

# Project Pericles

## Student Choices – Student Voices (SCSV)

### Handbook for Student Organizers



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# Introduction

*Do you know the significance of voting and how you have the power to make an impact? Young people make up 21% of the eligible voting population in our country.<sup>1</sup> Their voices – your voice – matters.*

One vote fosters change. In the 2016 presidential election, 23.7 million young voters (about 50% of 18-29 year old U.S. citizens) participated<sup>2</sup> and yet voter turnout reached a 20-year low<sup>3</sup>. A study by the non-profit Voter Participation Center predicts that “40 million Americans who voted in 2016 won’t cast a ballot in the 2018 midterms—and to make matters worse, two-thirds of those drop-off voters” will be young people, people of color, and single women. These groups currently make up the largest block of eligible voters at 60%.<sup>4</sup> This is why it is necessary to connect with people and to discuss why their civic engagement and participation is necessary, especially since most people only vote in the national elections, even though local level politics are equally important.

As part of Student Choices – Student Voices (SCSV), you can make a difference and Project Pericles is here to help.

Student Choices – Student Voices (SCSV) is a national program that puts students in charge by:

1. Sharing information and resources to encourage students and community members to be knowledgeable about candidates and important issues.
2. Creating a space for constructive dialogue.
3. Helping to register eligible students and community members to vote.

Colleges and Universities are key sites of engagement for young people. This is why Project Pericles created a handbook to help you organize voter registration and civic participation efforts on your campus. Project Pericles is distributing this document to its member institutions to support your efforts promoting responsible citizenship. The handbook provides tips and advice on how to form your own Student Choices – Student Voices (SCSV) Task Force, attract members and form partnerships, host exciting outreach events, and execute a successful voter registration campaign. The sections in the handbook are organized to build on one another. The final section is a sample voter registration campaign led by a Task Force, working as a coalition, and organized a series of events that will inform, prepare, and mobilize student voters.

We are excited that you are joining forces and leading the next generation of engaged citizens!

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<sup>1</sup> “Youth Voting,” *CIRCLE (The Center for Information and Research on Civic Learning and Engagement)*, last modified November 9, 2016, accessed July 31, 2017, <http://civicyouth.org/quick-facts/youth-voting>.

<sup>2</sup> “An Estimated 24 Million Young People Voted in 2016,” *CIRCLE (The Center for Information and Research on Civic Learning and Engagement)*, last modified November 9, 2016, accessed July 31, 2017, <http://civicyouth.org/an-estimated-24-million-young-people-vote-in-2016-election>.

<sup>3</sup> Gregory Wallace, “Voter turnout at 20-year low in 2016,” *CNN.com*, last modified November 30, 2016, accessed, July 24, 2017, <http://www.cnn.com/2016/11/11/politics/popular-vote-turnout-2016/index.html>.

<sup>4</sup> Cyndi Suarez, “New Study Predicts Voter Drop-off among the Rising American Electorate,” *Nonprofit Quarterly*, last modified August 1, 2017, accessed August 1, 2017, <https://nonprofitquarterly.org/2017/08/01/new-study-predicts-voter-drop-off-among-rising-american-electorate>.

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**Project Pericles** is a not-for-profit organization that encourages and facilitates commitments by colleges and universities to include social responsibility and participatory citizenship as essential elements of their educational programs. Founded in 2001 by philanthropist Eugene M. Lang, Project Pericles works directly with its member institutions, called Pericleans, as they individually and collaboratively develop model civic engagement programs in their classrooms, on their campuses, and in their communities.

Project Pericles appreciates the generous support of **The Eugene M. Lang Foundation**.

### **Periclean Colleges and Universities**

Allegheny College • Bates College • Berea College • Bethune-Cookman University  
Carleton College • Chatham University • Dillard University • Drew University  
Elon University • The Evergreen State College • Goucher College • Hampshire College  
Hendrix College • Macalester College • Morehouse College • New England College  
The New School • Occidental College • Pace University • Pitzer College • Reed College  
Rensselaer Polytechnic Institute • Rhodes College • St. Mary's College of Maryland  
Skidmore College • Swarthmore College • Ursinus College • Wagner College  
Whitman College • Widener University • The College of Wooster

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## Building Your Task Force

*“In 2012, only 53% of students at Pitzer voted...Last semester, we directly assisted about 300 students with the voter registration and absentee ballot application processes. In the first half of this semester, after hosting 14 voter engagement events, we've directly assisted about 470 students. In total, we estimate that we've assisted almost 800...students with the voter registration or absentee ballot application process in 2016...”*

*-- Pitzer College SCSV Leader, October 2016*

Task Forces are foundations for students to create a long-term, sustainable movement for voter education and student advocacy. Whether you are a veteran of your campus' Student Choices – Student Voices network or a new Task Force Member, you are a leader in your school and the broader community. As a SCSV Leader, you are not only committed to registering student voters, but you are passionate about creating and sustaining a campus culture that values civic engagement.

Leaders lead by example. They work well with others, are willing to take constructive feedback, and are able to plan and organize effectively. As a leader, you may make mistakes along the way, but that is okay! You learn from them, adapt, and move on.

Remember: You are not alone. The following are guidelines that your Task Force can use:

- **Leadership Team:** It is recommended that your Task Force create a Leadership Team. Establishing formal leadership makes planning events, forming partnerships, and executing campaigns much easier.
- **Setting Measurable Goals:** Setting and keeping track of your goals is a great way to hold yourself accountable and track your Task Force's progress. Use the **SMART** Method (**S**pecific, **M**easurable, **A**ctionable, **R**ealistic, **T**ime-Bound) to guide your goal-setting efforts. You want to make sure you are setting goals that you can reasonably accomplish by the end of the semester, trimester, or academic year. Some broad goal-related questions to consider: How many Task Force members do you want to have? How many events do you plan on hosting? How many voters do you plan on registering?
- **The Message:** People need to understand what your organization and campaign are about. Make that message clear in your communications to potential members, supporters, partners, and event/campaign participants. Know who you are as an organization and let others know too.
- **Coalition-Building:** Build a network of support outside of your Task Force. A great campaign includes multiple players. Consider reaching out to student clubs, university departments, professors, and community members to form your coalition. For suggestions on who to invite to join your coalition, see page 9.
- **Mapping and Planning:** Once you have established your goals, you should map out your campaign timeline, and breakdown what you need to prepare by key dates. Keep a record of when and where you are hosting meetings and events so that your group and partners are on the same page. By documenting your goals and activities, you can learn from your challenges and successes.
- **Research:** If you choose to run a voter campaign, you should know about voting on your campus and in the community (i.e. locations of polls, voting districts); voting eligibility and practices including early voting, voter ID and registration deadlines in your state, and absentee ballots (which can be found broken down by state at the Campus Vote Project, <http://campusvoteproject.org/students>); See if your campus is a part of the National Study of

Learning, Voting, and Engagement (NSLVE). Learn about the study at: <https://tischcollege.tufts.edu/research/idhe/nslve>. Now that you know the basics, you can check out how to run **Voter Registration Campaign**, similar to one on page 17. This campaign format can also be replicated for issue campaigns. If you choose to run an issue-based campaign you should work with your task force in carrying out research to build a strong and focused campaign. Make sure to use on-campus resources and collaborate with faculty and student groups.

Remember: we have the means to collaborate!

- **Monthly Check-Ins:** Your Task Force has the support of our Assistant Director, Garret Batten, ([garret.batten@projectpericles.org](mailto:garret.batten@projectpericles.org)). Task Forces will share updates on their ideas and efforts. This is an opportunity for campuses to share their successes and challenges with one another. It will help your Task Force execute successful events and campaigns.
- **Shared Google Folder:** Project Pericles has created a shared folder with helpful resources (<https://goo.gl/btuo5k>). Task Force members will have access to this folder and be able to download any content (event ideas and materials, voter registration best practices and tools, and more) from Project Pericles and fellow SCSV Task Forces. To share your work and ideas with other campuses, email Garret Batten and he will upload your documents to the folder.
- **Connections:** If you feel comfortable, we recommend that you connect with Task Forces on other campuses and work together in your campaign efforts.

Student Choices—Student Voices is one group, one presence, one shared voice. It is important that when your peers and faculty members learn about SCSV, they know you are a part of a dynamic, change-making organization. That is why we are encouraging you to build a formal student organization. Many campuses offer funding and other support for registered student organizations.

Whether or not you choose to register your organization, you need to establish leadership for your group. As we noted before, establishing leadership in your organization makes the planning process for your events and campaigns easier. At the very least, you should have two people making up the Leadership Team. As your Task Force grows, you can create more leadership positions and delegate responsibilities accordingly. For example, you could create a position for an Outreach Chair and assign that individual to be in charge of your partnership efforts and social media presence.

# Outreach

## Social Media

The image or brand of your Task Force is a key to the success of your campaigns. You are a part of a network of student leaders in voter and civic engagement, and you should own that affiliation with pride. You should also stand out as your own group on campus. As you develop your Task Force, brand your group with “Student Choices – Student Voices” and your college/university. For example, “Wagner College Student Choices – Student Voices (Wagner SCSV)” or “Student Choices – Student Voices @ Carleton College (SCSV @ Carleton)”.

Make sure everyone knows who you are by creating a logo. This can be something simple or more artful; have fun with it and make it your own. Include this on all of your communications, online and offline (e.g. emails, flyers, etc.).

After creating your group’s name and a logo, your organization should create social media accounts to spread the word about your work and events. Twitter, Instagram, and Facebook are great platforms for promoting your brand and getting students involved. You can create an “event” on Facebook and invite your peers. The Instagram Story feature is also a fun tool to use at meetings and events you are hosting. Make sure to use relevant hashtags including a hashtag that reflects your efforts (e.g. #SCSVMorehouse, #PaceVotes2018) on your social media accounts.

## Email

While social media is a useful way to spread the word, email is also key for your outreach efforts. Consider using free tools like Google Groups (<https://groups.google.com>) and MailChimp (<https://mailchimp.com>) to send emails to your Task Force members and other interested groups. Reach out to professors to tell their classes about your events. If you get to them early enough, they may even put them in their syllabi.

You should consider speaking with a school administrator to see if your college/university can share your efforts on the school website and other communications. Also, reach out to the community service representatives or presidents of clubs and organizations. Partnerships are important because you build on each other.

## Posters and Flyers

Posters and flyers are a great way to spread the word about your organization and upcoming events! To get the best turnout, we suggest that you make a few different looking flyers for the same event, that way people do not feel crowded seeing the same images all across campus. Place flyers where people will see them (i.e. near the elevator button, inside the elevator, on the back of doors... even the doors of bathroom stalls).

Make sure your flyers include important information including your organization’s contact information, event/campaign sponsors, event highlights, and whether your event or meeting will have food or beverages.

Flyers can be costly, so it might be a good idea to work with your campus' civic engagement center, student government association, or an academic department to fund their printing (and for hosting larger events!). If you are worried about flyers being taken down from your student bulletin boards or blending in with older flyers, we suggest that you do not put out flyers earlier than a **week and a half** before the event. Alternatively, you can get in touch with your campus activities department and get their seal of approval for your posters and flyers to stay. Both options save a lot of money and time!

***\*\* Keep Project Pericles in the loop about your outreach efforts and activities so we can help you and share your amazing work with our partners! \*\****

# Work as a Coalition

*“This semester we have been doing a lot of planning for the fall, including organizing a meeting of several students and faculty member[s] who are interested in being involved in election engagement efforts...In addition, we are working on forming collaborations between different departments to coordinate events.”*

*-- Macalester College SCSV Leader, May 2016*

Forming partnerships is not only useful, but assists in creating successful campaigns. There are many groups on your campus that you can approach to aid your voter registration and participation efforts. Below is a brief list of those you might want to connect with:

## **Academic Departments:**

There are a number of academic departments who would be interested in this important work including Anthropology, Political Science, Public Administration/ Nonprofit Studies, Sociology, and more.

## **Athletics Office:**

Get your athletics office and sports teams involved in raising awareness.

## **Campus Activities Department:**

This office can assist your group by providing funding for an impactful event.

## **Civic Engagement Center and Periclean Program Directors:**

These professionals would be the most willing and engaging partners for your efforts. They can help co-host events and provide best practices for a successful campaign. Check out our Periclean Colleges and Universities page to see who leads our Periclean programs on your campus:

[http://www.projectpericles.org/projectpericles/colleges\\_and\\_universities](http://www.projectpericles.org/projectpericles/colleges_and_universities).

## **Civic/ Voter Engagement Groups:**

Form an alliance with other students or faculty registering and engaging voters. Some might be working with a program that is similar to SCSV. If you are working together, make sure your Task Force is featured as a partner in communications and the events you co-host.

## **Community Partners:**

Reach out to your campus' community hangouts and see if they would be willing to host or sponsor an event.

## **Government and Community Relations Office:**

Get in touch with your campus' Government and Community Relations Office. They may be able to connect you to local officials or community activists to invite to your events.

## **Housing/Residential Life:**

Resident Advisors/Assistants (RAs) can help get their residents involved by, for example, encouraging them to sign up to vote by hosting voter registration tables on their dorm floors.

## **Sororities & Fraternities:**

These groups would make great event co-hosts, volunteers, and advocates for your cause.

**Student Clubs and Organizations:**

Clubs and other campus organizations will serve as important partners in a successful campaign.

**Student Government:**

Your student government can be a key partner for your campaign efforts. They can encourage other student organizations to get involved and spread the word.

# Organizing Events

*“[W]e are working with the League of Women's Voters and the No Labels organization to facilitate a 2nd Congressional race forum in September[2016]. One of our goals following the caucus was to become more involved in voter education, so being able to participate in the planning and administration of this event is so amazing for us! I think it'll be a great event-- lots of people are putting in great work to make sure it runs smoothly.”*

*-- Carleton College SCSV Leader, May 2016*

Planning and executing events can be difficult, but we have useful tips that you can use to make sure your hard work pays off.

Project Pericles is focusing on these issue themes this year: **climate change, immigration, reproductive rights, mass incarceration, education access, LGBTQ rights, and race and inequality.** From the evaluations and surveys from our 2016-2017 D4D on the Road™ advocacy workshops, we know that students at Periclean Colleges and Universities are concerned with these issues. Hosted at Periclean colleges and universities, D4D on the Road™ workshops provide participants with the tools and tactics they need to advance their issues and to get their messages across to elected officials, fellow students, community groups, and the media. Please feel free to include these issues or other issues as themes for your events. They may help keep your events focused and meaningful.

## Event Basics:

1. Come up with the main idea of the event —and give it a fun and catchy name  
*Make sure your event is purposeful. Ask yourself: why is this event necessary? Will it help achieve my Task Force's goals? How does it tie with my voter registration/advocacy campaign?*
2. Pick a time and date that will bring together the greatest number of interested people.  
*As a student planning events for students, think about what day and time you would be most likely to attend an event.*
3. Pick a location that will compliment your event the most and book it ASAP.
  - *If you are having a trivia night (i.e. competition is one where the competitors are asked questions about interesting subjects) try to pick a location that least resembles a classroom.*
  - *If you are having a registration drive or another event that requires passersby to stop, try to pick a location where people would not be in a rush (i.e. dorm buildings).*
  - *Plan out any other logistics including electronic equipment, food, pens, paper, etc.*
4. Collect contact information from your event attendees so that you can notify them of other events, SCSV meetings, upcoming elections, and more.

Take photographs of your events and share them on social media to build excitement over your campaigns. Make sure to share photographs of your efforts with Project Pericles with a caption detailing the event you hosted, the people in the photograph, if possible, and any other pertinent information. We would love to share your work on our social media and potentially spotlight it on our website. Also, invite your school newspaper and local media outlets to write about your events, and let Project Pericles know about it!

## The #SCSVchallenge

Project Pericles encourages students at our Periclean institutions to participate in the Student Choices – Student Voices Challenge (#SCSVchallenge). For the semester, students pledge to advocate for at least one social issue. Below is a partial list that students may want to focus on:

- Access to education
- Climate change
- Immigration
- LGBTQ rights
- Mass incarceration
- Race and inequality
- Reproductive rights

Examples of “actions” include, but are not limited to:

- Calling and/or writing local or state Legislators;
- Organizing a conference and inviting relevant non-profits, community groups, and social enterprises (e.g. Beyond the Bars Conference at Columbia University);
- Hosting an awareness event and asking local businesses to donate food or other supplies to both raise the visibility of an issue and keep event costs down
- Volunteering at an organization that addresses a social issue you care about.

**Everyone can sign up for the pledge at <http://bit.ly/SCSVchallenge>.**

To help promote the challenge, think about making your own banner and have students write what issues they are pledging to advocate for. Share flyers for the challenge on social media and with Project Pericles so they can be shared with all SCSV Task Forces by being in the SCSV Shared Google Drive (<https://goo.gl/btuo5k>), like this simple image we made on Canva (<https://www.canva.com>) on the next page. If you have trouble adding flyers or additional resources to the shared folder, please email Garret Batten at [garret.batten@projectpericles.org](mailto:garret.batten@projectpericles.org) and he will upload the materials for you.

The #SCSVchallenge is an opportunity for students to exercise their skills as activists, raise awareness of important and highly-contested issues, and make a visible difference. Your Student Choices – Student Voices chapter is key to the success of this challenge. We want your chapter to actively participate in this campaign and encourage your peers to be involved as well. Share your journey on social media using #SCSVchallenge and promote the challenge at your events. Make sure to create and use your own SCSV hashtag. Remember to send your photographs to Project Pericles!



JOIN THE

# **STUDENT CHOICES - STUDENT VOICES CHALLENGE!**

Take the pledge at: [bit.ly/SCSVchallenge](http://bit.ly/SCSVchallenge)  
Share photos of how you are making a difference using  
the hashtag #SCSVchallenge!



*A copy of this flyer and other #SCSVchallenge designs can be found  
in the SCSV Shared Google Drive (<https://goo.gl/btuo5k>).*

## Ideas for Events and Community Engagement

The following are a sample of impactful and fun events your Task Force can host. Your events can be opportunities to educate and register people to vote, so remember to bring any voter education and registration materials. Let us know what other creative events you host so we can include it in our list!

### Community Service:

There are several ways you can give back. For example, make a difference off-campus and visit local neighborhoods and register people to vote. Contribute to the community in some other way by committing to a group service project (i.e. volunteering at a local non-profit organization that provides day-care for parents who want to vote).



*Students enjoying a game of SCSV Bingo at Wagner College.*

### Game Night:

Want to host a night of fun? Host Game Night on your campus! Play Student Choices – Student Voices Bingo, Candidate Trivia, Citizenship Test Trivia, and/or Text, Talk, Vote with your attendees:

***Student Choices – Student Voices Bingo*** is a fun game where students get to learn and debate about timely issues.

***Candidate Trivia*** is a great way to learn about political candidates and the issues on their platform.

Answer questions taken from the United States Citizenship Test on ***Citizenship Test Trivia*** night. Would you pass the Citizenship Test?

***Text, Talk, Vote*** (see page 22) is a free activity that requires 3-4 students and a cell phone. Get together to discuss important issues!

### Issues Forums:

Invite professors and/or community partners to debate one or more of the SCSV issue themes. Before the event, host a poster party for students to write what issues they care about and why.

### Meet the Candidates:

Partner with your school government relations department to invite local representatives or candidates to discuss their positions. Prepare a candidate questionnaire of issues that constituents are interested in and show them to your invited candidates. After the event, publish their answers on your campus website and/or in a nonpartisan voter guide you create for that upcoming election.

**Movie Night:**

Screen voting or civil rights-related films such as: *Suffragette*, *All the Way*, *Iron Jawed Angels*, *The Youngest Candidate*, *Journeys through the Red, White, and Blue*, and *Selma*. End the evening with a discussion. Prior to the event, prepare some engaging questions or prompts, and nominate someone to facilitate the post-movie discussion. Make your night even more memorable by first watching one or two shorts about the history of voting ([https://www.youtube.com/watch?v=ar7r5aG\\_B0Y](https://www.youtube.com/watch?v=ar7r5aG_B0Y)) and/or the importance of voting itself (<http://www.savetheday.vote>).

**Pizza/Barbecue Party:**

Hosting a party can be the kick-off event for your voter or issue campaign!

**Periclean Programs:**

Project Pericles runs two other student-centered programs: **D4D on the Road™** and the **Letters to an Elected Official Competition**. As mentioned earlier, the D4D on the Road™ workshops help students to develop the skills necessary to advocate for the issues they care about. We recommend that your Task Force attend a workshop. See this year's schedule on page 23. For the Letters to an Elected Official Competition, students submit letters about pressing issues to an elected official. Project Pericles awards prizes to five finalist student teams in order to support their efforts to move their issue forward locally and nationally. At your events, we ask that you promote these exciting initiatives. Email Jan Liss, Project Pericles' Executive Director, at [jan.liss@projectpericles.org](mailto:jan.liss@projectpericles.org) to receive more information and materials to share at your events!

**Workshops:**

Workshops are a great way to educate your peers on voting and civic participation. One workshop could be a "Ballot Walkthrough." If your state has a complicated ballot, you can help voters understand what is asked of them. You can also host a "Contact your Legislator" workshop where you can help your engaged peers get in touch with their local legislator by directing them to websites such as <https://www.usa.gov/elected-officials>, providing a sample call script, and letting them know that preparation can help get rid of "phone/social anxiety" (this website provides useful tips: <http://echothroughthefog.cordeliadillon.com/post/153393286626/how-to-call-your-reps-when-you-have-social-anxiety>). (You can even follow this event up with a phone-a-thon, having students meet-up and commit to calling a particular, or series of, elected officials.)

**Funding**

There are a variety of ways you can get funding for your efforts. One option is to co-host your events with student organizations and academic departments. Another could be applying for a grant through your campus activities office, student government association, or academic department.

Project Pericles also offers funding up to \$100 on a rolling basis. Submit a one page proposal that includes your name, college/university, and a brief description of your event. Be sure to include who is organizing it, how it will be promoted, what you hope to accomplish with the event and a short line budget. Students may apply alone or as part of a team. Submissions will be reviewed on a rolling basis throughout the 2017-2018 academic year. Applications are open to undergraduate students attending a Periclean college/university. To send in your application or to ask any questions, please email Jan Liss ([jan.liss@projectpericles.org](mailto:jan.liss@projectpericles.org)). See the next page for more information.

# STUDENT CHOICES – STUDENT VOICES



*Project Pericles wants to help you organize an event promoting civic engagement!*

## PROJECT PERICLES IS OFFERING GRANTS (UP TO \$100) TO FUND ACTIVITIES AND EVENTS YOU ORGANIZE TO

- 1) REGISTER ELIGIBLE VOTERS AND GET THEM TO POLLING STATIONS,
- 2) INFORM STUDENTS AND COMMUNITY MEMBERS ABOUT CANDIDATES AND ISSUES, AND/OR
- 3) SHARE RESOURCES TO HELP STUDENTS LEARN MORE ABOUT THE VOTING PROCESS.

Submit a one page proposal that includes your name, college/university, and a brief description of your event. Be sure to include who is organizing it, how it will be promoted, what you hope to accomplish with the event, and a short budget. Students may apply alone or as part of a team. Submissions will be reviewed on a rolling basis throughout the 2017-2018 academic year.

Applications are open to undergraduate students attending a Periclean college/university.

To send in your application or to ask any questions, please email Jan Liss ([jan.liss@projectpericles.org](mailto:jan.liss@projectpericles.org)).

This funding is part of **Student Choices – Student Voices (SCSV)** and the opportunity to receive financial support to organize an event connected to voter engagement is open to all campuses. Students who apply for funding and are not part of SCSV will become part of the SCSV student task force.

*Project Pericles is a vibrant consortium of colleges and universities that plays a vital role in promoting civic engagement within higher education. Project Pericles appreciates the support of The Eugene M. Lang Foundation.*

A copy of this flyer can be found in the SCSV Shared Google Drive (<https://goo.gl/btuo5k>).

# Voter Registration Campaign

(Adapted from the Campus Election Engagement Project: <http://www.campuselect.org>)

*“I think the semester went really well especially considering this was our first semester on our campus. We were able to get just about 300 students registered and a good percentage of the campus population seemed receptive to our efforts. We concentrated most of our outreach on registering as many people as we could before the primary and then encouraging those registered to vote...”*

*-- Pace University SCSV Leader, May 2016*

## 1. BUILDING your coalition and planning your engagement campaign.

- Organize an in-person meeting with as many campus representatives as possible to form a team.
- Together, create a written plan and a calendar that develops a timeline.
- Collaborate with your student government and other campus organizations – the more people involved, the more resources you will have, and the more people will hear about your efforts and events.
- Working with members of both Democrat and Republican groups will help you to stay unbiased and nonpartisan.
- Gather information pertaining to voting regulations and deadlines – this will ensure your team stays informed and helps fellow students access the information and services they need to register and to vote on Election Day.
- Publicize your calendar and important deadlines around campus.

To map out a semester long campaign with your Task Force and Coalition members, develop an action plan. Action plans are helpful because you can distribute and keep track of tasks accordingly. This plan can be used to assist your voter registration campaign efforts and events you are organizing.

*Example:*

TASKS	WHO	DEADLINES	NOTES
Post Movie Night on Facebook	Jane Doe, Outreach Chair, SCSV @ Bates	10/24/17	Include flyer
Distribute Movie Night Flyers to dorms	John Smith, Resident Advisor/Assistant	10/25/17	Ask permission to do so from the Housing/Residential Life Office.

2. **PREPARING your Task Force to register students.**
  - Make sure everyone promoting registration understands residency rules and deadlines. Contact your local election office ahead of time with questions and for advice.
  - Obtain your state's registration forms.
  - Create a sample script for your team.
  - Publicize at major campus activities like orientation to maximize outreach.
  - Take advantage of campus social and athletic activities where attendance and excitement are high by stationing volunteers outside the events. Consider asking the 'stars' of the events to promote voting to the attendees/audience.
  - Giveaways (e.g. stickers, candy) can attract your peers to your voter registration table.
  
3. **REGISTERING students to vote.**
  - Provide information and resources on local and absentee ballot voting.
  - Organize off campus drives, especially in areas that are historically underrepresented.
  - Make sure your registrants are aware of the importance of making a plan to vote and staying informed about the candidates and issues.
  - Remember to collect your registrants' email addresses so you can remind them to vote! Encourage them to sign up on HelloVote (see page 20) and TurboVote (see page 21) to receive additional reminders about all local and national elections.
  
4. **EDUCATING students on issues and candidates** through your events and tabling efforts: inform students about candidates, issues, and how to vote (see page 11).
  
5. **BUILDING momentum for (National and Local) Election Days.**
  - Create a hashtag for your campus' election efforts (e.g. #ElonStudentsVote, #PaceVotes2018). Use your hashtag to promote your events and outreach efforts!
  - Hold Absentee Ballot parties for students who are out-of-state voters.
  - Publicize voter identification requirements and help students secure necessary materials.
  - Hold rallies and election-related events.
  - Use art to gather crowds in visible places and then hand out election related materials.
  - Display posters, banners, and signs.
  - Provide chalk for students to draw messages and images on campus walkways encouraging voting (i.e. #Chalk4TheVote).
  - Initiate a carpool for students and community members to get to the polls.
  
6. **GETTING out the vote.**
  - Make sure all students know about the national Election Protection Hotline (1-866-OURVOTE or 1-866-687-8683) where they can reach volunteer lawyers and law students if they should have problems at the polls. We encourage you to work with your campus' civic engagement centers to educate students about voter intimidation. Share the following image in your efforts.

# ★ KNOW YOUR RIGHTS

# VOTER INTIMIDATION

**Voter intimidation is illegal and unlikely.  
But this is what it looks like - and what you can report:**

- Aggressive questioning about voting qualifications
- People falsely presenting themselves as election officials
- False information about voting requirements
- Harassment, especially targeting non-English speakers and voters of color



**You can report intimidation to the Election Protection Hotline  
1-866-OUR-VOTE**

- Promote early voting so that students can skip the long lines and distribute reminders for students to vote absentee if they are from other districts.
- Publicize the location of polling stations.
- Encourage voting with messages like “Take a Date to the Polls” or “Real Friends Don’t Let Friends Vote Alone” to promote group voting efforts.
- Hold “Parades to the Polls” to both early voting sites and Election Day sites.
- Plan entertainment and snacks near the polling places while students wait in line.
- Organize election night parties to watch results.

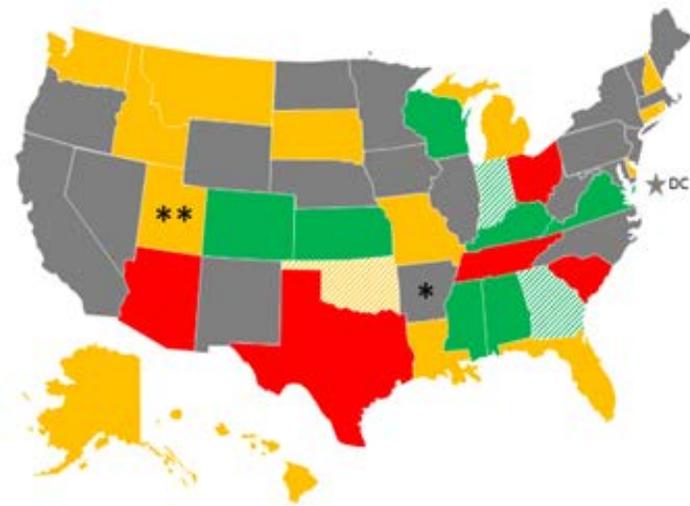
## 7. MEASURING your impact

- Document your efforts as you go so that you can see what worked and what did not – it will save time in the future.
- Make sure to email Project Pericles with updates on your campaign work.

### **REMEMBER:**

This is a nonpartisan effort. Make sure your coalition partners are aware as well. You may not suggest to students which candidates to support, parties to join, etc. You can suggest nonpartisan voter information students could use for guidance.

## Voter ID Requirements by State



	- No In-Person Voter ID Requirement*
	- In-Person Voter ID Requirement and Student ID NOT Accepted
	- In-Person Voter ID Requirement and Student ID IS Accepted
	- In-Person Voter ID Requirement But Alternatives Such as Affidavits, Signature-Matching, and Registration Database Comparison AND Student ID is Accepted**
	- Only Public College or University IDs Accepted. Otherwise both public and private school IDs are accepted.

\* Arkansas asks its voters for ID, but they are allowed to vote a regular ballot without one. A notation is made for the voters who do not present ID.  
 \*\* Utah is the one exception, since it accepts student ID but only as 1 of 2 forms of identification that must be presented. Both IDs must contain a name and an address.



allinchallenge.org

Each state has specific rules and regulations regarding identification at polling stations. The graphic above provides a snapshot of what voters are required to present on site, and you are encouraged to use the following link to get comprehensive information on voter ID requirements in your state:

[https://ballotpedia.org/Voter\\_identification\\_laws\\_by\\_state#Details\\_by\\_state](https://ballotpedia.org/Voter_identification_laws_by_state#Details_by_state).

Students can also learn what forms of identification are accepted by their state by printing out their state's voter ID information card at <http://www.voteriders.org/voter-id-info-cards>.

Just a reminder: if you encounter trouble at the polling station, call 1-866-OURVOTE (1-866-687-8683) – a hotline where volunteer lawyers and law students will assist you should you have problems at the polls. Vote411 (<http://www.vote411.org>) is another Election Day hotline in English and Spanish.

# Resources & Tools

## Stay Informed about the Issues:

### **BallotReady** (<https://www.ballotready.org>):

Know what you're voting for by researching every name and issue on the ballot with BallotReady.

### **Campus Vote Project Student Guides** (<http://campusvoteproject.org/studentguides>):

CVP has developed state-specific guides to help students understand their rights and how to register and cast a ballot in their school or home community.

### **Can-I-Vote?** (<http://www.canivote.org>):

Lets you know if you are registered to vote, where you are registered to vote, and where the polling station is located.

### **Center for Information and Research on Civic Learning & Engagement [CIRCLE]**

(<http://civicyouth.org>):

Features scholarly research that focuses on youth development and democracy in the United States.

### **History of Campaign Finance Regulation**

([https://ballotpedia.org/History\\_of\\_campaign\\_finance\\_regulation](https://ballotpedia.org/History_of_campaign_finance_regulation)):

The United States has a long history with campus finance regulation. Learn more about this issue and how recent court cases have impacted our election process.

### **Non Profit Vote's State Guide** (<http://www.nonprofitvote.org/voting-in-your-state>):

Get comprehensive information compiled from each state's website regarding voter eligibility, polling locations, and registration. It even helps you apply to work at the polls if you are interested.

### **Project Vote Smart** (<http://votesmart.org>):

Find your "Political Soulmate" and find out every candidate's stance on important issues.

### **Shelby County v. Holder** (<https://www.oyez.org/cases/2012/12-96>):

In *Shelby County v. Holder* (2013), Section 4 of the Voting Rights Act of 1965, which designated the states that had to change their voting laws, was declared unconstitutional by the United States Supreme Court. Learn why this historical decision was made and the arguments that supported it.

### **Turning Out More Voters** (<http://nymag.com/daily/intelligencer/2017/07/making-voting-more-engaging-might-make-more-people-vote.html>):

This article highlights how hosting festivals and other fun activities can be effective strategies for turning out the vote.

### **U.S. Vote Foundation** (<https://www.usvotefoundation.org>):

Provides information on how to register for an absentee ballot, election dates and deadlines, state voting requirements, voting methods, and options, an election official directory, and an online voter help desk.

## **Voter Registration Tools:**

### **Long Distance Voter (<http://www.longdistancevoter.org/#.Vb-mVvIVhBc>):**

As the domain name indicates, this website helps you vote in absentia –including Americans living abroad. It is powered by Rock the Vote and it is easy to navigate. Users select their State, and the website provides all the related information about ID requirements, registration deadlines, and related forms.

### **HelloVote (<https://www.hello.vote>):**

HelloVote is the chat bot that gets you everything you need to vote, by sending you your polling location, early voting information, an “I’m voting” selfie badge, election day reminders, and more.

### **Rock the Vote (<http://www.rockthevote.com/get-informed/elections/frequently-asked-questions>):**

This website helps individuals register and get informed about guidelines and the voting process. The website also has a great FAQ section.

### **Text, Talk, Vote (<http://texttalkvote.com>):**

Text, Talk, Vote is a text-message based civic engagement program. Stop the cynical, shallow conversations about the future of our country. Let Text, Talk, Vote guide you and your members through a positive, engaging conversation.

### **TurboVote (<https://turbovote.org/register>):**

Helps you get registered to vote, vote in absentia, and sends reminders by email and text of when the elections are and where to vote. If a campus is a partner of TurboVote, students can send forms for free and the institution gets data for assessment about its students.

## **Stay Engaged:**

### **ALL IN Campus Democracy Challenge (<http://www.allinchallenge.org>):**

The ALL IN Campus Democracy Challenge strives to change civic culture and institutionalize democratic engagement activities by providing a number of resources and tools to college campuses.

### **Campus Election Engagement Project (<http://www.campuselect.org/campus-electoral-engagement-assessment.html>):**

The Campus Electoral Engagement Self-Assessment helps campuses identify non-partisan, high-impact electoral engagement practices taking place in their institutions and other practices they can adopt.

### **iCivics (<https://www.icivics.org>):**

Founded by former Supreme Court Justice, Sandra Day O’Connor, iCivics works to inspire students to become civically engaged.

# D4D on the Road Advocacy Workshops 2017-2018



The D4D on the Road™ workshops are a part of Debating for Democracy (D4D)™, a Project Pericles program. This year the workshops are facilitated by Midwest Academy.

## 2017-2018 Schedule

October 28	Occidental College, Los Angeles, CA (visiting campus: Pitzer College) Trainer: Kate Barthelme
November 3	Wagner College, New York, NY (visiting campuses: The New School and Pace University) Trainer: Kate Barthelme
November 4	Chatham University, Pittsburgh, PA (visiting campuses: Allegheny College and The College of Wooster) Trainer: Carmen Berkley
November 11	New England College, Concord, NH (visiting campuses: Bates College and Hampshire College) Trainer: Lindsay McCuskey
January 20	Macalester College, St. Paul, MN (visiting campus: Carleton College) Trainer: Kate Barthelme
January 27	Hendrix College, Conway, AR (visiting campus: Rhodes College) Trainer: Kate Barthelme
February 10	Reed College, Portland, OR (visiting campuses: The Evergreen State College and Whitman College) Trainer: Kate Barthelme
February 24	Ursinus College, Collegeville, PA (visiting campuses: Goucher College, Swarthmore College, and Widener University) Trainer: Carmen Berkley

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