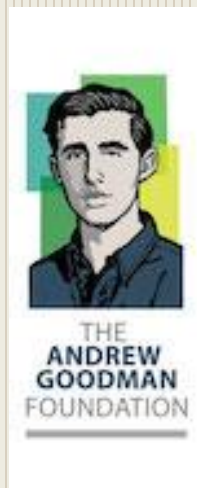


Voting Playbook 2016 Presidential Election

Elon University



KERNODLE CENTER FOR SERVICE LEARNING AND COMMUNITY ENGAGEMENT



vote everywhere

THE ANDREW GOODMAN FOUNDATION

Andrew “Andy” Goodman and two of his contemporaries, Michael Schwerner and James Chaney, joined Freedom Summer 1964 to register African-American voters. Hailing from diverse racial, geographic, and religious backgrounds, these three young men died together in Mississippi fighting for equality and voting rights. They were hero citizens: ordinary individuals accomplishing extraordinary things because of their courage and commitment to justice.

Today, the millennial generation needs support and training to lead social justice movements, just as Andy and the 900 other college-age volunteers did in 1964. The Andrew Goodman Foundation (The AGF) provides young people with the education, skills, and opportunities they need to continue the march toward freedom and be full participants in democracy.

Vote Everywhere is an experiential, nonpartisan civic engagement program led by The Andrew Goodman Foundation (The AGF) on college and university campuses nationwide. Through the program, The AGF trains and supports student civic engagement leaders (i.e. Vote Everywhere Ambassadors) to engage, educate and mobilize their peers to take collective action using their votes, voices and networks. Vote Everywhere is co-administered by an on-campus civic engagement program; and Ambassadors spend at least a year registering voters and producing social justice projects.

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Pre-Election Day

Email Communication:

- Vice President for Student Life
 - Sent by: Dr. Smith Jackson
 - Directed students to Elon's TurboVote website
 - Saw the highest increases in voting registration following these emails
 - Recommendation for the fall of 2016: September 5th
 - See Appendix A
- Student Government Association
 - Sent by: SGA President Joe Incorvia
 - Provided information on voting shuttle, reminded students that it was election day, and directed students to a website to confirm if they were registered
 - Recommendation for the fall of 2016: October 3rd
 - See Appendix B

Voter Registration:

- Moseley Table
 - The last week of being able to register
 - Staffed with students 11 – 2
 - Table was across from the voter registration booth – Students at the table directed students to the registration booth
 - Large Elon Votes! banner was clipped to the front of the table
 - Had postcards, pins, and other promotional materials
 - Provided information on voting locations
 - Recommendation for the fall of 2016: September 26th – 30th
- Voter Registration Booth
 - The last week of being able to register
 - Used the computers on either side of the pillar in Moseley as a voter registration booth booked through the Technology Department
 - Blocked the computer from other uses
 - Had signs about the purpose of the computer
 - Recommendation for the fall of 2016: September 26th – 30th
- College Coffee
 - Staffed weekly with students and professors from the Political Science Department
 - Dr. Jason Husser
 - Dr. Matthew Weidenfeld
 - Had computers for students to register on TurboVote available
 - Had postcards, buttons, and other promotional materials

- Recommendation for the fall of 2016: All College Coffees leading up to Election Day
- Recommendation:
 - Offer an incentive (Pandora's gift card or something similar) for the student volunteer who registers the most students in a semester?

Promotional Items:

- Postcards
 - Stuffed all undergraduate mailboxes with postcards
 - Postcard directed students to www.elon.edu/vote
 - Roughly 5,000 left over to be used for the 2016 Presidential Election
 - Recommendation for the fall of 2016: September 21st
 - See Appendix C
 - Located in the Kernodle Center
- Yard Signs
 - Placed on the Moseley Quad during the last week of registration
 - Received approval from
 - Director of Campus Center Operations and Conferences – Michael Williams
 - Associate Director of Physical Plant and Director of Landscaping and Grounds – Tom Flood
 - Located in the Kernodle Center
 - Recommendation for the fall of 2016: September 26th – 30th
- Buttons
 - Elon Votes! logo and URL
 - Roughly 600
 - Located in the Kernodle Center
- Moseley Digital Boards
 - Had the postcard information on the digital boards
 - PowerPoint slide with 20" wide X 11.25" tall dimensions was submitted to moseleyads@elon.edu
 - Froze the digital boards for 2 hours during National Voter Registration Day
 - Worked with Technology Department to have the computer set up appropriately
 - Recommendation for the fall of 2016: September 19th – October 7th
- Table Banner
 - Elon Votes! logo, URL, and sponsors
 - Used at Moseley Tables and College Coffee
 - Clips onto the front of the table

- Exterior Banner
 - Recommendation
 - Get approval to hang the banner on the outside of Moseley during voter registration week
 - 12 (length) X 3 (height) sized banner to fit the building's frame
 - Recommendation for the fall of 2016: September 26th – 30th

Funding:

- CEEP Grant – NC Campus Compact
 - Fall \$750
- Andrew Goodman Foundation Funding
 - Fall -- \$250
 - Spring -- \$250
- NC Campus Compact
 - Most schools registered on National Voter Registration Day??
- See Appendix D for expenses

Election Day

- Voting shuttles
 - Offered free shuttles to and from the Holly Hill Mall polling site leaving every fifteen minutes from the McMichael parking lot
 - Compensated student van drivers for their time with Target gift cards
 - Not many students utilized this service
 - **Recommendation for the fall of 2016:**
- Results watching event
 - Used the screen by fireplace in downstairs Moseley
 - Advertised on the EV! Facebook page and posted an ad on the digital boards
 - Had pizza and drinks
 - Great because of the high amount of student traffic in this location
 - **Recommendation for the fall of 2016:**

Post-Election Day

Student Survey

- Sent the survey out in the EV! Weekly Email
- Offered a \$20 Irazu gift card for one randomly selected participant
- Ask if students voted in the 2012 Presidential Election and the 2014 Midterm Election
- If the participant did not vote, ask the reason for choosing that
- Ask what voting promotional material the participant saw on campus during the 2014 Midterm Election
- Recommendation for the fall of 2016: October 24th
- See Appendix E

2015 – 2016 Responsibilities

- Working with the Department of Political Science and National Campaign to help register student voters using TurboVote
- Coordinating marketing efforts for the Elon Votes! campaign
- Building relationships with the Student Government Association, campus political organizations, and student organizations – potentially holding a meeting with presidents of the student organizations
- Participating in a national training program offered by the Andrew Goodman Foundation

2016-17 Responsibilities

- Working with the Department of Political Science and National Campaign to help register student voters using TurboVote
- Coordinating marketing efforts for the Elon Votes! campaign
- Working with the Student Government Association, campus political organization, and student organizations to register student voters
- Coordinating transportation to early voting sites and election day sites
- Organizing a campus election night watch event
- Participating in a national training program offered by the Andrew Goodman Foundation

August 2016

Elon Votes!

Make your voice heard.

Sponsors

Andrew Goodman Foundation
Campus Election Engagement Project – NC
Kenode Center for Service Learning and Community Engagement
National Campaign for Political and Civic Education

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September 2016



Elon Votes!

Make your voice heard.

Sponsors
Andrew Goodman Foundation
Campus Election Engagement Project - NC
Kemnade Center for Service Learning and Community Engagement
National Campaign for Political and Civic Education

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 VP of student life email	6 College Coffee	7	8	9	10
11	12	13 College Coffee	14	15	16	17
18	19 Digital Boards 19-7	20 College Coffee	21 Postcards	22	23	24
25	26 • Moseley Table • Voter Booth • Exterior Banner	27 College Coffee →	28 →	29 →	30 →	

October 2016

Elon Votes!

Make your voice heard.

Sponsors
Andrew Goodman Foundation
Campus Election Engagement Project - NC
Kenode Center for Service Learning and Community Engagement
National Campaign for Political and Civic Education

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 SGA email	4 College Coffee	5	6	7	8
9	10	11 College Coffee	12	13	14	15
16	17	18 College Coffee	19	20	21	22
23	24 Student Survey	25 College Coffee	26	27	28	29
30	31					

November 2016



Elon Votes!

Make your voice heard.

Sponsors
 Andrew Goodman Foundation
 Campus Election Engagement Project - NC
 Kinnode Center for Service Learning and Community Engagement
 National Campaign for Political and Civic Education

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 College Coffee	2	3	4	5
6	7	8 College Coffee	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Appendix A

Voter Registration Made Easy by Elon- deadline tonight

Inbox x

Vote Everywhere x



Smith Jackson <jacksons@elon.edu>

9/28/14 ☆



to ugstudents, gradstudents ▾

Dear Students,

Today is a deadline to simultaneously register to vote and receive a ballot sent to your campus mailbox (no matter which state is your permanent residence) via TurboVote, an online system Elon provides that takes just a few minutes to use. Please do so tonight. Just go to www.elon.edu/vote. Below is an explanation of why this is so important.

On Tuesday, November 4, Midterm Elections will be held throughout the United States. These elections will determine many important local and state issues as well as which major party controls the Senate. We encourage our students to make their voices heard by getting involved and voting.

Here are dates to remember in North Carolina:

For those students who are North Carolina Voters, they can register to vote in person or have an absentee ballot sent to their campus box.

- In-Person Voter registration deadline in NC: 10/10/2014
- Last day voters needing to register can sign-up and receive their documents through TurboVote: 9/28/2014

ELECTION DAY - 11/4/2014 6:30 AM – 7:30 PM

Happy Voting!

Dr. Jason Husser,
Assistant Professor of Political Science
Assistant Director of the Elon University Poll
Faculty Fellow for Civic Engagement

Dr. Matthew C. Weidenfeld
Assistant Professor
Department of Political Science
Director, National Campaign for Political and Civic Education
Elon University

Appendix B

Hello All,

Here is my draft for the email to be sent out on Monday. I welcome any critiques, changes, or advice.

"Good Morning!

I hope this email finds you well and that you had a relaxing weekend. As many of you know, tomorrow, November 4th, is election day and I encourage each and every one of you to participate! For students that are registered locally for the state of North Carolina SGA is collaborating with the university to provide a shuttle for student voters on Tuesday.

The election day voting shuttle will be for students registered to vote at the Powerline site. This includes any students who live to the west of Lake Mary Nell (examples of what this includes may be helpful as I am unsure which resident halls are west of that lake). The shuttle will run from 8:00am - 7:30pm and will pick-up and drop-off students at the McMichael Bus Stop.

Unsure if you are registered in North Carolina or unsure if you registered correctly? Simply go to https://www.ncsbe.gov/webapps/voter_search/ to confirm that you are properly registered with the North Carolina Board of Elections.

If you have any questions, do not hesitate to ask!

Best,

Joe"

Appendix C

Elon Votes!

Make your voice heard.
Register today.

elon.edu/vote

Sponsors

Andrew Goodman Foundation
Campus Election Engagement Project – NC
Kerridge Center for Service Learning and Community Engagement
National Campaign for Political and Civic Education

Appendix D

Source	Description	Amount	Notes
Vistaprint	Banner	\$53.13	Bob Frigo's pcard
Vistaprint	Postcards, signs, lawn signs	\$564.22	Bob Frigo's credit card
Harris Teeter	Supplies for watch event, early voting driver gift cards	\$97.75	Bob Frigo's pcard
Kangaroo Express	Early Voting Shuttle gas	\$1.27	Bob Frigo's pcard
Walgreens	Election Night watch event supplies	\$6.49	Bob Frigo's pcard
Domino's Pizza	Election Night watch event food	\$72.02	Bob Frigo's pcard
Kangaroo Express	Election Night watch event supplies	\$5.08	Bob Frigo's pcard
Crestline	Buttons	\$236.03	Bob Frigo's pcard

Appendix E

Voting Survey

Your username (mberk@elon.edu) will be recorded when you submit this form. Not mberk? [Sign out](#)

Did you vote in the 2014 midterm election? (Select one)

- Yes
- No

If you answered no to voting in this election, what was your primary reason for making that choice? (Select one)

- I was not of age to vote
- I was eligible but chose not to vote
- I was unsure how to register as an out of state resident
- I was unsure how to register as a North Carolina resident
- I found the process of registering too confusing or difficult
- Other:

Did you vote in the 2012 presidential election? (Select one)

- Yes
- No

If you answered no to voting in this election, what was your primary reason for making that choice? (Select one)

- I was not of age to vote
- I was eligible but chose not to vote
- I was unsure how to register as an out of state resident
- I was unsure how to register as a North Carolina resident
- I found the process of registering too confusing or difficult
- Other:


During the 2014 midterm election, which of the following information about voting did you see or receive on campus? (Select all that apply)

- College Coffee table voter registration
- Moseley Center table voter registration
- Elon Votes! postcard in your campus box
- Email from Dr. Smith Jackson about voting
- Email from the SGA President about voting
- Elon Votes! yard signs around campus

What do you feel is the most effective way to get voter registration and election information out to students?

- Send me a copy of my responses.

Never submit passwords through Google Forms.

 100%: You made it.