Student Voting

A National Guide

In 2016, young voters were one-third of the nation's electorate.

This generation rivals the Baby Boomers in size and is also the most diverse generation in American history. Yet, many are politically apathetic. Only half of eligible young voters cast a ballot in the 2016 election.

These data need to be the motivating factor behind campus-bred student voting campaigns. Helping students exercise their democratic rights is a necessary and crucial initiative. Campus voting campaigns help students register to vote and understand their vote while providing protection from external interference.

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Updated Feb 2018

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An Introduction

Young people aged 18-24 vote less (have a lower rate of voter turnout) than any other age group. Young Americans outnumber seniors 46 million to 39 million, but are about 16% *less* likely to vote.[1] While college students are slightly more likely to vote than same-age non-college students, and the voter turnout rate of college students is rapidly improving with each election[1], about half of voting-eligible college students voted in 2016[2] compared to the national turnout rates of other age groups which reached as high as 71 percent.[3]

That leaves a lot of room to grow. Those numbers are the motivation and inspiration behind campaigns like F&M Votes. F&M Votes builds and maintains a coalition of students, faculty, and staff working together to help students register to vote while protecting students from external interference—personal, environmental, and legal. In addition, we organize a coordinated get-out-the-vote effort to ensure that voting is as easy, painless, quick, and convenient as possible. F&M Votes has met with a great deal of success in helping students vote and protecting student enfranchisement. The next step is sharing our accumulated experience with similar institutions.

One of the most compelling arguments in favor of an organized, on-campus campaign is that active, dedicated advocates are the front line of defense against efforts to suppress the student vote. There can be no doubt that powerful political forces are at work to prevent students from voting, particularly at the municipal and state level. New Hampshire recently considered a law limiting the ability of students to register, limiting voting to those who intend to remain "for the indefinite future." (http://nhpr.org/post/what-difference-could-four-words-make-lot-when-it-comes-nh-voting-laws#stream/0). By 2017, thirty-four states have voter ID requirements, and seven have exceedingly strict voter ID laws.[4] Students continue to face opposition at the polls, both overt and subtle, including local election authorities that frown upon student voting, secretaries of state that misinform students about their voting rights[5], local partisan groups that manipulate or exploit municipal and state election law to prevent students from voting, and in some cases, overt voter intimidation.

In 2016, the Governor of Maine made statements in the days before the election intended to discourage and intimidate students from voting. (https://www.washingtonpost.com/news/grade-point/wp/2016/11/07/maine-gov-lepage-accused-of-voter-intimidation-after-he-says-college-students-must-establish-residency-to-vote/?utm_term=.ee93ee80f58d). In Virginia in 2008, according to a report on CommonCause.org, flyers with false information to mislead students were distributed at the George Mason University campus and an email was sent out to students from the hacked account of the Provost with the same wrong information. In 2011, students at Wesleyan University in Connecticut were deliberately misled by municipal authorities about their eligibility to vote. In 2008 at the University of Florida, students received text messages that purposefully misled students about which day to vote.[6]

Students also face unique challenges to their position in American life. Distant polling places pose a problem to students without the time or ability to travel outside of campus to vote. At times, students face familial pressure to vote a certain way, to vote at home, or to not vote at all. Students may lack proper identification due to relying on student identification cards and the difficulty of taking the time, and finding the transportation, to obtain proper identification for the state in which they study.

These are deep-rooted problems, which cannot be solved through top-down national campaigns, advertisements, or outside non-profit organizations alone. Active, grassroots groups of on-campus advocates, organizers, and volunteers are needed to pave a pathway for student voting and to block external forces from suppressing the voices of U.S. college students.

The Structure of Your "Campus Votes" Campaign

We feel comfortable assigning the name of the community—as in, "F&M Votes" or "University of X Votes" or "America Votes"— to campus-based voter campaigns. These coalitions reflect each group within the community taking up the responsibility of helping students to vote. We call them coalitions because a "Campus Votes" campaign is made up of volunteers from three distinct groups: students, faculty, and professional staff. Members of each of these groups bring valuable ideas and experience to the table. The most important characteristic of a successful campaign is its capacity to constantly solicit innovative methods of reaching, motivating, and protecting students and their right to vote on a particular campus.

How the F&M Votes Model is Unique

Students are the primary organizers in a "Campus Votes" campaign because they alone have access to the motivations and daily lives of the potential voters that the campaign is trying to reach. They also have the most obvious motivation to help their peers register and vote. Faculty and professional staff have experience leading or volunteering in on-campus groups, and will usually know more about how the campus (and all its moving parts) function based on their time coordinating with other departments or interacting with the college's administration. They can give the campaign a professional face, and are often the best defenders against interference, particularly if they have experience with electoral politics and voter intimidation. They strengthen the connection between the campaign and the school at large through faculty-to-faculty and staff-to-staff outreach; in particular, they help draw resources and advice from the college administration. They also serve as valuable cisterns of experience, since they do not graduate and leave campus every four years.
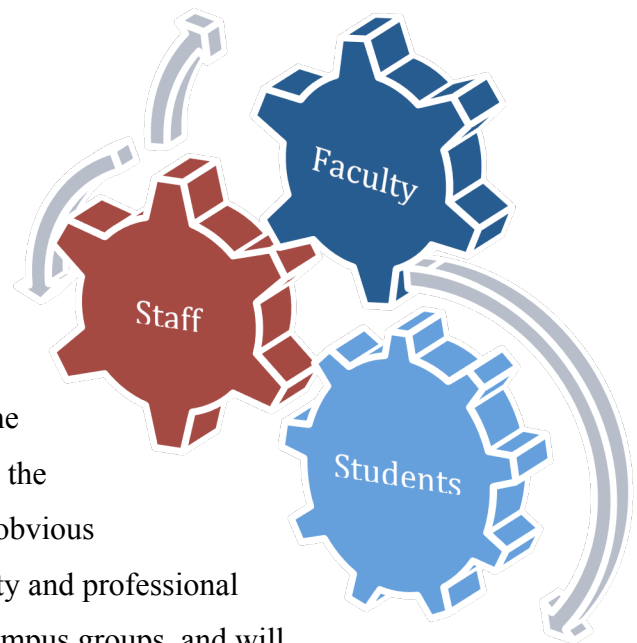
Experience in the work of directing the campaign—the simple knowledge of what works and what does not— is arguably the most valuable resource of a "Campus Votes" campaign. It is also the reason that F&M Votes feels responsible for reaching the widest possible audience with information on how to start, run, and maintain this kind of campaign, because we feel that after many successful election cycles—from 2004 to the present—we have accumulated experience that can be helpful to anyone hoping to start a similar campaign in a similar environment.

This guide will be most helpful to those trying to start a campaign in an environment similar to Franklin & Marshall College. At the most basic level, this means a small, residential liberal arts college. This is not to say, however, that our guide will not be useful at a large public university. The methodology and implementation that we describe in this guide are the result of careful trial-and-error over the course of many years. We do not doubt that the success of our method has sometimes depended on F&M's size, student body, and local political conditions, among other factors. We will do our best to thoroughly describe *why* certain methods were successful so that the reader might develop a better idea of how best to start their campaign. The ultimate lesson of F&M Votes, however, is that one must not be afraid to experiment over time to discover what is most useful in each individual environment.

F&M Votes: A Brief History

F&M Votes is a nonpartisan campaign, jointly organized by the students, faculty, and professional staff of Franklin & Marshall College. Its purpose is to register F&M students to vote where they live in Lancaster, Pennsylvania, and then turn them out to vote.

Franklin & Marshall College Assistant Professor of Biology Pablo Jenik helps F&M students register to vote before a campus event in late September.

(Photo by Eric Forberger). [7]

Since 2004, we have had striking success, sharply increasing F&M students' participation in both presidential and midterm elections. In 2012, for instance, we registered (for our precinct) 1,126 students, or 55%, of students (eligible U.S. citizens) who were on-campus that fall. 985 students, or 87% of those who registered, actually voted on November 6 at the on-campus polling site. We sought to get a better, more quantifiable picture of our success at getting F&M students to vote in 2012 by conducting a survey of F&M students to get an approximation of how many voted absentee. Combining that absentee rate with the local, in-person electoral records gave us an effective total voting rate of 67%.[8]

Three approaches have been key to F&M Votes' success. First, we have a nonhierarchical structure: F&M community members participate as individuals, and students share all leadership responsibilities equally with faculty and staff. We all table; we all register students in-class; we all staff the Election Day Headquarters. Members are recruited early in the calendar year, with continuous outreach to newly-arriving students.

Second, we work closely with the College's administration, including F&M's two Presidents during

this period, John Fry and Dr. Dan Porterfield, who have been valuable partners, helping with institutional backing. When we have invited candidates to campus, such as Barack Obama, Hillary Clinton, and John McCain in 2008, the invitations came from the College, and all logistical and communications support was handled by F&M College offices when Senator McCain and Governor Palin spoke under F&M Votes' auspices in September 2008. The College Office of Communications produces our highly professional yard signs and voter guides, and when we need legal assistance (for instance to block challenges to our students' right to vote in Lancaster), the College's Counsel has gone to court to protect that right.

Finally, we have a collegial relationship with the Board of Elections of the County of Lancaster (BECL), working closely with its staff since 2004 to facilitate student voting. The BECL allows us to customize the Pennsylvania voter registration form so that all students use a single campus address. Since 2006, we have centralized voting at a single polling place on or near campus. Our Judge of Elections meets with us in advance to go over procedures, and when (as in 2012 and 2016), the enormous number of student voters led to long lines at certain times of day, we supplied many additional poll workers to speed up the process.

Senator John McCain and Governor Sarah Palin energize the crowd at F&M's Alumni Sports and Fitness Center in early September 2008. [9]

We believe our model will be effective for other residential liberal arts colleges anywhere in the U.S. if they build a student/faculty/staff campaign, secure the support of their administration, and develop a good working relationship with their own county board of elections.

Student Voting Rights: A Legal History and Defense

The most important consideration when approaching the myriad legal questions surrounding student voting is that college students who are U.S. citizens of voting-eligible age have the *affirmed*, *protected*, and *inviolable* right to vote where they go to school. This right originates from some of our Constitution's most consequential language—the due process clause of the Fourteenth Amendment, which reads: "No state shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty, or property, without due process of law."[10] This section will first examine the legal particulars of student voting in a broad sense, and then provide an employable miniature of a legal defense that may be useful to students who face opposition to, or a questioning of, their right to vote. By no means does it constitute actual legal advice, rather it is meant to serve as a short-term utility for those students who face uninformed or malicious opposition.

To understand how states and municipalities tried to restrict the rights of students (and how, eventually, the federal government intervened) it is crucial to understand that no U.S. citizen has an absolute, constitutionally guaranteed right to vote for President. This was by design. The Framers intended for the people to elect their state legislatures, who would in turn choose their state's electors for President. The Framers feared the consequences of direct democracy and broad suffrage. This idea—rooted in a legal concept called the Blackstone Thesis[11]—was founded on the principle that only those who were financially independent could vote without danger of corruption or undue influence. In the Framers' view, having qualified citizens directly elect members of the House of Representatives was enough to guarantee that the people's voices would be heard. Eventually, however, the tide of economic and cultural forces initiated a broadening of suffrage that, while slow, proved virtually unstoppable.[12]

In 1965, Congress passed the Voting Rights Act, which notably restricted the discriminatory state use of "literacy requirements" to disenfranchise black voters and empowered the courts to block discriminatory state voting practices. However, states had and still have significant freedom to restrict voting in certain

ways. Recently, the Supreme Court struck down section four of the Voting Rights Act, effectively disabling the preclearance aspect of that law which required certain states and counties with a history of discrimination to obtain approval from the Justice Department before passing any laws restricting voting. Until a new formula is passed through Congress, the preclearance regime is functionally nullified. This has newly empowered some states to restrict voting rights. Historically, the methods that have most affected students were age restrictions, residency requirements, and discrimination based on one's status as a student.

Obstacles to Student Voting

In the 1960s, almost all states limited voting to those ages 21 and over. However, by 1970 public opinion had veered towards lowering the voting age for several reasons. First, public anger and anxiety about the Vietnam War strengthened the argument that young people ought not be sent to war without the ability to elect their leaders. Second, partisan motivations led some political operatives to expand suffrage to gain support from key voting groups.[13] In that same year, Congress passed an extension of the 1965 Voting Rights Act with an added provision to lower the voting age to 18 in *all* elections. In 1970, the State of Oregon contended that the federal government lacked constitutional authority to legislate state and local elections. The Supreme Court, in *Oregon v. Mitchell,* agreed. The court held that while the federal government could change rules for federal elections, it had no constitutional authority to tell states how they could define voting rights (in state and local elections) with respect to age.[14]

The result of this decision was a national crisis. The voting age for federal office was 18—that part of the federal law stayed intact—while the vast majority of state and local laws set it at 21 for state and local elections. This was a potential administrative nightmare; states faced the possibility of operating two separate organizational schemes for elections with separate registration processes, separate ballots, etc. In response to this costly and confusing problem, Congress quickly passed a constitutional amendment—the Twenty-Sixth—lowering the voting age to 18 for all U.S. elections.

The second set of obstacles that students faced were residency requirements. State and local governments historically used residency requirements to prevent students from establishing residency and voting where they went to school. In election law, the distinction is made between *durational residency requirements* and *registration requirements*. In the first, a law dictates that a voter must have lived in the area for a certain period of time prior to registering. In the second, registration must occur a certain period of time before the election, but no reference is made to actual residency. So for example, a state with a short durational requirement but a long registration requirement could allow a resident who moves frequently between states to vote so long as he meets the registration deadline, even if he does not fulfill the durational requirement. Prior to 1972, states used exceedingly long durational residency requirements to prevent students from voting where they attended school.[15]

In 1972, the constitutionality of Tennessee's durational requirement of one year was challenged. In *Dunn v. Blumstein,* the Supreme Court ruled that excessive durational residency requirements violate the Equal Protection Clause of the Fourteenth Amendment. The Court said that 30 days is an ample requirement, and three months is too much.[16] Currently, no state has a durational residency requirement longer than 30 days, although some have longer registration requirements.

The third obstacle that students face is discrimination based on a person's status as a college student. For a great deal of time, there was no definitive legal protection from this type of discrimination and many considered it a culturally acceptable way to protect the integrity of the ballot box. This paradigm was challenged in 1976 when the U.S. Attorney General sued a local tax assessor in Texas, LeRoy Symm, alleging that he was acting unconstitutionally to prevent students from voting. The
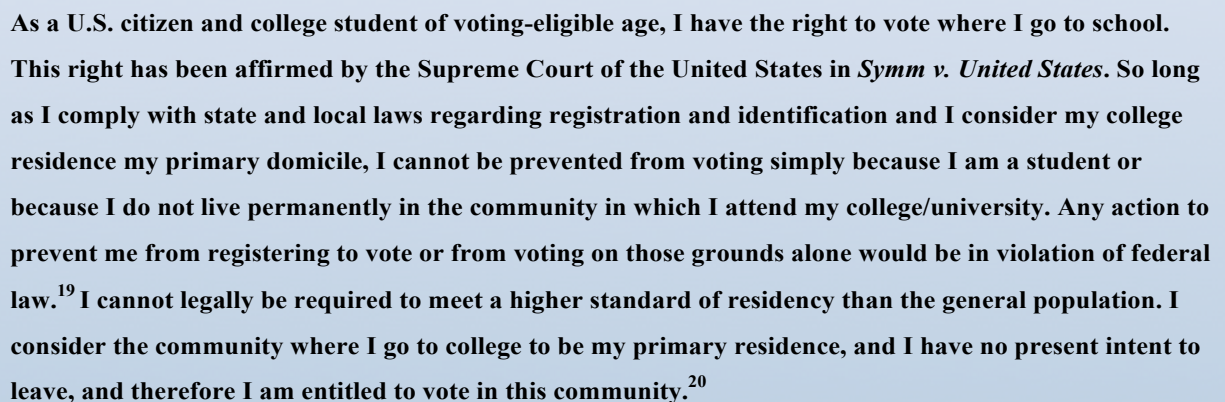
students in question attended a predominantly black college in Waller County, Texas. Symm was responsible for voter registration in Waller County and admitted to routinely giving those registrants who he believed to be students a specific questionnaire that was blatantly intended to determine whether the registrant was a college student. He would then not permit those who "failed" the questionnaire to register.[17]

A three-judge district court panel ruled that Symm was acting unconstitutionally. The Supreme Court later affirmed that judgment. The result was that state and local governments could not deny students the right to vote specifically because they were students and had no future plans to reside in the area where their college or university was located.[18]

An Employable Defense of Your Right to Vote

The following does not constitute actual legal advice, but rather is intended to help college students when they face individual opposition to, or questioning of, their right to vote where they go to school:

As a U.S. citizen and college student of voting-eligible age, I have the right to vote where I go to school. This right has been affirmed by the Supreme Court of the United States in *Symm v. United States*. So long as I comply with state and local laws regarding registration and identification and I consider my college residence my primary domicile, I cannot be prevented from voting simply because I am a student or because I do not live permanently in the community in which I attend my college/university. Any action to prevent me from registering to vote or from voting on those grounds alone would be in violation of federal law.[19] I cannot legally be required to meet a higher standard of residency than the general population. I consider the community where I go to college to be my primary residence, and I have no present intent to leave, and therefore I am entitled to vote in this community.[20]

How to Deal with Legal Opposition

Legal protections are not enough to guarantee the ability of students to vote. Students will (and often do) encounter opposition to practicing their right to vote in their college community. This opposition could manifest itself in many forms. Local partisan groups could take legal steps to block students from voting or challenge their ballots in court. Individual actors could engage in voter suppression or intimidation tactics. In 2012, F&M Votes encountered scattered reports of robo-call voicemails incorrectly informing students that they could not vote at the F&M polling place without Pennsylvania identification. Your local elections authority may prove combative if they are opposed to student voting or you may also encounter difficulty with slow or incompetent polling place administration on Election Day.

So how does one overcome these obstacles? One important option to is to explore legal resources that might be available to you. Contact your college's administration to see if they would commit to making college counsel available to intervene on your campaign's behalf if an urgent situation were to develop. If not, maintain a good relationship with your college leadership anyway—chances are they will be useful if assistance is needed. Reach out to your local elections authority early and communicate with them often. You will need to do this anyway if you are submitting a high volume of registration forms to them. Offer to make volunteers available as election clerks to avoid outside clerks slowing down the operation on Election Day. Invite a representative to come speak at one of your campaign meetings to build relations and solicit advice.
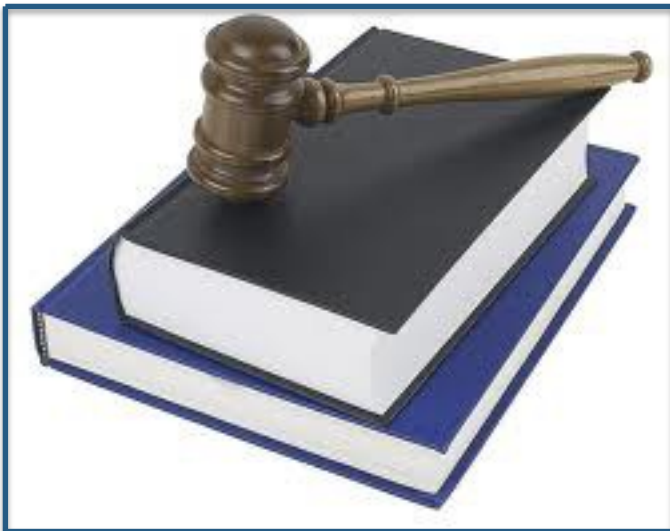
Education is also a great defense. Familiarize yourself with the particulars of your municipal and state election law, so that you are well informed if your campaign ever faces attempted intimidation. Those attempting to suppress the student vote will often make an appeal to incorrect information to scare students away from voting. A well-informed campaign will have nothing to fear from such attempts.

It is also important to know the more peculiar aspects of your local and state elections administration. Are third parties able to challenge ballots in court? If so, you may need some sort of representation to defend student ballots. The campaign should also make an effort to inform students about what kind of identification will be needed at the polling place so that no student is mistakenly turned away. This information is all available in our Appendix A.

A Three-Phase Campaign

Organizing the Campaign: Budget

While a noteworthy "Campus Votes" campaign does not require a significant monetary commitment, having funds to work with will certainly make the effort more effective. Paid organizing interns, printed materials, visiting speakers, campus yard signs, headquarter paraphernalia . . . all these add to the initiative in a significant way. Whether the support comes directly from your institution, grant opportunities, or grassroots fundraising efforts, some level of financial resources will surely take your campaign to the next level.

I. Direct Administrative Support

The most convenient type of financial support comes through your institution's administration. Not every institution is the same, however. Knowing your "lay of the land" will be helpful here. Whether it be your Dean's Office, President's Office, Provost's Office, or another similarly functioning part of the institution, present your initiative to this group clearly. Emphasize the civic value of the campaign and how beneficial administrative funding would be to not only the "Campus Votes" group, but also the campus as a whole.

II. Grant Opportunities

Do you think grants are only awarded in large sums and years in advance to highly organized initiatives with an academic base? Think again. Literally dozens of organizations offer funding to civic campaigns on a yearly basis, more so on election years. The grant amounts can be as little as $500. Think outside of the box. Depending on what state you are in, your options will vary. If you have a clear mission, writing up a brief grant proposal will be painless and could really make the difference for your initiative. If your institution has a grants' office (or officer), do not hesitate to contact them for advice on where to turn. The money is out there; you just need to claim it.

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III. Grassroots Fundraisers

Here is where you can be creative. There is nothing that screams civic engagement like a good old-fashioned bake sale! If you have struck out with grant proposals and your institution's administration, do not be afraid to roll up your sleeves and raise the money yourself. These types of fundraisers are easy to get started and often bring a group together in ways that the above types of fundraising do not. Take this chance to really get to know the strengths and weaknesses inside your group. Raising money in a group atmosphere like this is often a great way to unify your members under one cause. Having to explain to each potential customer or supporter why they should help your group is great practice for each participant and really spreads the word about your initiative!

IV. A Sample

Here is a sample budget for your campaign. Note that this is a very flexible budget. Some of these categories may not pertain to your particular campus. Likewise, other categories (such as travel expenses, conference costs, postage, etc.) may be required in your campaign. The table below is just meant to show how funds could be effectively utilized.

Intern(s)	$1000.00 each
Printing/Communications	$1000.00
Speaker Fees	$500.00
Tee shirts/Give-away Items	$200.00
Catering/Food	$250.00
Supplies	$250.00
Total:	**$3200.00**

A Three-Phase Campaign

Organizing the Campaign: Structure

The first year of your campaign should be split into three distinct phases. Each phase will have a separate focus, but each will also overlap somewhat with the next phase. The first phase, *Building the Campaign,* begins in the winter at the beginning of an election year; the second phase, *Voter Registration,* begins towards the end of the summer as classes begin; the third phase, *Getting Out the Vote (GOTV),* begins on the date of your state's registration deadline. If your state allows same-day registration, your campaign will look and operate a bit differently, but we will explain that in more detail later.

The organizational structure of your campaign could take any of a number of potential directions, each with its own unique advantages. It is up to you or your group to determine which best fits the kind of campaign that your campus environment demands. The structure that has been beneficial to F&M Votes is a co-chair leadership structure. Under this plan, two or three co-chairs give direction and guidance to the major efforts that the campaign undertakes. Two co-chairs should serve as primary, permanent overseers of the campaign. In this organizational structure, it usually makes sense for these two to represent the faculty and the professional staff, one serving from each group if possible. This makes possible a permanent or semi-permanent leadership of the campaign, with a consistent, flexible, growing vision, and little downtime for the frictional cost that comes with a changing guard. You may choose, and we recommend, allowing for a third co-chair position for a student organizer who is willing and capable of leading the campaign's student-side organizing efforts. In our model, this person is also often a paid intern.

A second option is to lead the group through a steering committee. The advantages of this are greater representation of stakeholders as more voices are heard, the ability to delegate significant responsibilities to a larger group of committed campaign members, and a vision that is potentially more in-tune with the behavior of your campus' student body. This is particularly effective on

A Three-Phase Campaign

campuses that are on the larger side, as your campaign will likely demand more members serving in leadership roles to help coordinate larger-scale organizing. Of course, you could always install some combination of these two structures to lead your campaign. In a larger campaign, a committee structure led by a steering committee consisting of committee heads plus the campaign's co-chairs might be ideal. Here is another aspect of the campaign where brave experimentation will serve you well over time.

Phase One: Build Your Campaign

The very first step in building your "Campus Votes" campaign is to take stock of your campus. Carefully consider your institution's culture, organization, and demographics. It is important to take note of the size of the pool from which you will draw volunteers and to consider what organizations, on- and off-campus, might be helpful. Keep in mind that the campaign should represent students, faculty, and professional staff.

By now, you should already have done some research into the legal parameters of your college environment. Take some time to formally note the state and local legal restrictions on, or barriers to, voting that your students will encounter. Does your state have a voter ID law? Does your state allow early voting or same-day registration? All of these will define how your campaign operates.

The first step is to reach out to your college administration and any faculty and staff who you think would take an interest in a "Campus Votes" campaign. Make sure you have clearance from the

Build Your Campaign

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college for the group to exist formally on campus, and take it a step further: see if the administration is willing to commit to supporting a "Campus Votes" campaign. Even if they are not willing to commit supplementary funding, knowing that the college's leaders support your cause could be an important political and public boost and, during the final phase of your campaign, might prove crucial.

By initiating conversations with faculty and professional staff about getting involved with the campaign (or, if you are faculty/staff, by choosing to become involved yourself), you have taken your first step to building the volunteer base! When it comes to faculty and professional staff, make sure you establish a more permanent base of volunteers first—that is, try to first build a team that will stick with the campaign for years. In January and February, hold one-on-one meetings to recruit a few key volunteers. Once you have a base, cast your net as widely as possible to reach as many interested faculty and staff as you can, perhaps by hosting a lunch in your faculty dining space, as F&M Votes did in 2004. Make sure that they know that the aim of the campaign is totally and completely non-partisan. You simply want to make sure that the maximum possible number of students are able to, and eventually will, vote on campus. When you have recruited a few strongly committed faculty and professional staff, you are ready to begin recruiting students.

Building a base of student volunteers may be one of the most challenging aspects of building your campaign. Students are busy and, at times, hard to reach. Sending out a college-wide email, if your institution allows, can be useful. F&M Votes has had mixed experience with email. We get a few very committed and engaged student volunteers but we also cannot cast a wide enough net for one simple reason: many students do not read emails! When recruiting students, a physical presence can be crucial. This comes primarily in two forms: first, physical advertising, such as posters taped up as ubiquitously as your college rules allow, or persistent flyering and dorm-storming (going door-to-door in student housing); second, putting volunteers with sign-up sheets at places that students frequent. The best places for this are always where students congregate, eat, or study. Canvassing

outside your student center(s) and dining hall(s) will generally give good results. Make sure to produce a general volunteer sign-up sheet that everyone can use so that you can record interested students' names and email addresses and any other relevant information (like their residence halls, class year, clubs, etc.) Cloud-based services like Google Drive may help with maintaining a master list that anyone can add to.

You will also want to reach out to any organizations or clubs that might be interested in helping out, whether on- or off-campus. Use caution, however, as building up to an election year, off-campus partisan groups may want to take part in student GOTV activities. If that happens, politely inform them that as a purely non-partisan group, you cannot accept their help. Student groups that are partisan in nature, such as College Democrats or College Republicans, can make individual members aware of your campaign, should they wish to help out.

I. Building the Timeline

It is almost time for your first official campaign event—your spring orientation meeting. But first, you should prepare a preliminary timeline based on a general overview of your crucial deadlines. These are any dates important to your election—usually your registration deadline is crucial to your timeline, for example. Up until this date, your timeline should make it clear that registration is the focus, but not the only goal. Your college's move-in day or freshmen orientation will also be important to your timeline. You should also include all the key organizational activities that will be explained in detail later in the guide.

If your state allows same-day registration, your timeline will look significantly different. You will still try to register students ahead of Election Day, but rather than having two distinct phases that focus on registration and GOTV separately, you will often be approaching both at the same time. Still, same-day registration will make your campaign's work significantly easier and free up some energy to commit elsewhere.

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One last thing to do before your orientation meeting: reach out to your local Board of Elections, preferably in a face-to-face meeting. We would not suggest inviting them to your campaign's first meeting as that may be overwhelming and confusing for your new volunteer base, but make it clear that you would love to welcome them to a later meeting. Gauge their attitude about the campaign's goal and how much leeway they will give you in terms of registering students. Will they permit you to use a customized voter registration form with the campus address already marked?

II. The Orientation Meeting

This meeting will occur towards the end of the semester before the election semester. Your first goal is to introduce your volunteers formally to the campaign and to each other, and to give the campaign's membership a basic feel for how the campaign will operate and how they can help. Present your preliminary timeline and solicit ideas from the group. Give the campaign membership a sense of how to hit the ground running when class starts back up again.

This is an important opportunity to build a contact base for the campaign. Pass around sheets for volunteers to note their name, contact information (at the very least, email addresses), any expertise that they might bring to the group or interests they have—many students are automatically social media experts! The campaign will use this information to keep a consistent email list in order to send out news, notices, and important information. F&M Votes found it useful to collect individual volunteer forms and use that information to assign people to committees with specific areas of responsibility. Please see our attached Appendix B for an example of a volunteer form.

A Three-Phase Campaign

Phase Two: Registration

This section describes the campaign's push to register as many students to vote as possible. For this reason, it applies more to states with no same-day registration and some of it will not apply in states with paperless/digital registration or no registration. However, campaigns in same-day registration, no registration, or paperless states should still make an effort to register students ahead of time. Currently, 12 states offer digital voter registration (with measures in other states moving through state governments potentially bringing the number to 17 in the near future).

Your campaign will need a system to receive, track, and submit registration forms. If your county board of elections allows it, develop your own registration form. See our Appendix C for an example. This will give you an opportunity to attach an explanation for students on how the form should be filled out, and a small primer on what is needed to register and vote.

Early on—over the summer if possible—contact the administration of your college's most frequented buildings and ask to place small registration drop boxes and stacks of forms at visible places, like the information desk of the student center and the circulation desk of the library. This will be useful not only in registering students that you are not able to reach in-person, but also because it can serve as a uniform method of receiving forms for your campaign.

A Three-Phase Campaign

You should keep a detailed record of your received and completed registration forms. Later on, students may need to know if their registration was successful or if they registered at all. To serve this purpose, you should create a registration database. When you receive each form, double-check that it is filled out correctly, make a copy, then enter the name and some details of the registrant. If there is some optional information missing or some information is not perfectly legible, make a note of it in the database as this information can be useful in determining why registrations are later rejected or not successful.

You will also need to develop a system for submitting forms. This is where a strong relationship with your county elections board will be extremely helpful. Ideally you will be able to designate a few campaign members who will gather forms periodically, process them, and then submit them to the board of elections.

During the registration phase the campaign will perform crucial tasks to register as many students as possible. These are divided into two groups: one-time registration drives and ongoing registration efforts.

I. One-Time Registration Activities

Your goal is to be everywhere in the first few weeks of classes. The campaign's first major event will always be move-in day or freshmen orientation. Most colleges have a day in late August or early September when incoming freshmen move through a large room (in the gym, typically) learning about different aspects of college life, taking their school ID picture, talking to club leaders, etc. It will be very important to have a physical presence at this event with volunteers aggressively welcoming and registering these new students.

A Three-Phase Campaign

Train your volunteers in how to best attract interested students. Some key practices are to engage every student that passes through and *not* passively wait for interested students to approach the table. This can be as simple as grabbing each student's attention as he or she passes by saying loudly, "Register here to vote on campus!" followed by a short elevator speech on the benefits of voting on campus and the importance of registering immediately.

The rest of these activities depend greatly on your individual campus. Try and come up with a detailed list of all common events or activities during the registration period. There should be many early on in the academic year to help your first-years get acquainted. These include activity fairs, job fairs, and the like. You should try to place volunteers at any public event where great numbers of students will be walking about common areas.

II   Continuous Registration Efforts

The first stage of the "Campus Votes" campaign's continuous efforts is the in-class registration drive. This is a feat of coordination that will *require the cooperation of students, faculty, and professional staff.* First, have a faculty member of the campaign send out an email to the entire faculty asking professors to volunteer their classes for a quick registration drive. Let them know it should not take more than 5-10 minutes and will not be disruptive or partisan. If you can only hit so many classes, target those that are mandatory for first-years.

A single coordinator should input all of the consenting professors and their class times and locations into a sharable, online spreadsheet (we recommend using Google Drive/Google Docs or an equivalent service). Ask volunteers to sign up for slots, and then email their professor to confirm. Remind them to be on time, be quick, and be aggressive about registering as many students as possible. They should bring a sizable stack of forms with them.

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The actual in-class registration process should be kept very simple but may require considerable confidence and aggressive salesmanship. As an appendix, we've attached a sample from our guidelines for in-class drive volunteers. Forms should be distributed first, followed by a quick elevator speech on the campaign and its goals, reminding students that they have the right to register where they attend college. If students don't have all their information, ask them to mark a star in the margins of their form and list the information they are missing along with their email address or cell phone number. This way, when processing forms, the campaign can contact the person to collect the information. Volunteers should focus on getting students to fill out the forms during the in-class session; it is much less likely that a student will ever get around to finishing the form and turning it in on their own if you do not collect it on the spot. You may want to schedule a brief training session to review in-class procedures, and do a role-play of the volunteer's rap to a class.
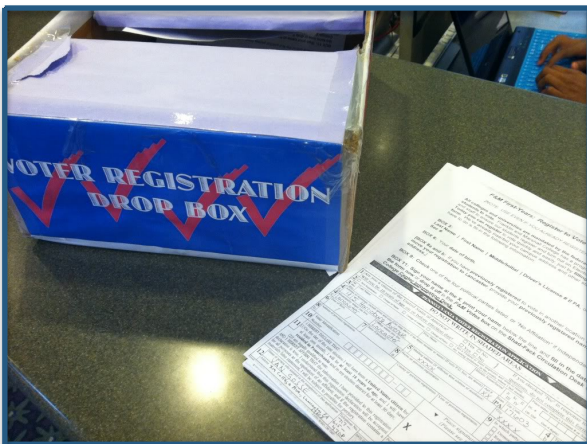
The second major continuous activity is tabling. Tabling is simply the act of staffing a table in a busy, common area, such as a student center or dining hall, with volunteers and registration forms. Again, train your volunteers in how to be aggressive registrars and salespeople. It is optimal to have a large, professionally-produced banner advertising your group and voter registration; you will use this banner repeatedly at every public event. Volunteers should sell registration as aggressively as possible, and not sit and wait for possible registrants to come to them: the best technique is to loudly (and humorously) "hawk" like old-style carnival barkers, so that groups of students entering the dining hall are greeted with a call such as "register to vote here!" Draw up a sign-up sheet for regular tabling shifts to distribute at your meetings. Depending on your volunteer base and commitment, this can either be a regular, weekly activity or a one-or-two-week push at the end, before the registration deadline.

A Three-Phase Campaign

In general, the campaign's goal during the registration phase is to be as public and energetic as possible. Some of this will depend on your individual campus. One of the most important things a campaign can do is constantly solicit new ideas from its members at weekly meetings. Hopefully, by the time the registration deadline rolls around, the campaign has made a very lasting and visible impact on your campus and a great number of students are registered to vote who would not be otherwise. Your goal should be to create an atmosphere in which *every* student at your school has been reminded over and over to register, so that *everyone* is aware of the approaching deadline, and at the end, in the final week, you scoop up all of those who have put off registering until the last moment. A clear sign that the campaign has been successful is a student body that complains about how often they hear its message.

During this period you will also want to think about voter education. This will chiefly take two forms: short-form candidate information, such as voter guides, and events that give students a chance to learn more about the candidates and the issues. For the first, take some time at a campaign meeting to ask volunteers what issues they think are most important to students at your school. Build a "platform" of a handful of issues that you think uninformed students are interested in. Then, use trusted and citable sources to develop a Voter Guide with each candidate's position on these issues. Plan to distribute these flyers via traditional campaign methods: tabling, flyering, and dorm-storming. We've attached a sample of one of F&M Votes' Voter Guides as Appendix F.

The campaign should also hold a few major events to help create a public atmosphere of political interest and to give potential voters an opportunity to learn more about the candidates and the issues. Reaching out to political groups—especially the partisan groups such as College Democrats and College Republicans—on campus for a student-led event, such as a mock debate, is never a bad idea. If the campaign has enough funding for an honorarium, consider inviting a relevant, knowledgeable, non-partisan speaker to hold a talk. Mostly, it is important to remember that while registration is the focus of this point in time, a campaign must consider all goals and avenues to avoid falling behind.

A Three-Phase Campaign

Phase Three: GOTV

By the time the registration deadline rolls around, your "Campus Votes" campaign will have developed a wealth of organizing experience, registered a lot of students, and started to form a better picture of the needs of its individual campus and its students. Over the last few weeks, the campaign's primary goal will be, in simplest terms, to get as many students as possible to the polls.

The campaign's first consideration in planning GOTV should be the polls themselves. Does your campus have a convenient, within walking-distance polling place (or, even better, one on campus)? If so, that is great. If not, do not worry—chances are that is because not enough students on your campus have voted in the past to justify creating a new polling place. But reach out to your local elections board and ask them about moving your district's polling place to campus. If that's not possible for your current election year, don't despair—hopefully, if your campaign succeeds, your campus might be getting its very own polling place in the future.

If there are multiple polling places, it is vital that the campaign get precise information about where each student should go to vote (as an example, we've attached an old F&M Votes guide as Appendix F). Then, you will need to make this information as public as possible before Election Day to make the process as smooth as possible. If any of the polling places are outside of a short walking distance, the campaign should definitely set up shuttles to take students to and from a meeting point on/near campus and the polling place(s). Here is where your campus administration's support will be

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on/near your campus and the polling place(s). Here is where your campus administration's support will be crucial, since most colleges have a fleet of vans. Make sure to let students know that this resource will be available to them, or many may become discouraged and eventually decide not to vote.

I. The GOTV Push

The weeks before Election Day can be the most crucial to the campaign and will likely be the most demanding. The "Campus Votes" campaign must make a well-coordinated, organized, and energetic push to inform and motivate students to vote.

Your campaign will want to plan a few days here and there to distribute flyers and put up signs with Election Day information (Appendix E). You should also include the Voter Guides with candidate information as described earlier, but no earlier than one or two days before Election Day. Dorm-storm—that is, place materials under the doors of each dormitory room—in every campus residence to make sure students know the basic information about voting: when, where, how to get there, and what will be required of them to vote (such as identification).

Continue to table and have volunteers in public places with Election Day information. Tape posters wherever you are allowed to do so. Have volunteers sign up to do "walk-throughs" in the dining halls or any eating areas. The goal of these will be to stop briefly at each table and casually ask students if they are voting, have they registered, do they know what to do on Election Day? This can be particularly effective the night before Election Day.

If your campaign has been successful in obtaining the support of the college administration, ask the offices of administrators if they would be willing to send out a campus GOTV email. In particular, an email from the office of the President or Dean(s) will tend to garner high visibility for your cause. The email should urge students to vote and provide all the necessary information that students need in order to vote; your campaign will probably need to draft that email.

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Finally, the campaign might want some items or events unique to your campus culture to help inspire a public atmosphere of participation. This will depend a lot on the political and social atmosphere of the campus. For example, F&M Votes had some success with a large canvas installation in the middle of our green in a very public spot. The installation was accompanied by paint markers and staffed by a volunteer throughout Election Day. Students would stop by after they voted and add to the canvas—we recommend "Why We Voted," but anything relevant to the electoral or political sphere was fine. Solicit ideas from the group for similarly unique and eye-catching methods to inspire participation on your campus on Election Day.

II. Preparing for Election Day

On Election Day, the role of the campaign is to usher, greet, and act as a vigilant watchdog of each voter's rights. The campaign will seek to push students to the polls, make them welcome and comfortable while they vote, and keep careful watch on polling place proceedings, prepared to intervene if necessary.

Two preparations will be particularly helpful in achieving these goals. First, plan to set up a team of elections greeters just outside the polling place(s). Plan to have at least one volunteer present throughout the day to monitor for attempts at suppression or

intimidation. Second, set up an "Election Day Headquarters" somewhere public, preferably with access to power and an internet connection. Generally, a student center is best for your HQ. The HQ will be staffed by campaign leaders and volunteers throughout the day and should also have some sort of draw for students—baked goods are always effective bait. The HQ serves two purposes: first, to push students who are going about their day and may not have planned on voting; second, to serve as the communications and organizing hub for the campaign. The campaign leaders should plan to spend most of their day (the twelve hours that the polls are open) staffing or nearby the HQ.

Communication should be regular between the greeters and your Election Day HQ. Greeters should be periodically asking voters if they had any trouble voting so that they can report back to HQ if a problem arises. They should also watch out for certain behavior, such as aggressive interactions between passersby, which might be a sign of voter intimidation. Campaign members themselves will vote at different times throughout the day, which will give the HQ current information about polling place proceedings.

If a problem does arise, the campaign should be ready to draw upon all available resources. If any sort of legal representation is available to the campaign (through the college administration, for example), the campaign should consider asking legal counsel to intervene in case of any serious interference with student voting. F&M Votes has experienced many forms of this interference; it is more common than one might think. At times, outside groups have initiated legal challenges against *every student ballot cast* on frivolous grounds hoping that they would be automatically dismissed. We have experienced election clerks giving students misleading information or inappropriately asking them questions about their ballots.

 Chances are that the college administration itself will also be interested in defusing any situations that may be preventing students from voting. Your Secretary of State's office should also have a website or hotline as a last resort to report any wrongdoing. As the day winds down and the polls close, the campaign has achieved its primary goal. Congratulations! But a good "Campus Votes" campaign is not over yet.

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III. Post Election Planning

The first consideration after Election Day is to examine the success of the campaign. If your college mostly has its polling place to itself, comparing voting numbers to previous years can be a cursory but not statistically valid impression of the campaign's achievement. If available, retrieve detailed data from your local elections authority—including names of voters—and compare to your registration database, to get a more accurate picture of how well the campaign performed, as you will have a straight percentage of those who voted out of those who were registered.

Finally, hold a post-election debriefing where all the members of the campaign can discuss what worked and what did not, and produce a detailed record of strengths, weaknesses, and suggestions for improvement that can be reviewed in the future. Make a note of volunteer suggestions and constructive criticism so that the campaign can apply them for the next election. Consider the needs of the campaign in the immediate future: is there an election next year? If not, plan to meet occasionally and continue to hold semi-annual registration drives and voter information activities in order to not lose the inspiring drive that the campaign has surely accumulated up this point. Come the next election year, it is time to start planning your orientation meeting!

Endnotes

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8. The estimate of absentee voting is based on a statistically verifiable sample of students who did not register in Lancaster.
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10. U.S. Const. amend XIV, Print.
11. Keyssar, Alexandar. *The Right to Vote: The Contested History of Democracy in the United States*. New York: Basic, 2000. Print. pps 8-9.
12. Ibid p. 42
13. Ibid pps. 225-226
14. *Oregon v. Mitchell* (1970)
15. Keyssar. *The Right to Vote.* p 223.
16. *Dunn v. Blumstein* (1971)
17. *Symm v. United States* (1979)
18. *Symm v. United States* (1979)
19. http://www.brennancenter.org/analysis/policy-brief-student-voting

Appendix A: A State-By-State Breakdown of Voting and Election Laws

The following information is taken from the Brennan Center for Justice's state-level *Student Voting Guide*.[18] It is intended as a brief summary of your state's student voting environment. More detailed information can be found at the Brennan Center's website: www.brennancenter.org.

Alabama

In Alabama, the registration deadline is 11 days before the election. Photo identification or non-photo identification with an address is required to vote both in-person and absentee. Provisional ballots may be cast, but identification must be provided to certify the ballot. Absentee ballot applications are due at least five days before the election. *Note: at the time of writing, several Alabama laws were pending preclearance by the Justice Department pursuant to §4 of the Voting Rights Act, which has been struck down by the Supreme Court. This is likely to open the door for more restrictive voting laws in Alabama.*

Alaska

In Alaska, the registration deadline is 30 days before the election. Identification is required to vote, but if you do not have ID at the time of voting you can submit a provisional ballot. First-time voters may vote absentee in Alaska. You may vote absentee in person, by mail, or by fax. Alaska has an early voting period beginning 15 days prior to Election Day.

Arkansas

In Arkansas, the registration deadline is 30 days before the election. All voters are asked for ID at the time of voting. First-time voters who do not have an ID may submit a provisional ballot; all other voters are permitted to vote without identification. The absentee application deadline is seven days before the election. Arkansas early voting starts 15 days before Election Day.

California

In California, the registration deadline is 15 days before the election. The only voters required to show photo identification are first-time voters who were not able to provide verification of their identity during the registration process. All voters may vote by mail in California. Mail ballot applications are due one week before the election. Some counties may have early voting.

Colorado

In Colorado, the registration deadline is 29 days before the election. All those voting in-person must show identification. A Colorado student photo ID is sufficient. All voters may vote absentee/by mail. Mail ballot applications are due one week before the election. Colorado has early voting beginning 10 days before a primary or 15 days before a general election through the Friday before Election Day.

Connecticut

In Connecticut, the registration deadline is fourteen days before an election by mail or seven days before the election in-person. Voters are asked to show some document with their name and either address, signature, or photograph. Absentee applications are due the day before Election Day, but in order for a ballot to be received by Election Day, it should be requested and mailed earlier.

Delaware

In Delaware, the registration deadline is the fourth Saturday before Election Day. All voters are asked for identification, but non-first-time voters can sign an affidavit to fulfill the ID requirement. Absentee applications must be notarized in most cases. Absentee applications are due the day before the election, but in order to submit by Election Day a ballot should be requested earlier.

Florida

In Florida, the registration deadline is 30 days before the election. All voters are required to show a current photo ID without which a provisional ballot may be submitted. Absentee applications are due the sixth day before the election.

Georgia

In Georgia, the registration deadline is 30 days before the election. All voters are required to show photo identification. A student ID from a public Georgia college is accepted. Voters without ID may submit a provisional ballot. Absentee ballot requests are due the Friday before the election. First-time voters who vote absentee must provide a copy of their ID.

Hawaii

In Hawaii, the registration deadline is 30 days before the election. First-time voters must provide ID in person or by mail, unless their identity was verified during registration. Absentee applications are due one week before the election. Hawaii has early voting beginning ten working days before an election and ending the Saturday before the election.

Idaho

In Idaho, the registration deadline is 25 days before the election. All voters are asked to present identification. Absentee applications must be received by the sixth day before the election. Idaho has in-person early absentee voting as soon as ballots are available and ending Friday before Election Day.

Illinois

In Illinois, the registration deadline is 28 days before the election. First-time voters who registered by mail and whose identity is not verified must provide ID in person or by mail. Absentee applications are due five days before the election (or one day before if in person). Illinois has early voting beginning 22 days before an election and ending the 5th day before an election.

Indiana

In Indiana, the registration deadline is 29 days before the election. All voters are asked to show current photo identification. Absentee voters need a specific justification to vote absentee and applications are due 8 days before Election Day.

Iowa

In Iowa, the registration deadline is ten days before the election, but Iowa also offers same-day (Election Day) registration. All voters can be asked for identification at the discretion of election officials. Identification is required for same-day registration. Absentee applications are due the Friday before the election.

Kansas

In Kansas, the registration deadline is 21 days before the election. All voters must show current photo identification or submit a provisional ballot. Absentee applications are due the Friday before Election Day.

Kentucky

In Kentucky, the registration deadline is the fourth Tuesday before Election Day. Voters must show identification or submit a provisional ballot. Absentee applications are due one week before Election Day.

Louisiana

In Louisiana, the registration deadline is 30 days before the election. Online registration is available. Voters will be asked for photo identification. Generally student identification will suffice. Voters without identification may sign an affidavit in combination with some other identifying information. Absentee applications are due four days before the election. Louisiana has early voting beginning 10 days before a primary/15 days before a general election and ending the Friday before Election Day.

Maine

In Maine, in-person registration is available at any time, including same-day registration. Non-first-time voters do not need to show identification. Absentee applications are due 3 days before the election.

Maryland

In Maryland, the registration deadline is 21 days before the election. First-time voters who registered by mail and whose identity is not verified will be asked to show identification. Without identification, voters may cast a provisional ballot. Absentee applications are due the Tuesday before the election by mail or until the close of polls in-person.

Massachusetts

In Massachusetts, the registration deadline is 20 days before the election. First-time voters who registered by mail and whose identity is not verified must show identification. Absentee applications are due the day before Election Day.

Michigan

In Michigan, the registration deadline is 30 days before the election. All voters are required to show photo identification. Absentee applications are due the Saturday before the election. First-time voters must register in person to vote absentee.

Minnesota

In Minnesota, the registration deadline is 21 days before the election, or same-day registration. Same-day registrants must show proof of address and first-time voters must show I.D. or have a registered voter in the district vouch for them. Absentee applications are due the day before the election.

Mississippi

In Mississippi, the registration deadline is 30 days before the election. First-time voters who registered by mail are required to show identification. Absentee applications by mail must be notarized.

Missouri

In Missouri, the registration deadline is the fourth Wednesday before the election. All voters are required to show identification.

Montana

In Montana, the registration deadline is 30 days before the election. All voters are required to show identification or submit a provisional ballot. Absentee applications are due the day before the election. First-time voters must include a copy of their identification. Early voting begins as soon as ballots are available through Election Day.

Nebraska

In Nebraska, the registration deadline is the second Friday before the election in person or the third Friday before the election by mail. First-time voters are required to show identification. Absentee applications are due the Wednesday before Election Day. Early voting begins 35 days before the election and ends the Monday before the election.

Nevada

In Nevada, the registration deadline is the third Tuesday before the election in person or the fifth Sunday before an election by mail. First-time voters who did not verify their identity at registration are required to show identification. Absentee applications are due seven days before the election. Early voting begins the third Saturday before an election and ends the Friday before Election Day.

New Hampshire

In New Hampshire, the registration deadline is 10 days before the election or via same-day registration. At registration, certain forms of identification may be required to prove citizenship, age, etc. No deadline for absentee applications but ballots should be requested early enough to turn in on time.

New Jersey

In New Jersey, the registration deadline is 21 days before the election. First-time voters whose identity is not verified are required to show identification. Without identification, one may cast a provisional ballot. Absentee applications are due seven days before the election.

New Mexico

In New Mexico, the registration deadline is 28 days before the election. All voters are required to either show identification or make a statement under oath confirming their address. Absentee applications are due the Friday before the election.

New York

In New York, the registration deadline is 25 days before the election. Unverified first-time voters are required to show identification. Absentee applications are due 7 days before the election.

North Carolina

In North Carolina, the registration deadline is 25 days before the election. Some voters are required to show identification—specifically, those voting via "One-Stop Absentee" and first-time voters who did not verify their identity when registering. Without identification, a provisional ballot can be cast. Absentee applications are due the Tuesday before the election. Early voting begins from the 3rd Tuesday before the election to the Saturday before the election.

North Dakota

In North Dakota, there is no voter registration. All voters are required to show identification or swear an affidavit to their eligibility. Absentee applications are due the day before the election but should be submitted earlier in order to vote on time. Some counties offer early voting as early as 15 days before the election.

Ohio

In Ohio, the registration deadline is 30 days before the election. Some form of identification showing name and address is required to vote. Without I.D., voters are able to submit a provisional ballot. Absentee applications are due the third day before an election by mail or the day before the election in person. Early voting is from 35 days before an election to the Friday before Election Day. Currently, the status of the weekend before the election is being legally contested.

Oklahoma

In Oklahoma, the registration deadline is 25 days before the election. All voters are asked to show identification or sign a statement under oath affirming their identity. Absentee applications are due the Wednesday before the election. Early voting is available, with times and days varying depending on the level of the election.

Oregon

In Oregon, the registration deadline is 21 days before the election. Unverified first-time voters are required to show identification. All Oregon voters vote by mail.

Pennsylvania

In Pennsylvania, the registration deadline is 30 days before the election. A recent Pennsylvania state law requiring photo identification was struck down by the State Supreme Court; poll workers may ask for identification but it is not required to vote. Absentee applications are due the Tuesday before the election.

Rhode Island

In Rhode Island, the registration deadline is 30 days before the election. All voters are required to show identification. Otherwise, provisional ballots may be cast. Absentee applications are due 21 days before the election and absentee ballots must be notarized or witnessed.

South Carolina

In South Carolina, the registration deadline is 30 days before the election. All in-person voters are required to show identification or a voter registration card. Absentee applications are due the day before the election but should be submitted earlier in order to vote on time. Absentee ballots may be submitted ahead of Election Day in person.

South Dakota

In South Dakota, the registration deadline is 15 days before the election. All voters are required to show photo identification or sign a sworn statement. Absentee applications are due on Election Day. Early voting beings as soon as ballots are available and ends on Election Day.

Tennessee

In Tennessee, the registration deadline is 30 days before the election. All in-person voters are required to show government-issued photo identification. A student ID will **not** suffice. Absentee applications are due 7 days before the election. Early voting begins 20 days before the election and ends 5 days before the election.

Texas

In Texas, the registration deadline is 29 days before the election. The recent Texas law containing photo identification requirements is currently contested. A heavily restrictive law recently passed was struck down in federal court. Absentee applications are due seven days before the election. Early voting is allowed for certain groups.

Utah

In Utah, the registration deadline is 30 days before the election. All voters are required to show identification. A student I.D. is only valid when combined with a second form of identification. Absentee applications are due the Friday before the election. Early voting begins 14 days before the election and ends the Friday before Election Day.

Vermont

In Vermont, the registration deadline is Wednesday before the election. First-time voters who registered by mail are required to show identification. Absentee applications are due the day before the election. Authorized family members can request ballots on your behalf. Early voting is available 45 days before the election through Election Day.

Virginia

In Virginia, the registration deadline is 22 days before the election. All voters will be asked to show identification. Absentee applications are due 7 days before the election and absentee ballots must be witnessed. While first-time voters are generally required to vote in-person, students are a specific exception to this rule.

Washington

In Washington, the registration deadline is 29 days before the election. All voters must provide their county elections office with identification before the election is certified. All Washington voters vote by mail. Ballots are automatically mailed to registered voters.

Washington D.C.

In Washington D.C., the registration deadline is 30 days before the election or same-day registration. First-time voters and same-day registrants are required to show identification. Absentee applications are due 7 days before the election. Early voting is also available starting 7 days before the election.

West Virginia

In West Virginia, the registration deadline is 21 days before the election. First-time voters are required to show identification or submit a provisional ballot. Absentee applications are due 6 days before the election. In-person absentee early voting is available beginning 20 days before the election and ending 3 days before the election. This includes the two Saturdays before the election.

Wisconsin

In Wisconsin, the registration deadline is 28 days before the election. Same-day registration is available. Most voters will not need to show identification. A voter ID law is currently blocked by court order. Early voting is available via absentee ballot.

Wyoming

In Wyoming, the registration deadline is 14 days before the election. Identification is required to register and, if a first-time voter, to vote. Absentee voting is available up until the election. Early voting via absentee ballot is available beginning 40 days prior to the election.

Sign Up to Join Us!

Name	Class/Department	Email Address	Phone #

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F&M First-Years: Register to Vote in Less Than One Minute!

[NOTE: USE EVEN IF YOU ALREADY REGISTERED UNDERLINE OF LANCASTER]

All colleges and universities are mandated by the federal government to register their students to vote. Franklin and Marshall College has a program organized by students, faculty, and staff to ensure our students register and turn out on Election Day—it's called **F&M Votes**. Today you can register to vote quickly and easily, just by **filling in a few required boxes on a form**. We've already inserted your campus address and other standard information. All you have to do is fill-in the following information:

BOX 3:
Last Name | First Name | Middle/Initial | Driver's License # if PA, or last 4 digits of Soc Sec #

BOX 6: Your **date of birth**.

[BOX 8a and b: If you have **previously registered** to vote in another location and want to move your registration to Lancaster, provide your **previously registered name and address**.]

BOX 9: Check one of the four political parties listed, or "No Affiliation" if Independent.

BOX 11: Sign your name at the X, **print your name** below the line, and **fill in the date**. Return the form now or drop it off in the **F&M Votes** box on the **Shad-Fack Circulation Desk** or the **College Center Information Desk.**

PENNSYLVANIA VOTER REGISTRATION APPLICATION
DO NOT WRITE IN SHADED AREAS

1 Are you a citizen of the United States of America? ☐ Yes ☐ No } If you checked "No" in response to either of these questions, do not complete this form.
Will you be 18 years of age on or before election day? ☐ Yes ☐ No

2 ☐ New Registration ☐ Change of Name ☐ Change of Address ☐ Change of Party ☐ I am a Federal or State employee and wish to retain my voting residence in the county where I last resided. | Place either Driver's License # or Social Security # here

3 Mr Mrs Miss | Last Name | First Name | Middle Name/Initial | Jr Sr II III IV | DL # ____ OR SS# (last 4 digits)

4a Address of residence, include street and city (Use map above if no street number or name) (If only P.O. box, see above) **415 Harrisburg Avenue** | Apt # XX | State PA | Zip Code 17603 | **4b** Telephone Number (Optional) ( )

4c Municipality where you live **Lancaster** | County where you live **Lancaster** | **5** Mailing address (if different than address of residence) XXXX | City XXXX | State XX | Zip Code XXXX

6 Date of Birth / / | **7** Race (Optional) | **8a** Name on previous registration | **9** In which party do you wish to register? ☐ Democratic ☐ No affiliation ☐ Republican ☐ Other (Please specify): ☐ Libertarian ☐ Green

8b Address of previous registration | County of previous registration | Year of previous registration

10 Voter Identification Number ☐☐☐☐☐☐☐☐ - ☐☐ | ▼ Place signature with full name (or mark) below. (Please see Penalty for Falsifying Declaration.)

11 I HEREBY DECLARE THAT:
(1)On the day of the next election I will have been a **United States citizen** for at least one month, I will be **at least 18 years of age**, and I will have **resided in Pennsylvania** and in my election district for at least 30 days;
(2)I am legally qualified to vote.
AND I HEREBY AFFIRM THAT the information I have provided in this registration declaration is true. I understand that this registration declaration will be accepted for all purposes as the equivalent of an affidavit; and if the registration contains a materially false statement, I will be subject to penalties for perjury.

X

Print Your Name Below ▼ | Date / /

12 Name of person who assisted in the completion of this application **VAN GOSSE** | ATE OF REGISTRATION | REGISTRAR | YEAR | PARTY AFFILIATION

NAME | CITY, BORO, OR TWP. | WARD | DISTRICT | COUNTY VOTER I.D. #

F&M Votes "Talking Points"

NOTE: Election Day is Tuesday, November 6th! The registration deadline is October 9th. If you register by that date, and if you are 18 as of November 6th, you can vote in PA!

1) **Why You Should Register to Vote**
2) **Why You Must Update Your Registration If You Have Moved**
3) **Why You Should Register to Vote Here**

☒☒ The federal government requires F&M to try and register you, it's a mandate.

☒ Why? Because in some national elections, as few as 1 in 7 potential voters aged 18 to 24 bother to vote. It's a key reason why the U.S., which claims to lead the world towards greater freedom and justice, has the lowest voter participation of any democracy, much lower than India's for instance.

☒ You have an absolute legal right to vote where you go to college. The Supreme Court decided that back in the 1970s. Do not let anyone tell you differently or try to intimidate you. It is legally irrelevant whether your driver's license is from another state, for instance. But, of course, you can only vote in one place, so if you vote here, you can only vote here.

☒ We had huge success back in 2008 and 2012, when almost all F&M students voted here in Lancaster. The whole campus voted together.

☒ Why should you want to vote in Pennsylvania, if you moved here to go to college? Because it's the ultimate "swing state." In every recent presidential election, it's been up for grabs!

☒ So why do we want you to register here in Lancaster?

First, because it's much easier than voting by absentee ballot, so you are more likely to do it.
Second, because your vote is much more likely to be counted if you vote in person.
Third, because the college wants you to connect with the local community about basic issues like garbage, policing, and quality of life.
Fourth, because F&M students will get much more respect, and better treatment, from Lancaster City authorities, if they are a recognized voting bloc – that's how democracy works after all.

☒ We'll trouble-shoot the process every step of the way and make sure you have all the information you need (about where to vote, and when, for instance). We'll help you get to the polls, and give you coffee and snacks. We'll make it fun.

Van Gosse sitting at Election Day Headquarters (2012) with the F&M Votes banner, voting guides, t-shirts, and other Election Day goodies.

Yard signs for the campus and table tents for the dining hall and café areas.

Voting guides, table tents, stickers, name-tags, and a simple "How To" sheet for Election Day volunteers.

An outdoor canvass where F&M students were encouraged to write "Why We Voted" during Election Day 2012. This was in a public lawn area and attracted a lot of attention.

2012

Presidential Voting Guide

Issue	Barack Obama	Mitt Romney