



VOTER REGISTRATION DRIVE

This year please be sure to vote and encourage those in your community to do the same. In a mid-term election year it is particularly important to make sure everyone is registered. As such, please consider a voter registration drive for Welcoming Week, a fun and easy way to hold your community accountable. If you've got questions or it's your first drive, we've adapted a plan from the League of Women Voters below!

- 1. Plan the drive:** *Who:* Define your target audience or population. Who are the potential voters and is there a specific group you're targeting? *Where:* Set up booths in public places. Collaborate with a community partner for a popular or well frequented location. Colleges, post offices, community centers or even sports events are excellent examples. *When:* Decide on the best time to hold your drive. Is it lunch time, half-time at a sporting event, a weekend? Be sure to choose a time with heaviest traffic. **Don't forget to add your event to our map at welcomingweek.org!**
- 2. Coordinate your volunteers:** Train your volunteers. Make sure that they understand all the forms and their specific responsibility during the drive. Provide them with a "Frequently Asked Questions" sheet so that they will be able to answer questions.
- 3. Publicize your drive:** Make sure you have a clear plan for engaging both immigrants and receiving community members in planning and executing the event. Send out email notifications, post on social media and post flyers to give people advance notice that a voter registration drive is coming. Your messages should be short and snappy and grab attention. If your drive or organization has a logo or title, it should be used on all advertisements.
- 4. Gather the materials:** You can obtain copies of voter registration forms, absentee ballot applications, and party affiliation declaration forms from your County Commissioner of Registration office. All of these forms can be found on the League of Women Voters web site, www.lwvny.org, and may be printed and photocopied.
- 5. During the drive:** When registering voters you should encourage on-location registration. It is preferable to get as many people as possible to fill out the forms while they are at the table. This way, you can check the forms to make sure they are filled out correctly and you can be sure that the form gets submitted to the elections office.
- 6. After the drive:** The most important thing after your drive is to make sure the forms get to the elections office promptly for processing. You should also evaluate the success of your drive. Was your site successful? Ask yourself these questions to prepare for your next voter registration drive.