



Voter Registration Best Practices

The Basics

Doing voter registration allows us to meet people where they are and give community members an opportunity to participate in this vital election.

You'll be registering voters for the upcoming election and asking supporters to sign up for the Permanent Early Voter List (PEVL). When we register someone to vote, they've very likely to vote in November. And when more people are able to vote, Democrats win!

Best Practices

Your Mindset

- **Registering voters is powerful and important.** You are giving someone a voice that will last a lifetime. Registering voters has an impact far beyond this election.
- **You are providing an important service** to the community by making it easy and convenient for people to vote
- **Registering voters is how we win.** By registering new voters, you're helping us expand the electorate. Democrats win when more people are able to vote.

Making the Ask: Approach

- **Walk in one's path.** Step in front of walkers as they approach you, which encourages them to stop and listen, then walk alongside them to make your ask.
- **Engage groups.** This gives you a chance to find either a group of people to engage or, if the group is largely disinterested, to hone in on the one or two people. Address each person in a group; don't let one person speak for everyone.
- **Be friendly and approachable.** Smile and make eye contact.
- **Put the clipboard in their hands.** Tell them why it's important, and how easy it is to register! Registering to vote only takes a minute, and you're there to help.

Making the Ask: Language

- **Always ask: "Are you registered to vote at your current address?"** Give a friendly greeting and make eye contact as you ask this!
- **Be assumptive and assertive.** Don't give people an out.

Helpful Reminders

<p>Ask everyone! Many people have a tendency only to talk to people who they'd normally feel comfortable approaching. Push your comfort zone.</p>	<p>Be persistent. Many people just don't want to take the time to stop. Don't get discouraged. Follow up and ask again!</p>	<p>Don't stop asking. The best way to get register a lot of voters is to talk to a ton of people. Supporters won't come to you – seek them out.</p>
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