



YouthVote

COALITION

Best Practices

Nonpartisan Guide on
Voter Mobilization

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Nonpartisan Guide to Voter Mobilization

Carolyn Darrow
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The Youth Vote Coalition (www.youthvote.org) is the nation's largest non-partisan Coalition working to increase the political involvement of 50 million Americans, 18-30 years old. The Youth Vote Coalition consists of over one hundred diverse national organizations representing millions of young people.

Carolyn Darrow holds an MA from the Institute of Policy Studies at the Johns Hopkins University in Baltimore. She has been the Research Director at the Youth Vote Coalition since 2001.

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Foreword

The search for effective programs to engage youth in our political process has accelerated as statistics show a steady decrease in voter turnout and engagement in politics, particularly among young voters. In 1971, the 26th amendment experienced the fastest ratification in history and granted the right to vote to eleven and a half million eighteen to twenty year olds. In 1972, 49.6% of eighteen to twenty-four year olds eligible to vote actually voted.¹ Today that number has declined dramatically, by between thirteen and fifteen percentage points.² Although voting and overall youth engagement in our democratic process has decreased, young adults do care about their communities and have demonstrated this through increased rates of volunteerism and service.

Youth Vote Coalition recognizes the need to refine, focus, and adjust its efforts in response to knowledge gained and thus I am happy to introduce Youth Vote Coalition's first *Best Practices Guide*. This guide will enable you to form a new Youth Vote Coalition in your community, plan annual activities, and implement a youth voter outreach campaign using the most effective strategies. Youth Vote has consistently shown personalized contact with a young potential voter has the greatest mobilizing effect.

The Youth Vote Coalition came together in 1994 to increase political and civic participation, and has grown into a national nonpartisan coalition of over one hundred diverse organizations. Youth Vote works at a grassroots level to re-engage youth; to build inclusive, accountable, and responsive government by encouraging incumbents and candidates to address young citizens' concerns; and to promote public awareness about the value of participation in democracy through the electoral process. Throughout our history Youth Vote has ignited the political participation of millions.

Youth are the largest untapped voting block in United States elections and their numbers continue to grow every day. For too long assumptions have been made about youth concerns and perspectives on politics – assumptions that continue to contribute to an institutional decline in turnout. If you ask them directly, young people will vote. This handbook shares our experience in learning how to ask.

Veronica De La Garza
Executive Director, Youth Vote Coalition

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Introduction

This coalition-building handbook is specific to nonpartisan voting education campaigns for youth, based on campaign experience¹ at twelve national Youth Vote Coalition field sites – local Coalitions— where youth voting activities were implemented in the summer and fall of 2002 (Ann Arbor, MI; Boston, MA; Denver, CO; Des Moines, IA; Houston, TX; Little Rock, AR; Miami, FL; Portland, OR; Oakland/Berkeley, CA; Raleigh/Durham/Chapel Hill, NC; St. Louis/Kansas City, MO; St. Paul/Minneapolis, MN). This handbook is intended to provide ‘best practices’ for young people and community partners interested in creating local Youth Vote Coalitions to implement youth voting campaigns.²

Yale University has conducted quantitative evaluations of the effects of contact with the Youth Vote Coalition on young people’s likelihood to vote. In 2000 and 2001 experiments,³ peer-to-peer contact through neighborhood canvassing increased the likelihood of voting by eight to ten percentage points, while phone bank activities increased that likelihood by three to five percentage points. In contrast, direct mail and email campaigns have shown no significant increase in the likelihood of youth to vote. Research consistently shows that more personalized contact has a larger mobilizing effect on young potential voters.⁴

In 2002 the Youth Vote Coalition pursued youth voter registration, education and mobilization through comprehensive campaigns combining grassroots campaign tactics and earned/free media coverage. The sites ranged from modest-sized cities to large metropolitan areas, from the heartland to the coasts. Youth in some cities were already highly politically active, while other sites had difficulty building a volunteer pool equal to their outreach plans. Some Coalitions struggled to integrate campus and community work, and other organizers encountered specific issues of race, history, language and tolerance in developing their campaign plans. All sites built appropriate ongoing Coalition structures, laying the groundwork for long-term civic re-engagement.⁵ The diversity of the 2002 local Coalitions allowed Youth Vote to learn local challenges and to study effective practices.

Public support for the program was outstanding—many local public officials are interested in reinvigorating young citizens’ political participation, and Youth Vote benefits from the support from the National Association of Secretaries of State (NASS).⁶ Overall community support for Youth Vote, as shown by the breadth of the local Coalitions and volunteer feedback was also overwhelming. The decline in young electoral turnout has touched a nerve in the network of youth-focused institutions—schools, community organizations, social service organizations, religious groups—and among young people, parents and policy makers alike.

Whether citizens are participating in their first election or have been involved since turning eighteen, current experience in the U.S. teaches public institutions and civil society organizations that promoting voter education and mobilization is essential to civic participation. It is hoped that the lessons learned in Youth Vote Coalition work will facilitate further development of the most effective, creative approaches and partnerships. Youth Vote also hopes future research will confirm our experience that the ‘direct ask’—simply asking a young person to vote in the next election—directly impacts individual participation. Every youth vote matters.

From the Field . . .

One older gentleman in the Miami site, a local director of after-school programs in his economically disadvantaged neighborhood, told Youth Vote with tears in his eyes that he had never heard of anyone who cared about whether ‘his kids’ voted or not. Many of the young people contacted by Youth Vote echoed this reaction.

Who is This Handbook For?

You may be a young person interested in mobilizing others, a teacher eager to expand civic education, a parent concerned about the decline in civic participation among youth, a community organizer seeking to build on youth development and mobilize an overlooked demographic, or a public official ready to partner with the local community to increase turnout; you may be anyone interested in youth civic participation. Whoever you are, this booklet will give you the lessons Youth Vote has learned about the best ways to go about forming and building a local Youth Vote Coalition.

Helpful Steps

Coalition Building

All sectors of a community need to work together to take on a task as challenging as changing the institutional reasons young people are voting less. Coalitions should seek politically diverse members with complementary capacities. For the youth voice to matter, all youth perspectives need to be heard, and Youth Vote should reflect the diversity of the target generation. Designate a Coalition Coordinator; a 'point person' is a necessity to a functioning coalition. Allow an appropriate coalition model to evolve locally.

Planning

Lack of planning can be catastrophic during an election cycle. Youth Vote Coalitions can increase their effectiveness by holding an annual planning event, planning yearly civic education activities, and incorporating specific election-related projects into annual plans. Coalition members should jointly plan election activities that will challenge the Coalition and its partners to excel. Goals should be measurable and realistic, and should recognize the capacity of Coalition members and partners. Budget issues can be overcome through transparency,¹ open communication, and an early definition of member roles and responsibilities. Coalitions can increase their sustainability by keeping good records of meetings, agreements, plans, and procedures.

Use Research to Plan a Comprehensive Campaign

Use tactics research has proven to be effective—tabling, phoning, and canvassing—in the voter registration, education, and mobilization phases of a youth voter outreach campaign. Leverage resources by applying them most effectively. Use passive approaches and paid media campaigns to build name recognition, but rely on more interactive outreach methods to increase turnout. The more personalized the contact, the more it will mobilize young voters. Work with local research partners to evaluate the Coalition's work. Maintain a database of contacts made from phone and canvassing lists to re-contact youth voters and potential volunteers in the future. Plan carefully for Election Day and beyond.

Executive Summary

In 2002 the Youth Vote Coalition pursued youth voter registration, education and mobilization through comprehensive campaigns combining grassroots campaign tactics and earned/free media coverage in twelve diverse sites throughout the nation. A variety of coalition structures and partnerships evolved to carry out this program, led in each site by one to three Coalition Coordinators and a host organization supporting youth voter mobilization. Local Youth Vote Coalitions faced many challenges in 2002 and learned important lessons in coalition building, planning, and implementation which are detailed in this handbook.

Local Youth Vote Coalitions should create appropriate administrative structures to work together effectively, and should actively pursue diversity, which lends legitimacy to a Coalition. Coalitions should hold formal planning exercises at least once a year to prepare ongoing civic education activities and short-term comprehensive voter outreach campaigns for specific elections. Transparency (openness) in program and budget planning is essential, as is keeping records of meetings, agreements, plans, and procedures.

A well-designed voter outreach campaign should utilize proven effective outreach strategies such as grassroots tabling, phone banking, and canvassing. Peer-to-peer contact to reach potential voters with voters is particularly effective. Coalitions should use media effectively but not exclusively, and should use care to maintain a nonpartisan reputation. A Youth Vote campaign typically includes four phases: voter registration, education, mobilization, and get out the vote (GOTV)/Election Day.

Many resources on voter education and outreach exist, but often in the context of partisan or issue advocacy campaigning. This Youth Vote Best Practices Handbook in Nonpartisan Voter Mobilization is designed to help existing, new, and future Youth Vote Coalitions to create campaign strategies that will increase youth political participation and voter turnout.

Forming a Nonpartisan Coalition

From the Field . . .

In Miami, Youth Vote Coalition members from community groups used volunteers to canvass door-to-door using Spanish, Creole, and French. St. Paul Youth Vote Coalition volunteers registered voters at Immigration and Naturalization Service (INS) swearing-in ceremonies for new citizens and their families. In Houston, young parishioners from different church denominations competed for service points by registering voters. At Berkeley fraternities competed to register the highest percentage of their members – with a pizza party as the prize. Building a diverse coalition makes finding the right message for the right audience a lot easier.

Just how many young people can one person, working alone, register to vote? Probably not more than a handful. A coalition of organizations and individuals can not only reach a large number of potential youth voters, they can share resources, use several tactics, and build a respected and sustainable long-term strategy that will last long after individual founders have moved on.¹

Ideally, organization and individual members of the Coalition should develop long-term goals, and should focus on increasing youth voting rates for all future elections. Political and ideological diversity generally allows for more flexibility in reacting to partisan issues, and ultimately, leads to a more sustainable Coalition. A politically and culturally diverse coalition will represent youth of different perspectives and opinions—remember, every vote counts!

Lesson One: Seek Both Traditional and Nontraditional Coalition Partners

‘Must Have’ Partners— Local Election Officials

Local election officials will help you obtain voter registration forms, understand deadlines and procedures, and stay informed about the latest legislation. Plan for a long-term relationship and communicate with your election office early and often, stressing the assistance the Coalition can provide to educate citizens on their responsibilities as voters. Usually your Secretary of State’s office can help you make contact with the correct local county or city election officers.²

Youth Vote experience shows that election officials often hold misconceptions about election procedures, which they may pass along to poll workers. Election officials and poll workers need new training every time there is a change in election law. Because these changes may be frequent, election officials may confuse the new and old procedures. Discovering these problems on Election Day is too late. Work with your election officials early to ensure that all Election Day procedures are understood and to guard against misunderstandings that may be illegal—particularly regarding identification, language requirements, or access for disabled voters.³ Ask questions about anything you yourself don’t understand.⁴

Other Coalition Partners

Other natural partners include community organizations that are already working to mobilize young voters. But these are not the only partners needed to make a Youth Vote Coalition successful. Creative partnerships—with local businesses, schools, and other groups—will strengthen the Coalition by bringing specialized knowledge and new resources to the table. Seek out partners with skills, resources, and contacts that complement those of the existing Coalition members and will help to achieve program goals.

Diverse partnerships indicate local support and build the credibility and

Consider working with local election officials to set up demonstration voting machines for first-time voters at voter registration events. In a small pilot study, Yale University found that demonstration machines used at High School voter registration drives have a highly mobilizing effect.

legitimacy of a Coalition. Working with different partners may help the Coalition find additional funding rather than compete with similar organizations for the same grants. It is important to develop continuity within the Coalition; shared responsibility will enable the Coalition to survive during times of transition.

Remember—an effective campaign should include all members of the community!

Lesson Two: Establish Roles and Responsibilities Early

A new Coalition has a lot to decide. In the first meeting members should designate a Coalition Coordinator and Secretary, develop a mission statement that describes the Coalition, and set a meeting schedule.

Begin with a Coalition meeting invitation to all potential members. For this initial meeting, prepare an agenda explaining the ideas behind Youth Vote, voter mobilization history and techniques, and potential project ideas.⁵ A handout of this information should be prepared for all guests and for any new members that join later. Take photos to document local Youth Vote Coalition beginnings, and be sure to write and distribute a press release!

Designate a Coordinator

Youth Vote Coalitions have included a remarkable range of Coalition structures and goals. But all successful Coalitions have had at least one responsible point person—in the words of one Youth Vote Board member, someone with ‘bottom line, buck-stops-here responsibility.’ Youth Vote has found that usually the ideal person and organization to take the lead will identify themselves. That person and organization will be willing to spend time to coordinate an ongoing Coalition. Consider forming a steering committee with a rotating chair to assist the Coordinator.

Appoint a Coalition Secretary

Because representatives to the Coalition will undoubtedly change, be sure to appoint a Secretary to keep minutes on decisions and agreements. Consider building a reference manual of Coalition structures and procedures.

The Secretary will need to send the minutes out to all Coalition members after every meeting. The Secretary or Coordinator will also remind Coalition members about meetings and events. Consider setting up an email listserv to communicate with each other easily.⁶

Also consider designating a Media Coordinator for the Coalition, especially if the Coalition plans to undertake a specific voter outreach campaign.⁷

From the Field . . .

Jim Colbert, a botany professor at Iowa State University, has been involved with clean water issues and is the advisor to a student club that studies the environmental effects of pollution on local creeks and rivers. On Earth Day each year over 150 students participate in river clean up activities, but Professor Colbert never considered asking students to register to vote in local elections or lobby to strengthen the penalties for polluters. After talking to a Youth Vote organizer, he now invites Youth Vote volunteers to register new voters in his introduction courses for freshmen— which reaches up to 900 students per semester.

In 2002, Boston and Houston’s Youth Vote Coalitions operated very differently, but achieved similar results. In Boston, similar organizations formed a decentralized group that comes together for all planning and has no single decision maker. This has slowed down some communication, but has resulted in strong ownership of Coalition projects by the Coalition members. In Houston, a strong leader has brought together a diverse array of Coalition members who are more comfortable contributing to the campaign as needed than in making critical decisions outside their realm of expertise. This has created a streamlined campaign with wide community support, but all Coalition members may not know each other’s roles and responsibilities, or be able to step in when plans need to be changed.

Establish a Meeting Schedule

After the initial meeting, designate a steering committee of ‘core’ members who can commit to good attendance. This group can handle monthly organization duties and low-level planning decisions.

Monthly meetings are recommended. Local sites that span large geographic areas have used conference calls or have rotated meeting locations so that one member does not always get stuck with a long drive.

Designate a Coordinator Who Is:

- **A skilled planner and organizer – these skills are more important to this position than political experience.**
- **Willing and able to spend a few hours per week planning meetings, interacting with members, and recruiting new members during the Coalition development stage.**
- **Able to work with others, delegate responsibility, and bring people together to fulfill common goals.**
- **Reliable.**

Traditional Partners and Nontraditional Partners

Traditional Partners	Nontraditional Partners
<p>Community organizations already registering and mobilizing youth to vote. For ideas, check the national membership of Youth Vote Coalition, and inquire with local election officials about their community partners.</p>	<p>Business partners. Seek sponsorship or in-kind donations. Also consider contacting your local chamber of commerce and business clubs such as Lions, etc. Be patient, many such potential partners will need a full explanation of your program and time to consider the advantages of a partnership.</p>
<p>Public officials. Mayors, Secretaries of State, Congressmen, Senators, City Council, School Board members. No elected official wants to look like they <i>disapprove</i> of youth voting. Use elected officials to generate earned/free media coverage – invite them to speak at a Coalition event and send out press releases.</p>	<p>Large employers with large numbers of young employees. Many large employers have newsletters and run volunteer programs for employees' participation.</p>
<p>High school systems can further promote civic education in the schools or register students when they turn 18 (most students are age eligible to register in the spring semester of their senior year).</p>	<p>Consider non-formal education centers in your community such as job training programs, juvenile justice centers, industries and employers, after school programs, religious youth groups, and so on.</p>
<p>Advocacy groups and members' partners. Most nonprofit and community organizers bring a network of colleagues and previous relationships to a Coalition.</p>	<p>Community nonprofit partners from other issue areas may bring resources and experience – for example, in developing and testing locally appropriate materials.</p>
<p>Universities, colleges, and community colleges. For more information on the good faith effort to distribute voter registration materials to all students included in the Higher Education Act,⁸ contact the National Association of Independent Colleges and Universities at www.naicu.edu.</p>	<p>Youth focused service organizations such as the YMCA/YWCA, Scouts, Junior Achievement or 4H are a good place to start. Contact Youth Service America for more information on working with youth service organizations (under Resources).</p>
<p>Campus clubs and youth political groups. Start with Political Science and Sociology, but don't neglect other areas such as debate, environment, affinity groups, sports, and college radio. Talk to campus officials about clubs, fraternities, and campus chapters. Most colleges have a 'club information day' for first year students.</p>	<p>Religious groups and faith-based youth groups. For more information and materials on the Interfaith Alliance's 'call to a faithful decision' on the role of religious values in elections, contact the Interfaith Alliance (under Resources).</p>
<p>Local chapters of Youth Vote Coalition national members. Contact Youth Vote www.youthvote.org for more information.</p>	<p>Media organizations such as the local newspaper, TV station, or even internet provider. Media partners can help deliver Coalition messages and build name recognition for the Coalition among potential volunteers.</p>

Develop a Mission Statement

In the first meeting it is important to create a mission statement that describes the local Youth Vote Coalition so that organizations can decide whether to join, new members can be recruited, and all members can speak accurately to their colleagues and the press about the new Coalition.

The mission of the national Youth Vote Coalition is to increase participation, build responsive government, and raise awareness. By using grassroots campaign techniques, Youth Vote reaches out to young voters and increases local participation. By encouraging candidates and representatives to interact with young constituents through debates and forums, Youth Vote works to build a more responsive government. Youth Vote also communicates with local and national media to raise public awareness of the political participation of youth.

The local Youth Vote Coalition may adopt all or some of these goals for a mission statement, based on local capacity and interest. Remember that the Coalition mission must be nonpartisan⁹ and encompass goals and values that all Coalition members share and agree upon.¹⁰

Listening to Coalition partners is an essential skill. Partners from other sectors may speak the language of business or government, and may be unfamiliar with the way a nonprofit coalition of organizations works. Some Coalition members will want to plan big campaigns to address the decline in voter turnout right away. Others may be more cautious. It is important to find ways to foster an open exchange of ideas within the Coalition to help bridge these differences. Establish member roles, responsibilities, and procedures early to promote open communication.¹¹

From the Field . . .

Multi-Party Youth Vote Collaboration

The Des Moines Youth Vote Coalition organized a campus information day for the political parties. Each party was allowed to distribute materials on their candidate's platform and issues, but was prohibited from registering voters. Tables were set up so that after viewing all the information and talking with the party representatives, students could register to vote at the nonpartisan Youth Vote table. The university administration was pleased that Youth Vote could organize a 'nonpartisan political event.' The political student chapters were able to inform voters of ballot choices, which otherwise would not have been allowed under university rules.

How to Increase Diversity

- Utilize your members to reach out to organizations and individuals they know. Personal appeals are usually more effective than official invitations. Ask members to talk with potential members about the reasons they themselves belong to the Coalition.
- Be prepared to answer questions about what new members will gain by joining the Coalition. The Coalition should collectively write down the benefits for members. Members can role-play a typical interaction with a potential new member to practice.
- Emphasize the Coalition mission, which should reflect values that any new member can agree with: All young people should be able to participate in the political and civic life of their community.
- Be honest about what members are expected to contribute.
- Be persistent. Always invite everyone to the table.

In the early stages of Coalition development, Youth Vote recommends that the Coalition be careful not to take on too much.

- Listen for member 'gives and gets.' What does each member want to gain from the Coalition? What is each member willing to contribute?
- Respect member concerns and address them honestly.
- Suggest a limited program to begin: voter registration and tabling are a good start.¹²
- Brainstorm the ideal, then focus on the practical.
- Fit Coalition plans to member goals and keep member capacities in mind when planning.

From the Field . . .

In Little Rock and Oakland in 2002, local Youth Vote Coalitions became involved in partisan politics unexpectedly, due to the actions and statements of individual members who supported specific candidates and ballot propositions. The Coordinators were able to explain the separation of individual member goals from the broad and nonpartisan Youth Vote Coalition goals. While all local 2002 Youth Vote Coalitions attempted in good faith to seek diversity, feedback indicated an ongoing need to cultivate new relationships around the common ground of increasing all youth voter turnout.

Actively Increasing Diversity

Youth Vote Coalition, a national, nonpartisan coalition of organizations, believes that political and ideological diversity will always lead to more legitimate long-term results. Do not get discouraged. Continue to pursue political and ideological diversity as your coalition grows.

Coalition members may need to educate community institutions about their collective role in increasing citizen participation. Business leaders may not have considered they have a vested interest in promoting strong and informed voting participation among their employees and in their community. Voting participation benefits the private sector by increasing government regulatory transparency and neighborhood stability. Political parties, candidates, and issue advocacy groups may be so focused on winning in the short term that they may hope for fewer voters (i.e. only their 'own' voters). However, the strongest political parties and advocacy groups are those that search for and target 'new' potential voters.¹³

Best Practice: Strategies for Maintaining an Open Coalition

- **Be Open About Expectations:** Be honest about what you expect members to contribute. This can range from regular attendance at meetings to financial contributions. The Coalition should decide membership requirements together with maximum transparency.
- **Be Flexible:** Coalition members will not participate equally and may have very different contributions. Some members will take active roles in canvassing or registering young voters. Others may only wish to donate 'in-kind' support – meeting space, an article in a newsletter – or simply sign an official letter of support or appear on Coalition letterhead.
- **Be Respectful:** Recognize that in a diverse Coalition, all community contributions have value, even if it may not be immediately apparent.

Planning

Now that you've formed a Coalition, what next?

When the Youth Vote Coalition has been active for six months to one year, consider holding a formal planning exercise with all members. Whether the Coalition finds funding for an official retreat or holds a planning session at a Coalition member's house, hire an outside facilitator to assist your Coalition in forming a common plan and vision.¹

Plan an annual retreat when everyone will be available. Youth Vote sites have found that the first quarter—January through March—is often the best time to bring members together. The Coalition will have several months to plan for fall elections, and will be able to plan yearly activities with partners that follow a school semester schedule. Most school and university partners will best be able to participate in the fall if they have begun to plan activities with the Coalition in the spring.

Lesson Three: Use Research to Set Coalition Priorities

When developing an annual plan, Coalition members need to decide where to concentrate time, energy, and other resources. Which activities will the Coalition pursue year round? What short-term activities can the Coalition do to increase voter outreach for an upcoming election? Existing research and local Coalition research can help with these decisions. Before starting any voter mobilization campaign, thoroughly research your community. Know local demographics and voting statistics. Recruit members to represent the diversity of your community.

From the Field . . .

The St. Louis and Des Moines Youth Vote Coalitions each decided to approach student service-learning offices at local colleges and universities, hoping that students would be able to volunteer for course credit. The Coalition coordinators learned late in the summer that most service clubs had already agreed on fall service partnerships by the end of the previous school year – a lesson that will go in the next year's annual planning timetable. In addition, consider approaching Political Science, Government, Public Affairs, and Sociology departments that may be interested in lending student labor to evaluate the data your Coalition has collected.

Best Practice: Items to Include on an Annual Planning Meeting Agenda

- A summary of previous achievements.
- A run down of ongoing programs.
- A Coalition Plan – including goals and strategies for implementing specific campaign(s) (youth voter registration, education, and mobilization activities for the upcoming election cycle).
- An annual calendar.
- A budget that covers each item on the Coalition Plan.
- A discussion of the mission statement: is it still relevant? Does it fit the current Coalition goals and plans?
- A record of any changes or additions to informal or formal administrative structures.

In general, research has found that person-to-person contact has the greatest effect on mobilizing young voters. Passive media tactics² (such as TV advertisements, posters, or newspaper editorials) are useful for building name recognition, but they will not turn out very many undecided voters. Use the most effective tactics—tabling, phoning, and canvassing—to reach young voters (see the 'campaign' section for more information on effective tactics).

Finally, invite researchers from a local college, university, or research consulting organization to evaluate the Coalition's work. A well designed evaluation can help in future planning—why spend resources on tactics that don't work well?—and the results can be used in fundraising. Evaluation is most successful when researchers are involved in the campaign planning process and can integrate a research design seamlessly into Coalition efforts.

From the Field . . .

The Ann Arbor Youth Vote Coalition was eager to work with the University of Michigan to register students in 2002, as the campus held the highest concentration of young people within the field site. However, it became clear that an even closer collaboration would have been possible if the University had been involved from the start in gathering and analyzing the data. In fact, several sites are making the 2002 data sets available to local Political Science and Sociology professors and students.

Lesson Four: Plan Ongoing Goals, Add Specific Campaign(s)

The Coalition annual calendar should address two major programs: ongoing civic education goals and specific upcoming election campaign(s). *Both programs should express the Coalition mission.*

For example, the Coalition may work with the local school system every year once a week during the spring semester to talk about political participation and to register high school seniors. The Coalition can best decide ongoing civic education goals in collaboration with schools and elected officials. Cultivate the Coalition's reputation as the organization to turn to when civic education is discussed in the community.

In addition, this particular year the Coalition may decide to organize a specific three-month voter registration, education, and mobilization campaign around a school board election in May, or perhaps the mayoral race in November, or campaigns for both.³ Elections increase interest in voting and can be a motivating factor for young voters.⁴

Remember, it took many years for youth voting turnout to decline to current levels, and it will take time to change the institutions that have contributed to that decline. The Coalition should plan to exist and interact with their community for a long time, recognizing that people's voting habits will change over the course of many elections, as trust in the electoral system of government is rebuilt. While national elections get the most attention, local elections—for school board, city or county councils, regulatory boards, and judges—often have turnout in the single digits. The Coalition can use local elections to show young voters the impact voting can have on local policy.

Lesson Five: Develop a Comprehensive Campaign

A comprehensive campaign design includes grassroots strategies⁵ and a media plan. A Youth Vote campaign has four phases: youth voter registration, education, mobilization and 'get out the vote' (GOTV) on Election Day. Each phase requires careful planning, and is fully discussed in 'The Campaign' section.

Campaign research shows a 'comprehensive campaign' is more effective than one-dimensional approaches. When discussing these strategies with the Coalition consider the following points.

- Person-to-person contact is the most persuasive.
- A grassroots approach alone is not as effective as grassroots or door-to-door efforts supported by earned/free or paid media messages and forums/debates.
- Combining approaches will produce the most effective Coalition voter outreach campaign.

Any media plan should complement the Coalition's campaign, helping to deliver campaign messages and build

Consider the following when developing an earned/free media plan for the Coalition or for a specific campaign.

- Let local TV affiliates know that you have articulate young people on hand who are involved in local elections.
- Create photo opportunities with elected officials.
- Follow up by distributing press clips or video to Coalition members and local schools.
- Draft a Coalition 'Youth Vote Pitch' for your Media Coordinator and key players to make to reporters and journalists. Explain the history of Youth Vote, why the local Youth Vote Coalition was created, the national and local scope of the current project, the research behind Youth Vote approaches and methods, and some local success stories.

Civic Education and Voter Education

Civic Education	Voter Education	
Takes place continually	Generally takes place in relation to a specific election	
May involve improved election conditions before the next election cycle	Includes a combination of information and explanation for citizen voters	
May involve aspects of voter education as a specific election approaches	Information includes statements of fact	Explanation of basic information includes
<p>Refers to an ongoing social dialogue about broad concepts of democratic society and citizen participation</p> <p>May take place in schools, university systems, non-formal education locations, and in partnership with many civil society organizations⁸ and/or the state</p>	<ul style="list-style-type: none"> • The official date of elections • The location of polling places • Identification and registration requirements • The process of voting 	<ul style="list-style-type: none"> • The roles, rights, and responsibilities of voters • Why voting is important • How voting determines the composition of citizen representative units of government⁷

name recognition for the Coalition among potential voters and volunteers. Youth Vote sites found that while a large paid media campaign was not effective, locally developed media materials such as posters and brochures were helpful. With a little creativity, youth volunteers, in-kind donations, and the right contacts,⁸ media costs can be kept to a minimum. Earned/free media coverage is key.⁹

It is very helpful to designate a specific Media Coordinator—hopefully someone with experience and contacts—to take on media tasks. Youth Vote Coalitions have found that the Coalition Coordinator will not have the time or expertise to interact with the media to the maximum extent possible.

Lesson Six: Create an Annual Calendar

The Coalition will face deadlines and restrictions: plan for them. At the annual planning meeting, the Coalition should develop and agree to a yearly timeline that assigns responsibility for different tasks.¹⁰ The calendar should be a local creation and should reflect ongoing civic education programs and specific campaign plans. An election timeline should be developed that includes the election cycle and all pre-election work needed to prepare for Election Day activities. The calendar must take into account Coalition members' events and schedules, particularly during the academic year.

In Youth Vote experience, roles and responsibilities should be as clearly defined as possible. Tasks and schedules should be discussed with the entire Coalition. All Coalition members should be able to identify the

From the Field . . .

Several 2002 Youth Vote Coalition sites learned the hard way to involve a back up for all financials when, in the inevitable chaos of the final weeks of the campaign, some bills were not paid on time. Other Youth Vote Coalitions learned that hiring part-time temporary staff for canvassing and phoning can be difficult – all staff should be hired through a Coalition member organization with experience in completing W-9 forms, and all payment procedures should be fully planned and understood by the entire Coalition before the first temporary worker is hired. If canvassers are told they will be paid on Friday, they **must be paid on Friday** if you expect them to canvass for you the next week.

responsible party for each task. Assign backup individuals to the most important tasks, to ensure a chain of command is in place. Experience shows that when more Coalition members know about the basics, the Coalition is in a better position to survive a personal emergency or other change of plans.

Lesson Seven: Plan the Budget as a Coalition

Budget issues featured in the feedback from twelve out of twelve local Youth Vote Coalitions in 2002, and were one of the greatest challenges to Coalition work. Being aware of the tensions that are caused by budget issues will help Coalition members deal with those issues as they arise.

Youth Vote has found that budget transparency is one key to running a successful campaign. Coalition members and staff can find it hard to take responsibility for outcomes when they are not given clear budget limits and trusted to use that budget appropriately. In addition, it is generally not a good idea for one person to handle all the funds. During the planning phase the Coalition should agree to a procedure for creating accountability among members.¹¹

Budget Lessons Learned

- Be open about those Coalition goals that will require funds, and design any program requiring funding cooperatively as a Coalition.
- Designate early who/which organizations will be paid to do what, and how much they will be paid. Do this with as much openness as possible.
- Agree on a formal procedure for distributing funds to Coalition members.
- Be sensitive to member needs regarding confidentiality of their funding sources and resources.
- Respect Coalition members' time as a financial donation.
- As much as possible and appropriate, delegate 'line item' and program responsibility to the Coalition members responsible for those program components. For example, the member who will order food for volunteers should have a set monthly budget limit, rather than have to get approval for each pizza.
- Establish procedures that ensure financial commitments are kept and payments are made on time.
- Create a Budget Committee to monitor the budget and increase group accountability.
- Fundraise creatively, and record all 'in-kind' donations. The Coalition may have raised more funds than you think – which will indicate community support to new potential donors.
- Eventually, the Coalition may wish to incorporate as a nonprofit entity. Please see Resources under 'Coalition Building' to find local consultants to assist the Coalition in this decision.

The Campaign

The Coalition is formed, the plan is set, what next? Following is a summary of effective strategies for carrying out a Youth Vote campaign.

Community Outreach Strategies

'*Grassroots Methods*' use voters to motivate and influence potential voters by communicating with their peers in familiar settings. To use grassroots methods, a campaign must first ask: Who is the audience? Where is that audience? How will this campaign reach them?

As mentioned in the 'Planning' section, a comprehensive campaign that combines earned/free or paid media coverage with grassroots methods is the most effective way to reach young voters. Interactive person-to-person contact is more persuasive than less personal, more passive approaches.

The most effective grassroots methods include *tabling, phoning, and canvassing* (going door-to-door to talk with your target audience). Methods that are less effective, especially with youth, include *direct mail, literature drops* (and other passive distribution such as *posters* and *door-hangers*), *email campaigns*, and certain types of *professional phone banks* run by telemarketers. Always remember the key to GOTV youth outreach is *personal contact*.

How to Reach Voters with Voters

Many organizations waste resources trying to contact a target audience door-to-door without doing any research. This is especially true after voter registration has closed. Do not spend precious time the week before the election asking young people, who haven't registered, to vote. Young voters are generally more transient, and less likely to keep the same phone number and address year to year. Accurate census data or voter roll lists are helpful, but not always available or correct for this audience.

The campaign can take creative measures to overcome this obstacle by conducting its own 'census' of potential voters. It is important to realize that this 'census' must be assembled early in the campaign. Local community groups may have already collected data on youth through an asset-mapping exercise, where students or groups map community resources and their locations.

The campaign will include four phases: Voter Registration, Education, Mobilization, and Election Day/Get Out the Vote (GOTV).

Tabling is an effective way to conduct voter registration and education. However, without further contact only a small percentage of young registered voters will turn out on Election Day. During the initial phase the Coalition should build a database of contact information, using Census and voter file data, and should enter new voters and track targeted voters.¹ In the final three to four weeks before the election, the Coalition can use this database to phone and canvass to continue to educate and begin to mobilize voters. Youth Vote Coalition experience shows that a nonpartisan 'remember to vote' message from a peer is the most effective method to increase youth turnout. Finally, the Coalition should assist youth to get to the polls on Election Day with transportation and reminder phone calls and postcards.

From the Field . . .

Events

The Denver Youth Vote Coalition was able to develop good partnerships with outside groups to implement voter education events, particularly debates and forums. The partner groups took care of all site logistics and event volunteer recruitment while the Youth Vote Coalition Coordinator focused on the areas in which the Coalition had more experience – the mobilization campaign through phone banking and canvassing.

The Des Moines and Little Rock Youth Vote Coalitions developed creative and memorable voter education materials locally – based on a national poll of youth attitudes conducted by Youth Vote in the summer of 2002. The St. Louis Youth Vote Coalition had created so much interest in participation in the final days of the campaign that they were able to send out only experienced canvassers. Newer volunteers worked the phones.

Campaign Phase One: Voter Registration (Until Voter Registration Closes)

'Tabling' involves displaying information about voting in an accessible spot, generally through a partnership with a local business or institution. Usually a couple of Coalition volunteers or staff set up a table—at a barber shop, in a school/college cafeteria, in the line for a nightclub, at a car wash, at a fair or festival, in a church, temple, mosque, at other important community locations—in short, any place Coalition members can reach the target audience.

Tabling can be done year round, but will generate more interest and register more voters closer to a specific election. Tabling is inexpensive and does not take much advance preparation. It will build name recognition for the Coalition and will create a database of registered voters to be contacted later in the campaign. However, research shows that tabling and voter registration alone will not increase turnout of specific voters: when allocating resources remember that handing out a lot of brochures *does not* equal higher voter turnout.

What should your volunteers do when they table? The more personalized the outreach, the more mobilizing it will be. Give visitors to your table something to do while they are there. Gather as much contact information as you can, including email addresses, so the Coalition can remind people to vote later!

Events

Carefully consider Youth Vote events and media contacts in the context of Coalition programs and goals. All local Coalitions in 2002 found that the time and expense of organizing events, which have a low mobilizing effect on young voters, drew staff and resources away from more effective methods. Try to utilize Coalition members to 'tag along' to already planned events—and be careful to maintain the Coalition's non-partisan reputation. Be creative. There are few events where voter registration is inappropriate.

Tabling Best Practices

- Establish regular locations with regular hours where people can expect to find voting information.
- Set up in high traffic areas where people will have time and space to stop.
- Table in pairs – one volunteer should stay at the table and distribute materials, and the other can work the crowd and direct people to the table.
- Give away gifts such as coffee, stickers, and posters that will attract people to your table. Free hot chocolate on a cold October day has been found very effective. Remember, in the U.S. no one is allowed to give away something of monetary value for voter registration or proof of voting. If you give something away, everyone who stops at the table must be eligible, whether they register to vote or not.

Campaign Phase Two: Voter Education (Six Weeks to Election Day)

Remember—the more interactive the campaign the more successful it will be at mobilizing voters. The Coalition needs materials to give away at tables and doors. At Youth Vote, voter education is simultaneous with registration and mobilization and includes creating and distributing local materials with information about how to vote and explanations of why you should vote.² When time and funds permit, materials should be designed locally and tested thoroughly before being used by the Coalition. Test 'typical' knowledge and develop materials to address knowledge gaps.

Use youth to reach youth! Voters are more likely to remember innovative and creative campaign messages. Collaborate with local teachers on a project to design posters and flyers. Consider creating an inexpensive website to post voting information, frequently asked questions, and contact information for potential volunteers. Locally designed materials are often more effective than

national GOTV materials, and can usually be created quickly and inexpensively. Be sure to contact local literacy, disabled, and alternative language³/immigrant advocates for guidelines on effective materials for those audiences.

Testing messages, wording, style, and format is important in grassroots operations; campaign research shows that *how* something is said is as important as *what* is said. Think of the campaign as a long training session for your volunteers to develop the Youth Vote message. The most mobilizing contacts will be made in the last week before the election, so plan to use the most experienced volunteers in the final stage—they will be best able to convey the message.

Recruiting Volunteers

Some 2002 Youth Vote local Coalitions were run entirely by volunteers.⁴ Others paid canvassers, professional phone banks, and a management team. In the context of a Youth Vote campaign, working with young volunteers to reach young potential voters is essential. Whether using paid staff or volunteers, the following applied in all sites.

Many high schools and colleges have implemented service-learning requirements. Work with Coalition members to make early contact with these programs, and seek advice on making the volunteer experience enjoyable and popular. High school and younger students also make enthusiastic volunteers. When working with younger volunteers make arrangements for their safety and supervision. Many religious groups require youth service, and religious associations may assist you in placing volunteer opportunities on community boards or in newsletters.

Do not overlook community service requirements, including those for juvenile offenders. Several 2002 local Coalitions gave community service hours to volunteers to meet legal requirements—with very positive experiences for supervisors, other volunteers, and the ex-offenders themselves.⁵

Campaign Phase Three: Voter Mobilization (Begins Four Weeks Before the Election, Intensifies in the Last Two Weeks Until the Last Weekend)

The Coalition has registered thousands of new voters and created an up-to-date contact database of eighteen to thirty year old potential voters. Now what? Run a phone bank and canvass house-to-house to ask residents to vote on Election Day.

Using the database, print out *phone lists* of names and phone numbers for a *phone bank* of volunteers to call. To create *walk lists* for *canvassing* volunteers to visit, sort the database by address and match the lists against a *walk map*.⁶ The worksheets for volunteers should include columns to record 'contact,' 'not home/no answer,' 'go away,' 'moved,' and so on.

Maintain a database of youth that have been contacted. The database will help you re-contact voters at a

Tabling Activities

- **Register voters! Make sure to keep a copy of voter registration forms for Coalition records. *Remember:* If you take voter registration forms, you must hand them in to the election office!**
- **Get visitors to sign a 'pledge to vote' or a petition supporting Youth Vote.⁷**
- **Ask people to self-address a reminder postcard, which you will mail to them the week before the election. *Remember:* If you provide postcards to self address you *must* mail them!**
- **Interview newly registered voters for a news article (you can post it on your website or submit it to the local paper). Take a poll or a survey and display a running tally at the table.**
- **Answer questions, and hand out information on local election issues. Make sure the information is nonpartisan and gives the pros and cons of any issue!⁸**

later date. As young voters are highly mobile, no other list may exist with such current information for the next year's voter education campaign.

Assign a person to enter data daily. Be sure to clarify Coalition rules about each organization's use of the collective data, and determine whether the list can be used by organizations outside of a Youth Vote campaign. Consider developing a privacy policy.

Phone Bank

When volunteers call as many voters in the area as possible using multiple phone lines from one place it is called a phone bank. Phoning tends to be one of the least expensive methods to achieve one-on-one interaction with large numbers of citizens in a short period of time. While a professional-sounding telemarketer can have little effect on voter turnout, local volunteers using personalized messages, or professionals with a carefully developed script and good training can increase the likelihood that a young person will vote by three to five percentage points.⁹ Training is essential.

Canvass

Canvassing is a time-honored organizing tactic in which a group of volunteers or staff knocks on doors and talks to potential voters about the importance of voting. Research shows that one-on-one canvassing is the most effective mobilizing technique, increasing the likelihood of voting by as much as ten to twelve percentage points.¹⁰ Of course, in rural or less secure areas, door-to-door canvassing can be impractical, and your Coalition may need to consider creative alternatives.

Canvassing is rewarding to volunteers who enjoy group activities, getting to know local neighborhoods, and talking to people about something that really concerns them. Overall, Youth Vote canvassers find people very receptive and welcoming. People seem to appreciate the positive, nonpartisan, and un-intrusive Youth Vote message.

Other Methods:

The methods above are not interactive, and are not recommended for the final weeks of the campaign when they will divert resources from the more effective methods mentioned above. Without person-to-person interaction, young people who have not decided to vote are unlikely to be mobilized. If used at all, the following methods should only provide information about registering to vote, voting locations and dates during the *education phase*.

Events

Events should not be planned for the final weeks of the campaign. Volunteers and Coalition members may plan to attend other organizations' election events to represent Youth Vote, but should focus on the effective mobilization methods presented before.

Literature Drops

Literature drops refers to placing flyers, door hangers, posters, and handouts in public areas. Costs for literature drops depend on the quality and quantity of materials being produced. Because it is a passive method of reaching voters, it is unlikely that literature drops will have a strong mobilizing effect.

Prepare Voters for Election Day

- **What are typical misconceptions?**
- **What needs to be known about the election process and voter's rights?**
- **What ID is required/accepted?**
- **Where are the polls?**
- **What is the process? Can you get a sample ballot?**
- **What is likely to intimidate a first time voter?**
- **What are 'standard' reasons that keep youth from voting? These might include difficulty finding transportation, not enough information, too busy, not feeling safe at the polls, and so on.**

Direct Mail and Brochures

Flyers, letters, and brochures that are mailed to private residences through *direct mail* are expensive and one of the least effective methods of mobilizing new voters. It is more effective to distribute brochures while *tabling or canvassing*, when volunteers can interact with potential young voters.

Email Campaigns

Email campaigns are a new method of reaching voters and political donors. However, while many young people use email extensively with each other, it is not clear that email alone is an effective method in mobilizing young voters. Although the research at this stage is not conclusive, young people are highly familiar with mass email that is very impersonal, or tries to appear personal when it is not (such as SPAM). In fact, mass email sent by a campaign may be blocked by SPAM filters. Any email campaign should attempt to create an atmosphere of direct contact that is so important in mobilizing young voters.

Media Campaigns

Youth Vote Coalition has found that the time and expense of mounting any kind of media campaign would be better spent recruiting more volunteers to contact voters in person. Public Service Announcements (PSAs) for TV or radio are expensive to produce and distribute, and no quantitative research to date has clearly demonstrated the impact of a media campaign on voter turnout rates.¹⁵ However, the campaign Media Coordinator should continue to pursue *earned/free media* coverage such as letters to the editor, opinion pieces, and TV and radio coverage of the campaign.¹²

Internet

A website, included on Coalition printed materials, is an inexpensive way to help volunteers and voters learn about the Coalition campaign. Keep the website up-to-date in the final stages of the campaign so that volunteers and supporters can attend your events.

Phone Banking

- Usually phone bank volunteers will be more productive and enjoy the activity more if the phone lines are in a central location. Supervisors will be able to oversee their work and answer any questions.
- Plan 15-30 minutes of training for new volunteers before their first phone bank shift begins. Include role-play.
- Provide volunteers with a sample script.¹⁶
- Seek donations of food and good coffee, and give out t-shirts and stickers to build volunteer identity with your campaign.
- In 2002 the Oakland Youth Vote Coalition used member volunteers with cell phones to phone bank with free evening and weekend minutes.

Tips for Canvassers

- Canvass in pairs and stay within sight of each other.
- Bring a cell phone if possible, or enough change for a phone call.
- Clipboards MUST include safety guidelines and emergency phone number(s) for shift supervisors.

Tips for Supervisors

- The organization coordinating the canvassing must agree to provide a supervisor who will be available by phone whenever volunteer or paid canvassers are in the field.
- Train new canvassers using role-play¹⁷ for 20-30 minutes before their first shift. Be sure the canvassers understand the walk list format and their route.
- The supervisor must check in canvassers at the beginning and end of each shift. Do a head count – the number coming in should match the number that went out!
- Check that canvass walk lists have been filled out correctly. Make sure you can understand what the canvasser has written.

From the Field . . .

Portland, Oregon and Minneapolis/St. Paul in Minnesota had different voter mobilization campaigns from other local 2002 Youth Vote Coalitions. Oregon is a 'vote by mail' state, where all registered voters receive ballots and return them through the mail rather than voting at a polling booth. The Oregon Youth Vote mobilization campaign placed special ballot mailboxes on campuses and assisted young people who had not received ballots to change their official address information and vote. Minnesota has same-day registration, so the St. Paul Youth Vote Coalition used the final weeks before election to plan transportation to bring young people, with their correct identification, to the polls to register and vote.

Campaign Phase Four: Get Out the Vote (GOTV) (On Election Day)

Election Day

The Youth Vote Coalition has been planning and working for months, and now the day is finally here.

Because timing is crucial, the Coalition and Coalition Coordinator should collaborate on an hourly schedule to distribute resources and mobilize volunteers as effectively as possible. Stick to the plan, but be as flexible as possible. Communication is paramount during Election Day. See if a local mobile phone company can make an in-kind donation, or if friends of Youth Vote can donate their cell phone minutes.

Designate an Election Day Coordinator—NOT the Coalition Coordinator—who will relay vital messages and stay in one place. Mobilize the volunteers. Provide volunteers with the Coordinator's phone number and have them report in regularly. If appropriate, hire or borrow vans or buses to drive young people to the polls. Do whatever you can to get media coverage of youth voting. The Election Day Coordinator should have the contact numbers for election officials, local media, and local legal advocacy groups in case of irregularities at the polls.¹⁷

After the Election

Hold a volunteer appreciation event as soon as possible after the campaign—an all-ages party to watch the election returns is a good idea. Delegate a volunteer committee to organize this event.

Wrap up all financial obligations and close the books.

Communicate Coalition successes to the full Coalition and to all media contacts as soon as possible after the campaign. Put together a final report for the Coalition annual meeting in the spring.

Messages

- Negative campaigning is a major reason young people are 'turned off' by politics. Research has shown that a 'chiding' tone or a negative appeal to vote is less effective than a positive message.⁸
- Many young people volunteer with organizations that offer them a positive identification with a larger group and a chance to improve their community.⁹
- Utilize your Coalition partners to develop a message that will 'sell' their audiences on voting.

Keeping Volunteers

- Make sure the Coalition experience is fun and social. Remember, your volunteers are your best means to gain more volunteers so keep them interested and engaged. In combination with tedious work like phoning, give them more interesting projects like designing flyers or party planning.
- Keep volunteers safe—in the organization offices, when canvassing, and getting to and from their volunteer work.
- Make sure to create official feedback avenues, whether through informal supervisor chats or evaluation sheets at the end of a volunteer shift.
- Consider the campaign a training course for volunteers. By election week they should be efficient phone callers and canvassers. Experienced volunteers will cover the most ground, get the message across most effectively, and be the most confident in handling unexpected challenges.
- Recognize outstanding volunteers by 'promoting' them to coordinator positions.
- Supervise your volunteers well and make sure they have enough training to do their jobs comfortably and with enthusiasm. Create an atmosphere of togetherness, centered on participation in Youth Vote.

Lessons Learned

Interested parties can most effectively organize youth civic education and voter education programs through a diverse Coalition of partners.

Coalition members can build Coalition capacity to design a specific voter education campaign by designating a general Coalition Coordinator, a Media Coordinator, and a Coalition Secretary if necessary, and by holding a facilitated annual planning meeting or retreat.

Coalitions can overcome challenges by:

- Planning for both ongoing civic education activities and short-term comprehensive voter outreach campaigns for specific elections.
- Ensuring transparency in program and budget planning.
- Actively pursuing diversity.
- Keeping records of meetings, agreements, plans, and procedures.

A well-designed youth voter outreach campaign should:

Utilize proven effective outreach strategies as a part of a comprehensive campaign.

- Use peer-to-peer methods of contacting potential voters with voters like tabling, phone banking, and canvassing.
- Use media effectively but not exclusively. Supplement passive outreach methods—like direct mail, brochures, or mass emails—with more interactive tactics like the methods listed above.
- Create voter education materials locally.
- Only hold events early in the campaign. ‘Tag along’ at other organizations’ debates and forums.
- Include diverse local partners and collaborators from many sectors.
- Maintain a nonpartisan reputation.

Agree upon a campaign schedule with interested partners

- well in advance of the election (six to twelve months or more).
- with enough time to develop and implement a comprehensive plan.
- include four phases: voter registration, education, mobilization, and Get Out the Vote (GOTV)/Election Day.

An election is a dynamic process in which political parties, civic organizations and other institutions learn the skills necessary to participate actively in the political life of a country. Many resources on voter education exist, but they are often in the context of partisan campaigning, and frequently, voter education is seen only as one phase in party or issue-based voter mobilization. Hopefully, this handbook will help existing and future Youth Vote Coalitions design voter education and campaign strategies that increase youth political participation and voter turnout.

Endnotes

Foreward

1. "Decision 2000: Youngest voter's participation drops," The Detroit News; January 13, 2000.
2. "Youth Voter Turnout has Declined, by Any Measure," Peter Levine and Mark Hugo Lopez, CIRCLE, 2002. http://www.civicyouth.org/research/products/fact_sheets_outside.htm

Introduction

1. Written evaluations were made in December 2002 and follow up interviews were conducted in May 2003 at four of the twelve sites.
2. For a general guide to voter registration drives, please see *Your Vote Your Voice* published annually by the National Association of Independent Colleges and Universities and available online at www.naicu.edu. For more information and organization contacts, please see the Resources section at the end of this handbook.
3. *Getting Out the Youth Vote: Results from Randomized Field Experiments*, Donald P. Green and Alan S. Gerber-Yale University, August 6, 2001; *Getting Out the Youth Vote in Local Elections: Results from Six Door-to-Door Canvassing Experiments*, Donald P. Green, Alan S. Gerber and David W. Nickerson-Yale University, May 18, 2002.
4. Green and Gerber, 2002, p. 23.
5. For up-to-date contact information for the twelve 2002 sites, to join a current local Youth Vote Coalition, or form a new one, contact Youth Vote Coalition at www.youthvote.org.
6. See NASS, the National Association of Secretaries of State's New Millennium Project. www.nass.org.

Helpful Steps

1. Transparency—openness about policy intentions, formulation and implementation—is a key element of good governance. . . . Budget transparency is the full disclosure of all relevant fiscal information in a timely and systematic manner. *OECD Best Practices for Budget Transparency*, 2001 <http://www.oecd.org/pdf/M00021000/M00021145.pdf>

Forming a Non-Partisan Coalition

1. For more information, strategies, and general know-how on building coalitions to hold voter registration drives, please see 'Your Vote Your Voice' published annually by the National Association of Independent Colleges and Universities, available online at www.naicu.edu. For more general coalition building information, please see the resources list or contact a local non-profit support group in your state or city.
2. NASS, the National Association of Secretaries of State, runs an informative website with all state contact information. It is important to keep that office informed of your projects and ways the Secretary may be able to help: www.nass.org.
3. For more information please see the Resources section 'Local Legal.'
4. The local League of Women Voters www.lwv.org is often a good source of information on current poll procedures and working with local election officials.
5. See Appendix A for a sample agenda.
6. Try www.yahoo.com or ask the most technologically proficient member of your coalition for help.

7. Please see the 'Planning' section for more suggestions on the media coordinator's role.
8. "The institution, if located in a State to which section 4(b) of the National Voter Registration Act (42 U.S.C. 1973gg-2(b)) does not apply, will make a good faith effort to distribute a mail voter registration form, requested and received from the State, to each student enrolled in a degree or certificate program and physically in attendance at the institution, and to make such forms widely available to students at the institution" Higher Education Act Sec. 487(a)(23).
9. Clearly partisan voter outreach campaigns fall under separate IRS and local laws. Even 'nonpartisan' issue advocacy campaigns may alienate some potential Coalition members who feel differently about that issue. If in doubt, find all the legal information possible and create a broadly acceptable mission. Remember that the youth audience responds well to nonpartisan voting outreach messages, and that the long term goals of a Youth Vote Coalition are to increase all youth voter turnout, for which the Coalition will need diverse partners.
10. For more information on the difference between a mission (a broad statement of objectives) and goals (specific and measurable objectives) please see Resources under 'Coalition Building.'
11. For more information, strategies, and general know-how on building Coalitions to mobilize youth voters, please see chapter one of 'Your Vote Your Voice' published annually by the National Association of Independent Colleges and Universities, available online at www.naicu.edu.
12. Strategies and methods are discussed in the Campaign section.
13. For more information on appealing to parties and candidates to reach out to youth voters, see the campaign for Young Voters website at www.campaignyoungvoters.org.

Planning

1. Many sources of funding are available to strengthen local community Coalitions. Talk to a local or statewide nonprofit association, and ask about 'capacity building,' 'visioning,' and 'facilitated retreat.' Coalition members should be able to assist in researching and applying for funding. Alternatively, a low cost retreat or Coalition-planning meeting can be held at someone's house with a potluck or donated lunch. Be creative and utilize your Coalition member organizations and individuals.
2. Youth Vote uses the term 'passive media' to include, in decreasing order of expense: TV, radio, direct mail, posters, brochures/flyers, email/Internet—any passive, paid means of reaching an audience. Earned/free media includes articles, letters to the editor, editorials, and press coverage of your activities, events, and the 'Youth Vote story.'
3. A sample annual calendar is included as Appendix B.
4. For more information about involving students in local elections, contact the Student Voices program at the Annenberg Center at the University of Pennsylvania www.student-voices.org (under Resources).
5. Strategies that use voters to motivate and influence potential voters by communicating with their peers in familiar settings.
6. Civil Society is the sphere of private, nonprofit organizations that express community beliefs and values through service provision and advocacy and contribute to collective goods and services. For a full discussion please see Independent Sector <http://independentsector.org/> under Resources.
7. <http://www.aceproject.org/main/english/ve/vea.htm> The Administration and Cost of Elections (ACE) Electronic Publication represents the first-ever attempt to provide a globally accessible information resource on election

administration. The project partners are the International Foundation for Election Systems, the International Institute for Democracy and Electoral Assistance, and the United Nations Department of Economic and Social Affairs.

8. See Media Plans under Resources.

9. Earned/free media includes articles, letters to the editor, editorials, and press coverage of your activities, events, and the ‘Youth Vote story.’

10. An example can be found in Appendix B.

11. For more information on handling budgets see Resources under Planning.

The Campaign

1. Data from the most recent US **Census** can be found on the website www.census.gov along with contact information for learning to download files and suggested mapping software. However, people in the 18-30 age group move frequently and may not reside at their permanent address. Local election officials can provide **voter file data** on request or for a small fee. This public database lists registered voters and their voting history, though each state and county may restrict access according to local law—usually to keep this data from being used for commercial purposes. Because youth are transient and registered at lower numbers, voter file lists may be inaccurate for this population. For these reasons many campaigns focus in addition on registering new voters and assisting voters to update their address information, thus creating a more accurate and current database than either the census or local voter file.

2. See ‘Planning’ section, civic education and voter education.

3. ‘Alternative languages’ is used throughout this text to indicate languages required by section 203 of the Voting Rights Act (see Resources, particularly National Asian Pacific American Legal Consortium (NAPALC)) and other required languages such as Braille.

4. Many great resources exist on volunteer recruitment and management—please check with local nonprofit agencies or associations, or check your local library. Also try www.volunteermatch.org, www.idealists.org, www.servenet.org, your local United Way or other volunteer match services.

5. See Ex-Offenders under Resources.

6. See Appendix D for samples.

7. For a sample pledge to vote sheet see Appendix C.

8. For nonpartisan voter guides see Resources, particularly the League of Women Voters and Project Vote Smart.

9. ‘Getting Out the Youth Vote: Results from Randomized Field Experiments’ Donald P. Green and Alan S. Gerber-Yale University, August 6, 2001; ‘Getting Out the Youth Vote in Local Elections: Results from Six Door-to-Door Canvassing Experiments’ Donald P. Green, Alan S. Gerber and David W. Nickerson-Yale University, May 18, 2002.

10. ‘Getting Out the Youth Vote: Results from Randomized Field Experiments’ Donald P. Green and Alan S. Gerber-Yale University, August 6, 2001; ‘Getting Out the Youth Vote in Local Elections: Results from Six Door-to-Door Canvassing Experiments’ Donald P. Green, Alan S. Gerber and David W. Nickerson-Yale University, May 18, 2002.

11. Donald P. Green, Yale University, personal conversation. The Yale University Institute for Social and Policy Studies and CIRCLE research will report on media effectiveness in 2004.

12. See the ‘Coalition Building’ section. For more information on earned/free media see ‘Media Plan’ under Resources.

13. See Appendix D: Sample Phone and Walk Script.

14. See Appendix D: Sample Phone and Walk Script.

15. The International Federation of Election Systems (IFES) has been asked to monitor the 2004 US general elections for the first time. IFES will be training election monitors using techniques developed to ensure free and fair elections internationally for 25 years. For more information please contact IFES (under Resources). For more information on voting rights legal resources on Election Day see Resources.

16. Nationwide survey of 18–24 year olds, Youth vote coalition, Lake Snell Perry/Bellwether Research, July 2002.

17. Youth Service America <http://www.ysa.org/nysd/statistics.html>.

Selected Resources

*Full description appears at first mention only.

Youth Vote Board Organizations

ACORN Institute, Inc <http://www.acorn.org> is the nation's largest community organization of low-and moderate-income families, with over 100,000 member families organized into 500 neighborhood chapters in 40 cities across the country.

Black Youth Vote/NCBCP <http://www.bigvote.org/byv> is an initiative of the National Coalition on Black Civic Participation, Inc. The program focuses on 14–29 year olds and seeks to empower black youth by educating youth about the political process and training youth to identify issues and influence public policy through participation.

Center for Environmental Citizenship <http://www.envirocitizen.org> is a non-partisan organization dedicated to educating, training and organizing a diverse network of young leaders to protect the environment.

Leadership Conference on Civil Rights Education Fund

<http://www.civilrights.org/about/lccref/> is an independent, non-profit, tax-exempt, research organization established to support educational activities relevant to civil rights, and a sister organization to the Leadership Conference on Civil Rights.

Leadership Institute: Campus Leadership Program

<http://www.leadershipinstitute.org> a division of the Leadership Institute, fosters permanent, effective, independent conservative student organizations on college campuses across America. Trained field representatives go to college campuses to identify and recruit student leaders who create, build and oversee organizations on each campus.

League of Women Voters Education Fund

<http://www.lwv.org/> is a non-partisan political organization that promotes the active, engaged, and informed participation of all citizens in the democratic process. This charitable trust was established in 1957 to enhance the work of its sister organization, The League of Women Voters of the United States (LWVUS), established in 1920.

National Council of La Raza <http://www.nclr.org/> is the largest Latino civil rights organization in the nation, serving all Hispanic nationality groups throughout the country. Established in 1968, the NCLR aims to reduce poverty and discrimination, and to improve life opportunities for Hispanic Americans

Organization of Chinese Americans <http://www.ocanatl.org/> is a national, nonprofit, nonpartisan civil rights advocacy organization for Asian Pacific Americans. It was founded in 1973 and is dedicated to securing the rights of Chinese American and Asian Pacific American citizens and permanent residents and promoting active participation of Chinese and Asian Americans in both civic and national matters.

Rock the Vote <http://action.rockthevote.org> was founded in 1990 by members of the recording industry in response to a wave of attacks on freedom of speech and artistic statement. In less than a decade, Rock the Vote has become a leader in the effort to increase youth participation in the political process. Today, the

campaign is dedicated to protecting the freedom of statement and helping young people realize and utilize their power to affect change in the civic and political lives of their communities

Student PIRGs <http://www.studentpirgs.org/> are independent state-based student organizations that work to solve public interest problems related to the environment, consumer protection, and government reform.

Third Millennium <http://www.thirdmil.org/> a national Generation X nonpartisan, nonprofit advocacy group, was launched in 1993 by young adults to offer solutions to long-term problems facing the United States. Their goal is to redirect the country's attention from the next election cycle to the next generational cycle, and so inspire young adults to action. In 2000, Third Millennium's "Neglect 2000?" project is an effort to help develop strategically viable political strategies for campaigns that reach out to young adults.

US Student Association <http://www.usstudents.org/main.asp> is the oldest and largest student organization and represents millions of students across the country. Formed in 1947, it serves as the student voice on Capitol Hill, the White House, and in the Department of Education. By organizing powerful grass roots forces of students, the USSA is committed to increasing access to higher education and encouraging students to participate in government on behalf of their educational rights.

Youth Service America <http://www.ysa.org/> Service Vote 2004 is Youth Service America's national campaign to mobilize youth volunteers to vote. This campaign encourages full civic engagement of youth connecting their unprecedented involvement in community service with the political process. Second, Service Vote provides opportunities for the candidates to clearly define their vision and ideas for increasing the involvement of young people in national and community service. Youth Service America is the premiere alliance of hundreds of organizations committed to community and national service.

Coalition Building, Organizational Development

Local Nonprofit partners: see <http://www.idealists.org> for organization lists by state. Search by city, county, or topic, i.e. "voting" and/or "youth".

For a list of state nonprofit associations: The National Council of Nonprofit Associations (NCNA) <http://www.ncna.org/> is a network of 39 state and regional associations of nonprofits in 36 states. State associations are membership-based, with membership open to nonprofit organizations in their state or region.

BoardSource <http://www.boardsource.org/> (formerly the National Center for Nonprofit Boards) is the premier resource for practical information, tools and best practices, training, and leadership development for board members of nonprofit organizations worldwide. Through highly acclaimed programs and services, BoardSource enables organizations to fulfill their missions by helping build strong and effective nonprofit boards.

The Community Leadership Foundation <http://www.communityleadership.org/> enhances the capacity of community leadership programs to

strengthen and serve their communities. Leadership development of our members is encouraged and supported in a variety of ways: innovative programming, peer-to-peer networking, industry insight and resources, staff access and more.

The Foundation Center <http://fdncenter.org/> Founded in 1956, the Center is the nation's leading authority on philanthropy and is dedicated to serving grantseekers, grantmakers, researchers, policymakers, the media, and the general public.

Independent Sector <http://www.independentsector.org/> America's "Independent Sector" is a diverse collection of more than one million charitable, educational, religious, health, and social welfare organizations. It is these groups that create, nurture, and sustain the values that frame American life and strengthen democracy.

Kettering Foundation <http://www.kettering.org/index.html> The central question behind the foundation's research now is this: What does it take to make democracy work as it should? Rather than look for ways to improve on politics as usual, we are seeking ways to make fundamental changes in how democratic politics are practiced.

Leader to Leader Institute (formerly the Drucker Foundation) <http://www.pfdf.org/> serves as a broker of intellectual capital, bringing together the finest thought leaders, consultants, and authors in the world with the leaders of social sector voluntary organizations. By providing intellectual resources to leaders in the business, government, and social sectors, and by fostering partnerships across these sectors, the Leader to Leader Institute works to strengthen social sector leaders of the United States and nations around the globe.

Planning, Budgeting, and Accountability

The Center for Environmental Citizenship Summer Training Academy and Training Tour

http://www.envirocitizen.org/training_tour.html offers training in Political Skills (Lobbying, Vote Environment Campaigns, Power Mapping, Voter Registration, Voter Education, Get Out the Vote) Skills to Strengthen your Group (Start Your Own Group, Recruitment, Retention, & Leadership Development, Persuasive Speaking, Coalition Building, Event Organizing, Fear No Fundraising, Campus Tactics, Media & Message, Online Organizing) Personal/Group Development (Leadership Styles) and "Big Picture Stuff" (Developing a Strategy, Developing a Message, Avenues for Social Change).

The Leadership Institute <http://www.leadershipinstitute.org/02TRAINING/training.htm> is the oldest and most-respected training organization for conservative leaders at the local, state and national levels. Over the years, more than 31,000 of today's conservative "movers and shakers" have turned to the Leadership Institute for their training needs. Training includes Broadcast Journalism, Campaign Leadership, Candidate Development, Capitol Hill Staff, Capitol Hill Writing, Grassroots, Internet Leadership, Public Relations, Public Speaking, Student Publications, Television Techniques, and Youth Leadership.

National Association of Independent Colleges and Universities (NAICU): Your Vote, Your Voice National Campus Voter Registration Project Organizing Handbook <http://www.naicu.edu> is the gold standard of voter registration drive organizing, aimed at young people and their partners. Despite the academic title, this handbook is useful to any community working to register voters.

The New Light Leadership Coalition Youth Leadership Development Workbook <http://www.nllc.org/bookstore.html> is a year-round resource for emerging youth leaders. It addresses issues such as conflict resolution, working with people, budget management, goal setting, networking, personal development, and the principles of leadership to name a few. The Youth Leadership Development Workbook is a comprehensive guide to youth who wish to prepare themselves for leadership.

Youth Service America: Project Plan-it! <http://www.ysa.org/planit/> is YSA's electronic project planning tool to help young people develop a custom plan for their service project. Project Plan-It! uses an interactive series of questions and templates that guide the user through the project planning process, and allows them to print out their plan, timeline, budget, funding proposal, press release, service-learning reflection plan, and other helpful resources. In addition, check out the YSA Tip Sheets: http://www.ysa.org/tip_sheet/tip_sheet.cfm To help organizations and individuals, YSA developed a series of tip sheets on various topics ranging from "How to Fundraise for Your National Youth Service Day Project" to "How to Recruit Volunteers" to "How to Build Strong Youth/Adult Partnerships." The tip sheets are short, useful bits of information that program directors and young people can easily use to strengthen their program's effectiveness, sustainability and scale. Youth Service America will continually add new tip sheets in this section.

Media Plans

The Alliance for Better Campaigns <http://www.bettercampaigns.org/> is a public interest group that seeks to improve elections by promoting campaigns in which the most useful information reaches the greatest number of citizens in the most engaging ways. ABC advocates for free broadcast air time for candidates and for other reforms that reduce the cost and increase the flow of political communication; that open up the political process to more competition; and that facilitate and encourage voter participation.

The Foundation Center <http://fdncenter.org/>

The Leadership Institute

<http://www.leadershipinstitute.org/02TRAINING/training.htm>

National Association of Independent Colleges and Universities (NAICU): Your Vote, Your Voice National Campus Voter Registration Project Organizing Handbook <http://www.naicu.edu>

Youth Service America Tip Sheets: http://www.ysa.org/tip_sheet/tip_sheet.cfm

Research: University Centers and Think Tanks

The Center for Democracy and Election Management at American University <http://www.american.edu/internationalaffairs/cdem/> maintains that "Election management" is one of the least studied subjects in political science. Indeed, when political scientists analyze elections, they generally think about polling, politics, parties, and constitutional design. The study of the administration of elections is critical in developing countries because accidents often occur at the intersection between administrative incapacity and suspicion among the political parties.

DEMOS <http://www.demos-usa.org/> is a non-partisan, non-profit public policy research and advocacy organization based in New York City. Demos is committed to a long-term effort to reframe and redesign policy and politics to meet the complex challenges of the 21st century, and seeks to bring everyone into the life of American democracy and to achieve a broadly shared prosperity characterized by greater opportunity and less disparity. The Demos website has numerous papers and journals on democracy and democratic electoral reform, and has an extensive list of Help America Vote Act (HAVA) resources and studies.

The Institute for Politics Democracy and the Internet <http://www.democracyonline.org/> at the **George Washington University** Graduate School for Political Management believes that there is room in the exceptionally malleable and decentralized multimedia environment referred to as "the Internet" for a variety of politi-

cal voices to be heard, and for a profusion of political entities (parties, interest groups, personal followings) to coexist. The Graduate School of Political Management (GSPM) <http://www.gwu.edu/~gspm> prepares students for participation in democratic politics, encouraging critical thinking and providing them with the knowledge and skills necessary to succeed in professional careers in applied politics. The GSPM also seeks to advance professionalism in politics by assisting the careers of its alumni, by generating knowledge in the field, by lauding appropriate professional conduct so as to promote ethics and professional standards, and by advancing awareness of democratic values and traditions of fair play.

Harvard University Institute of Politics at the John F Kennedy School of Government <http://www.ksg.harvard.edu/iop/>, was created as a living memorial to President John F. Kennedy, to inspire undergraduate students to enter careers in politics and public service, and to promote greater understanding and cooperation between the academic community and the political world. The website includes surveys of youth political attitudes and lecture/event schedule.

Independent Sector <http://www.independentsector.org/> America's "Independent Sector" is a diverse collection of more than one million charitable, educational, religious, health, and social welfare organizations. It is these groups that create, nurture, and sustain the values that frame American life and strengthen democracy.

The League of Women Voters' E-library <http://www.lwv.org/elibrary/index.html> features publications, historical documents and video archives of the League of Women Voters of the United States (LWVUS)-the national League membership and political action organization-and the League of Women Voters Education Fund (LWVEF)-a citizen education and research organization. On this website you can find League publications on Election Reform, Campaign Finance Reform, Social Policy, Voter Information and much more. Most of the Leagues publications are available, in their entirety, on the site. Other publications are available for purchase through the League.

The Center for Information and Research on Civic Learning and Engagement (CIRCLE) <http://www.civicyouth.org/> at the **University of Maryland's** School of Public Affairs promotes research on the civic and political engagement of Americans between the ages of 15 and 25. Although CIRCLE conducts and funds research, not practice, the projects that we support have practical implications for those who work to increase young people's engagement in politics and civic life. CIRCLE is also a clearinghouse for relevant information and scholarship.

The Gerald R Ford School of Public Policy at the University of Michigan <http://www.fordschool.umich.edu/> emphasizes an interdisciplinary approach to problem solving, drawing on the methodologies of several disciplines that enable students to appreciate the complexity of public issues and their solutions.

The Annenberg Public Policy Center at the University of Pennsylvania <http://www.appcpenn.org/> conducts ongoing evaluations of the quality of contemporary political discourse and has become a leading authority on political campaigns, advertising and speeches. Polls and issue papers are available on a number of political topics including political communications, the Internet, and women and leadership. The Student Voices program <http://student-voices.org/> encourages the civic engagement of young people by bringing the study of a local political campaign into the classroom. Working with school systems throughout the country, the project helps high school students study the issues and candidates in their city's mayoral campaign.

The Eagleton Institute of Politics at Rutgers University <http://www.eagleton.rutgers.edu/> explores state and national politics through research, education, and public service, linking the study of politics with its day-to-day practice. Eagleton con-

venes conferences and other forums for the general public. In addition, Eagleton undertakes projects to enhance political understanding and involvement, often in collaboration with politicians, government agencies, the media, non-profit groups, and other academic institutions.

The University of Virginia's Center for Politics <http://www.centerforpolitics.org/> promotes the value of politics and seeks to improve civic education and increase civic participation through comprehensive research, pragmatic analysis, and innovative educational programs. The Youth Leadership Initiative involves public and private schools from across the country in technology-based civics education projects and resources located on the YLI website at www.youthleadership.net. Approximately a quarter of a million students have participated since its inception as a pilot project in 1999.

The Crystal Ball <http://www.centerforpolitics.org/crystalball/> maintains a complete website analyzing the races and candidates for President, Senate, House and Governor, updated frequently as the election draws nearer. The Crystal Ball was created as much for political junkies as for students; as such, there are a slew of other resources for academics and educators. The CB Classroom includes a "tips and suggestions" section for students researching political campaigns. Plus, in order to help teachers bring the CB to students, the Center's Youth Leadership Initiative created several lesson plans that complement the Crystal Ball. The Crystal Ball also has various charts, maps, and essays on topics ranging from the key factors in presidential elections to the history of midterm elections.

University of Washington Center for American Politics and Public Policy <http://depts.washington.edu/ampol/> is a focal point for the study of politics and policy processes in the United States. On this site, you will find extensive information about past and current research projects, available datasets, and teaching programs and tools.

Yale University Institution of Social and Policy Studies

<http://www.yale.edu/isps/> strives to facilitate interdisciplinary inquiry in the social sciences and research into important public policy arenas. Voter mobilization experiment reports and publications can be found at <http://www.yale.edu/isps/publications/voter.html>

Research: Preparing a Campaign

The American Association of Political Consultants (AAPC)

<http://www.theaacpc.org/> is a bipartisan organization of political professionals. Association membership consists of political consultants, media consultants, pollsters, campaign managers, corporate public affairs officers, professors, fund-raisers, lobbyists, congressional staffers and vendors and is open to everyone associated with politics from the local level to the White House.

Campaign Training Programs

ACORN <http://acorn.org/getinvolved/training.html> works with the American Institute for Social Justice (AISJ or The Institute) to provide training programs designed for groups which are struggling to build and mobilize a constituency for change needed to transform poor communities. AISJ can work with your group to help get more community people involved in your organization. Training and technical assistance on community organizing is available for groups or organizations through the Institute. The Institute was created to educate and assist organizations serving low-and moderate-income neighborhoods (including CDC's, human service organizations, union locals, and coalitions) with community organizing skills and strategies. ACORN offices are located nationwide.

The **Center for Environmental Citizenship** Summer Training Academy and Training Tour http://www.envirocitizen.org/training_tour.html

Democracy Action Project <http://www.democracysummer.org>, a coalition of civil rights, election reform and activist groups, sponsors Democracy Summer, a weeklong event for young people committed to bettering our democracy. Democracy Summer gives young people from all over the country the skills and knowledge necessary to be a true pro-democracy activist. The program includes electoral justice issues, civil rights, campaign finance laws, ballot access, and disenfranchisement; trainings in grassroots organizing, media work, lobbying, event planning and coalition building, and action.

The Leadership Institute <http://www.leadershipinstitute.org/02TRAINING/training.htm>

Student PIRGS <http://www.uspirg.org/uspirgeducationfund.htm>

The United States Student Association (USSA) <http://www.usstudents.org/foundation/>

Working with Elected Officials

The **Campaign for Young Voters** <http://www.campaignyoungvoters.org/> assists candidates for public office in their efforts to reach out and engage younger voters. Drawing on extensive field research concerning young adults' views about politics, elections and government, CYV publishes a Toolkit and suggested campaign practices and materials to assist candidates at all levels in dealing with young adults about political participation and voting.

The **National Association of Secretaries of State (NASS)** <http://www.nass.org/> is the oldest professional, nonpartisan organization of public officials in the United States. The association leads the debate on improving voter registration processes, increasing government services available over the Internet and promoting election reform policies at the state and national levels. In addition to election reform, the secretaries of state promote ideas and programs that will encourage citizens to register, vote and volunteer their time on Election Day. The Vote America nationwide outreach campaign seeks to improve the quality of the elections process for all involved. Moreover, NASS members have targeted programs that will increase young people's awareness of the democratic process. As part of this effort, the New Millennium Project was initiated in 1999 with a study on the voting behaviors of the nation's youth. The New Millennium Project continues in its second phase as the secretaries work to engage younger voters in the electoral process through the use of youth-friendly initiatives, and by seeking non-traditional locations to offer voter registration resources to this age group. The NASS website lists contact information for every state's Secretary of State office.

Youth Service America Tip Sheets: http://www.ysa.org/tip_sheet/tip_sheet.cfm

Voting Advocacy and the Help America Vote Act (HAVA) of 2002

Arsalyn Project <http://www.arsalyn.org> is a non-partisan program of the Ludwick Family Foundation dedicated to promoting youth civic and political engagement. Arsalyn offers technical assistance, peer exchanges, civic education, online resources, conferences and special projects to young people and organizations dedicated to promoting youth civic and political engagement. To further this end we attempt: to foster among young citizens an appreciation of the value of each citizen's informed vote to the maintenance of true democracy in a representative government; and to encourage participation in the voting process as a right, a responsibility and an opportunity. Arsalyn is firmly committed to providing a non-partisan, non-issue-based forum to promote inclusiveness and participation for all.

Center for Voting and Democracy (CVD) <http://www.fairvote.org/> is dedicated to fair elections where every vote counts and all voters are represented. As a catalyst for reform, CVD conducts research, analysis, education and advocacy to build understanding of and support for more democratic voting systems. CVD promotes full representation as an alternative to winner-take-all elections and instant runoff voting as an alternative to plurality elections and traditional runoff elections. The CVD website is an archive of voting reform research and reports in the past decade, and includes an online library.

Cato Institute <http://www.cato.org/research/crg/elections.html> is named for Cato's Letters, a series of libertarian pamphlets that helped lay the philosophical foundation for the American Revolution. The Cato Institute seeks to broaden the parameters of public policy debate to allow consideration of the traditional American principles of limited government, individual liberty, free markets and peace. Toward that goal, the Institute strives to achieve greater involvement of the intelligent, concerned lay public in questions of policy and the proper role of government.

DEMOS <http://www.demos-usa.org/>

Electionline.org <http://www.electionline.org> produced by the Election Reform Information Project at the University of Richmond, is the nation's only non-partisan, non-advocacy website providing up-to-the-minute news and analysis on election reform. Electionline.org is the first stop on the Internet for any election reform information you're seeking. Among the site's features: Data: A reference guide to the field of elections, including laws and regulations, information on state and local election administration, and commentary on how it all fits together to form the current state of elections in America. News: A source for the latest on election reform, including reports on legislation, litigation, commission/task force reports, and commentary on the "state of play" on election reform. Analysis: A look beyond current practice and current events toward new ideas on election reform, including reports on research, best practices, opinion surveys, and commentary on how the election reform issue might change in the future. Up to date information on states' compliance with **Help America Vote Act (HAVA)**, and other election reform reports, surveys, and resources.

International Federation of Election Systems (IFES)

http://www.ifes.org/new_initiatives/US_elections.htm IFES provides expertise in: Election administration and training, Civil and voter registry development and technology management, Mapping and redistricting strategies, Drafting and reviewing electoral codes, Voter and civic education, Building associations of election officials, Fostering participation of historically disadvantaged groups and people with disabilities, Adjudication of election disputes, Election observation, Campaign techniques, Political finance review, Capacity building and professional development of election officials. IFES has compiled Help America Vote Act (HAVA) resources and election reports on the St. Louis and Miami 2002 elections at http://www.ifes.org/new_initiatives/US_elections.htm

League of Women Voters Education Fund <http://www.lwv.org/>

The "**Help America Vote Act of 2002**" (HAVA) impacts every part of the voting process, from voting machines to provisional ballots, from voter registration to poll worker training. This introduction http://www.lwv.org/where/promoting/voting-rights_hava_recom.html is designed to assist citizen activists, concerned organizations, and government officials in implementing the new law in ways that will ensure the enfranchisement of all eligible citizens and encourage efficient administrative practices. Concerned citizens should contact the League of Women Voters for further information.

National Association of County recorders, Election Officials and Clerks (NACRC) <http://www.nacrc.org/> is a professional organization of elected and

appointed county administrative officials, and the largest affiliate of the National Association of County Officers (NACO) <http://www.naco.org>, whose Expand Democracy in America campaign will help improve the nation's election system by getting more Americans to work at the polls and by broadening voter education. The campaign, undertaken in response to the weaknesses revealed in the November 2000 election, has two parts: "Work at the Polls" and "Voting is Easy."

The National Association of Secretaries of State (NASS) <http://www.nass.org/>

National Conference of State Legislatures <http://www.ncsl.org/programs/leg-man/elect/taskfc/elecreflinks.htm> was founded in 1975 with the conviction that legislative service is one of democracy's worthiest pursuits. Representing the citizens of a district and the people of a state is the very essence of free government. NCSL is recognized as the pre-eminent bipartisan organization dedicated to serving the lawmakers and staffs of the nation's 50 states, its commonwealths and territories. It is recognized nationally for its leadership. With a focus on service, NCSL is a source for research, publications, consulting assistance, meetings and seminars. This website includes comprehensive links to electoral reform.

Project Vote <http://www.projectvote.org/> registers, educates, and mobilizes low-income and minority citizens to vote. Project Vote's mission is focused on building voter registration, education, and mobilization networks. Project Vote mobilizes new and infrequent voters around issues that are important to their families and communities, thus giving previous non-voters a reason to vote. The increasing presence at the polls of low-income and minority voters continues to make a difference year after year.

Voting Reference Resources

Federal Election Commission <http://www.fec.gov/> administers and enforces the Federal Election Campaign Act (FECA)-the statute that governs the financing of federal elections. The duties of the FEC, which is an independent regulatory agency, are to disclose campaign finance information, to enforce the provisions of the law such as the limits and prohibitions on contributions, and to oversee the public funding of Presidential elections.

Library of Congress Thomas Legislative Information on the Internet <http://thomas.loc.gov/> includes searchable databases such as Bill Text, Congressional Record Text, Bill Summary & Status, the Congressional Record Index, and the Constitution (now found, along with other historical Congressional documents, under the "Historical Documents" category on the THOMAS home page).

US Census <http://www.census.gov/> (for voting data. See <http://www.census.gov/population/www/socdemo/voting.html>) collects information on reported voting and registration by various demographic and socioeconomic characteristics is collected for the nation in November of congressional and presidential election years in the Current Population Survey (CPS). Projections of the voting-age population by age, race, Hispanic origin, and gender derived from administrative data are also produced every other year in anticipation of the elections.

Campaign Finance Issues

Common Cause <http://www.commoncause.org/> is a nonprofit, nonpartisan citizen's lobbying organization promoting open, honest and accountable government. Supported by the dues and contributions of over 250,000 members in every state across the nation, Common Cause represents the unified voice of the people against corruption in government and big money special interests.

Democracy Matters <http://www.democracymatters.org/> informs and engages college students and communities in efforts to strengthen our democracy. With campus-

based chapters throughout the country, Democracy Matters focus on the issue of private money in politics and other pro-democracy reforms. Democracy Matters in this way encourages the emergence of a new generation of reform-minded leaders.

Federal Election Commission <http://www.fec.gov/> administers and enforces the Federal Election Campaign Act (FECA)-the statute that governs the financing of federal elections. The duties of the FEC, which is an independent regulatory agency, are to disclose campaign finance information, to enforce the provisions of the law such as the limits and prohibitions on contributions, and to oversee the public funding of Presidential elections.

Founded in 1994, the **National Voting Rights Institute** <http://www.nvri.org/> is a prominent legal center in the campaign finance reform field. Through litigation and public education, the Institute aims to redefine the issue of private money in public elections as the nation's newest voting rights barrier, and to vindicate the constitutional right of all citizens, regardless of their economic status, to participate in the electoral process on an equal and meaningful basis.

Local legal

Secretary of State for your state: **The National Association of Secretaries of State (NASS)** <http://www.nass.org/>

County Voting Information: National Association of County Recorders, Election Officials and Clerks (NACRC) <http://www.nacrc.org/> is a professional organization of elected and appointed county administrative officials, and the largest affiliate of the National Association of County Officers (NACO) <http://www.naco.org>.

City Clerk Many city elections are administered by county officials, but city clerks may also administer elections and hold database records. There is no national association of city clerks, but many belong to the **International Association of Clerks, Recorders, Election Officials, and Treasurers (IACREOT)** <http://www.iacreot.com/> which is a forum for the free exchange of information, resulting in improved standards for serving the public. Professionalism in public service, openness, and good fellowship are goals of the organization. Members are governmental officials whose responsibilities fall into one of four areas-finance, land records, courts, and elections. Each of the four areas is a specific division with its own director and education programs.

National League of Cities (NLC) http://www.nlc.org/nlc_org/site/ is the oldest and largest national organization representing municipal governments throughout the United States. Its mission is to strengthen and promote cities as centers of opportunity, leadership, and governance. Working in partnership with 49 state municipal leagues, NLC serves as a national resource to and an advocate for the more than 18,000 cities, villages, and towns it represents. Website includes a list of all state leagues and NLC groups.

Department of Justice <http://www.usdoj.gov/crt/voting/index.htm> The Voting Section is an office within the Civil Rights Division at the Department of Justice charged with enforcement of federal voting right statutes. The Voting Section conducts administrative review of voting practices and procedures and undertakes investigations and litigation throughout the United States and its territories. **National Youth Courts** <http://www.youthcourt.net> (NYCC) at the American Probation and Parole Association (APPA) serves as a central point of contact for youth court programs across the nation. NYCC serves as an information clearinghouse, provide training and technical assistance, and develop resource materials on how to develop and enhance youth court programs in the United States.

Southern Poverty Law Center (SPLC)

http://www.tolerance.org/dig_deeper/dtl/index.html Everyday citizens—those who

are most harmed by poorly created voting districts—can become the driving force behind the **redistricting process**. Don't let legislators and political parties determine your voting strength. Created in partnership with the Southern Regional Council, *Drawing the Line* explains the redistricting process and provides tools and techniques that can help you become a force for equity in your community, in your state and in the nation.

People for the American Way (PFAW) <http://www.pfaw.org> was established to meet the challenges of discord and fragmentation with an affirmation of “the American Way.” By this, we mean pluralism, individuality, freedom of thought, expression and religion, a sense of community, and tolerance and compassion for others. People For the American Way reaches out to all Americans to affirm that in our society, the individual still matters; that there is reason to believe in the future—not to despair of it—and that we must strengthen the common cords that connect us as humans and citizens. **The Election Protection (EP) Project** is a non-partisan, coalition effort with a simple goal: no more Floridas. EP works to make sure that every eligible voter casts a ballot that counts on Election Day. PFAW Foundation and our partner organizations aren't seeking post-election promises, excuses or law suits. We want same-day solutions to voting problems so that no voter is denied his or her right to vote—and we're ready and willing to make it happen ourselves.

Election Day

International Federation of Election Systems (IFES)
http://www.ifes.org/new_initiatives/US_elections.htm

Lawyers Committee on Civil Rights Under Law <http://www.lawyerscomm.org/> was formed in 1963 at the request of President John F. Kennedy to involve the private bar in providing legal services to address racial discrimination. The principal mission of the Lawyers' Committee is to secure, through the rule of law, equal justice under law. The Committee's major objective is to use the skills and resources of the bar to obtain equal opportunity for minorities by addressing factors that contribute to racial justice and economic opportunity. The Lawyers' Committee's primary focus is to represent the interest of African Americans in particular, other racial and ethnic minorities, and other victims of discrimination, where doing so can help to secure justice for all racial and ethnic minorities.

Leadership Conference on Civil Rights Education Fund
<http://www.civilrights.org/about/lccref/> The Leadership Conference on Civil Rights Education Fund (LCCR/EF) is an independent, non-profit, tax-exempt, research organization established to support educational activities relevant to civil rights, and a sister organization to the Leadership Conference on Civil Rights.

National Asian Pacific American Legal Consortium (NAPALC)
<http://www.napalc.org/programs/votingrights/index.html> works to eliminate discriminatory barriers to the participation of Asian Pacific Americans in our nation's political process. This includes working to enforce the protection of the Voting Rights Act, encouraging voter registration through enforcement of the National Voter Registration Act, and providing analysis of Asian American electoral participation through exit polling. NAPALC and its Affiliates have worked to support policies that remove barriers to voting, such as defending the bilingual assistance provisions of the Voting Rights Act and the National Voter Registration Act against congressional proposals to repeal these laws.

People for the American Way (PFAW) <http://www.pfaw.org>. *The Election Protection (EP) Project*

US Department of Justice <http://www.usdoj.gov/crt/voting/index.htm>

Minority Voting Rights Resources

American Civil Liberties Union (ACLU)

<http://www.aclu.org/VotingRights/VotingRightsMain.cfm> “Our constitutional democracy rests on certain core principles,” says the ACLU's Nadine Strossen. “Every vote should be counted accurately, every vote should be counted equally, and no one should be denied the right to vote based on the color of his or her skin.”

Department of Justice, Civil Rights Division, Voting Section
<http://www.usdoj.gov/crt/voting/index.htm>

Women

The **Carrie Chapman Catt Center** at the Iowa State University <http://www.iastate.edu/~cccatt/> provides leadership development and educational opportunities for women and men interested in politics, public policy and administration, and public service through programs blending the resources and scholarship of the academic environment with the actual experiences of individuals in the public and private sectors.

The **Center for American Women in Politics** at the Eagleton Institute of Politics at Rutgers University <http://www.rci.rutgers.edu/~cawp/> - the website includes fact sheets on women in politics including state by state data and scholarly work on the gender gap in voting patterns and elected representation.

African American

Joint Center for Political and Economic Studies <http://www.jointcenter.org/> areas of study include politics and elections, social issues, economic policy issues, and international affairs. Through its research, its access to black leaders, and its consensus-building activities, the Joint Center has demonstrated for over a quarter of a century that blacks are a major force in the political arena.

NAACP Voter Education Project

http://www.naacp.org/work/voter/voting_rights.shtml is the nation's oldest and largest civil rights organization. Its half-million adult and youth members throughout the United States and the world are premier advocates for civil rights in their communities and monitor equal opportunity in the public and private sectors. Working with youth leaders, organizers and activists from all segments of the community, established national grassroots organizations, and individuals committed to community empowerment, NAACP Youth and College Division Voter Empowerment Program seeks to channel the energy of young African Americans between the ages of 18–30 in a positive direction to impact public policy affecting Black youth.

Operation Big Vote <http://www.bigvote.org/obv.htm> is one of the largest and most successful voter participation programs in the nation. The primary goals of OPERATION BIG VOTE (OBV) are to: increase black registration and turnout, educate black voters in ways to make their elected officials more responsive, and promote empowerment of African Americans through full voter participation.

The mission of the **Rainbow Coalition/PUSH** <http://www.rainbowpush.org> Citizenship Education Fund Public Policy Institute is to educate and empower citizens who have not traditionally participated in public policy discussions or decision making. The Public Policy Institute seeks to increase involvement and commitment to network building and grassroots political participation by providing seminars and workshops on public policy issues, and training sessions on voter education, voter registration, and other issues related to American Democracy and civic participation.

Southern Regional Council <http://www.southerncouncil.org/helpnet/index.html> since its founding in 1919 has engaged Southern communities on issues of democracy and race: promoting an end to the all-white primary in the 1940s, establishing state human relations councils to help desegregate Southern schools in the 1950s, and founding the Voter Education Project, which registered more than two million African American voters in the 1960s

Latino

ASPIRA <http://www.aspira.org/> The ASPIRA Association is an organization that promotes the empowerment of the Puerto Rican and Latino community. ASPIRA develops and nurtures the leadership, intellectual, and cultural potential of its youth so that they may contribute their skills and dedication to the fullest development of the Puerto Rican and Latino community everywhere. The ASPIRA Association empowers the Puerto Rican and Latino community through advocacy and the education and leadership development of its youth.

The **Congressional Hispanic Caucus Institute** <http://www.chci.org/> mission is to develop the next generation of Latino leaders. CHCI seeks to accomplish its mission by offering educational and leadership development programs, services, and activities that promote the growth of its participants as effective professionals and strong leaders. CHCI's vision is an educated and civic-minded Latino community who participates at the local, state, and federal policy decision-making levels.

Mexican American Legal Defense and Education Fund (MALDEF) <http://www.maldef.org/> is the leading nonprofit Latino litigation, advocacy and educational outreach institution in the United States. MALDEF's mission is to foster sound public policies, laws and programs to safeguard the civil rights of the 40 million Latinos living in the United States and to empower the Latino community to fully participate in our society.

National Association of Latino Elected Officials (NALEO) <http://www.naleo.org/> is the leading organization that empowers Latinos to participate fully in the American political process, from citizenship to public service. NALEO carries out this mission by developing and implementing programs that promote the integration of Latino immigrants into American society, developing future leaders among Latino youth, providing assistance and training to the nation's Latino elected and appointed officials and by conducting research on issues important to the Latino population.

National Association of Latino Fraternal Organizations (NALFO) <http://www.nalfo.org/> is an umbrella council for Latino Greek Letter Organizations. NALFO promotes and fosters positive interfraternal relations, communication, and development of all Latino Fraternal organizations through mutual respect, leadership, honesty, professionalism and education.

National Council of La Raza (NCLR) <http://www.nclr.org/>

National Hispana Leadership Institute <http://www.nhli.org/> recruits participants who are diverse, talented and accomplished. It complements and builds upon other training programs by integrating personal growth with formal courses of study. By examining how as Hispanics and women they have historically looked at community issues, they prepare to reach out and build bridges with other groups of society.

SouthWest Voter Registration Education Project (SVREP) <http://www.svrep.org/> is committed to educate Latino communities across the Southwest about the democratic process, the importance of voter registration, and voter participation. At its core is its mission to politically empower Latinos by increasing civic engagement in the American electoral system. This can only be attained through the strengthening and exercising of the fundamental right to vote. Thus, SVREP's motto: "Su Voto Es Su Voz" (Your Vote is Your Voice).

United States Hispanic Leadership Institute <http://www.uskli.com/> With over 185,000 past, present and future leaders participating in our local, regional and national leadership development programs to date, USHLI leads the nation in the field of leadership development. USHLI offers programs for high school and college students, grassroots community leaders, local public officials, and candidates for public office.

Asian-Pacific American

National Asian Pacific American Legal Consortium (NAPALC) <http://www.napalc.org/> NAPALC Bilingual Voting Assistance: How to Use the Voting Rights Act Handbook (Available in Chinese, English, Japanese, Korean, Tagalog, Vietnamese) This must have handbook provides community leaders and other interested parties with critical information concerning the implementation of Section 203 of the Voting Rights Act. The handbook reflects the newly covered jurisdictions and languages under Census 2000.

Organization of Chinese Americans (OCA) <http://www.ocanatl.org/>

Sexual Orientation

Gay Lesbian Straight Education Network (GLSEN) <http://www.glsen.org> is the leading national organization fighting to end anti-gay bias in K–12 schools. GLSEN strives to assure that each member of every school community is valued and respected regardless of sexual orientation or gender identity/expression.

Human Rights Campaign (HRC) <http://www.hrc.org/> the largest national lesbian and gay political organization, envisions an America where lesbian and gay people are ensured of their basic equal rights—and can be open, honest and safe at home, at work and in the community. HRC has more than 450,000 members, both gay and non-gay—all committed to making this vision a reality. With a national staff, volunteers and members throughout the country, HRC: lobbies the federal government on gay, lesbian and AIDS issues; educates the public; participates in election campaigns; organizes volunteers; and provides expertise and training at the state and local level.

National Gay Lesbian Task Force <http://www.nglftf.org/> has worked to eliminate prejudice, violence and injustice against gay, lesbian, bisexual and transgender people at the local, state and national level since its inception in 1973. As part of a broader social justice movement for freedom, justice and equality, NGLTF is creating a world that respects and celebrates the diversity of human statement and identity where all people may fully participate in society.

Disabled

National Coalition of Students with Disabilities <http://www.ncsd.org/> Our organization is a coalition of collegiate disability rights student groups on campuses across the nation. We provide free legal advice and assistance to students with disabilities confronting disability discrimination. In 1999, we won a victory at the United States Supreme Court which requires public collegiate disability services offices to provide voter registration on campus and thus makes it easier for students with disabilities to register to vote.

Current and Ex-Offenders

American Civil Liberties Union (ACLU) <http://www.aclu.org/VotingRights/VotingRightslist.cfm?c=167> State by state work to help ex-offenders navigate through the lengthy and complicated application process of restoring their voting rights.

NAACP

<http://www.naacp.org/work/voter/reenfranchisement.shtml> America's penal system is built on the premise that offenders can repay their debt to society and return as fully rehabilitated individuals. But an estimated 3.9 million Americans, or one in 50 adults, have permanently or currently lost the ability to vote because of a felony conviction. Permanent disenfranchisement fundamentally negates the principle of rehabilitation. Rehabilitated individuals enjoy the restoration of every right-except voting. Because voting is integral to being a productive member of society America should be encouraging rehabilitated felons to vote, not prohibiting them.

Religious

Interfaith Alliance <http://www.interfaithalliance.org> is a nonpartisan organization comprised of people of faith and good will from over 50 faith traditions. Working with its local Alliances, National Religious Leaders Network, and other collegial organizations, The Interfaith Alliance promotes informed participation in the electoral process through its "Call To a Faithful Decision" program.

Youth Rights, Youth-led Political Participation Movements

Millennial Politics.com <http://www.millennialpolitics.com> Millennial Politics.com is a site dedicated to educating people about youth activism and generational politics. Millennial Politics.com publishes a weekly newsletter and organizes a clipping service for articles on youth activism. Millennial Politics organizes "Coffee and Politics" meetings and even book clubs in cities across the US and is publishing a book on youth activism and on Millennial Generation politics.

Mobilizing America's Youth <http://www.m-a-y.org> (MAY) is paving the highway to youth empowerment. MAY is partnering with many organizations across America to get all youth (ages 18–30) more excited about politics through involving them in the legislative process. By 2004, MAY will plan and implement the largest mobilization effort of young adults in recent American history. This national series of events will mobilize thousands of youth from their hometowns to Washington DC where they will lobby for a legislative agenda bettering their lives. This agenda will be debated and voted upon at the National Conference being held April 10–13th, 2003 in Washington DC. It is time for the future leaders of America to wake-up today and realize there is no better time than now to begin making history.

National Youth Rights Association (NYRA) <http://www.youthrights.org> is America's largest and most successful youth rights organization. NYRA supports empowerment and rights for all youth including such issues as lowering the drinking age, lowering the voting age, repealing curfews, and combating age discrimination.

Party Y <http://www.party-y.org/> is a coalition of young American leaders (all in their 20s) who joined together in 2002 to launch a new independent political youth party dedicated to meeting the needs of America's under-30 population. Not a traditional "third party", we are instead a web/media-based "virtual party" designed to link up young voters with equally young political candidates (all under-30) around the country. "All-partisan" in nature, Party Y does not adhere to any single political philosophy and welcomes all young Americans under the age of 30 (no matter what their political affiliation) as party members and aspiring political candidates.

Reform America, Inc. <http://www.reformamericainc.org> (RAI) has been formed with the purpose of developing the leadership skills of young Americans while engaging the young people of America in a drive towards reforming the voting systems and other entrenched but undemocratic institutional procedures in United States. RAI is determined to show the country that America's youth are ready to make a difference where it counts.

Third Millennium <http://www.thirdmil.org/>, a national Generation X nonpartisan, nonprofit advocacy group, was launched in 1993 by young adults to offer solutions to long-term problems facing the United States. Their goal is to redirect the country's attention from the next election cycle to the next generational cycle, and so inspire young adults to action. In 2000, Third Millennium's "Neglection 2000?" project is an effort to help develop strategically viable political strategies for campaigns that reach out to young adults.

Students/Curriculum

Local resources - For your local state Board of Education standards, see the Federal Department of Education <http://www.ed.gov/>, which includes state and local resource links at <http://www.ed.gov/topics/topicsTier2.jsp?type=t&top=Education+Resources&subtop=State+%26+local>

Campus Compact <http://www.compact.org>

Constitutional Rights Foundation <http://www.crf-usa.org/> is a non-profit, nonpartisan, community-based organization dedicated to educating America's young people about the importance of civic participation in a democratic society. Under the guidance of a Board of Directors chosen from the worlds of law, business, government, education, the media, and the community, CRF develops, produces, and distributes programs and materials to teachers, students, and public-minded citizens all across the nation.

Freedom's Answer <http://www.freedomanswer.net/faculty.curriculum.shtml> The Freedom's Answer curriculum presents a short but thorough course on the history and process of voting in America. The curriculum provides educators with a wide range of lesson options: four in-depth lesson topics from the ***Center for Civic Education***, five lesson plans from ***Newspapers in Education*** and four lesson concepts from ***Kids Voting USA*** and ***five Youth Leadership Initiative*** lessons. The curriculum assists educators in utilizing Freedom's Answer as a meaningful service/experiential learning project with classroom instruction.

Kids Voting USA <http://www.kidsvotingusa.org/> gives young people knowledge, tools and motivation for democratic living as part of their basic education. Students also take part in an authentic voting experience that mirrors the official voting process. Kids Voting USA's acclaimed curricula includes: Civics Alive!, the K–12 core curriculum, and Destination Democracy, a high school service-learning curriculum that connects community service projects with the political process.

National Association of Independent Colleges and Universities (NAICU): Your Vote, Your Voice National Campus Voter Registration Project Organizing Handbook <http://www.naicu.edu>

Project 540 <http://www.project540.org> gives 100,000 students nationwide the opportunity to talk about issues that matter to them and to turn these conversations into real school and community change. Project Leaders can access the leadership area for project guides, important updates, and ways to keep in touch. Participating students from around the country can join the National Dialogue online to talk about their Civic Action Plans and share thoughts about the project. To learn about our schools, see the map of project sites.

Student PIRGs <http://www.studentpirgs.org/>

The ***Student Voices*** program <http://student-voices.org/> at the Annenberg Center for Public Policy at the University of Pennsylvania encourages the civic engagement of young people by bringing the study of a local political campaign into the classroom. Working with school systems throughout the country, the project helps high school students study the issues and candidates in their city's mayoral campaign.

Take Your Kids to Vote <http://www.takeyourkidstovote.org/> How can parents play a role in increasing voter turnout in future elections? Here's one answer: On Election Day, Take Your Kids to Vote! That is the message from the Council for Excellence in Government's Partnership for Trust in Government, a collective of 34 leading organizations from industry, labor, civic, nonprofit and media organizations that works to rebuild public respect and confidence in government. The National PTA and Kids Voting USA are also participating as organizing partners.

US Student Association <http://www.usstudents.org/main.asp>

The **Youth Leadership Initiative** at the University of Virginia's Center for Politics involves public and private schools from across the country in technology-based civics education projects and resources located on the YLI website at www.youth-leadership.net.

Running for Office

The Campaign for Young Voters <http://www.campaignyoungvoters.org/>

Leadership Institute: Campus Leadership Program <http://www.leadershipinstitute.org>

Party Y <http://www.party-y.org/>

Democracy Advocacy Training/Summer Programs

Bert Corona Leadership Institute <http://www.bcli.info/> is a premiere leadership institute for migrant and immigrant populations across the United States, and in the Americas. Special emphasis is placed on youth, civic participation, citizenship, and the political process. The Experience in Democracy Leadership Program provides migrant and immigrant participants, youths and adults, the opportunity to experience and gain a better understanding of the internal workings of the United States government, its agencies, labor, and business organizations that directly affect their communities.

The **Center for Environmental Citizenship Campus Leadership Summits** <http://www.envirocitizen.org> are student-run gatherings that focus on training students & their campus groups in campaign skills, providing issue briefings on pressing regional issues, networking students to each other and to resources, and much more.

The **Close Up Foundation** <http://www.closeup.org>, a nonprofit, nonpartisan organization, informs, inspires, and empowers people to exercise the rights and accept the responsibilities of citizens in a democracy. Close Up connects individuals of all ages to their communities and institutions through challenging educational programs and products. By building partnerships with the education community, the private and philanthropic sectors, and all branches and levels of government, we make civic participation a dynamic and meaningful experience.

Democracy Action Project <http://www.democracysummer.org>, a coalition of civil rights, election reform and activist groups, sponsors Democracy Summer, a week-long event for young people committed to bettering our democracy. Democracy Summer gives young people from all over the country the skills and knowledge necessary to be a true pro-democracy activist. The program includes electoral justice issues, civil rights, campaign finance laws, ballot access, and disenfranchisement; trainings in grassroots organizing, media work, lobbying, event planning and coalition building; and action.

Political Party Youth Groups

Campus Green Parties <http://www.greenparty.org/campus.html> Thanks to the candidacy of Ralph Nader and Winona LaDuke, thousands of college students

across the country have become engaged and invigorated with electoral politics and with the possibility of helping to build a real progressive third party in the United States. Along with various campus green parties, over 900 "Students For Nader/LaDuke" groups were formed on college campuses to organize the student movement for political reform. The energy, enthusiasm and force created by thousands of students is being channeled into a national organization of campus green parties. The Campus Greens will exist as a network of college green parties around the country that will advance the need for electoral reform, work on issue campaigns together, host speakers and trainers on different campuses and promote green ideals on every campus.

College Democrats of America <http://www.collegedems.org> In order to promote a better America, with equality, opportunity, and freedom within a just and strong society, we dedicate ourselves to organizing the participation of democratic college students across the nation. As college students, we call for action based on principles and for principles backed by action. As Democrats, we pledge ourselves to continue the great thoughts of our Party and to bring forth new ideas to keep the tradition alive. As citizens of today and leaders of the future, we shall strive to shape our party, communities, states, and nation. In this mission, we call for full participation without regard to sex, race, ethnic origin, religion, physical handicap, socioeconomic status, or sexual orientation. Understanding the importance of participation in the Democratic Party to the preservation of our values and principles, we pledge to organize and activate the latent people power of our nation's Democratic students to further the philosophy of the Democratic Party.

College Libertarians <http://www.lp.org> furthers the mission of the Libertarian Party: "Libertarians seek a return to the basic principles that made America great. We support an unfettered free market economy as the best way to provide abundance and prosperity for all. We defend America's traditional civil liberties and personal freedoms as the foundation of a tolerant society. We endorse a foreign policy of non-intervention, peace, and free trade as prescribed by America's Founding Fathers."

College Republican National Committee <http://www.crnconline.org> is the nation's largest, and oldest, Republican student organization. Founded more than 100 years ago, College Republicans have played a vital role in recruiting, educating, and involving many students each year in the Republican Party.

The **Young Democrats of America** <http://www.yda.org> (YDA) has been the official youth arm of the Democratic Party since 1932. Open to anyone under the age of 36 who affiliates with the Democratic Party, YDA is a nationwide grassroots organization with 42 chartered states and 780 local chapters. Our 43,000 plus membership reflects the broad diversity of our nation and the Democratic Party. This includes high school students, college students, young workers, young professionals and young families. All of the members have the interest of their community at heart and work hard to affect the democratic process.

Young Republicans Online Community Network <http://www.yrock.com> Today's Young Republicans are young professionals between the ages of 18 and 40, who belong to a nationwide network of like-minded individuals. As the nation's oldest and largest youth political society, Young Republicans enjoy a highly regarded reputation for the work done on campaigns, local events, and holding offices themselves. Young Republicans work hand in hand with other members of the Republican Party to continue the growth and development of Republicans throughout the country, as well as their respective communities.

Appendix A:

Sample First Meeting Agenda

Date, Meeting Host Contact Information

AGENDA

- I. Welcome**
- II. Introductions: name, organization, and current voting programs/past experience**
- III. National Youth Vote Coalition: History & Goals**
- IV. Youth Vote Coalition Research & Methods**
- V. 2003-2004 Ideas for Initiatives: upcoming election dates, issues, and plans**
- VI. Resolutions: Local Youth Vote Mission and meeting schedule**
- VII. Nominations/Elections:
Coalition Coordinator, Secretary, Media Coordinator**
- VIII. Next Steps?**

Appendix B: Sample Yearly Calendar

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	General Activities	Week from Election	Quarter
January				1	2	3	4	<p>Quarter 1 Activities: Hold Annual Retreat/Planning Session. Work with school systems and secondary education institutions (universities, colleges, and community colleges) to carry out continuous civic education. Contact research institutions about evaluation planning. Register age eligible high school seniors, conduct voting how-to. Conduct classroom programs/voter education. Table. Contact city/county officials about fall programs, begin planning for fall programs and events. Build press contacts. Build Coalition.</p>		Quarter 1
	5	6	7	8	9	10	11			
	12	13	14	15	16	17	18 Annual Retreat			
	19 Annual Retreat	20	21	22	23	24	25			
February	26	27	28	29	30	31	1			
	2	3	4	5	6	7	8			
	9	10	11	12	13 Coalition Meeting	14	15			
	16	17	18	19	20	21	22			
March	23	24	25	26	27	28	1			
	2	3	4	5	6	7	8			
	9	10	11	12	13 Coalition Meeting	14	15			
	16	17	18	19	20	21	22			
	23	24	25	26	27	28	29			
April	30	31	1	2	3	4	5	<p>Quarter 2 Activities: Update research and plan accordingly. Where are potential voters? How will this campaign reach them? When does voter registration close (if applicable)? Form alliances and recruit new coalition members. With school-focused groups, plan fall activities and key supporters. Ongoing voter registration and education programs in schools and summer school programs (consider using demonstration voting machines). Work with summer employment programs for youth. Inform research institutions of fall activities and collaboration potential. Plan, design, test voter education materials (flyers, brochures, posters, website development) and media placement (if part of annual plan). Keep monthly totals of newly registered voters, develop competitions between members, school clubs, fraternities, etc to register the most new voters.</p>	30	Quarter 2
	6	7	8	9	10 Coalition Meeting	11	12		29	
	13	14	15	16	17	18	19		28	
	20	21	22	23	24	25	26		27	
May	27	28	29	30	1	2	3		26	
School Year Ends	4	5	6	7	8 Coalition Meeting	9	10		25	
	11	12	13	14	15	16	17		24	
	18	19	20	21	22	23	24		23	
	25	26	27	28	29	30	31 School semester voter registration goal:??		22	
June	1	2	3	4	5	6	7		21	
Summer School Sessions	8	9	10	11	12 Coalition Meeting	13	14		20	
	15	16	17	18	19	20	21		19	
	22	23	24	25	26	27	28 Monthly voter registration goal ??	18		

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	General Activities	Week before Election	Quarter
July	29	30	1	2	3	4	5	Quarter 3 Activites: Voter identification and education phase. Put research on potential voters in place, refining phone bank and canvassing plans. Plan with Coalition to reach audiences. Together, make challenging but realistic voter registration goals for members and keep weekly and monthly totals updates. All coalition members should be aware of how the campaign is doing. Make a chart to track voter registration, and track on a map of your community as well. Plan tabling schedule for fall - recruit members and volunteers, and contact officials and partners for permission. Use local non-partisan voter guides for information. Registered voters can pledge to vote or self address a post card to remember to vote. Develop paperwork/reporting goals and tracking procedures.	17	Quarter 3
	6	7	8	9	10 Coalition Meeting	11	12		16	
	13	14	15	16	17	18	19		15	
	20	21	22	23	24	25	26 Monthly voter registration goal: ??		14	
August	27	28	29	30	31	1 CAMPAIGN BEGINS Phase 1: Voter identification and education	2 Contact media re: Kick Off Event(s)	Media contacts, planning for Kick Off Event (If having a Kick Off Event)	13	
Many people take vacations, plan accordingly for meetings and press events	3	4 Contact media re: Kick Off Event(s)	5 Contact media re: Kick Off Event(s)	6 Contact media re: Kick Off Event(s)	7 Contact media re: Kick Off Event(s)	8 Contact media re: Kick Off Event(s)	9	Contact media	12	
	10	11 Send out Press Release for Kick Off Event	12 Follow up with media about Kick Off Event. Check in with participants, staff.	13 Campaign Kick Off Event	14 Coalition Meeting: discuss event and upcoming planning	15	16 August voter registration goal: 150?? Volunteer recruitment goal??	Kick Off Event	11	
	17	18	19	20	21	22	23 Voter registration event: local tabling	Tabling and voter registration. Refine paperwork/reporting goals and tracking procedures. Doing a little paperwork every week will save time later, and help the coalition coordinator make a timely report to the full coalition on the accomplishments of the campaign. Keeping weekly numbers will also motivate the members and volunteers to improve each week, and will keep all members and volunteers aware of the campaign progress.	10	
	24	25	26	27	28 Coalition Meeting	29	30 August voter registration goal: 300??	Tabling and voter registration	9	
September	31 Phase 2: Voter Education continues	1	2	3	4	5 Voter registration event: local tabling	6	Tabling and voter registration	8	

School Year Begins	7	8 Classroom presentations: voter registration and education	9	10 Classroom presentations: voter registration and education	11 Coalition Meeting: Volunteer recruitment for tabling and phone bank adequate	12 Classroom presentations: voter registration and education	13 Weekly voter registration goal 100+ per week? **** Local tabling	Classroom presentations and tabling, volunteer recruitment	7	Quarter 3
	14	15 Classroom presentations	16	17 Classroom presentations	18 Tabling at college cafeteria, library, bookstore, etc	19 Classroom presentations ***** Local tabling	20 Weekly voter registration goal 100+ per week? **** Tabling at sporting event	Classroom presentations and tabling, volunteer recruitment	6	
	21 Debate or Event Preparation (applicable?), Phone Bank preparation	22 Classroom presentations	23	24 Classroom presentations	25 Coalition Meeting: Discuss event planning, canvassing, and phone bank ***** Tabling at college ***** Phone bank set up	26 Classroom presentations ***** Tabling at college ***** Phone bank set up	27 Weekly voter registration goal: 100+ per week?? ***** Phone bank begins 4:00-8:00pm	Phone Bank begins. Prepare for Canvassing. Classroom presentations and tabling continue. Prepare for Event/ Debate (if holding an event or debate).	5	
October	28 Phone Bank 4:00-8:00pm	29 Classroom presentations ***** Phone Bank 4:00-8:00pm	30 Phone Bank 4:00-8:00pm	1 Classroom presentations ***** Phone Bank 4:00-8:00pm	2 ***** Local tabling ***** Phone Bank 4:00-8:00pm	3 Classroom presentations ***** Local tabling ***** no phone or canvass on Fridays	4 Canvass begins 11:00am-6:00pm. Phone bank 4:00-8:00pm. ***** September voter registration goal: 500?? Weekly Phone Banking totals?	Phone Bank continues, Canvassing begins. Tabling and classroom presentations continue. Prepare for event, debate. Consider canvassing schedule and adjust to local realities as necessary. Continue tracking progress and sharing reported totals with Coalition.	4	Quarter 4
5 Canvassing: 1:00-7:00pm, Phone Bank 4:00-8:00pm	6 Classroom presentations. Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	7 Canvassing: 4:00-7:00 pm, Phone Bank 4:00-8:00pm	8 Classroom presentations, Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	9 Coalition Meeting: Prepare for Debate or Event ***** Tabling at college. Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	10 Classroom presentations ***** Tabling at college no phone or canvass on Fridays ***** DEBATE or EVENT	11 Weekly totals: Canvassing and Phones. Last week voter registration goal: 200?? ***** Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	Phone Bank, Canvassing continue. Classroom presentations and tabling continue. (Last week for voter registration - check local dates for voter registration closing.) Revise phoning and canvass lists to include all newly registered voters. Canvass and phones will now contact or re-contact only registered voters. Write and release press release on end of voter registration, coalition success (registration totals) and activities until Election Day.	3		

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	General Activities	Week before Election	Quarter
	12 Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	13 Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm. Distribute Press Release. Follow up with press contacts.	14 Voter Registration Closes. Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	15 Phase 3: Voter Mobilization/ GOTV Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	16 Coalition Meeting: announce voter registration totals ***** Tabling: information and education ***** Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	17 Tabling: information and education: where to vote and how? Who is running? What are ballot initiatives?	18 Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	Voter registration closes. At coalition meeting announce voter registration totals. Discuss remaining two weeks to campaign, address any issues about volunteer recruitment, goals, proceeding canvass/phone operations, event/debate turnout. Discuss maximizing media coverage for remaining weeks.	2	
	19 Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	20 Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	21 Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	22 Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	23 Coalition Meeting: Address remaining week's schedule ***** Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	24 Day Off	25 Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	Canvassing and Phone banking. Delegate to volunteer committee to plan Election Day appreciation and wrap up party - this should be held in a separate location. Coalition coordinator should not be responsible, should delegate planning. Hint: use youth participants to make sure party is appealing to all groups involved.	1	
November	26 Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	27 Daily program check-in ***** Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	28 Daily program check-in ***** Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	29 Daily program check-in ***** Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	30 Coalition Meeting ***** Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	31 Daily program check-in: roles and responsibilities last weekend and Election Day.	1 Canvassing: 11:00-7:00pm, Phone Bank 12:00-8:00pm	Canvassing and Phone banking. Plan election day positions and communications. Follow up on media contacts. Send Op-Ed pieces out.	0	
Delagate volunteer committee to plan appreciation event	2 Canvassing: 11:00-7:00pm, Phone Bank 12:00-8:00pm	3 Daily program check-in ***** GOTV Canvassing: 4:00-7:00pm, Phone Bank 4:00-8:00pm	4 Election Day. Hold volunteer wrap up event (all ages) to watch election returns.	5	6 Complete paperwork and reporting for coalition	7 Complete paperwork and reporting for coalition	8	Canvassing and Phone banking, Election Day Party. Completing the paperwork and reporting on totals reached and goals achieved will save time later trying to remember what was done, or track down reports later. Send out press release on goals achieved as soon as possible after the election.		
Hold wrap up meeting for year's events and plans. Set Annual retreat meeting plans in motion	9	10	11	12	13	14	15	Invite new recruit members to meeting to discuss and wrap up annual campaigns. Plan Annual retreat in January/February. Plan holiday party if appropriate.		
	16	17 Complete paperwork and reporting for coalition, remind coalition members next meeting.	18	19	20 Coalition Meeting: Annual wrap up	21	22	This annual plan includes voter registration year round, with monthly voter registration goals beginning in the summer months. Phone banking and canvassing begin five weeks from Election Day and include weekend and weekday shifts. With 15 phone volunteers making ~20 calls per hour for 4 hour shifts ~36,000 calls can be made. Phone lists can be revised and re-contacted. With 30 canvass volunteers (15 pairs) contacting 10 doors per hour for 4 hour shifts ~18,000 doors can be contacted. ***** For advice on effective ways to prepare and revise phone and canvass lists, and to connect those lists (to contact young voters door to door who had been called the previous week, for example) please contact the YouthVote Coalition national office.		
	23	24	25	26	27 Thanksgiving	28	29			
December	30	1	2	3	4	5	6			
Hold year-end celebration. Vacation	7	8	9	10	11	12 Holiday and thank you party	13			
	14	15	16	17	18	19	20			
	21	22	23	24	25	26	27			
	28	29	30	31						

Appendix D:

Sample Phone and Walk Sheets

Sample Phone Sheet

Name _____ Sex M F Date _____ Start time _____ Stop time _____

phone	fullname	Poll Location	Contact	Roommate	Machine	HangUp	NoAnswer	Moved	Bad	Parents	Minor	Busy
5142241689	ABBEY JONES	Westview Church			X							
5149934635	CHRISTOPHER SEPTER	Adel City Hall		X								
5144653135	CHRISTINA DOWD									X		
5149935455	ANDREA MEYER	Raccoon Valley Comm. Bldg								X		
5149999554	SUSAN COX								X			
5149872209	LINDSAY MCILHON	Clive Corp. Living Faith Lutheran Churc	X									
5149873240	JORDAN BOLEY				X							
5144382049	BRIANN LAWRENCE	Woodward City Hall										X
5149924255	JOSEPH BEJARNO	Dallas Ctr Legion Hall	X									
5144578593	JESSICA BRUCKHOFF								X			
5149871058	ERIN MOORHEAD									X		
5149875896	AMY KLUITER	Waukee Public Safety Bldg.			X							
5149931934	MARSALLYN ROYER						X					
5149874380	STEPHANIE GULICK	Clive Corp. Living Faith Lutheran Churc	X									
5149923578	DWAINE KELER											X
5149933981	JUSTIN COPELAND									X		
5148332839	AARON SWALLOW				X							
5149933322	SHANNON SEVERIDT	Adel City Hall			X							
5142336871	MEGAN CARTER								X			
5149871799	TIMOTHY NG	DMACC					X					
5149935212	KATHRYN BALDON	Adel City Hall								X		
5144652770	CHANEL MCKENZIE			X								
5149933463	DAVE TRYON	Adel City Hall						X				
5144654111	TONA MUSSON								X			
5149923416	EVA LINT	Dallas Ctr Legion Hall								X		
5149923243	NATHAN KIEFER				X							
5144653276	JENNA DOWD									X		
5149934334	ERIN MORK								X			
5149874524	JUSTIN FYFE									X		
5147953287	RYAN THOMPSON											
5148342291	BRADLEY WILLIAMS	DeSoto City Hall									X	
5144652470	ERIC CLARK				X							
5149923194	TODD PRUNTY	Dallas Ctr Legion Hall			X							
5144288235	ADAM BUGBEE	Washington Twp. School			X							
5143270475	MCKENZIE NELSON								X			
5149924170	BRIANNE GRAY			X								
5149923366	KARI SHIELDS	Dallas Ctr Legion Hall								X		
5149536287	JACOB HOWARD	DMACC			X							
5149878394	SARAH GOTTO									X		
5149992399	DAMIAN LIMOGES		X									
5148342552	CHARLES WALROD						X					

(All names and phone #'s have been changed)

Sample Walk Sheet

Name _____ Sex M F Date _____ Start time _____ Stop time _____

precinct	fullName	address	Contact	Roommate	GoAway	NotHome	Moved	Can't	Parents	Sibling
1340416409	TRISHIASWANSON	4390 ZENOBIA ST								
1340416409	CENDRAAGUIRRE	4487 ZENOBIA ST								
1340416409	SHAUNASAKURA	4401 WOLFF ST B								
1340416409	ANDREAPACHECO	4534 YATES ST								
1340416409	TIFFANYDIONNE	2807 FM 319								
1340416409	ZACKARIAHSLUSHER	10485 W 81ST PL								
1340416409	CHRISTOPHERFERNANDEZ	655 ALTER ST # 4-306								
1340416409	TERESAHITE	1864 CENTAUR CIR								
1340416409	SEANDURANT	4199 W 72ND AVE # 12-201								
1340416409	JEREMIAHGOBEN	4380 W 110TH CT								
1340416409	DANIELBOUGHTON	5391 S FEDERAL CIR APT N107								
1340416409	OLGAZARATE	4566 SHERIDAN BLVD				X				
1340416409	SPENCEREVANS	4157 KNOX CT								
1340416409	DARIANEFRIEND	3341 W 30TH AVE								
1340416409	RANDYMITCHELL	4426 WINONA CT					X			
1340416409	NICHOLASVOLLEBERG	4443 WINONA CT				X				
1340416409	PAIGEMURPHY	4443 WINONA CT				X				
1340416409	VICTORROSAS	4468 WINONA CT				X				
1340416409	AMANDAGREEN	4520 WINONA CT								
1340416409	MARKBIDDLECOM	4521 WINONA CT								
1340416409	ROCKYGALLEGOS	4588 WINONA CT				X				
1340416409	FELICIARODRIGUEZ	4322 YATES ST				X	X			
1340416409	JENNIFERGIBSON	4347 YATES ST				X				
1340416409	JENMERIDE	4421 YATES ST								
1340416409	TONYAHANNAGAN	4465 YATES ST							X	
1340416409	DARIOVALDEZ	4500 YATES ST				X				
1340416409	MARYMCDUGAL	4570 YATES ST				X				
1340416409	TIMOTHYMCDOUGAL	4570 YATES ST				X				
1340416409	SAMUELMORALES	4583 YATES ST				X				
1340416409	DREWBUCHHOLZ	4430 UTICA ST		X						
1340416409	JOHANABUCHHOLZ	4430 UTICA ST							X	
1340416409	WILLIAMPARKER	4436 UTICA ST								
1340416409	LAURABREKUS	4485 UTICA ST	X							
1340416409	GEDHECKLER	4485 UTICA ST							X	
1340416409	DANIELMARQUEZ	4520 UTICA ST					X			
1340416409	ZACKARYVANPROOYEN	4535 UTICA ST								
1340416409	CRYSTALBELL	4551 UTICA ST								
1340416409	STACYPUHL	4495 VRAIN ST					X			
1340416409	LAURAHERNANDEZ	4423 WOLFF ST								
1340416409	JOSHUACARSON	4509 WOLFF ST								
1340416409	SHANNAWAGNER	4520 WOLFF ST							X	
1340416409	TAMARAPENROSE	4550 WOLFF ST				X				
1340416409	GAYLEDAVILA	4568 WOLFF ST		X						
1340416409	MIGUELMEDINA	4572 WOLFF ST				X				
1340416409	PATRICKESBENSON	4349 ZENOBIA ST		X						
1340416409	COLINMCMANUS	4368 ZENOBIA ST							X	
1340416409	GARYRIVAS	4487 ZENOBIA ST					X			
1340416409	SONYANEUMAIAER	4526 ZENOBIA ST	X							
1340416409	ELDISAMONTOYA	4534 ZENOBIA ST		X						
1340416409	TERESMONTTOYA	4536 ZENOBIA ST				X				
1340416409	CHRISTOPHERTONEY	4560 ZENOBIA ST				X				

(All names and phone #'s have been changed)

Appendix E:

Sample Phone and Canvass Script

Approved Youth Vote Site Script

Edited by Carolyn Darrow 10/17/2002

Please use for phoning and canvassing.

—Hi, can I speak to (fullname)?

—Hello, this is _____ calling on behalf of the Youth Vote Coalition (pronounce slowly and clearly .. it is hard for most folks to understand the first time they hear it). I'm not calling to ask for money or to sell anything. Youth Vote Coalition is a non-partisan organization that encourages young people to vote.

Have you heard of the Youth Vote Coalition? If YES or NO: We are a national nonprofit organization established to increase participation, build responsive government, and promote awareness of the power of young people voting.

Would you like to know how to get nonpartisan information on the races in your area? If Yes: You can call a toll free number 1-888-Vote-Smart (1-888-868-3762) or visit www.youthvote.org.

Optional topics:

* Have you received your voter card in the mail? If NO: Do you know what ID you will need to show when you go to vote on Nov 5? (Make sure you have your state's requirements handy)

* Do you know how to find your polling location?

* If they ask you about the research you are doing or why you are doing this, please mention that in the past Youth Vote has shown that just asking youth to vote makes them 8–11 percentage points more likely to do so.

REMEMBER: you can discuss issues with people generally, in terms of pointing them towards websites or local media that will tell them more about it, but you must take a 'hands off' nonpartisan approach. DO NOT MENTION CANDIDATES. Try to listen to what the person is saying is important to them and link it to nonpartisan websites (www.vote-smart.org, www.dnet.org) that can give them more information on the candidates' stands. If someone is really asking you who you are going to vote for, please explain that Youth Vote is completely nonpartisan and you just can't talk about who to vote for, the most important thing is that they vote.

End with:

—Can we count on you to vote on November 2nd?

If NO: well, I'm sorry to hear that, I hope that you will vote, remind others to vote and help get out the youth vote!

If YES: Great! I hope you will remind others to vote, and thank you very much for getting out the youth vote!

Appendix F:

Outreach Methods Chart

Method	Time	Manpower	Costs	Effective	Interactive and Personal?	Comments
Canvassing by Volunteers			0 – \$	10–12% mobilization effect	Yes	Plan for last 3-4 weeks before election.
Canvassing by temporary staff			\$\$\$	10–12% mobilization effect	Yes	Plan for last 3-4 weeks before election.
Canvassing by temp agency			\$\$\$	10–12% mobilization effect	Yes	Plan for last 3-4 weeks before election. Use young temp workers.
Phone Bank local			Depends - \$\$	3–5% mobilization effect	Yes	Plan early. Can contact more people per hour than canvassers.
Tabling			0	Not known – low.	Yes	Begin early in campaign. Effective to register and educate voters.
Internet site			0 – \$\$\$	Not known	No – but can be interactive	Effective in educating voters and providing information to volunteers and Coalition members.
Alternative methods	?	?	0	Not known	Maybe	Try it!! Tell us your results!
Literature Drops: posters, flyers, brochures – handed out at tables. Door hangers, brochures handed out at doors.			\$\$\$	0-very low - hard to evaluate	No	Easy to design (use youth!) need volunteers to distribute. May reach targets, but unlikely to mobilize if not already planning to vote.

Method	Time	Manpower	Costs	Effective	Interactive and Personal?	Comments
Phone Bank professional			\$\$\$\$	0 – .5% – very low	No	May reach targets, but unlikely to mobilize unless phone script designed to be as interactive as possible, and not “telemarket-y”.
Email campaign			0 – \$\$	0 – very low –	No	May reach targets, but unlikely to mobilize. May be regarded as spam.
Radio			\$\$ – especially try local college radio	0 – Not fully known, expected low	No	Can be accurately placed for target demographic. Get youth volunteers involved in design, message.
TV			\$\$\$\$	0 – not fully known, expected low	No	Only useful to build name recognition, only successful if placed for demographic, which is expensive.
Direct Mail			\$\$\$	0 – very low	No	Not recommended for this audience.

