

RESIST. REVOLT.

Voter Registration Best Practices

A vote is a voice. Help every worker claim theirs.

The Basics

Registration drives let us meet people where they are and bring them into a political system that was never designed to hear them. You will be registering voters for the coming election and asking supporters to join the Active Early Voting List (AEVL). Once someone is registered, they are very likely to vote. When more working people can vote, working people win.

Best Practices

Your Mindset

- **This work is powerful.** You are giving someone a voice that lasts a lifetime, far beyond this one election.
- **This is a service to the community.** You are making it easy for people to participate, removing barriers the system put in their way.
- **This is how we win.** Every new registration expands the electorate. The powerful prefer a small, quiet electorate. We are building a large, loud one.

Making the Ask: Approach

- **Step into their path.** Stand in front of people as they approach so they stop and listen, then walk alongside them to make your ask.
- **Engage groups.** Talk to everyone in the group. If most aren't interested, focus on the one or two who are. Don't let one person speak for everyone.
- **Be friendly and approachable.** Smile and make eye contact.
- **Put the clipboard in their hands.** Tell them why it matters and how easy it is. Registering takes a minute, and you are right there to help.

Making the Ask: Language

- Always ask: **"Are you registered to vote at your current address?"** Greet them warmly and make eye contact as you ask.
- Be confident and direct. Don't hand people an easy exit.

Helpful Reminders

Ask everyone. We tend to approach people we're already comfortable with. Push past that comfort zone; the people who look least like you may need you most.

Be persistent. Many people just don't want to stop. Don't get discouraged. Follow up and ask again.

Never stop asking. The way to register many voters is to talk to many people. Supporters won't come to you. Go find them.