PARTY ATTHE POLLS

HOST GUIDE



ABOUT US

About When We All Vote

When We All Vote is a leading national, nonpartisan initiative on a mission to change the culture around voting and to increase participation in each and every election by helping to close the race and age gap.

About Party at the Polls

Party at the Polls is a nonpartisan, evidence-backed program that boosts voter participation through community-based, community-driven early voting events that make voting fun and accessible!

OVERVIEW

Thank you so much for hosting a Party at the Polls during the Early Vote period! We're excited to work with you!

All month long, When We All Vote will be joining our partners and volunteers to host celebrations at or near early voting locations across the country to increase voter turnout and bring our communities together to cast our ballots.

The purpose of this document is to give you some need-to-know information to make your event a success and to walk you step-by-step through registering and promoting your event.

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If you have any questions, please email us at www-volunteers@civicnation.org!



PARTY GUIDANCE

Party at the Polls is an early voting program designed to make voting a celebration. Remember, Party at the Polls is a party! The environment you create, one that is fun and engaging as much as it is educational, is key to your event's success.

Guidance For Your Event

Every Party at the Polls event needs to meet a few important criteria:

Take Place at or Near an Early Vote Site

Your event should take place within walking distance of an early voting center during voting hours so that your event attendees can easily vote before, during, or after the event. If walking distance is not feasible, choose a location that is as close as possible and make sure to provide clear guidance about how to get to the voting center and make transportation as easy as possible. Consider building a time to vote into the event and have everyone head to the polls together.

Have Free and Open Registration

Your event should have free entry and be open to the public. All are welcome to attend Party at the Polls events, regardless of whether or not an individual is eligible to vote, is registered to vote, has voted, or plans to vote.

Have Free Food

You should plan to provide food and refreshments, free of charge, to all attendees. It's not a party without food!

Have Music and/or Entertainment

Make your party fun! Make voting a time of community and enjoyment by incorporating entertainment with a DJ, dance, performance, games, or something you know your community will love.

Provide Nonpartisan Voter Education and Engagement

Make sure to have visible signage or handouts with early voting information and hours to help direct voters to make their voices heard and vote early!



PARTY GUIDANCE

The Not-So-Fine Print

Here are some important rules to keep in mind as you plan your events:

No Incentives For Voting or Registering to Vote

Federal law prohibits providing incentives or anything of value, no matter how small, to encourage or reward voting. To comply with the law, if your celebration is providing food, entertainment, buttons, stickers, or anything else, it must be provided to voters and non-voters alike. Remember: Party at the Polls is about creating a celebration for the whole community!

Keep it Nonpartisan

This program is nonpartisan in accordance with the rules for 501(c)(3) organizations. No part of the celebration or outreach for the celebration can advocate for or against or be coordinated on behalf of any candidate, political party, or measure on the ballot. That includes any materials, participants, speakers, or entertainers.

No Working With Partisan Organizations

Working with or coordinating with any political organization is not permitted, that includes PACs, political parties, campaigns, 501(c)(4) organizations, elected officials currently running for office, candidates for elected office, etc.

Know the Local Rules and Regulations

Know the rules in your community and be sure to follow them. There may be specific rules related to events and election activity in your state, county, or locality. Research and comply with any and all applicable electioneering rules, permitting, or regulations.





PLANNING YOUR EVENT

Below are resources to help you schedule and register your event and promote your party. Your goal is to build a space that will make it safe, fun, and easy for people to vote early.

Schedule Your Event

Select a Location

- Does your location follow applicable state, county, or local electioneering rules, permitting, or regulations?
- Is the location a reasonable distance from the early voting location?
- Is the location a public space or known community center?
- Is the location accessible via public transportation?
- Is the event space ADA compliant?
- Does the event space have power and audio capabilities?

Set a Date and Time

- Set a date and time within the early voting period in your municipality/state.
 We recommend you host your event during weekend early voting hours if possible.
- Give yourself enough time to find a location, plan, and promote your event. Be sure to check calendars so your proposed date doesn't conflict with holidays and other important local events.

Register Your Event

Register Your Event on When We All Vote's online event platform

Post EACH event online using the <u>Party at the Polls Event Template</u>. Adding your events to Mobilize is a requirement of your grant and Mobilize makes it easy to register your event, promote it to your community, and track and communicate with RSVPs!

• Your events should be online by October 1st to ensure we can effectively support with promotion.

Step-by-Step Guide

When We All Vote has created a series of videos to help answer frequently asked questions about creating and using Mobilize events **here**.



Order Your Party Pack

When We All Vote has Party Packs available for your event! We'll send you postcards to hand out to attendees with key information for voting, placards to display, stickers, and a When We All Vote T-shirt for the host!

Party Packs available for the first 100 party hosts so head to <u>weall.vote/volpartypack</u> to request your Party Pack now! Give at least 7 days for your order to arrive.











Ensure Your Attendees Have a Plan to Vote

As you're planning your event, make sure to incorporate a plan for your attendees to get to the polls. Below are examples of how to make sure your event is fun and actionable!

1. Go Vote Together:

Ideally, your event is within walking distance to an early voting polling location and you have a moment during your event where all your attendees walk, bike, or roll to the polls!

2. Share Voting Resources:

Make an announcement during your event and make sure every attendee scans the QR code on their postcard to access the When We All Vote Voter Resources Hub. This page is a one-stop shop for checking your voter registration, finding your polling place, researching what's on your ballot, and making a plan to vote. It also has important resources and information about voter protection and points to voter ID resources, the election protection hotline, and more. Head to **weall.vote/Hub** to check it out!





PROMOTING YOUR EVENT

No event — regardless of how well planned — can truly be successful without getting the word out. Make sure you have a plan to promote your event through a variety of outreach channels! Below are resources and suggestions to help you get started.

When We All Vote will also send texts, mailers, and phone calls to key voters in your area to help promote your event. We'll also promote our nationwide map of all the Party at the Polls events happening all month so voters can easily find a voting celebration near them. You can find that map at <u>weall.vote/party</u> in late September.

Resources

Our team has created a suite of customizable resources that you can use to promote your party. Plug in your event details (date, time, location, etc.) and don't forget to add a QR code or link to your mobilize page to help people RSVP. Let attendees know what to expect by highlighting the food, music, performances and other fun features of your party.

Customizable Flyers

Add your event details and QR code. Then, hang your flyers around your community to help get the word out about your event.

Customizable Social Media Graphics and Copy

Add your event details and RSVP link. We encourage you to post multiple times leading up to your event and ask your partners and other event hosts to do the same.

Email Copy

Bring the party invites to your community's inbox. Send out invitations to your organization's email list at least one week before, a few days before, and the day before your event to remind people to RSVP.

Text Copy

Enlist a few people to have a texting party – send texts to remind attendees to RSVP and to share any important party logistics ahead of the event.



Head to weall.vote/partygraphics to access the folder of promotional resources!



Activate Your Network

Talk to Your Communities

Invite everyone in your own network and encourage them to share with their friends and family.

Contact Neighborhood Organizations

Reach out to places of worship, community centers, small businesses, and community organizations to promote your event and partner with you.

Flyer Your Community

One of the best ways to reach a large audience is to post flyers around your neighborhood and community gathering spaces! Use When We All Vote's customizable materials – just update them with your details, grab a stapler, and get started!

Use Social Media

Social media is a great way to spread awareness. Share the details about your event on social media. Create a Facebook event, post about your event on Nextdoor, Patch.com, and other neighborhood forums, and share on Instagram, Twitter and TikTok.







HOSTING YOUR EVENT

Day-Of Checklist

• Before the Event:

• Use Mobilize to send a reminder email or text to event attendees.

• Set Up:

- Display When We All Vote signage as well as printed voting resources.
- Create a space for free food and refreshments.

During the Event:

- Don't forget that if you're providing free food, entertainment, buttons, stickers, or anything else, it must be provided to all attendees - regardless of whether the attendee is registered to vote, plans to vote, or actually votes.
- Make an announcement to encourage attendees to make their plan to vote during or after the event.
- Include a time during your event when you go to the polls together!





Celebrate and Share Online

Social media is a great way to share your message far and wide. Throughout the day of your party, post quality photos and videos on Twitter, Facebook, Instagram, Snapchat, Threads and TikTok to share the story of your event, build excitement around voting, and encourage your neighbors to stop by.

Helpful Tips

- Use **#VotingSquad** and tag **@WhenWeAllVote** (Instagram, Twitter, Facebook, Threads) so we can amplify your posts to help tell our movement's story.
- Capture good quality photos and video good content makes a difference! High quality iPhone and Android photos are perfect.

Topline Talking Points

- It's officially Voting Season, which means it's time for us to show up and make our voices heard!
- Participating in our democracy is worth celebrating, and When We All Vote is bringing the Party to the Polls with hundreds of early voting events across the country.
- When We All Vote's Party at the Polls program is a proven strategy to increase voter participation. All month long, we will be joining our partners and volunteers in hosting celebrations at or near polling locations across the country to increase voter turnout and bring our communities together as voters cast their ballots.
- We're excited to partner with When We All Vote to get people out to vote early with a Party at the Polls.
- Before you go, make sure you're ready vote early double check your voter registration and any ID requirements, and see what's on your ballot at **weall.vote/voterhub**.
- We encourage everyone to get their voting squad together and head on over to the party!