit forming—if students vote in local elections they are much more likely to vote in federal and state elections.
3. **Create a flyer** describing the ways local government affects students, particularly the roles of local offices and the current political issues being discussed.
 4. **Have students fill out Campus Vote Project Pledge to Vote cards** where they write down why they want to vote or why they think voting is important.
 - Collect these cards with students' addresses or mailbox numbers and redistribute them near Election Day to remind students why they decided to vote and to make an Election Day plan.
 - You can even include their polling location if you know their address.
 - Campus Vote Project can provide samples of this material for you to adapt.

TIPS:

- Work with other student groups to distribute information about elections and events to ensure you reach broad demographics on campus.
- Providing food can increase turnout at any event. You cannot give food only to people that vote. Be sure to make it available to everyone who comes to the event.
- Recruit volunteers at every event to help with voter registration drives, future events, and Election Day activities. Follow up with volunteers after events to thank them for their help!