



California College Democrats

10 Step Guide to Doing Your Voter Registration

1. Follow The Instructions to Earn Money For Your Club On the Following Page
2. Decide Where On Campus You Are Going to Do The Voter Registration
 - a. This should be in **HIGHLY TRAFFICKED AREAS** on campus;
 - b. **TARGET FRESHMAN AREAS** –they are the least likely registered voters
3. Figure out a **Visibility Scheme**- **EVERYONE** working wear **SCHOOL COLORS**
 - a. This is important so people think it is an important school event
4. Make **Signs/Posters** people can wear talking about important **Young Voter Issues**
 - a. Young People are drawn to Issues more so than Partisanship. Luckily for Democrats Young People agree with us on most issues. Pick Issues which the vast majority of individuals will agree with you on (see examples below)

Examples

- ★ “If you believe in **EVOLUTION** than **YOU ARE A DEMOCRAT**”
- ★ “If you believe in **GLOBAL CLIMATE CHANGE** **YOU ARE A DEMOCRAT**”
- ★ “If you believe in **STEM CELL RESEARCH** than **YOU ARE A DEMOCRAT**”
- ★ “If you believe in a **LIVING WAGE** than you **ARE a DEMOCRAT**”

5. **Assign Individuals** to Participate in the Voter Registration Day
 - a. Recruit as Many People as Possible (get their contact information)
 - b. You should have multiple **2 Hour Shifts** which people will rotate at the same location throughout the day. This way you have a constant presence on campus. By having this presence people will think voter registration is important
6. Instruct all Volunteers to **be loud and engage** as many people as they possibly can during their shifts.
 - a. A good number to shoot for is **25-40 students per volunteer per hour**
7. **Call all of your volunteers** make sure they **know where and when to register voters** and that they are wearing their issue posters and school colors
8. **Register as many voters as you can!**
9. Make sure your replacement volunteers turn up at the right locations & times
10. Copy Your Forms and Turn them into the California College Democrats so you can collect your money!