

# How to Host a Voter Registration Drive

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## BEFORE YOUR EVENT

### 1. Lock in Your Logistics

**Will you have wi-fi?** It is easiest to have people use a computer or phone to scan the QR code or go to the MA Voter Register website <https://www.sec.state.ma.us/ovr/> to register online. Make sure that the computer has this website bookmarked and that wi-fi is accessible.

**Where and when will you host your event?** Areas with high foot traffic are ideal. Here are some suggestions:

- Set up a table in a high-traffic area: lobby, program entrances, administrative building



- Remind staff and persons served during meetings of the importance of registering to vote.

Once you know where you want to hold your registration drive, be sure to get permission from where you'd like to set up at.

## 2. Set Goals

You should have the following goals in mind:

- Providing the state's online registration tool (<https://www.sec.state.ma.us/ovr/>) to people so they can register themselves or update their registration status.
- Talking with people about the issues you/they care about, as a way to continue building relationships in your community. Based on your community and your voter registration event, you can brainstorm and set additional goals in advance.
  - **While you can discuss issues you or voters care about, you must remember to remain non-partisan, and avoid discussing candidates or their positions.**

## 3. Build Your Team

Organizers work best in teams, so think about people who can help you with your voter registration event and how many people you'll need. If you'll be in the same location for a few hours, you can schedule a few shifts and follow up with your fellow volunteers. Make sure that you have enough people to work at your table, reach out to passersby, canvass a line, bring snacks/tables/chairs, and more.

- **Get online.** Be sure to post about your event on social media. By engaging with people and offering volunteer opportunities online, you can expand your reach and connect with new people who want to help with your event.

## 4. Set Up Your Supplies

Try to gather your supplies in advance to have a streamlined and fun registration drive.

**Online Registration Tool:** Make sure all phones, tablets, and computers are charged and ready to go, and bookmark <https://www.sec.state.ma.us/ovr/> for quick access on all your devices.

**Setting Up Your Spot:** Depending on your event, here are some additional supplies you may want to gather:

- A table and chairs
- Sign-in sheets and pens for folks who would like to get involved and volunteer at future events
- Posters, banners and signs that say “Register to Vote Here”
- Same color shirts (potentially branded with your organization’s logo!) to easily keep track of team members

## 5. Publicize Your Event

The tools and networks you utilize every day are the best places to start. Social networks like Facebook, Instagram and Twitter/X will help you spread the word. Publicizing your event will help recruit volunteers and let potential voters know where they can go to register. Get a local radio station to come broadcast from your registration event. Other local media outlets may be interested too. They just need to know your event is happening!

## 6. Train Your Volunteers

Whether it’s at a designated team meeting or 30 minutes before the event, you’ll need to train your volunteers to run through the state’s online voter registration tool and review best practices. Make sure your volunteers feel valued and create an environment where you can motivate each other.

Here are a few things you can do to get the ball rolling:

- **Hand out materials:** Give everyone their tablets, mobile devices, or computers with the state’s registration tool bookmarked: <https://www.sec.state.ma.us/ovr/>
- **Explain how to register voters**
  - Everyone should ask, “Are you registered to vote at your current address?” If the person walking by says yes, ask them if they are sure that they have registered since the last time they moved.
  - Explain how to wrap up a person’s registration process.

## 7. Confirm Your Logistics

The day before your event, make sure to confirm the logistics with your venue or host organization. Additionally, call your volunteers to confirm their attendance and double-check that you have all the supplies you’ll need. Take one more look at the Sample Script and Answers to FAQs found at the end of this guide, and make sure that you’re ready for the big event.

# DURING YOUR EVENT

## 1. Set Up Your Spot

- Arrive before your event starts
- Set up your signs, lay out your stickers, and agency's t-shirts if you have them

## 2. Use Social Media

Take lots of photos and videos during your event to post on social media. As the event starts, post about it on your social media accounts. Remember to follow the guidelines from our **Social Media Guide**. [\[OBJ\]](#)

## 3. Be Proactive and Engage with People

Make sure that you have all hands on deck – stand up and engage with people, don't just sit behind your table. Circulate through the area you're set up in and make it easy for passersby to engage with you.

*Tip: When you start talking to someone, hand them a tablet/device right away. Many people will instinctively begin to fill out the form.*

## 4. Stay Nonpartisan

**Remember that CareVote is a nonpartisan initiative.** This means that neither you nor your volunteers can endorse or denounce a candidate or party. You must register anyone who wants to vote, regardless of their political preference, and you should not discuss your personal preference for candidates or positions with potential voters.

## 5. Sign People Up for Election Reminders

If someone says they're already registered, ask them if they want a flyer with election date reminders.

# AFTER YOUR EVENT

## 1. Thank Your Volunteers



Make sure to debrief and thank your volunteers, celebrate their work, and make plans for the next event.

## 2. Follow Up with CareVote

We want to highlight your work and use it to inspire other young people from around the country to register voters in their community. Make sure to upload photos/videos from your event and tag us.

## 3. Plan Your Next Event

Start getting ready for your next voter registration drive. Announce the next event and sign people up for it. Ask your volunteers from this event to join you again – even if they can't commit, always leave them with a next "touch point" in which you will reach out to them again.

# VOTER REGISTRATION SCRIPT

**Hi, my name is \_\_\_\_\_ and I'm with [YOUR AGENCY]. Are you currently registered to vote?**

**IF YES** – That's great! Have you moved or changed your name since the last time you voted?

**IF YES, I'VE MOVED/CHANGED NAME** – I can help you update your voter registration right now! It will only take a minute, and it will ensure that you're able to vote on Election Day. Let's get started at <https://www.sec.state.ma.us/ovr/>. You can use my phone/tablet/computer to fill out the form, or if you have your own, you can register on your own device.

**IF NO** – Let's get you registered! It's quick and easy. Can I help sign you up now and make sure your voice is heard this election?

**IF YES** – Great! Let's get started at <https://www.sec.state.ma.us/ovr/>. You can use my phone/tablet/computer to fill out the form, or if you have your own, you can register on your own device.

**IF NO** – Okay! If you change your mind, you can always register at <https://www.sec.state.ma.us/ovr/>. Have a great day.



**IF THEY HAVE A QUESTION** – See the answers to frequently asked voting questions on the next page.

**CLOSING** – Thanks for registering to vote! Remember to verify your voter registration status within the next few weeks to make sure that you're in the voter rolls.

## **ANSWERS TO FREQUENTLY ASKED QUESTIONS**

**Why should I register?** Legislators can see if you are registered to vote and how often you are pulling ballots. When we advocate for funding for the human services sector, it is important that legislators know you are an engaged citizen.

**Why should I vote?** There are many reasons why a person votes and yours may be different from anyone else's, but voting is an essential part of our democracy. We elect representatives to enact laws on our behalf and the only way to voice who represents you is to cast a ballot. Also, many issues come up on the ballot that you are allowed to directly vote on like the freedom to marry, how much you pay in taxes, where they put a landfill/build a stadium, and much more.

**I don't like either candidate, so I'm not going to vote.** You should still vote! There are other important local, state and federal elections to vote for. You don't need to choose a presidential candidate to vote in other key races.

**When do I vote?** Elections happen all the time. You know the big one: the presidential election every four years. There are midterms elections, too, and even more happening at the state, county and city level. (Think Governor, Sheriff, or Mayor) Check out <https://www.sec.state.ma.us/ovr/> to find out what's happening in your area.

**I don't believe in voting.** Everyone's entitled to their opinions and beliefs. I'd encourage you to vote based on the issues you care about and think about how casting a ballot might change that.

**Which address do I use?** Use the address where you reside and intend to vote.

**Who's On the Ballot?** Ballots vary by location. Be sure to check out <https://www.sec.state.ma.us/WhereDoIVoteMA/WhereDoIVote> to view a sample ballot or contact your local officials for more information.



**Does my vote even count?** Yes! It may sound cliché but every vote matters. Think of it this way: the only vote that doesn't matter is the one that was never cast. Make your voice heard – don't let other voters decide the election results for you!

**How can I check my voter registration status?** Contact your county elections office or your state election official. They can confirm if you are registered, and at which address.

**Can I register to vote at my college or university address?** Yes. Even if you are already registered at home, we encourage you to register at school. You are much more likely to vote.

**Can I register to vote using a P.O. Box as my address?** No, you must provide a valid place of residence as your address on your voter registration application.

**My address has changed. Do I need to re-register?** Yes. Each part of the state has its own unique candidates and measures on the ballot. Simply fill out a new application form, and re-register at your new address.

**I want to vote, but I will not be in my home precinct on Election Day. Can I still vote?** Absolutely. Go to <https://www.sec.state.ma.us/divisions/elections/voting-information/absentee-voting.htm> for details on getting an absentee ballot from your state.

**If I register to vote, am I going to be called for jury duty?** Juror lists are created from a variety of state databases, including lists of taxpayers and drivers – so if you have a driver's license or pay taxes, you are still on the state's list of eligible jurors. Don't give up your right to vote to avoid jury duty.

**I do not have a permanent residence because I am homeless. Can I still register and vote?** Yes, you are still eligible to register and vote. You may use the address of where you sleep as the place of residence on your voter registration application.

**Where do I vote?** Where you vote depends on where you live. Your state elections office should have precinct locations posted online in advance of Election Day.



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