

WHEN WE ALL VOTE

Chapter Leader Welcome Guide

Welcome to the team!

Equal access to the ballot box is the cornerstone of a healthy democracy. Every American should be able to participate in fair and safe elections. Today, fundamental parts of our democracy are under assault by forces that seek to silence the voices of millions of Americans—but we can all do our part to make sure that doesn't happen in our communities. That is why When We Are Vote is committed to a long term investment in communities across the country.

The When We All Vote Chapter Leader program is a year round program that provides exclusive training, leadership development, and extensive support for volunteers like you.

This program will be key to achieving When We All Vote's mission of changing the culture around voting and increasing participation in every election by closing the race and age gap in voting.

Now more than ever, we need **LEADERS** to step up to help When We All Vote create a more vibrant and inclusive democracy by registering and turning out new voters, reinforcing a culture of civic engagement and advocacy, and defending democracy against misinformation and attacks on our voting rights. The Chapter Leader Program will give you the tools and the opportunities to do this.

Welcome to the team! Read on to get started building your chapter, registering voters, and doing your part to create extraordinary change.

Table of Contents



What does it mean to be a Chapter Leader? **Pg. 1**

2022 Calendar Moments **Pg. 3**

How to get started **Pg. 4**

How to register voters with When We All Vote **Pg. 6**

Planning a Voter Registration Drive 101 **Pg. 12**

Sample Event Planning Timeline

Resources **Pg. 15**

What does it mean to be a Chapter Leader?

What are you asking of me?

- Create a local WWAV chapter in your community that will act as on-the-ground muscle for When We All Vote
- Recruit at least 3 local chapter members
- Organize a minimum of 1 virtual/in-person community event per month, with a focus on voter registration, civic education, or advocacy.
- Attend monthly national chapter leader meetings (see page 4)
- Participate in at least 2 national rally/training events per year
- Report back to When We All Vote regularly to help us measure your impact: <https://weall.vote/reportback>
- Showcase your work in our online community on Facebook: <https://weall.vote/facebook>

What are the benefits of being a chapter leader?

- A personalized welcome letter from Michelle Obama
- Exclusive access with Michelle Obama and other When We All Vote celebrity co-chairs, plus early invitations to important voting announcements and exclusive events
- Personal coaching from the When We All Vote team and access to office hours
- Exclusive monthly trainings, merchandise and events curated for the Chapter Leader community
- Leadership development opportunities to continue your learning as a leader
- Community support with other Chapter Leaders around the country



Who can be a chapter leader?

ANYONE!

As long as you can make the commitment to be a Chapter Leader during this year's election cycle, you qualify to join the program.

This program is for you if:

- You want to lead in your local community
- You care about making voting rights accessible to all
- You want to make sure everyone votes
- You want to register voters with When We All Vote!

Disclaimers:

1. Chapters are volunteer-led activities of When We All Vote, an initiative of Civic Nation, not their own separate 501(c)(3) organizations. You cannot fundraise for your When We All Vote chapter nor can you sign contracts or otherwise bind When We All Vote or Civic Nation.
2. Try not to participate in events/venues, or table at locations that will charge vendor fees or require insurance.
3. Remember that all chapter activities must be nonpartisan and no events can be organized in support of any candidate or political party. Further, you can not provide any incentive to voters for registering to vote or voting, no matter how small. If your chapter holds an event with free food, the food must be offered to all, not just those who register or vote.
4. Chapters are responsible for following their local and state laws. When We All Vote and Civic Nation cannot provide legal advice for the chapters. If you are registering voters, we recommend you discuss your plans with your local elections office.



2022 Calendar Moments

MARCH

- Women's History Month, Voter Registration
- **Chapter Leader Meeting March 9**
- Primaries - TX

APRIL

- Earth Day, Voter Registration
- **Chapter Leader Meeting April 13**

MAY

- Asian Pacific Heritage Month, Voter Registration
- **Chapter Leader Meeting May 11**
- Memorial Day
- Primaries - IN, OH, NE, WV, KY, OR, PA, ID, AL, GA, AR, *NC

JUNE

- Juneteenth Weekend of Action, Voter Registration Events
- **Chapter Leader Meeting June 8**
- Primaries - IL, CA, IA, MT, NJ, SD, ME, NV, ND, SC, VA, CO, MD, MI, NM NY, OK, UT
- Celebrate Pride Month
- Culture of Democracy Summit

JULY

- Independence Day, Voter Registration Events
- **Chapter Leader Meeting July 13**

AUGUST

- Back to School, Voter Registration
- **Chapter Leader Meeting August 10**
- Primaries - AZ, KS, MI, MO, WA, TN, CT, MN, VT, WI, HI, AK, WY, FL

SEPTEMBER

- National Voter Registration Week of Action
- **Chapter Leader Meeting September 7**
- National Hispanic Heritage Month
- Primaries - DE, NH, RI, MA

OCTOBER

- Be an #OctoberVoter Early Vote campaign
- **Chapter Leader Meeting October 5**
- Vote Together Events

NOVEMBER

- Get Out the Vote (Nov 1-7)
- **November 8 Election Day**
- Chapter Leader Meeting November 1
- Primaries - LA

DECEMBER

- **Chapter Leader Meeting December 14**



How to get started

Brainstorm how you will start

Ask yourself the following guiding questions:

- **What communities and groups am I already part of that I can work with or plug into?**
Building your chapter through your existing networks is perhaps the most accessible and easiest way to get started!
- **Who in my neighborhood needs to hear from me about voting?** If you belong to any in-person or online groups, neighborhood associations, places of worship, or membership-based organizations, consider how you can plug voter registration and voter registration activities into your existing events or meetings. **(For example, if you are a student or professor on the college campus, consider working with student clubs and organizations to register voters on campus)**

Recruit

Recruit at least 3 people to join your chapter. These can be your friends, family, members from your other organizations, whoever! Just make sure that all prospective members are passionate about voter participation and can commit to meeting and taking action together regularly.

Here are some tips to get started:

- Reach out to your friends and family to join you, and ask them to spread the word!
- Partner with other local community organizations, small businesses, or faith communities. If you belong to a membership-based organization, ask how they found members.
- Advertise to the public! Create a Facebook event to virtually meet with community members who might be interested, or put up posters at libraries, coffee shops, and community centers to recruit neighbors to join your work.



Plan your first meeting

Set a date & time for an informational meeting either virtually or in-person for prospective Chapter Members, and invite your friends, family, and community members to join you!

- Gauge their interest in joining you to form a chapter.
- Use our Mobilize page to create a meeting link to recruit attendees. Make sure your event is set to “private” so that only folks that you invite join you!
- Practice your pitch - think through the reason why this work is important to YOU and why they should join you.
- Create your agenda & prepare your materials.

Host your first meeting

Your first meeting will have 5 components:

1. **Build relationships with your group!** Do an icebreaker & share why each of you is passionate about increasing civic participation and registering voters in your community.
2. **Brainstorm who in your community needs to hear from you about voting**, and how you can achieve this together. It is essential to make sure that you are building inclusive group norms here, i.e. everyone should have an opportunity to speak, to feel heard, and to contribute to the decision making process.
3. **Come up with a nonpartisan team name that captures the spirit of your chapter.**
5. **Plan your first action together!** Continue reading to learn how to plan your first activity as a chapter in the Event Planning section below.
6. **Communicate how you will follow up!** Schedule your next team meeting, exchange contact information, and confirm attendance before you part ways.



How to register voters with When We All Vote

You are the best person to help register those around you. These instructions walk you through every step of helping voters check or update their voter registration.

Before you get started:

Every state has different rules regarding voter registration so it's important to check out your Secretary of State's website before getting started.

In many states there are restrictions and regulations on registering voters with paper forms, which is why we encourage When We All Vote volunteers to use our online voter registration portal when registering voters.

Let's get started:

There are many ways to get your community registered & ready to vote using our voter registration portal. We recommend:

Physical Materials

Integrate the voter registration link (weall.vote/voter) or QR code (page 11) into physical materials like school newsletters, bulletins in church, conference materials, flyers, pamphlets, receipts.

Digital Tools

Include the voter registration link or QR code in your everyday communication - emails, social media posts, and mobile apps. Text or DM it to friends and family.

Tabling

Set-up a table with When We All Vote signage and QR codes in your school's cafeteria, on local college campuses, farmers markets, malls, community events, entrances or exits from places of worship, etc.



Canvass

Go door to door in your neighborhood and make sure that your neighbors are registered to vote at their current address. You can bring a tablet or even just your smartphone for folks to use.

High -Traffic Areas

Think of places in your community where a lot of people visit at different times. Less formal than tabling, all you need is a clipboard with the QR code and a phone. This is a more outgoing way to engage potential voters as they wait in line or pass by. Examples include bus stops, parks, community events, movie theaters and more.

Partnering with Validators

Think about creating official partnerships with places of worship, local businesses, colleges, and more. This can look like you getting access to register and educate businesses, pre-scheduled events, Greek networks, naturalization ceremonies, and more. Remember, you can't partner with candidates or political parties.

What you will need to get started:

1. Smartphone / Tablet & charger for voters to check/update their registration
2. Wifi Access (if needed)
3. Clipboard to share the QR code Flyer on the back
4. Pens / Paper (for notes)
5. WWAV Posters, Flyers, & Postcards



How do you check voter registration?

When We All Vote uses our voter registration tool that allows you to efficiently help voters register themselves: <https://weall.vote/voter>.

Using this link, voters can check whether they are registered to vote in their state. Voters are asked to fill out basic information in order to locate their voter registration information. Our tool provides links to each states' Secretary of State websites if they need to update or newly register.

*Please note that our tool ONLY checks voter registration status. After checking registration, voters will be directed to their state's Secretary of State website where they can register.

IMPORTANT: If you belong to a community organization, school, or corporation, use your unique QR code on our Partner Index



Best practices for registering voters in person

Successfully registering voters takes a combination of persistence, strategy, and great conversation skills.

Be proactive

Greet people, smile, and use open and friendly body language to start the conversation. Get up from your table or chair if you are able and walk with others or wait in line with them as you're having the conversation.

Be safe

Set up your voter registration table outdoors, keep a safe distance from others. Don't have close conversations, and print out our flyers with the QR code so that voters can register themselves instead. Please follow local health and safety guidance as it pertains to COVID-19.



Be nonpartisan and don't provide any incentives to register to vote

We're not asking people to vote for a particular candidate or issue—we just want them to vote! No part of the event or outreach for the event should advocate or be coordinated on the behalf of any candidate, political party, or measure on the ballot. Federal and state law prohibits providing incentives, no matter how small, to encourage or reward voting or registering to vote.

Be resilient

Sometimes, life doesn't go according to plan. Write out backup plans in the event that you encounter location changes, bad weather, or any other unexpected obstacles. A good best practice is to plan out 2-3 contingency plans, in addition to the primary plan you're making.

Be realistic

Expect one to two registrations per hour.

Be patient, but persistent

A helpful tip is to ask a question when your impulse is to say a statement. Don't assume you understand why someone is expressing disinterest or apprehension, respond nonjudgmentally and share stories to humanize the conversation.

Important: Federal and state law prohibits providing incentives, no matter how small, to encourage or reward voting or registering to vote. For example, you can set up a table that has free pizza and a tablet for applicants to use to register to vote, but the pizza must be available to everyone, not just applicants.

When We All Vote and Paper Forms

When We All Vote does not accept paper forms or information off paper forms, we encourage you to help voters check their registration and register themselves using our QR code. Our voter registration portal directs voters to their Secretary of State webpage to register voters.



Every state has different guidelines when it comes to registering voters, so it is essential to check the rules in your state before getting started.

If you live in a state that does not offer online voter registration (like Texas) or if someone does not meet the state requirements to register online, follow your Secretary of State guidelines to register voters, including completing any training or pre-requisites mandated by state, county, and local voting officials (that information lives on their website).

Be sure to check the rules in your state that apply to distributing and collecting paper voter registration forms. If you have questions, please call 866-OUR-VOTE.

Sample conversation flow

Note: This is an example of a conversation about voter registration. We do not recommend reading from a script as engaging and natural conversations are always more effective.

Introduction

Hi, how are you? My name is (your name). I'm volunteering with When We All Vote and we are helping people register or update their voter registration. Can I help you check your voter registration?

If "yes"

You can get started by scanning this QR code [PULL OUT FLYER OR POSTCARD] or by heading to [weall.vote/voter] on your phone. (Register the person to vote, move to Closing)

If "already registered"

Have you moved recently? Or have you checked your registration since you last voted?

If yes to the first question: Great, I can help you update your information in one minute.

If no, Second question: It's a great idea to check your registration before any upcoming elections. It only takes one minute. (Direct them to use the QR code or weall.vote/voter.

Once they're complete, say closing. Do not fill out the information for them, they must do it themselves)



“No, I haven’t moved or changed my name”

Thank you for your time, please make sure to tell your friends and family to vote.

“Yes I moved or changed my name”

Great, I can help you update your voter registration. This will only take one minute. (Direct them to use the QR code or **weall.vote/voter**. Once they’re complete, say closing.)

Closing

Thank you for registering to vote/updating your voter registration information with me! Have a great day! (When done with any interactions, please say closing.)

Other Frequent Responses:

“I don’t have time”

I understand you are really busy. Checking your registration online only takes one minute.. You can save time by checking it with me today.

“I don’t vote or not interested”

I understand. There are a lot of challenges out there. Our country is strongest when everyone has a say. It is OUR responsibility to protect our democracy, and your vote matters. Just to let you know, I can also provide you with this [FLYER] for later if you change your mind about registering to vote. Thanks so much for stopping by!

“I can’t register to vote. I’m not eligible.”

Not a citizen: I understand. You can make a difference by making sure eligible friends and family members are registered.

Have a felony conviction: In some states you can vote as soon as you leave prison or finish your sentence. Look up your state’s rules at **campaignlegal.org/restoreyourvote**

Not old enough: Will you be 18 by Election Day? If so, you may be able to register now. Check the rules in your state for registering before you are 18.

“Are you partisan?”

I’m focused on getting everyone in our community registered to vote – regardless of their political views! I would love to help you update or check your voter registration so that you can make your voice heard.



Planning a voter registration drive 101

Great leaders build power by bringing people together. For any event your chapter hosts, whether virtual or in person, you can follow the steps below to get your community registered and ready to vote.

Brainstorm where you will start

- **Determine whether you'll host a virtual or in-person event.** We encourage you to follow all local health guidelines and check-out this guide for safe in-person events.
- **Brainstorm a list of possible locations. Think about where the people are!** Create a list of high-traffic areas like bus stations, farmers' markets, college campuses, and shopping centers.
- **Do your homework on backup locations and contact event organizers.** Have 1-2 backup locations in mind in case you run into bad weather, or unexpected barriers to registering voters.
- **Set a date and time for your event and put it on the calendar!** Give yourself enough time to find a location (even virtually), plan and recruit for your event.

Lock in logistics

- **Will you partner with anyone?** Get your community involved by partnering locally! Think through small businesses, farmers' markets, and even local entertainment venues you can partner with for this event. Previously, volunteers have teamed up with places of worship to host voter registration drive-thrus, while others have hosted local DJs on virtual events.
- **Sign up your activity and all details on the When We All Vote event page at weall.vote/host!** Add your voter registration drive to our When We All Vote event page. Remember to include all event details, including the physical address where you will register voters and/or your Zoom or virtual event link.



Bring your event to life

- **Recruit participants or fellow volunteers to join you!** After your event is approved by our team, you'll receive an email with a unique link that you can send to fellow volunteers or guests to recruit folks to join your event.
- **Gather your materials 1-7 days before your event.** Whether your event is virtual or in-person, make sure that you have all of your training materials, flyers, voter registration link, partner index (if you belong to a community partner organization), and voting resources together and ready to share with your participants. Remind your partners that all materials must be nonpartisan and cannot advocate for or against a candidate or political party.
- **Invite, confirm, and remind your guests or fellow volunteers.** Don't forget to confirm your attendees or fellow volunteers at least a few days in advance with an email the day before the event, and a final reminder the day of the event!
- **Use your unique Mobilize link to edit your event details and email attendees directly.** If your event details change, be sure to update your unique Mobilize event page and email folks who have RSVPed. Just click the blue "edit" your event or "email attendees" buttons on the right hand side of your Mobilize dashboard after you click your custom link and log in to the portal.
- **Hold your event!** Be sure to remain nonpartisan, follow the best practices noted above, and HAVE FUN!

Report back and post your photos

- **Report back to our team at weall.vote/reportback to let us know how your event went, how many voters you registered, and what you learned from your experience.** This information allows us to measure the impact of your work, highlight it for Mrs. Obama, and adjust our strategies and tools to best suit your needs.
- **Email your photos to us at wwav-volunteers@civcnation.org and post your great work online!** Post on Twitter, Facebook, Instagram, Snapchat, and TikTok with quality pictures (or video!) that share the story of your event. Use #WhenWeAllVote and @WhenWeAllVote to help tell our movement's story. By emailing us your photos and providing us with your report back, you agree to let us use the pictures and story to promote the work of When We All Vote.



Sample Event Planning Timeline

3-4 weeks before your event

- Identify a few potential dates and locations for your event.
- Identify potential event partners (places of worship, local entertainment, other nonpartisan voting groups)

2-3 weeks before your event

Lock in your date, time, and event location or link. Add all these details when you sign your event up on our Mobilize page at [**weall.vote/host**](https://weall.vote/host).

1-2 weeks before your event

Recruit! Whether you're looking for attendees to RSVP to your event or for fellow volunteers to pitch in to help you, make sure you recruit partners, friends, family, and other community members by sending out your event link so that people can register.

5-7 days before your event

Prepare all materials -- including agenda, action, and print flyers (When We All Vote voter registration flyers are in this guide!)

1-2 days before your event

Send reminder emails/texts/calls to your guests and confirm their attendance!

1 day before your event

Follow up with your guests about agreed upon next steps and your next meeting date!



Resources

Printable flyers

Go to weall.vote/flyers and use these flyers with When We All Vote's logo and voter registration QR code to register voters!

Election Protection Hotline

Encourage voters to call the Election Protection Hotline at 866-OUR-VOTE if they have specific questions about their voter registration, or run into issues in voting or registering to vote.

When We All Vote voter registration page

Use the link weall.vote/voter, where voters can register to vote, check their registration, pledge to vote, and learn more about how When We All Vote is working to increase voter participation in every election.

When We All Vote's store

Get your swag and additional materials from our online store.

Use our Facebook group to connect with Chapter Leaders and volunteers across the country, and to recruit fellow Chapter Leaders or members to your team. Many volunteers have found chapter members and new friends in their area through this Facebook group!

Join our Slack channel

To be the first to hear announcements from our team, to meet fellow volunteers and Chapter Leaders, and to get help from the Organizing team on specific questions.

Check out our When We All Vote Mobilize page

To RSVP for upcoming trainings with our team, and to see if any volunteers are hosting events in your area. You can sign up to register voters on this page.

How to contact our team

- Email Team Organizing at wwav-volunteers@civcnation.org if you have specific questions or issues that you need support with.
- Office hours for one-on-one support and guidance: weall.vote/officehours.

