

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.



<https://www.facebook.com/providerscouncil>

<https://x.com/MassCouncil>



“Host Your Own Event” Social Media Guide

Thank you for taking the time to host a CareVote affiliated event! We’re excited to have you take part in our mission to increase human services workers, persons served, and family members of those served, civic engagement and voter turnout. However, we do have a few rules and requests for promoting your event on social media under the CareVote brand.

Keep it Nonpartisan

At CareVote, we take our nonpartisan stance seriously. This means that your event cannot endorse any specific candidate or party, including posts made on social media. Keep in mind that nonpartisanship works both ways – you also cannot use language that denounces any candidate or political party. You can tag candidates or other prominent officials who may show up at your event on social media and thank them for coming, but you cannot make any endorsements.

Terminology



We'd love it if you could refer to CareVote through @ tags when posting on social media! Our @ tag is "@Providers' Council" on Facebook and "@MassCouncil" on Twitter/X. Use the hashtag #CareVote on all posts so we can repost your content.

Tone

Please refrain from using any profane or vulgar language. It's okay to have fun with your event, but please keep it clean.

Confidentiality

Only share photos and videos of persons served and employees if they approve it.

Helpful Tips

1. We love seeing your photos and videos! Please share as many as possible, and don't forget to tag us in your photos.
2. Make sure to show love to the people attending your event. Retweet them, like their photos, and start conversations.
3. Try sharing different types of posts on different social media platforms. Mixing up your content can help keep viewers engaged.
4. By spreading out your content (instead of posting all of your photos at once), you can increase the number of people who view and engage with your posts. The more people who see your posts, the better!

Thank you again for taking the time to host your own event. We truly appreciate your efforts to make a difference in your community and wish you the best of luck!

How to Host a Voter Registration Drive

How-To Guide

Election Day is quickly approaching, and we're excited that you've decided to get involved and host a registration event! In this toolkit, you'll find important information about hosting an event in your community with CareVote's online voter registration tool, so that people can register themselves to vote.

1. Keep it Nonpartisan

At CareVote, we take our nonpartisanship seriously. This means that your event cannot endorse any specific candidate or party, including posts made on social media. Keep in mind that nonpartisanship works both ways – you also cannot use language that denounces any candidate or political party.

2. Use Digital Media

Instagram / Facebook / Twitter



- Post to your Instagram, Facebook or X/Twitter and share important voting dates and voter registration event details
- Share @MassCouncil's posts, tag us, and get people to follow us for the latest updates.
- Post images to promote your event, such as the QR codes included in the voter registration toolkit, and tag community leaders to encourage them to promote voter registration.

QR Codes

- Use the QR codes attached in our toolkit to register folks immediately!
- Pull up these QR codes at fairs, staff meetings, display in your agency, or share in a newsletter.

3. Tag The Caring Force on Social Media!

Use the hashtag #CareVote and, most importantly, tag us on all platforms! We'll re-share your content and encourage others to engage with your efforts.

Tag us on...

- Facebook: [@Providers' Council](#)
- Twitter: [@MassCouncil](#)



Sample Media Advisory

Headline:

In anticipation of the upcoming elections, we are organizing voter registration tables across the state. These tables provide a convenient way for employees, program participants and community members to register to vote, update their registration details and obtain valuable information about voting procedures and deadlines.

What: [YOUR ORGANIZATION’S EVENT DETAILS]

Who: [NOTE ANY PARTICIPANTS THAT MIGHT DRAW MEDIA or SKIP]

When: [TIME AND RELEVANT TIMEZONE], rain or shine.

Where: [ADDRESS, HOW TO GET THERE, WHERE TO PARK, OR WEB LINK IF THIS WILL BE A DIGITAL EVENT].

Media Contact: [NAME AND CONTACT INFORMATION OF PERSON IN YOUR GROUP DESIGNATED TO COMMUNICATE WITH THE MEDIA; ALSO INCLUDE ORGANIZATION WEBSITE AND RELEVANT SOCIAL MEDIA PAGES].

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About CareVote



CareVote is a nonpartisan voter engagement initiative of the Providers' Council in which we encourage human services employees to support caring communities.

About [YOUR ORGANIZATION]

[BIO ON YOUR ORGANIZATION]

Email Template

Subject: Make Your Voice Heard – Register to Vote Today!

Dear Team,

As human services employees, the work we do every day profoundly impacts our communities. One of the most powerful ways we can continue to support and build caring communities is by exercising our right to vote.

I urge each of you to register to vote if you haven't already. Voting is a fundamental right and responsibility, and your participation in the electoral process is crucial. It's not just about choosing leaders; it's about making sure the voices of those we serve are heard.

Massachusetts allows for online voter registration. [Simply visit the Secretary of the Commonwealth's online voter registration page and follow the simple instructions.](#) Registering to vote takes less than five minutes — and you don't even need a postage stamp!

Important Deadlines:

- **Voter Registration Deadline:** October 26, 2024



- **Vote by Mail Application Deadline:** October 29, 2024

To learn more about voting by mail, which is available to all voters in 2024, [please visit the Secretary of the Commonwealth's vote by mail page.](#)

Not sure if you're registered to vote or if you're registered at the right address? [Use this website to check.](#)

Election Day:

- **Election Day:** Tuesday, November 5, 2024

Legislators can see if you are registered to vote and how often you are pulling ballots. It is essential that our legislators know human services workers are active participants who are engaged in the electoral process.

Please take a moment to ensure that you, our clients, consumers, board members, and friends are all registered to vote. Encourage those around you to participate in this essential civic duty. Your vote can make a difference in creating the compassionate and supportive communities we strive for every day.

Thank you for your commitment to our mission and for taking this important step.

Best regards,

[Your Name]

[Your Position]

[Your Organization]