



campus toolkit
allintovote.org



THEIR RIGHT. THEIR RESPONSIBILITY. THEIR VOTE.

Democracy depends on them. Are your students #allintovote?

ALL IN to Vote demystifies the voting process and makes it easier for college students to participate in elections. It is an all-in-one, nonpartisan, online resource that educates students on how to register, how to be prepared, and how to vote. Students take a pledge to vote and then follow the step-by-step guide to following through on their intention to cast a ballot.

ALL IN to Vote covers all 50 states and Washington, DC. Send students to just one place to get all of the information they need. They can register to vote through TurboVote, review their ballot through BallotReady, view state guides developed by Campus Vote Project, get links to every state election office, and more.

The best part of ALL IN to Vote? The campus leaderboard. Will your campus have the most students take a pledge to vote?

ALL IN to Vote is a project of the ALL IN Campus Democracy Challenge. Learn more about the Challenge at allinchallenge.org.

[get students #allintovote]

This toolkit provides guidance on promoting ALL IN to Vote. It provides a variety of mechanisms that can be used to share the resource with students, including a promotional calendar, sample email, social media guidance, and print-ready files for promotional material. Your campus is encouraged to use and adapt this material as appropriate.

For questions, additional guidance, or to provide feedback please contact:

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[promotional calendar]

For the 2018 Midterm Election.

September

- Help students determine where to vote
 - at home or at college
 - in person or absentee
- Help students register to vote
- Remind students to confirm they are registered
- Celebrate National Voter Registration Day on 9-25-18

October

- Remind students to prepare to cast their ballot by reviewing it in advance
- Remind students to apply for an absentee ballot if appropriate
- Remind students to find early voting locations if appropriate

November

- Remind students to VOTE
- Remind students to find early voting locations if appropriate
- Remind students to find their election day polling location if appropriate
- Remind students on what they need to take with them to the polls

[email for students]

Dear Student,

A democracy works best when we all participate and Election Day – Tuesday November 6 – is almost here. **I expect that every single one of you who is eligible to vote will cast a ballot.** Whether you vote locally, or in your home state, your voice matters and your vote counts. Elect to be heard this November!

To help you be an informed and prepare voter, I am sharing ALL IN to Vote with you. This website demystifies the voting process and makes it easier to participate in elections. It is an all-in-one, nonpartisan, online resource that educates you on the voting process. Simply follow the step-by-step guide to learn how to register and how to cast a ballot.

Check out ALL IN to Vote and take the first step to become an informed voter!

We know the process to vote can be confusing, especially for students on a college campus, because every state does things differently. That's why ALL IN to Vote covers all 50 states and Washington, D.C. Through this tool, you can register to vote through TurboVote, review your ballot through BallotReady, and get answers to frequently asked questions. ALL IN to Vote also provides state guides developed by Campus Vote Project and links to every state election office – so regardless of whether you're planning to vote here or at home, ALL IN to Vote has you covered.

I am #allintovote! Are you? Take the pledge and help make our campus #1 on the leaderboard.

Regards,
Your College President

[social media]

One of the best ways to amplify use of this online resource is through social media. Whenever possible, please use our handles and hashtags.

Handles

| | |
|-----------|-------------------------------------|
| Twitter | <u>@allintovote</u> |
| Instagram | <u>@allintovote</u> |
| Facebook | <u>/allintovote</u> |

Hashtag

#allintovote

Sample Posts – Pledge to Vote

- Your right. Your responsibility. Your vote. Are you #allintovote? Take the pledge at [allintovote.org](#).
- Elect to be heard this November. Your future and our country depend on it. Take the pledge to vote at [allintovote.org](#) .
- President [NAME] is #allintovote. Are you? Take the pledge at [allintovote.org](#)

Sample Posts – Step 1: Register to Vote

- In all states, except North Dakota, registering to vote is required in order to cast a ballot. Learn more and register at allintovote.org.
 - If you are not registered, you can't vote. Be sure to be register by your states deadline. Learn more at allintovote.org.
 - Planning to vote this November? First you need to register! [STATE'S] voter registration deadline is [DATE]. Learn more at allintovote.org.
-

Sample Posts – Step 2: Confirm your registration

- Don't show up at the polls and be told you can't vote. Confirm you are registered at allintovote.org.
 - Register to vote. Check. Confirmed your registration yet? Double check at allintovote.org.
-

Sample Posts – Step 3: Review your Ballot

- Casting your ballot requires preparation. Make informed decisions this election day by reviewing your ballot in advance at allintovote.org.
- Did you know that your ballot will contain not only candidates for federal positions but the state, county, and municipal positions as well? Start reviewing your ballot at allintocote.org and make informed voting decisions this November.
- Did you know your ballot might contain measures, such as a new statute or a special tax, that you can express your opinion on? Start reviewing your ballot at allintocote.org and make informed voting decisions this November.

- You don't want to be googling candidates or ballot initiatives in the voting booth. Get a sneak peak of your local ballot now so you're prepared for #ElectionDay! Find yours at allintovote.org.
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Sample Posts – Step 4: Find your polling location

- Voting in person on Election Day? Do you know where to go?. Find your polling location at allintovote.org.
 - Polling locations are assigned by the address you used when you registered to vote. It is important that you go to your assigned location since your name will not be on the roster at any other location. Find your polling location at allintovote.org.
-

Sample Posts – Step 5: VOTE!

- Elect to be heard on November 6th. VOTE!
 - Election Day is November 6th. VOTE!
 - Democracy only works for those who participate. VOTE on November 6th.
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Sample Posts – Absentee Voting

- Can't vote in person on Election Day? All states allow for some form of absentee balloting, but you may have to request a ballot before a deadline. Learn more at allintovote.org/voting-absentee.
- In 27 states and the District of Columbia, a voter can cast an absentee ballot without an excuse. Planning on voting absentee?" Learn more at allintovote.org/voting-absentee.

- In 20 states, a voter must provide a valid excuse in order to cast an absentee ballot. Learn more at allintovote.org/voting-absentee.
 - Did you know that in 3 states – CO, OR, WA - all voting is conducted by mail, thereby eliminating the need for absentee voting? Learn more at allintovote.org/voting-absentee.
-

Sample Posts – Early Voting

- Early voting allows you to cast your ballot in person at a polling place prior to election day. Learn more at allintovote.org/voting-early.
 - Hoping to beat the crowds on Election Day? Early voting allows you to cast your ballot in person at a polling place prior to election day. Learn more at allintovote.org/voting-early
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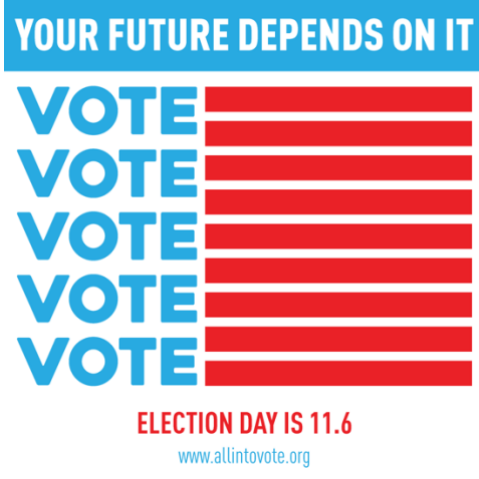
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**ELECTION DAY
NOVEMBER 6TH**
YOUR RIGHT. YOUR RESPONSIBILITY. YOUR VOICE. VOTE.
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[promotional material]

Make it known on campus that there is an election on 11.6.18. Cover your campuses with flyers, posters, yard signs, and banners. Each of set of promotional material contains print-ready files.

Flyer 8.5" x 11"
Poster 24" x 36"

Yard Signs 18" x 24"
Banner 36" x 96"



Have a Nice Day – Red

- [Flyer](#) 
- [Poster](#) 
- [Yard Signs](#) 
- [Banner](#) 






Have a Nice Day – Blue

- [Flyer](#) 
- [Poster](#) 
- [Yard Signs](#) 
- [Banner](#) 



Our Democracy Depends On It - Black

- [Flyer](#) 
- [Poster](#) 
- [Yard Signs](#) 
- [Banner](#) 



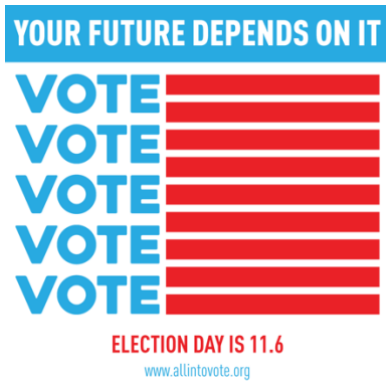
Our Democracy Depends On It - White

- [Flyer](#) 
- [Poster](#) 
- [Yard Signs](#) 
- [Banner](#) 



Elect To Be Heard

- [Flyer](#) 
- [Poster](#) 
- [Yard Signs](#) 
- [Banner](#) 



Your Future Depends On It

- [Flyer](#) 
- [Poster](#) 
- [Yard Signs](#) 
- [Banner](#) 



Your Voice Matters

- [Flyer](#) 
- [Poster](#) 
- [Yard Signs](#) 
- [Banner](#) 