

MAKE
YOUR
VOICE
HEARD



CONDUCTING
A VOTER REGISTRATION DRIVE

UAW NATIONAL CAP



NATIONAL
CAP
COMMUNITY ACTION PROGRAM

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Why Aren't National Voter Registration Rates Higher?

In 2016, Elect Project and Target Smart reported that there were over 230,000,000 eligible voters in the U.S., while only 200,000,000 were registered to vote. This leaves over 30 million people who are not registered.

There are several reasons why people aren't registered. Some never get around to registering in the first place, or don't update their registration when they move or change their name.

Many individuals, however, were registered at one point, but were removed from the registration rolls without their knowledge. The chart below shows why and at what percent voters are removed from the registration rolls.

The number one reason for a voter being removed from the registration rolls is because they did not vote in the past. In most cases, voters are unaware that they have been removed. This means that countless people show up at the polls every election expecting to cast their ballot, but are denied the right to vote. This should not be happening to any voter, but we especially want to make sure this is not happening to any of our members. These purges are becoming more and more frequent and we need to be proactive in combating them. Conducting a registration drive and making our co-workers aware that this is happening is essential to ensuring that all our members can cast a ballot on Election Day.

What Can I Expect from a Voter Registration Drive?

Registration drives take a bit of work. But, with proper planning and help from volunteers, they should be fun. There are four basic steps to a voter registration drive.

DO THE RESEARCH: You want to become familiar with the laws in your state concerning a registration drive. Do you have to register with the Board of Elections? How will you obtain the registration forms? When are voter registration forms due? The CAP Department can help you navigate the process in your state.

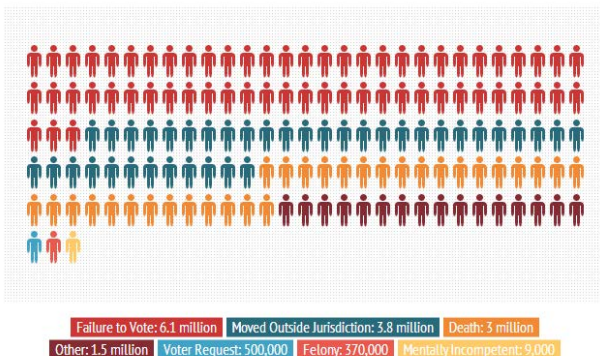
You will also want to understand the historical voting challenges in your state. Does your state have a history of purging voters? Is voter intimidation a problem? Are there any other challenges that you need to be aware of? After understanding your state and its unique challenges, you will need to work with your Regional CAP Representative to set targets and goals for the drive.

PLAN FOR THE DRIVE: Taking your goals into account, decide how you will conduct the drive.

EXECUTE THE PLAN: Do not assume that everything will work out perfectly or that you won't have to make any tweaks to the program. Debrief with volunteers daily and make changes to goals or procedures when necessary. Record all the registration cards collected, as well as any conversations had. Adjust messages as needed.

DOCUMENT YOUR WORK: State law permitting, make copies of the registration cards daily. These copies should be given to your Regional CAP Representative. Then submit registration cards to the Board of Elections and retain a receipt where available. Following the drive, evaluate your successes compared with your goals. Did you meet your goals? What can you do next time to ensure that you come closer to your goals? Record the results of the drive as well as your assessment to use for next time. Always remember:

Voters Removed from Registration Rolls



Source: US Election Assistance Commission 2010

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THANK YOUR VOLUNTEERS!

STEPS FOR A SUCCESSFUL PLAN



1. Make a timeline. How long will your drive last? Is this enough time to hit your goal? Think about how many registrations you will need to get each day to meet your goal and build around that.
2. Recruit and train volunteers. To successfully conduct a drive, you will need help. You should have enough volunteers so that your CAP Committee can talk to everyone in the worksite within a few days. The general rule is 1 volunteer per 25 members. Be prepared to talk to everyone—not just those who you think aren't registered to vote.
3. Develop persuasive arguments for encouraging people to register to vote. Your Regional CAP Representative can help you out with this.
4. Be conscious of members who are not registered to vote, or whose registration is questionable. These are individuals with whom you want to be sure to have conversations.

SAMPLE PLAN WITH TIMELINE

JUNE 1-30 Research voter registration laws in your state and consider the resources you will need to complete the project. Consult with your Regional CAP Representative. Prepare materials you will need to train volunteers.

JULY 1-15 Reach out to anyone whom you think might be interesting in helping with the drive. Prepare to train the volunteers.

JULY 15-22 Train CAP Committee and your volunteers. Teach them the law surrounding a voter registration drive in your state, as well as persuasive ways to talk to their co-workers. Make fliers announcing the drive to the worksite. Include an encouraging personal story or great reason to update your membership

JULY 23-31 Using your network, distribute fliers announcing the drive to the worksite. Make sure that you have all materials needed for the drive, including registration cards.

AUGUST 1-7 Distribute registration cards. Collect EVERY registration card that you hand out—do not expect a member to turn them in on their own. Record every card collected as soon as it is received. Turn cards in to the Board of Elections regularly—daily if possible.

AUGUST 8-14 Announce the results of the drive to membership and thank everyone who helped.

WHY HAVING A VOTER REGISTRATION DRIVE IS IMPORTANT?

We all know that a handful of wealthy individuals are becoming increasingly influential in politics. They are using the resources they have to buy elections in the wake of the 2010 Citizen's United U.S. Supreme Court ruling. It is up to us to use the resources we have to counter their power and stand-up for working families.

By conducting a voter registration drive, more of our members will be registered to vote, and thus we will have a bigger impact on elections. In some cases, this could mean the difference between winning and losing an election, especially in the case of local races. The sooner we start to think about an upcoming election, the greater our impact will be.

Influencing close elections is not the only reason for conducting a voter registration drive. Putting on a drive is instrumental in developing your CAP Committee. Organizing a voter registration drive will require you to gather and train volunteers, develop a network, map out the worksite, and track and enter the information you receive. The effectiveness with which you conduct election activities will depend on your ability to perform these tasks. Going into an election with some familiarity of these procedures will only work to your benefit.



IT'S NO SECRET that elections are becoming increasingly contentious, as we've seen in some particularly close races in the past few years:

• **MINNESOTA'S** U.S. Senate seat was won by Al Franken with only 312 votes in 2008

• **ALASKA'S** House District 7 was won by Republican Mike Kelly by 1 vote following a recount in 2008

• **TEXAS'** 27th Congressional District was won by Republican Blake Farenthold by 650 votes in 2010

• **NEW YORK'S** 24th Congressional District was won by Republican Ann Marie Buerkle by 567 votes in 2010

• **ILLINOIS'** 13th Congressional District was won by Republican Rodney Davis by 1,002 votes in 2012

• **FLORIDA'S** 18th Congressional District was won by Democrat Patrick Murphy by fewer than 2,000 votes to a sitting Congressman in 2012

• **MICHIGAN'S** 1st Congressional District was won by Republican Dan Benishek by 1,880 votes in 2012

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