

MSV: CIVICS IOI

CREATING AND DISTRIBUTING A MESSAGE

ENTER CLUB NAME HERE ^

MY SCHOOL VOTES is an action-oriented civics program where students learn by doing. We build student leadership, advocate for local issues, create exceptional voter registration campaigns, and together, launch young people into cycles of life-long civic engagement. Our mission is to close the race and age gaps in voting and increase youth participation in our democracy.

TRAINING GOALS FOR WORKSHEET II

Section I: Reflection & Review

Analyze your Club's activities over the last month and understand strengths and weaknesses.

Section II: Preparing for your Week of Action

Feel ready to prepare and host Week of Action: Voter ID campaign.

Section III: Voter ID 101

Get set to ensure your classmates have Voter ID.

Section IV: Developing Your Message

Create a message to share Voter ID opportunities with eligible students.

Section V: Distributing Your Message

Create an outreach strategy to share Voter ID opportunities with eligible students.

SECTION I: REFLECTION & REVIEW

Use this section to analyze your work so far. Each worksheet will create space to reflect and understand your Club's work. This is an important part of leadership and project management.

For schools starting a MSV Club:
What steps do you need to complete to establish your MSV Club?

Example: Recruit a leadership team, Create roles/committees, Register your Club (REMEMBER: If you are working with an established club, tell us about it: <https://weall.vote/MSVclubreg>)

By when will you complete these remaining steps?

How is recruitment going for your Club? How many people have you recruited? How many more students do you still want to reach out to?

What has worked well so far? What hasn't?
(Reminder: For some examples, refer back to Worksheet 1)

SECTION II: PREPARING FOR YOUR VOTER ID WEEK OF ACTION

OCTOBER 25TH-29TH 2021

A week of action is a concentrated time period to, you guessed it, take action! It is a time to show your Club's organizing power and to work towards a specific objective, together. We use weeks of action to raise awareness around important issues, increase engagement with others, and achieve a goal. MSV's first week of action will focus on Voter IDs. **Our goals will be to:**

1. Raise awareness about the importance of obtaining correct Voter IDs to be able to vote

2. Ensure a specific number of students know how to obtain their Voter ID by the end of the week of action!

If MSV's week does not work within your school calendar, that's ok! Pick another week that works better and let us know! Within your Week of Action, pick days and times for activities that will help you reach your goals.

*Week of ACTION
CALENDAR EXAMPLE:*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Marching Band Week of Action Kickoff	Senior Classroom Visits	Senior Classroom Visits	Senior Classroom Visits	Senior Classroom Visits	
	Visit Varsity Teams		Visit Varsity Teams		Visit Varsity Teams	
	Senior Classroom Visits					

You will see a more detailed grid below in **Step 3**, but this should give you the general idea of what a Week of Action should look like!

IMPORTANT NOTE:

This Voter ID Week of Action will serve TWO purposes.

1. Ensure that every eligible student has a state-issued ID that will allow them to register and vote in states where Voter ID is needed.

2. Get practice at building a message and creating a strategy to bring that message to its intended audience.

The same preparation and practice we use for helping fellow students to obtain IDs will be what we use to ensure all students get registered to vote before graduating. So, regardless of your state's ID laws, taking on this Week of Action will be helpful towards our overall voter registration goals!

STEP I

Setting a Date: Get your MSV Club, or existing club (i.e. Student Council, Key Club, etc) together to plan your Voter ID Week of Action

When will you host your WOA?

MSV's week of Action is October 25-29th. Try to host your WOA at the same time. If your school calendar does not allow for that, pick another week!

Date and Time:

When will you meet with your team to plan your Voter ID WOA?

Remember what we learned last month about effective meetings! Read on to see what you will want to put on your agenda!

Date and Time:

STEP 2

Creating a Plan: In order to be well prepared for a WOA, you need to do your research and think ahead: what do you need to do and when do you need to do it?

Outline Your Goals: Setting goals will help guide your strategies and maintain focus on what matters. A goal should be tangible, measurable, and clear.

EXAMPLE 1

NO: Help people in my school get Voter IDs.

YES: Help 80% of our senior class obtain Voter IDs.

EXAMPLE 2

NO: Present Voter ID where there are a lot of seniors.

YES: Present Voter ID message in 10 senior classrooms.

EXAMPLE 3

NO: Come up with best practices.

YES: Identify 3 best locations to deliver a message in our school (You will use this later for Voter Registration).

What are your top 3 goals for your Voter ID Week of Action?

Week of Action Goal 1:

Week of Action Goal 2:

Week of Action Goal 3:

What are the roles you need? Who will be responsible for each role?

For example, who will design any materials you need? Who will be the messengers? Who will coordinate with senior classroom teachers and/or other school groups?

Approvals: Identify and complete any approvals for hosting your Week of Action! This might mean talking to your school leadership to let them know about a week of action or having them approve the flyers you're planning on putting up.

STEP 3

Finalizing Your Plan: Now let's put it all together and get organized! You can use a chart like this to track your goals and progress!

TYPE	ACTIVITY	WHEN	WHERE	POINT PERSON	MATERIALS NEEDED	APPROVAL REQUIRED?	GOAL
Example: Communication	Example: Flyer Hallways	Example: Mon. 10/25, Wed. 10/27	Example: Closest to Senior Classes	Example: Zakiya	Example: Flyers, Tape	Example: Yes, from Principle	Example: Disseminate 300 flyers

REMEMBER TO:

- Take photos and videos
- Collect stories. (Ex: Does a student you helped have an interesting story they would like to share about getting a Voter ID? Did anything stand out during your Week of Action?)
- Have Fun
- Share them all with MSV: @myschoolvotes on Instagram and/or over email at myschoolvotes@civication.org

STEP 4

Tracking your Progress and Planning Your Follow up: An ID campaign is special because you are persuading people to get an ID but they have to do the follow-up work to actually get one. So, as a group, you need to figure out how you'll make sure they actually did. This could look like keeping a list of students who commit to getting an ID and following up at a specific time.

You can use [this form](#) to track your overall progress and tell us about it!

How will we follow up with students to ensure they can obtain an ID?

Example: keeping a list of students who committed to doing so, and texting them a week later to [hard!] ask whether they were able to get an ID.

SECTION III: VOTER ID 101

Can you believe it?! Over 25 million American citizens in the United State of eligible voting age do not have a government-issued Voter ID! It is more important than ever to make sure everyone has a voter ID to participate in future elections -- especially if your state requires it!

Why do you need a government-issued ID?

To apply for an apartment

Purchase or lease a car

Register to Vote

VOTE! VOTE! VOTE!

What do you need to get a government-issued ID?

Understand your state's requirements
(see below for help)

Show proof of identity

Proof of citizenship or lawful presence

Proof of State residency

EXAMPLES OF
DOCUMENTS INCLUDE



BIRTH
CERTIFICATE



SOCIAL
SECURITY CARD



PASSPORT

How do you get a government-issued ID?

LEARN MORE ABOUT YOUR STATE'S SPECIFIC REQUIREMENTS AT THIS LINK:

voteriders.org/myschoolvotes

Gather your documents

If you need help acquiring documents or paying fees, or want to help out a fellow student acquire theirs, head over to our VoteRiders webpage to access the chatbot for additional support!

Find your nearest DMV/DPS/DDS

Find out if you need to make an appointment or if you can walk in and do it!

Understand Your State's ID Requirements: Use the VoterRiders website (along with any other of your State's resources) to identify what counts as acceptable Voter ID. Make a list of it here. Do students need anything specific to obtain an ID in your state (ex. Birth certificate)?

SECTION IV: DEVELOPING YOUR MESSAGE

Understanding your audience and creating messages that will resonate is an integral step in building a campaign of any type. First, you must identify your audience, who you are speaking to, and what you want them to know and do. Let's get started in thinking how you might develop a message around Voter ID.

Who is our audience?

What are we trying to tell them?

What do we want them to do?

Why do **you** care about this issue?

Why is getting an ID critical to registering to vote?
What are other important reasons to obtain an ID, outside of voting?

Why should **they** care: Getting an ID, the issues that someone cares about, and voting are all connected and that matters!

Bring it all together now...what is your message? Make it short, to the point, and with a clear action step (HINT: Think back to your recruitment pitch!)

SECTION V: DISTRIBUTING YOUR MESSAGE

Once you have focused on your audience and the Voter ID messages you want to share with them, your next critical step is to identify your messengers and where, when, and how they will deliver your messages. The messenger is as important as the message itself.

*PEER-TO-PEER
COMMUNICATION!*



Peer-to-Peer communications is a crucial component of any campaign. Messages are more effective when delivered to a friend from a friend. Or to a neighbor from a neighbor. This is all based on who you have a trusting relationship with.

Who are the messengers?

1.

6.

2.

7.

3.

8.

4.

9.

5.

10.

What are the best places to deliver the message you created in Section 4?

(HINTS: Look back at the most effective places you did recruitment. Multiple locations is a good move. Be sure to choose places where distractions will be limited and students can spend a few minutes focusing on completing the steps to getting their ID.)

What are the methods you will use to deliver this message? Think back on recruitment here as well - what worked best? Going into classrooms, making announcements, asking for 5 minutes of another club's meeting, etc.

Brainstorm Ideas for Engagement & Communications Tactics: Identify all of the places you might interact with groups of eligible students, how you might engage with them, and the materials you will need to support engagement. The more creative and memorable, the better!

EXAMPLES! 

Materials:

- Flyers. Include QR Codes!
- Posters
 - Include VoteRider information links.
 - Educational information: What's needed to get ID?

Communication tactics:

- Morning announcements
- School text messages
- Social media blasts
- Flyering and putting up posters

Engagement tactics:

- Classroom visits
- Varsity team or club visits
- Getting Senior Class teachers or Varsity team coaches/advisors to share

Our parent initiative When We All Vote is a nonpartisan initiative of Civic Nation, a 501c3 non profit, on a mission to increase voter participation in every election and make sure EVERY voice is heard. This means we don't refer to any candidates or positions at any time. We will never advocate for either but only that you get active and involved. As members of the My School Votes community, our communication must be strictly nonpartisan, and cannot include any mention of candidates or specific positions. MSV does not support or oppose candidates for public office or take a stand for or against any political party. We encourage active and informed participation in American democracy.

EXAMPLE LANGUAGE YOU CAN USE:

If someone asks whether your club is planning to support certain candidates or how it plans to act on a specific issue, you can say: *"I'm hearing that that is important to you. MSV is non-partisan so we don't advocate for or against any candidate or party. We want to give everyone the change to make their voice heard!"*

CONTACT INFORMATION/OFFICE HOURS

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Office Hours calendly

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