

APPENDIX A:

Checklist for a voter registration campaign

Review all your resources

- Training manual
- Organization tools, etc.

Outreach to other AAPI groups in the community

- Make a GOAL! How many people are you going to register?
- What events would be successful in your community?
- Check your local calendar. What existing events or community resources would be helpful in your campaign?
- How can you enlist community support?
- Will your community leaders & members need training on how to conduct a voter registration drive?
- Create a field plan. Divide responsibilities and set time for next meeting.

Obtain all needed materials

- Contact your local Board of Elections or the Secretary of State (<http://www.canivote.org>) of your state about local rules for running a registration drive and collecting information at your station/ booth. (**Note:** Volunteers in Georgia, Hawaii, Illinois, Maryland, Nebraska and Texas must be deputized)
- Obtain your National Voter Registration forms online (http://www.fabnit.com/nvra_update.pdf) OR State forms are accessible at local election offices, post offices and libraries.
- Contact APIAVote Headquarters at the start of your Voter Mobilization Campaign, gotv@apiavote.org.

Organize your campaign

- Choose and designate your Coordinator who will be the point person throughout the drive.
- Figure out a place to do your voter registration. Remember to pick a location(s) that will be most visible and most accessible to your audience. Are there community events going on?
- Research your target audience. Do you need bilingual speakers and translated documents?
- Recruit volunteers, both in and out of your organization.
- Set shifts for voter registration drive.

Execute your campaign

- Follow up with any voter registration forms that were completed **INCORRECTLY**.
- Copy/Fax copies of the voter registration forms to APIAVote **EXCEPT** for the following states: Alabama, Arizona, California, Georgia, or Washington where it is illegal.
- Black out Social Security numbers after copying the forms for **Colorado and Virginia**.
- Let people know you are copying the form in **Nevada** or the **District of Columbia**.
- Turn in the completed voter registration forms to the correct Secretary of State **within 48 hours** from the completion of our event! **REMEMBER:** If you wait too long, the applications will become **INVALID**.
- Send all forms in with the project report form and completed pledge cards.

Follow up with your voters and with APIAVote and other coalition partners

- Email data from pledge cards and event evaluation forms to APIAVote, gotv@apiavote.org.

APPENDIX B:

Voter Registration Tips

1. Know your Audience

- a. Demographics
- b. Language
- c. Issues They Care About

2. Understand the Voter Registration Card & Process

a. Remember people need to re-register with their new address if they moved or re-register if they changed their name.

3. Have signs and name tags starting you are a volunteer registering voters.

4. If you are tabling never sit behind a table, approach people with a clipboard at your side (not cross armed at your chest, body language is important).

a. Remember if you don't approach people, you miss opportunities.

5. You can directly ask people to register to vote, but if that is not working...

- a. Capture your audience.
- b. Link self-interest with voting.
- c. Approach individuals with questions about problems our communities face.

6. Do the form with people to make sure that they fill it out correctly. If you are registering more than one person at a time, work with them as a group.

7. Have them turn their cards in to you or in to the state. If they want to turn it in themselves, persuade them as much as you can to have you do it.

8. Ask everyone to sign a pledge card and to volunteer.

9. _____

10. _____

Common Mistakes:

- Is it legible?
- Is the form signed?
- Is there a phone number?
- Did they have their ethnicity box checked?
- Did they write today's date where the form asked for a birth date?
- Did they confuse "County" with "Country" and write in "USA"?

APPENDIX C: Voter Registration Script

1. Be Creative With Your **Approach**
2. Explain and **Engage** Based on Their Answer.
3. Don't Forget to **Ask**.
4. **Push Back** If They Say 'No'.
5. **Register** a new voter or change someone's address/name.
6. Have them fill out a **Pledge Card**, promising to vote on Election Day.
7. Ask Them To **Volunteer**.

Sample 1:

Direct Ask to Register To Vote

Approach: *Are you registered to Vote?*

Engage: *Take a few minutes to register to vote and change the course of nation or take hours fusing over your health care system (insert issue of your choice).*

The Ask: *Will you register to vote and change how our health care system works?*

Push Back based on their answer

Ask them to volunteer: *Will you volunteer to increase Asian American registration levels so they are one of the highest in the country not lowest?*

Sample 2:

Ask Questions Right Away

Approach:

Did you know that Asian Americans have the lowest voter registration levels in the country?

Or

Are you worried about (fill in an important issue to the community) affecting your (time, energy, money, opportunities)?

Engage: *Take a few minutes to register to vote and change the course of nation or take hours fusing over your health care system (insert issue of your choice).*

The Ask: *Will you register to vote and change how our health care system works?*

Push Back based on their answer

Ask them to volunteer: *Will you volunteer to increase Asian American registration levels so they are one of the highest in the country not lowest?*

APPENDIX D:

Responding to Common Excuses

When people do not wish to register to vote, it is often because they may not understand how voting can affect their lives. It is your job to try to find out why they do not want to register and to help them determine why it is important that they register and vote.

Below are some suggestions for how to do this. It is important, however, for you to use your own words and creativity to express your desire to help others register to vote. You are out there because on some level you believe in the importance of voting.

Why is it so important to you? **Be yourself** and share this honestly with those to whom you are talking.

1. Find out why he/she are saying “no.”

Remember an excuse may hide a more basic reason. For example, she may say, “I really don’t have time,” when, in fact, she really means, “I don’t want to take the time to register because I don’t believe voting matters.”

Listen carefully. Is it a real reason or just an excuse? If it is an excuse, what question will you use to uncover the real reason for not wanting to register?

For example:

Volunteer: “Hi, I am concerned about affordable housing and am out here today registering people to vote. Would you like to register?”

Non-Voter: “Thanks anyway, but I don’t want to register.”

Volunteer: “Why not?”

Non-Voter: “Those politicians are all alike anyway. They don’t do anything for us once they get elected.”

2. Agree with him/her.

Make yourself her friend, not an opponent. Let her know that you heard what she said and that you share her concern.

What will you say to let her know you heard them and that you understand that they have a valid concern?

Volunteer: “Yeah, I know what you mean. Sometimes it seems like none of the politicians are working for you and me.”

3. Use her reason to convince him/her.

Explain how her concern is really a reason she should register.

Given her valid concern, what is a great reason for her to register now?

Volunteer: “That is why I am out here registering voters. I am fed up with politicians getting away with that just because people like us are not voting. You know, in the past some elections were decided by just a few hundred votes.”

4. Ask if you can help them fill out the registration form.

Let her know that you are a trained volunteer and can answer any voter registration questions that she may have.

Volunteer: “It takes just a couple of minutes to fill out the form. Can I give you a hand?”

More Common Excuses people give for not wanting to register — and sample responses you can give, using the 4-Step Strategy:

Excuse: “I don’t have time.”

Your response: “I know you are busy. That is why we are out here, to save you the time of going down to the registrar’s office. This way you will not have to give up your right to vote, and it will take less than a minute. Can I help you fill out this form?”

Excuse: “My candidates always lose anyway.”

Your response: “I know what you mean. I have been really frustrated the same way. And then I found out that many people did not vote last time. So people like you and me who are fed up have gotten together and we are going to register 5,000 people right here in town. Can I help you fill out this form?”

Excuse: “I think I’m already registered.”

Lots of people who think they are already registered have actually been taken off the registration rolls — usually because they moved. If someone tells you they have already registered, try “Great, have you moved or changed your name since you last registered?”

Excuse: “I’m homeless.”

A person has the right to vote no matter where they live, provided they meet other voter eligibility requirements. A location of residence must be indicated on the registration form so that officials may verify the precinct in which you live. A mailing address is used to send elections materials and keep the voter registration list current.

Excuse: “I have been convicted of a crime.”

Most people think that they cannot vote if they have been convicted of a crime, yet many states allow convicted felons to vote, either automatically after release from prison, parole, or probation or once they have applied for restoration of their voting rights. Ask your City/County Elections Office about your state’s laws on this topic.

**Final Step:
Turning Registered Voters into Volunteers**

If you have made sure that a person really is registered, is your job done? No! People who are already registered are your best prospects to become volunteers.

So what do you say once you know someone is already registered? “Great, but do not go away. Listen, it is people like you and me — people who understand how important it is for everyone to vote -- who are the heart of our campaign. You know we have an election coming up, and it could have a big impact on the future of housing, human services, jobs, and all kinds of issues. Do you think you could work with us for a few hours?”

Get their name, address, phone number, and email. At the very least, try to get them to refer their friends or family to the registration event!