

The background of the entire page is a grayscale image of the American flag, showing the stars and stripes in a slightly blurred, draped manner.

# **Voter Resources**

*aascu*

**American Association of State Colleges and Universities**

# Voter Mobilization and Registration

## ***Your Voice Your Vote***

***Your Vote Your Voice*** handbook  
This resource is designed to encourage every member of the campus community to become a part of the voter registration project and to develop creative and effective ways to encourage voter registration and increase voter education. To address the apathy among young voters, and to enhance the citizenship training of the next generation of leaders, the Washington Higher Education Secretariat, of which AASCU is a member, organized the first National Campus Voter Registration Project in 1996 that developed this handbook. For copies of the handbook contact Heather Berg at [bergh@aascu.org](mailto:bergh@aascu.org).

## **Rock the Vote**

Rock the Vote is a nonprofit, nonpartisan organization, founded in 1990 in response to a wave of attacks on freedom of speech and artistic expression.

Rock the Vote engages youth in the political process by incorporating the entertainment community and youth culture into its activities.

From actors to musicians, comedians to athletes, Rock the Vote harnesses cutting-edge trends and pop culture to make political participation cool.

The goal of Rock the Vote's media campaigns and street team

activities is to increase youth voter turnout. Rock the Vote coordinates voter registration drives, get-out-the-vote events, and voter education efforts.

Rock the Vote's work doesn't end when the polls close. The organization empowers young people to create change in their communities and take action on the issues they care about. **[rockthevote.com](http://rockthevote.com)**

## **Do It On Campus . . . Campus Campaign/Rock the Vote**

Students all across the country have the right to vote, but they don't quite know what their rights really are. Is it okay that I'm not allowed to register to vote and vote where I go to school? Is it okay that I'm turned away? Is it okay? We've got the answers for you and we've got true stories of voter intimidation/suppression on campuses. We've posted things you can do to take action to ensure your right and other students' right to vote. Educate yourself with the information and empower yourself with action.

## **Women's Voices. Women Vote.**

This project to determine how to increase the share of unmarried women in the electorate and develop a set of messages to motivate their participation. Historically, this group of citizens has been ignored by traditional

voter registration and GOTV efforts. Yet, these women are deeply affected by the federal and state policies created by elected officials—it is in their interest to vote. This project is designed to change the culture of unmarried women when it comes to voting—to get them to associate the act of voting to the social frame within which they want to be seen.

This project develops messages to engage these women emphasizing that, in fact, they are able to affect the policies that influence their lives and that voting is a powerful way to do that and models for innovative and integrated campaigns with research tested messages, visuals, and voices, be they celebrities or ordinary people. In addition to the research about how to communicate with these women, the project will also determine exactly where they are and how to reach them through sophisticated micro targeting in a number of key states. [www.org](http://www.org)

### **Hip Hop Summit Action Network**

Founded in 2001, the Hip-Hop Summit Action Network (HSAN) is dedicated to harnessing the cultural relevance of Hip-Hop music to serve as a catalyst for education advocacy and other societal concerns fundamental to the well being of at-risk youth throughout the United States. HSAN is a nonprofit, nonpartisan national coalition of Hip-Hop artists, entertainment industry leaders, education advocates, civil rights proponents, and youth leaders

united in the belief that Hip-Hop is an enormously influential agent for social change which must be responsibly and proactively utilized to fight the war on poverty and injustice. [hsan.com](http://hsan.com)

### **HSAN Collegiate Coalition**

Founded in 2003, at Clark Atlanta University in Georgia, the HSAN Collegiate Coalition exists to encourage and foster among student organizations and students on college campuses cooperative actions that serve as a catalyst for the advocacy of education and the addressing of other societal issues impacting the well being of at-risk youth throughout the United States.

The primary objective of The HSAN Collegiate Coalition is to represent the interests of the students in support of the programs and projects of the HSAN. The Hip-Hop Summit Action Network objectives are to foster initiatives aimed at engaging the hip-hop generation in community development issues related to equal access to high quality public education and literacy, freedom of speech, voter education, economic advancement and youth leadership development. [hsan.org](http://hsan.org)

### **Declare Yourself**

Declare Yourself is a national nonpartisan, nonprofit campaign to energize and empower a new movement of young voters to participate in the 2004 presidential election. Declare Yourself will rally young Americans through a live spoken word and music

tour of college campuses; an unprecedented nationwide voter education initiative for high school seniors; a comprehensive voter registration and election information Web site; an extensive online awareness campaign; a massive voter registration drive; a televised “get out the vote” concert; and public service announcements. Unique alliances with technology and media partners, educators, the entertainment, music and fashion industries, the corporate community and the National Association of Secretaries of State will be used to ignite millions of young voters.

This nonprofit one-year voter campaign is the culmination of a three-year project, the Declaration of Independence Road Trip, a 50-city cross-country tour of the Declaration of Independence and a multimedia exhibit on the contemporary relevance of our nation’s birth certificate. Founded by TV producer and philanthropist Norman Lear, the DOI Road Trip and Declare Yourself are made possible by The Home Depot, Presenting Sponsor; the United States Postal Service, Official Carrier; and AXA Financial, Inc., Proud Sponsor.

**declareyourself.com**

### **Youth04**

Youth04, which is headquartered at the Center for Democracy and Technology in Washington D.C. and which has 12 partners, is empowering 18–25 year olds in Election 2004 by synthesizing the best of the political internet and

the best of traditional grassroots organizing. Youth04, revolves around its college chapters. Each chapter currently 21—is led by a chapter leader or co-chapter leaders. The chapter leaders engage in a series of online and offline activities to give young people a voice and to compel politicians to respond to them. A new resource “Youth04: Young Voters, the Internet, and Political Power,” is a booklet to supplement “We the People,” (Ginsberg, Lowi, and Weir), and is available online now at Youth04.org. The booklet is both a theoretical justification for Youth04 and a practical guide for student leaders, their volunteers and young people in general.

**youth04.org**

### **SmackDown Your Vote**

WWE’s Smackdown Your Vote! is an “apartisan” campaign to encourage young people to become active participants in their democracy and vote. Working with several non-partisan partners and the major political parties, WWE and its Superstars have the sole focus of encouraging more young people to register and vote, and to have more candidates for political office address the credible issues of Americans under 30. Smackdown Your Vote! along with eight other organizations, has issued the first joint national voter issues paper for 18-to-30-year-olds in America.

**smackdownyourvote.com**

## **The New Voters Project**

The New Voters Project is the largest grassroots youth voter mobilization campaign in history. It will demonstrate that any modern political campaign can, with the right techniques and approach, win elections by bringing new young voters to the table. The project will combine non-partisan voter registration, list building, and grassroots Get-Out-the-Vote (GOTV) strategies in six selected states: Colorado, Iowa, Oregon, Wisconsin, New Mexico, Nevada. These states have a population of 2 million 18-24 year olds who are eligible to voter for the 2004 election.

In those states, the project will register more than 260,000 18 to 24 year olds and contact between 500,000 and 750,000 of them in the final weeks before the election.

The New Voters Project is possible with the support of The Pew Charitable Trusts. The George Washington University's Graduate School of Political Management and the State PIRGs are organizing the project, with the mission of increasing the turn out of young voters in the 2004 election.

**[newvotersproject.org](http://newvotersproject.org)**

## **Mobilizing America's Youth**

Mobilizing America's Youth (MAY) is an all-partisan network dedicated to educating, empowering, and energizing young people to increase our civic engagement and political participation.

MAY works to establish Mobilizer Teams in communities across the country. These teams are the ground troops in our war against youth apathy. They also provide a sustainable element through working with young members of our organization. The members of these teams are the true force behind Mobilizing America's Youth and continue to educate, empower, and energize youth on the local level.

The national organization works to develop, support, and unite these teams to a healthier, sustainable, and more powerful movement. Eventually, the teams will educate and advocate for youth on the local levels while building regional and national coalitions to approach larger systemic problems across their state or the country. The advocacy arm of this movement will be led by Y Lobby.

Y Lobby is a youth-initiated, youth-run, youth-funded lobbying organization that works closely with Mobilizing America's Youth for education and outreach purposes. Y Lobby itself works to advocate and support advocacy on issues young people care about while helping youth friendly candidates get elected.

**[m-a-y.org](http://m-a-y.org)**

## **New Millennium Young Voters Project**

The National Association of Secretaries of State New Millennium is a national campaign designed primarily to

increase civic engagement levels among the nation's 18-24 year-olds. The 1998 NASS New Millennium study showed that traditional motivational strategies aren't working well with this age group. The project develops creative and participatory solutions to provide our country's young people with the information and skills they need to become motivated, educated and informed citizens.

New Millennium Project Goals:

- Improve voter turnout rates among 18-to-24-year-olds and enable young voters to make informed choices.
- Help provide strategies and messages for getting young people engaged in political and civic participation.
- Promote civics education in schools.
- Raise public awareness about the importance of youth participation in government and the political process.

**[stateofthevote.org](http://stateofthevote.org)**

### **National Campaign for Political and Civic Engagement/Harvard University's Institute of Politics**

In 2003, Harvard University's Institute of Politics established the National Campaign for Political and Civic Engagement to respond to the growing number of college students who have become disengaged from the political process. To this end, the Institute of Politics is working with colleges and universities across the country dedicated to the

mission of developing civic-minded and politically engaged students

The National Campaign will partner with schools around the country to help students develop the knowledge, understanding, and ability to participate fully in their political system. Partners in the National Campaign will develop an enhanced dialogue with the political establishment and help create the incentive for politics to respond to new, young, active participants in democracy. In addition, partners will benefit through increased access to shared information, best practices, and interactive learning through trainings, workshops, and the Institute's website.

The National Campaign has developed several resources to help college students register and vote. **[iop.harvard.edu](http://iop.harvard.edu)**

### **Black Youth Vote/NCBCP**

The National Coalition on Black Civic Participation envisions a nation in which all citizens from children to seniors, have the tools to participate fully in the democratic process at the local, state, national and global levels. By continuing to lead the fight to eliminate remaining barriers to civic participation, the National Coalition will promote greater social and economic justice to enhance the quality of African American life.

**[bigvote.org](http://bigvote.org)**

## **Unity '04 Civic Engagement and Voter Empowerment Campaign**

Unity '04 Civic Engagement and Voter Empowerment Campaign is a nonpartisan network of 130 organizations that are united to increase the Black vote in the 2004 election cycle and build a groundswell of civic participation in the Black community. Created in 1998, the Unity campaign strategy works with and through African American based organizations and strategic partners to maximize the effectiveness of a coordinated campaign in selected states. Participating organizations are committed to operational unity and collaboration. We have the track record. We understand our issues. We have ongoing relationships with black voters. Together we have the power.

**bigvote.org**

## **Youth Vote**

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 hundreds of organizations and millions of young people.

**youthvote.org**

## **Choose or Lose**

MTV's 20 Million Loud campaign MTV news' "choose or lose 2004" political awareness and voter mobilization campaign kicks off with call to action—at least 20 million votes up for grabs for

democrats and republicans in 2004 election.

**mtv.com**

## **Students Vote 2004**

United States Student Association Foundation

- *Electoral Action Trainings (EAT).* The USSAF EAT is a two-day training that teaches students how to plan and implement an effective GOTV campaign. Topics covered include writing a campaign plan; developing leaders; setting up accountability and time management systems; organizing and conducting successful door knocking, tabling, and phone banking efforts; setting voter registration and turnout goals; distributing voter education materials; and motivating students to vote on Election Day. We are holding a number of these trainings next year and would like members of various organizations to attend and benefit from the skills.
- *USSA and Other Student Conferences.* During our Legislative Conference (March 26-30th in Washington DC) we will hold a special strategy session on electoral organizing and a number of "how-to" election workshops. We are also available to conduct workshops on elections during conferences sponsored by other organizations.
- *National Get Out the Student Vote Conference.* USSAF will host a two-day planning conference for student activists nationwide

who want to increase student voting on their campus.

- *Organizing Kits and “How-To” Sheets.* The first kit, *Reclaiming Our Rights: The Struggle for Voter Access*, provides students with information about increasing electoral access by institutionalizing campus voter registration, securing polling places on campus, preventing polling sites from being removed from campus, knowing our rights as voters, and being involved in the redistricting process. The second kit, *Reclaiming Our Voice: The Movement at the Ballot Box*, guides students in the development and implementation of successful voter registration, education, and Get Out The Vote campaigns. We also have shorter “how-to” materials on specific topics such as preparing for or tracking phone banking, door knocking, class raps, and more.
- *Fact Sheets.* One-page fliers with information specifically for students regarding absentee voting, early voting, provisional ballots, why it’s important to register on campus, and things you can ask your administrators to do to support campus involvement in elections, etc.
- *Voter Guide.* A nonpartisan brochure showing the candidates’ positions on key issues affecting youth and students. Some topics likely to be included are access to higher education, affirmative action, domestic partnership

benefits, the Iraq war, and money to fight AIDS in Africa. USSA can also provide students with a template they can use to compile a Voter Guide for candidates in local and state elections.

- *Young Voter Motivation Kit.* Non-partisan t-shirts, stickers, fliers, posters, and door hangers that can be used on campuses to inform students where, when, and how to vote and provide more election visibility.
- *Student Vote 2004 Newsletter.* A quarterly newsletter containing “how-to” information on conducting successful, non-partisan voting campaigns and descriptions of model programs being completed by students across the country.
- *National Get Out The Student Vote Conference Calls.* Monthly conference calls starting in February to get advice on your campus election campaign and get national election updates.

**usstudents.org**

## **Research and Information**

### **Campaign for Young Voters, CIRCLE**

A non-partisan, nonprofit effort funded by a grant from The Pew Charitable Trusts. The Campaign for Young Voters (CYV) takes a different approach to engaging young voters. By working to raise interest from and encourage action by candidates and political

organizations, it provides an essential complement to the many organizations that work directly with young adults to encourage voting and civic participation. CYV uses its Candidate Toolkit ([campaignyoungvoters.org](http://campaignyoungvoters.org)), as well as workshops and other techniques, to instruct candidates and campaign staff, political party officials, political consultants, and grassroots organizations on how to understand, communicate with and turn out younger voters on Election Day.

### **CYV Started in the 2000 Election Cycle**

In 2000, CYV provided a print version of its first Toolkit to 4,000 candidates around the nation, and used it in 2001 in working directly with candidates, media, and community groups in New Jersey and Virginia. In 2002, CYV provided a new and greatly enhanced Toolkit via CD-Rom and the online portal to almost 12,000 candidates around the nation and worked directly with candidates, media, and community groups in five cities. In 2003, CYV worked with candidates in Kentucky and Mississippi, and with the Republican and Democratic presidential campaigns.

### **A Part of the New Voters Project Coalition**

In 2004, CYV is part of a coalition of groups under the New Voters' Project (NVP), managed by George Washington University Graduate School of Political Management. CYV is holding workshops and

training sessions in six states to help candidates, consultants, and political organizations increase young voter engagement and turnout in the 2004 election.

**[campaignyoungvoters.org](http://campaignyoungvoters.org)**

### **Party Y**

Party Y 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.

The core Party Y Planning Team is currently working with a growing network of youth groups across the country on the first phase of the project, "The Party Y Roadshow", which will feature a televised political roadshow—in the format of an "American Idol"-style reality TV program—traveling from town to town (and school to school) across the country from January-May, 2004 seeking out charismatic young political candidates to run for Congress and then showcasing their talents for the entire country to see.

**[party-y.org](http://party-y.org)**

## **Y Vote 2004**

Y\*VOTE 04 is a series of live, interactive television specials about the 2004 presidential elections. This is the first interactive, televised forum where people 18 to 30 yrs. old can talk about the issues that matter most to them.

Y\*VOTE 04 features people whose lives will be changed by the 2004 election, and connects viewers, webcammers, callers and Internet visitors with celebrities, experts, activists—and each other.

Y\*VOTE 04's four programs will portray a single person, whose life will be changed by the outcome of the 2004 election. The problems they face are those that have consistently topped the lists of concerns of young American adults: the skyrocketing cost of higher education and diminishing returns in the first-time job market, the vexing trade-off between personal freedoms and national security, the new realities of war for the generation that is most affected by it.

Y\*VOTE 04 will broadcast live on February 24 and 25 on Link TV, a nonprofit noncommercial channel which reaches 20 million US homes via satellite systems DIRECTV (channel 375) and the DISH Network (channel 9410). Internet users can join TV viewers by visiting a "two way TV" interface on affiliated websites, via a link to [yvote04.org](http://yvote04.org). They can watch the

show on-line, and participate in the conversations using webcam, email and instant polling.

[yvote04.org](http://yvote04.org)

## **DemocracyNet**

DNe is a project of the League of Women Voters Education Fund. It is an interactive platform designed to improve the quality of voter information and create a more educated and engaged electorate. DNet encourages candidates to address a wider range of issues, and to address them in greater depth, than they might in other media. Candidate issue statements are provided by the candidates themselves, without any outside editing.

[congress.org](http://congress.org)

## **The National Association of Latino Elected and Appointed Officials Educational Fund**

The National Association of Latino Elected and Appointed Officials Educational Fund is the leading organization that empowers Latinos to participate fully in the America political process, from citizenship to public service. Established in 1981. The NALEO Educational Fund 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. **naleo.org**

**Project Vote Smart**

Recognizing this void in American civic culture and the need to create a new organization, 40 national leaders, including former Presidents Gerald Ford and Jimmy Carter, formed Project Vote Smart (PVS) in 1992. Dedicated to upholding the ideal of democracy and serving the American people with unbiased and accurate information, PVS constructed a user-friendly voter's self-defense system accessible through a website and a toll-free hotline (888-VOTE-SMART) over a 10-year period. A primary goal

for PVS in the years ahead is to increase awareness of its services and use by American citizens.

Project Vote Smart (PVS) provides a comprehensive database about thousands of candidates and elected officials for President, Congress, Governors and State Legislators. Less detailed information is available at the county and local level for each state.

You can access this information, and much more, through our toll-free Voter's Research Hotline by calling 888-VOTE-SMART (888-868-3762). Hotline operators are available Monday through Friday, from 7 a.m. to 5 p.m. Mountain Time.

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