

# Voter Ambassadors Plan

*An easy-to-do civics project for your school, organization, workplace, congregation, sports team, club, or community service project*

## **Project Overview**

*Voter Ambassadors* is a social action/education project designed to involve the younger generation in civic life, with the ultimate goal of increasing the rate of voter turnout when students become eligible to vote. The program is geared primarily toward high school and college students, but anyone of any age and voting status can take part. *Voter Ambassadors* is an effort that is non-partisan, non-profit, issue-oriented, and research-based. It helps voters understand how their personal priorities relate to common voting issues. *Voter Ambassadors* is a long-term, educational effort to cultivate a new generation of habitual voters. You can carry out voter outreach activities year-round—not just before an election.

## **Outreach and Education Materials**

Website ([www.beavoter.info](http://www.beavoter.info))  
Voter Ambassadors Plan  
Voter Ambassador Reference Cards  
My E-Z Voter Checklist

## **Activities**

Being a *Voter Ambassador* is easy. It doesn't cost a lot of money, it doesn't require any study, and it doesn't take more than a few minutes of your time. You simply include voter-related questions into informal conversations as part of your regular weekly routine.

Here's how:

- Learn more about the *Voter Ambassadors* program by reviewing the materials at [www.beavoter.info](http://www.beavoter.info), especially the *E-Z Voter Checklist*.
- Throughout the year, when the occasion arises, simply *ask people if they are registered to vote*. Give them a *Voter Ambassador Reference Card*. They can go to the registration link on the reference card to request a voter application form. If they are already registered, give them a *Voter Ambassador Reference Card* anyway, ask them to post it on their social media and then give it to a friend.

- Post *Be A Voter* educational materials on your favorite social media sites and encourage your family, friends, classmates, coaches, teammates, teachers, youth group leaders and participants to post them on their sites as well.
- Create your own video about why you vote and the voting issues most important to you. Get a group of friends together and create a more in-depth version. Send to friends and family and post on all your social media sites.
- When you hold an event, distribute *Voter Ambassador Reference Cards* to those attending. Need a school or community service project? Voter outreach and education! If you are part of a committee, group, book club, sports team, congregation, or community service organization, tell participants about being a *Voter Ambassador* and encourage them to get involved too.
- There are many other venues where you can ask people if they are registered to vote or if they need to update their address, for example, cashiers at stores where you shop, servers at restaurants, etc.
- If you are an employer or manager, encourage your employees and clients to register and vote by placing *Voter Ambassador Reference Cards* and mail-in voter registration applications in your office (available at your local county elections office). You might also add a link to [beavoter.info](http://beavoter.info) to your website.
- If you are a teacher, organize a voter registration drive at your school. Contact your local county elections office and request that a Deputy Voter Registrar visit and register students. Many states no longer require civics education, but you can still get the message across to your students by posting a sign in your classroom and on your website that encourages everyone to ask family and friends if they are registered to vote. You can expand upon this idea by creating or including voter projects as part of community service activities.
- Become a Deputy Voter Registrar. Contact the local elections office in your state for more information. Go to [beavoter.info](http://beavoter.info) for a list of state election links.

### **Very Low/No Cost**

**Identify a contact:** Identify someone from your group/organization/congregation as the main contact for communication.

**Outreach:** Use social media, texts and e-mail. You can right click and save the *Voter Ambassador Reference Card* on the [website](http://beavoter.info) at and make copies if you like. *Be A Voter/ Ambassador* materials are in the public domain and available for your use for free. You can create your own, if you prefer. You may also print them out.

**Website:** Minimal time for quick updates to your group’s website to provide links to [www.beavoter.info](http://www.beavoter.info), where there is a list of resources to assist you.

**Training:** None required! Voter outreach is simple—just ask! No special training or expertise is necessary. Just weave your questions into normal conversations year-round. Experience shows that people are appreciative of the reminder.

**Evaluation**

Cultivating a new generation of voters is a long-term project without immediate results. However, for anyone seeking to quantify their progress on a short-term basis, examples include:

- 1) Counting the number of voter reference/ambassador cards distributed during a given time period
- 2) Counting the number of people completing voter registration applications (if you are a registrar)
- 3) Counting the number of people contacted in person, via text/email, and on social media
- 4) Checking the results of how many people voted by age group and county, available after each election.

**Recognition**

We celebrate many occasions throughout the year. Voting, especially recognition of first-time voters, is not yet one of these occasions. We can make a point of recognizing first-time voters in our communities and encourage others to do the same in their schools, neighborhoods, workplaces, congregations, and volunteer life. Just fold in mention at your regularly scheduled events, add to your website, or give a hearty congratulations on an individual basis.

**Timeline**

This is a long-term education project and can be started and carried out at any time throughout the year.

**For Additional Information**

Additional information and materials are at [www.beavoter.info](http://www.beavoter.info).

Contact \_\_\_\_\_ at  
\_\_\_\_\_.

(Provide your name or your organization’s designee here.)