

VOTER ENGAGEMENT

PLAYBOOK

NABC



The [ALL IN Campus Democracy Challenge](#) and [National Association of Basketball Coaches](#) (NABC) are partnering to support nonpartisan voter registration and engagement efforts with coaches and their student-athletes. The [NABC Committee on Racial Reconciliation](#) is committed to supporting student-athlete engagement in the voting process and this playbook will help coaches and athletes to do so successfully. For questions and support, reach out to members of the [ALL IN & NABC Coaches' Voter Education Task Force](#).

In this playbook you will find:

- Important Dates
- The Breakdown
- Dos and Don'ts
- Resources
- Social Media
- Glossary of Terms

IMPORTANT DATES



- **The Scouting Report: Back to School Week - August 10-17**
- **Tip-Off: National Voter Registration Day - September 22**
- **Halftime: National Voter Education Week - October 5-9**
- **The Final Timeout: Vote Early Day - October 24**
- **The Final Horn: Election Day - November 3**

The Scouting Report — Back to School Week August 10-17

The aim here is to have your student-athletes register to vote and make a pledge to vote. To do so, follow these steps:

- Have your players log into: allintovote.org
- Each of your players should type in the ZIP code where they would like to vote – either their campus address or their permanent address (often referred to as home address)
- Student-athletes will then be prompted with their state requirements and be guided through the voter registration process

The allintovote.org resource will inform the individual of their voting options, ID requirements by state, and important dates.

After everyone has registered to vote, we encourage each team member to make a pledge to vote. Studies show you're more likely to complete an action if you've already made a public commitment to it. That's why we built the ALL IN to Vote Pledge on the allintovote.org website – as a way for people (and your friends and family!) to be held accountable when it comes to voting. Each pledge made by a student will contribute to the campus leaderboard. The more pledges a campus gets the higher they'll appear on the leaderboard. Make sure your institution comes in first by having your team encourage their peers to register to vote and make a pledge to vote.

IMPORTANT DATES



Tip-Off — National Voter Registration Day September 22

The aim here is for student athletes to confirm their voter registration and use their voices to remind peers, friends and family to register to vote through OutVote and Virtual Couch Parties.

As you approach September 22 check in with your student-athletes to ensure they register to vote. This is also a good time to check-in to ask if anything has changed with where the individual would like to vote (at their campus address or their permanent address). **If the individual has decided they would prefer to vote using a different address, September 22 is the universal date for individuals to update their registration in time for the general election.**

Halftime — National Voter Education Week October 5-9

[National Voter Education Week](#) will help voters bridge the gap between registering to vote and actually casting a ballot. During this week voters will learn to find their polling location, understand what and who is on their ballot, as well as make a plan to vote in person or remotely. Allintovote.org will help student-athletes make a plan to cast an informed ballot.

IMPORTANT DATES



The Final Timeout — Vote Early Day **October 24**

On Vote Early Day all individuals that are opting to vote early by mail or in-person should have a plan in place by this date especially as state requirements vary. Since state requirements for vote by mail vary in terms of when a ballot needs to be received and/or postmarked, having the ballot in the mail by October 24 ensures that regardless of the state requirements, the ballot will be received on time.

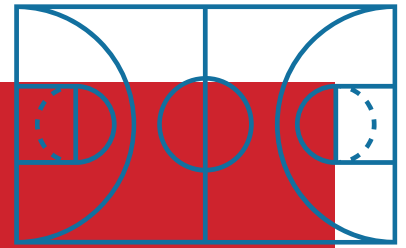
The Final Horn — Election Day **November 3**

For any individual who wants to vote in person and/or did not complete the steps to vote by mail, or opt to vote early, this is the day in which the individual needs to exercise their vote. By utilizing the plan they created in early October the individual should go to their polling place designated by the ZIP code they registered and bring any necessary ID as required by the state to cast an informed ballot.

Given that we're voting in the time of COVID-19, individuals should plan for extra time to get to their polling place and to spend in line at their polling location. Further, be prepared by washing your hands before and after voting, wearing a mask, using hand sanitizer, and practicing social distancing.

If your team has voted early or voted by mail consider other ways to get involved on election day; additional opportunities to get involved available on allintovote.org.

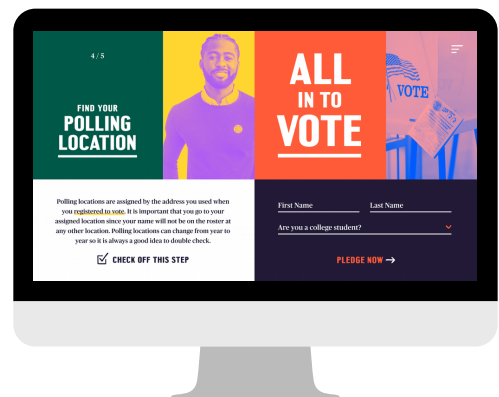
THE BREAKDOWN



How to have these conversations with your players.

Registering to vote is simple with allintovote.org, but there are other resources available there, including:

- Confirming your registration
- Registering to vote
- Checking your state-specific rules and voting laws
- Finding your polling place
- Learning about changes to voting during the COVID-19 pandemic
- Determining what's on your ballot



So when you guide athletes to the allintovote.org site, be open to questions, but also know that many questions can be answered to fit an individual's needs right on the website. For example, if an athlete wants to know where their polling place is, you might let them know about the polling places in the area, but the site can tell them their exact location through the use of their ZIP code.

The two main ways to vote are:

Vote by Mail

- This year, voting by mail is more relevant than ever as people attempt to socially distance and stay at home. If someone wants to vote by mail, they can usually request a ballot be sent to their address, but state-specific rules vary across the country.
- The allintovote.org site should be able to guide participants on how to request their vote-by-mail ballot.
- **Please note that, functionally, voting by mail and absentee voting are the same thing.**

Voting In-Person

- Voting early
 - Early voting provides a means for eligible voters to cast their ballots at a time and location other than in person on Election Day. Voters can cast a ballot by appearing in person at a local elections office or other designated location during a designated period prior to Election Day. REMEMBER: Vote Early Day is October 24
- Voting on Election Day



DOS AND DON'TS

Here are some best practices for making sure participants are getting the best nonpartisan information about registering to vote efficiently and legally with your help.

DO

- DO have athletes use their own devices – smartphones, tablets, laptops – to register to vote if possible. If not, it's great if you're able to provide those resources.
- DO direct participants to allintovote.org to register to vote and to answer questions you don't know the specific answer to.
- DO send them to their Secretary of State website if there are any further questions not answered on allintovote.org.
- DO be aware of the important dates listed above as well as your own state's registration deadlines.
- DO encourage students to register whenever possible and be patient with any questions and concerns they have. Even if you don't have all the answers, there are resources to point them to that will!
- DO present voting as an accessible opportunity for players to exercise their voice. Studies show that presenting voting as the common thing to do and not making it sound like a difficult task inclines students to show up and vote.

DO

- DO use accessible language around voting. Explain acronyms and terms that they may not be aware of.
 - DO engage students who are not eligible to vote by informing them about how they can support Election Day whether it be by transportation, spreading accurate information, or helping others develop their plans to vote.
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DON'T

- DON'T help participants in actually filling out or completing their registration form.
 - DON'T fill out any part of the form for them.
 - DON'T hit submit for them.
 - Where possible, encourage online registration. For states that do not have online registration, if necessary, provide technology for student-athletes to print and complete their forms, but DON'T print or complete the form on their behalf.
 - DON'T take a paper form and offer to deliver or mail it for someone.
 - DON'T offer any incentive or reward for anyone filling out their registration form. It is illegal to provide any sort of incentive to persons who register and/or turnout to vote. Example - you cannot provide t-shirts to those that register to vote however you can provide t-shirts to everyone regardless of registration status.
 - DON'T try to answer voter registration questions you don't know the answer to. (But DO point them toward the right resources.)
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SOCIAL MEDIA



When you share on social media — and please do share about this on social media! — use the following hashtags and tag the following accounts. We look forward to hearing about your efforts and sharing out your work.

Prepare a short video clip to post on your social media platforms beginning on **August 13**. Use the suggested language below.

- **We are challenging** (insert 1 institution of your choice and 1 HBCU or Community College) **to join us in registering 100% of your members to vote.**
- **Our organization** (insert organization name) **is committed to 100% participation in the upcoming election.**
- **Register to vote at allintovote.org**
- **Did you know that right now, even in this critical election year, one fifth of eligible Americans are not registered to vote?**

Post your video on social media at 8 AM EST on or after August 13 using this caption:

It is more important than ever to make sure we have our voices heard in each and every election. Get prepared to use yours this November by registering to vote TODAY at allintovote.org

Challenging: (Insert social media handles of two schools) **#WhenWeAllVote #ALLINtoVote #AthletesVote**

For other social media campaigns, use these hashtags and handles:

- Hashtags:
 - **#athletesvote**
 - **#allintovote**
- Handles:
 - **@NABC1927**
 - **@allintovote**

RESOURCES



These websites will help guide your conversations with athletes as well as your knowledge of civic engagement.

allinchallenge.org

On the ALL IN Challenge's main website, you can find resources such as a comprehensive list of [resources specific to Coaches](#) and a complete [list of Coaches](#) who have signed on to the Coaches' Pledge.

allintovote.org

ALL IN has launched the allintovote.org website as a one-stop shop for campuses and their students to navigate the voting process. As the shifts in regulations around vote by mail, and the needs for vote by mail ballot requests change (at times daily), this site will be an essential tool for helping campuses navigate support for their geographically diverse student bodies. This site will provide students with tools to pledge to vote, register to vote, confirm their voter registration, determine how and where to vote, and understand what is on their ballot.

[CAMPUS VOTE PROJECT](#)

The Fair Election Center's Campus Vote Project (CVP) has created state-specific guides that provide details on what ID requirements there are for registering to vote and to present at the polls as well as relevant information to meet a state's guidelines for voting in general. These can help a student-athlete understand the parameters necessary to exercise their vote regardless of the state in which they register and choose to vote.

[POWER THE POLLS](#)

Power the Polls is a first-of-its-kind initiative to recruit the next generation of poll workers and volunteers to ensure a safe, fair election for all voters.



NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT

The National Study of Learning, Voting, and Engagement (NSLVE) a signature initiative of the Institute for Democracy and Higher Education at the Jonathan M. Tisch College for Civic Life at Tufts University offers colleges and universities an opportunity to learn their student registration and voting rates and, for interested campuses, a closer examination of their campus climate for political learning and engagement and correlations between specific student learning experiences and voting.

VOTE EARLY DAY

Vote Early Day is October 24, 2020. 200 Million Americans are eligible to vote early but voting early rules – both for in-person and by-mail options – vary widely all over the country, causing confusion and preventing voters from casting their ballots. Vote Early Day is a collaboration among businesses, colleges, nonprofits, technology platforms, election administrators, influencers, and community leaders to help all eligible voters learn about their options to vote early and celebrate the act of voting early.

NATIONAL VOTER REGISTRATION DAY

September 22 is National Voter Registration Day. You can organize an in-person, social media and/or email campaign to make sure your peers check their voter registration status and confirm it is where they want to vote and encourage students to register and re-register to vote as needed.

NATIONAL VOTER EDUCATION WEEK

National Voter Education Week is October 5-9, 2020. National Voter Education Week is designed to help voters bridge the gap between registering to vote and actually casting a ballot. During this week of interactive education, voters will learn to find their polling location, understand their ballot, make a plan to vote in person or remotely, and more.

GLOSSARY



Here are some civic engagement terms and organizations to help you better understand and educate about the voting and registration process.

ALL IN Campus Democracy Challenge

(ALL IN) is a national nonpartisan initiative of Civic Nation, a 501(c)(3) organization. Established in 2016, the ALL IN Campus Democracy Challenge has grown to more than 650 participating campuses in 49 states plus DC with a reach of more than 7.5 million students. The Challenge now has active state level challenges with Secretary of State offices in Michigan and Pennsylvania, as well as pending challenges for 2020 in Colorado, Florida, Iowa, and Wisconsin. ALL IN also supports athletic conference voting challenges across the following athletic conferences: ACC, Big Ten, Big 12, Big Sky, Ivy League, NESCAC, OAC, Pac-12, and So Con.

National Association of Basketball Coaches

Located in Kansas City, MO, the NABC was founded in 1927 by Phog Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently has nearly 5,000 members consisting primarily of university and college men's basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today's student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. Additional information about the NABC, its programs and membership, can be found at www.nabc.com.

Poll Worker/Election Clerk

An employee charged with keeping voting places orderly, issuing ballots, registering people to vote, monitoring voting equipment, explaining how to vote with equipment or select on a ballot, counting votes, and many other duties on election day. To sign up to be a poll worker, check out [Power to the Polls!](#)



Virtual Couch Party/OutVote

Virtual Couch Parties are an innovative strategy to use relational organizing to virtually reach college students to pledge to vote, register to vote, request an absentee ballot, and be encouraged to vote by their peers, friends, family, classmates, and others who personally know the student. A Campus Couch Party is an in-person or virtual event where event organizers trained by the ALL IN Challenge and CVP recruit volunteers to use the **OutVote** peer-to-peer texting platform (free to download) to text pre-written scripts, which can be edited by event organizers, and links to voter engagement tools to activate their contacts to register to vote and request absentee ballots. OutVote includes pre-written responses so volunteers can engage in a conversation with their contacts and ensure the correct voting information is shared. This is modeled off virtual text banking.

Vote by Mail

Refers, in general, to any vote cast by mail. Requirements for applying for a mail in ballot vary by state, but in general the voter must apply, providing personal information such as social security number, address, full name, and birthdate to their state government. In some states, the only form of mail in voting is absentee.

Voter Registration

The legal requirement to be registered, listed officially as a citizen who can vote legally, before being allowed to vote. Requirements and process for registration varies by state, but can be found easily on allintovote.org.

Coaches' Voter Education Task Force

Reminder: The Coaches' Voter Education Task Force is focused on coaches helping coaches to support all college student-athletes to register to vote and engage fully in the electoral process. Please don't hesitate to use this as a resource as you work to incorporate this playbook. To reach out to a Task Force member, visit [here](#).