



TURBOVOTE CONTEST TOOLKIT

NETWORK invites all college and university students to participate in a contest to sign up the most students for TurboVote by September 30, 2016! The campus with the highest percentage of TurboVote sign-ups (based on student population size) will **win a visit from Sister Simone Campbell**, Executive Director of NETWORK and leader of Nuns on the Bus!

YOU can make a difference in this important election. Use the following resources to get your college or university involved today!

What is Turbovote?

TurboVote is a software platform developed by Democracy Works, a nonpartisan, non-profit 501(c)(3) organization that works to simplify the voting process. The TurboVote tool is an online service that helps students vote in every election — local, state, and national — **by helping them register where they want to vote and by keeping them engaged with the elections in their local communities.**

How does TurboVote help students make change?

- helps them register to vote—easily and simply!
- helps them vote by sending election reminders via text and via email - that way students can stay in touch with local elections.
- helps them easily vote by mail via absentee ballot request forms.

Registering to vote

- TurboVote makes registering and voting quick and easy to do on your own time, and when it is most convenient for you. To make registering to vote easier, the TurboVote webapp guides students through the process required for registration, and helps make sure the student is registering in the state they want (e.g. their home state, or in the state they go to school). TurboVote then automatically fills in the student's form and sends the student a digital copy, as well as a paper copy. All the student has to do when they get the form in the mail is to read the included instructions from TurboVote, sign the form (and sometimes fill in an ID number), and pop the form back into the self-addressed envelope from TurboVote. As soon as the student puts the form back in the mail, their registration forms will be on their way to the right place.

- In states that have an online voter registration option, TurboVote guides the student to that option, if the student chooses, and provides information on how to complete that process successfully.

Voting by mail

- If desired, TurboVote also helps students vote by mail, where applicable. TurboVote helps the student through the process of requesting an absentee ballot. It can be frustrating and time consuming for students away from home to vote absentee - finding out how to request an absentee ballot, what addresses you should put on it, and how those addresses need to be formatted, can be a complicated process. TurboVote takes care of all of that for you, so all you have to do is sign, mail, and vote.

TURBOVOTE QUICK FAQ

Q. Once I sign up with TurboVote, I'm registered to vote, right? A. TurboVote can't do the registration for you, but it takes care of all the hard parts! If online registration is available in your state, TurboVote helps you through that process. If you need to register by mail, TurboVote prints your registration form, finds the address where it needs to be sent, and mails it all to you! And whether you register online or by mail, you will still get the same TurboVote text and email reminders when there is an important deadline approaching.

Remembering to vote

- TurboVote helps students follow through and actually vote by sending email and text reminders for the elections a student is eligible to vote in - national, state, and local. Students can choose to receive reminders by email, by text, or both. The TurboVote reminders alert students when it is time to submit their absentee ballot request forms (when applicable), when to mail in their absentee ballots, and when to vote in person if that's the student's preference. Users always have control over their notifications settings, and can turn off and turn on notifications whenever they like.
- For students who have moved since their last election, finding where to vote can be difficult. Polling places depend on the location where you reside and register. TurboVote eliminates the uncertainty, keeping track of polling places in all 50 states. They tell students where to go, making it simple to show up and cast their vote.

DID YOU KNOW?

Use this information to encourage students to sign up for TurboVote:

- Your vote is one of the most powerful ways to have your voice heard in a democracy. At the age of 18, Americans earn the right and responsibility to cast their ballot and contribute to the policies that affect their lives, and millions of others. Voters decide their elected officials who create the laws. **If you don't like a certain policy affecting your community, vote for someone who will work to abolish that policy!**
- Voting is your right as an American. Throughout history, many movements and individuals have fought for you to have your voice heard! From the founding fathers, to the women's suffrage movement, to Dr. Martin Luther King Jr. marching for the Voting Rights Act and beyond, all worked hard for the right to vote. And remember: there are still large groups of our society that are denied the right to vote and have their voices heard. **It is your responsibility to practice your right for all those who worked to give you that right, and all those still denied the ability to use their voice.**
- Whoever you vote for can directly affect your future. Our politicians make decisions that affect student debt, funding for higher education, job growth, and the economy. There are 69.2 million Millennials who are eligible to vote, accounting for 31% of eligible voters. **Millennials have the power to swing elections, and have their voices heard! If you want to make a change, you must vote!**
- Since 2008 attention has been drawn to millennials and the power they have to advocate change. According to the White House, Millennials are the largest college-educated generation yet. Only 46% of Baby Boomers attended college, but about 61% of adult Millennials have attended college. With this education comes the responsibility to make informed decisions. **Millennials can use their education to shape our country's future.**
- Millennials have been shaped by technology in a way unprecedented by any past generation. While young adults rely on technology, voting remains antiquated leaving most millennials confused about the process. The U.S. Census Bureau stated in 2012 that over 50% of non-voters missed Election Day due registration problems and similar issues. **TurboVote effectively uses technology to register young adults to vote eliminating the possibility of confusion.**
- Elections are historically unpredictable. In 1948, the Chicago Tribune wrongly predicted and printed that Thomas Dewey was elected. Harry S. Truman won. The 2000 election was not even decided until December. Nothing is certain when it comes to Presidential elections. **It is crucial Millennials recognize the power of every single vote, and use it!**

GETTING STARTED!

Now that you know how TurboVote can help students easily and simply participate in elections, what are some of the ways you can encourage your community to sign up?

Person to person

Person to person communication about voting can be hugely valuable. This can take the form of a written communication, or a face-to-face conversation. It can be between two students, between a student and a professor, between two faculty members, or a larger conversation spanning the whole campus. Here are some ideas for person to person voter engagement.

- An email sent to all students from student government, informing them of the TurboVote contest.
- An all-campus email sent by the college or university president encouraging all students, faculty, and staff to sign up for TurboVote and register to vote.
- A TurboVote table set up during new student week, club rush, or other event, where you can encourage their classmates to sign up with a face-to-face ask.
- Host debate watch parties, where students (or faculty and staff) come together to watch debates for upcoming elections, and discuss the issues with their peers. Have TurboVote sign-ups ready to encourage attendees to register!
- Arrange for student representatives from candidate clubs to debate each other and answer questions about their candidate's positions.
- Give a presentation during new student orientation.
- Ask professors to take some in-class time to talk about the importance of voting, and encourage students to register and sign up for TurboVote.

Community and competition

- Build community in campus housing by having RAs encourage their residents to sign up.
- Create some friendly competition among student groups, departments, or sports teams to see who can get the most TurboVote sign-ups. Football team vs. Frisbee team? Biology department students vs. English department students? All the fraternities against each other? Freshman vs. Seniors?
- Utilize the organizing skills of your student leaders and ask club presidents to talk to their members about TurboVote.
- Incorporate voter engagement and TurboVote sign-up into the new student experience. New students are excited to start a brand new journey of education and involvement -

Remember:
September 27 is National
#VoterRegistrationDay

Use this as an opportunity to
push for last-minute sign-
ups!

use that enthusiasm to get them to sign up for TurboVote.

- Reach out to your campus ministry office or Newman Center. Encourage discussions about faith and politics and encourage participants to sign up for TurboVote.

Use technology and social media

- Reach out to your students via social media to get them thinking about voting and signed up for TurboVote. Twitter, Facebook, Instagram, etc. are prime places to engage with your students about the importance of voting.
- Think creatively, encourage selfies of students signing up for TurboVote with the hashtag #TurboVote and don't forget to tag @networklobby!
- Roll the TurboVote process into digital "bottlenecks". Find processes that your students all have to go through, where they are already on the computer and can easily sign up for TurboVote's services. Could you put a link to TurboVote on the main school site? How about on the library main page? Could you integrate TurboVote into your online orientation checklist?

Low-tech approaches

- Get the word out about voting and get TurboVote on your students minds by putting up posters, leaving flyers in mailboxes, or even painting a banner for the student center.
- Print up small flyers about TurboVote and tape them to every computer in every computer lab on campus.
- Include information about TurboVote in each student's new student packet.

This is by no means a comprehensive list of tactics, get creative and have fun thinking of new ideas and ways to get students signed up for TurboVote this September!

CONTEST AND RULES

Now, that you know how TurboVote works and how to get students to sign up, here are the basic instructions and rules:

- Only one person from each campus will be the liaison for the contest. If a second person from your campus signs up, we will connect you to the original contact.
- Each college or university will receive a unique link that will enable tracking of your sign ups. Students must sign up at this link in order to be counted.
- NETWORK will send out an update on the percentage of sign ups reached by September 15th and will notify the winner by the end of the working day October 1, 2016.
- The contest will run from September 1-30 and the campus with the highest percentage of TurboVote sign-ups (based on student population size) will win a visit from Sister Simone Campbell, Executive Director of NETWORK and leader of Nuns on the Bus in 2017!
- We will work with you and your campus to find a date in the spring that works for NETWORK, Sister Simone, and your college campus.

To get your school involved, simply sign up at <https://networkadvocates.org/collegevote/>

REMEMBER

It is millions of students just like you who have the power to determine the outcome of this year's election. NETWORK is excited to partner with you to get new, young voters participating, so we can create a just society together.

NETWORK has additional resources available on our website, such as information about the candidates and the important issues in this year's election. Please visit our website or email info@networklobby.org to find out more.