



Vote for Change: Voter Registration Drive Event Organizing Manual

Program Overview

We can change Washington if more Americans get involved, get registered and show up to vote on November 4th. Vote for Change is an unprecedented 50-state voter registration and mobilization drive and we need your help to register voters in your community.

Through these events, thousands of Obama for America volunteers across the country, building on our work in the primaries, will drive the process of expanding and changing the face of the electorate in this country.

Below you will find a guide to organizing a Vote for Change event in your community. With your help, we hope to register enough new voters to reshape the electorate for this fall's election and for many more elections to come. Please join us in this historic effort!

Determine event strategy...

If you've never planned a voter registration event before, think of it as a few easy steps:

1. Get familiar with your state's voter registration laws. Check out <http://my.barackobama.com/vflegal> if you're not sure where to find information. You don't have to be an expert, just get familiar with the basics of how to register voters in your state.
2. Pick a time, date, and location
3. Create your Vote for Change event on My.BarackObama.com
4. Recruit volunteers and let people know about your event
5. Register voters!
6. Let us know how your event went, keep a record, and turn the forms in

The best way to plan a successful event is to set a great vision. Think about your goals for your event. Some key questions to answer are:

- How many people do you want to register?
- What is the best location for your event?
- How many volunteers will you need?
- What is the best way to communicate the event to the greatest number of people?

The following guide is to answer questions, provide suggestions, and give more details to help with planning your own event. Use what works for you and your community.



Who should I reach out to?

If there is a campaign office in your area, let them know you are planning an event. The first thing you should do is to visit your state's homepage on BarackObama.com (for example, <http://OH.barackobama.com> for the state of Ohio) and check to see if there are any campaign offices in your state. If your state has a local office, there should be a link for "VISIT your local office" in the top right of the page.

If there is a campaign office in your state, please reach out to this office to ask them for assistance and advice for organizing your event. The office may be able to help you recruit volunteers for your event and give you suggestions of good locations to register voters.

If there is no Obama office in your state, you might wish to contact your local Democratic Party to tell them you will be hosting a Vote for Change Event.

Reach out to the community. Be sure to post your event on My.BarackObama.com and invite members from local My.BarackObama groups. You can find groups near you by going to <http://my.barackobama.com> and then selecting Groups on your right.

You may also want to reach out to community groups, churches, or other organizations that will be interested in helping you with this project; these groups may even already be involved in registering voters. College and High School campuses can also be a great source of volunteers. Consider reaching out to members of these groups to ask if they are interested in attending or helping organize your event.

These partners can be a great resource for staging locations for your event, training on how to register voters, and helping promote your event.



Where do I register voters?

The best places to do voter registration are places where lots of people gather. Often, they involve a captive audience (classes, people waiting in lines), a stationary audience (athletic events, parks, laundromats), or a moving crowd that is not in a hurry (festivals, community events, campuses).

Below are a list of sites that have worked well for voter registration in the past. Use what works for your region or town. We've included an estimate of how many volunteers could work a typical site of this type. If at all possible, we recommend that you and a few core volunteers "test run" the site(s) you plan to use before the day of the launch event to make sure that they will be workable. If you will be working with a business or organization (such as a beauty shop or church), let them know beforehand what you will be doing and make sure you know any boundaries they have to respect their space – if your event is successful, you'll want to go back!

Ideas for Sites

- Concerts/Festivals/ Shows (20 + volunteers, depending on the size)
- Athletic events (20 + volunteers, depending on the size)
- Barbershops/beauty salons (2 volunteers)
- DMV/places where folks wait in line to pay parking tickets or other bills (2-3 volunteers)
- Citizenship graduations (3-4 volunteers)
- Social service centers (2-3 volunteers)
- Churches (10-20 volunteers, depending on the size)
- Halfway houses (2 volunteers)
- High schools and colleges (20+ volunteers depending on the size)
- Laundromats (2 volunteers)
- Busy street corners or parks (1 per corner, varies by park size)
- Outside of grocery stores, shopping centers or movie theaters (2-3 per parking lot)
- Gas stations (2 volunteers)
- Bus, subway, or train stops or on the bus, subway, or train (2 volunteers)
- Outside of schools when parents are picking their kids up (2 volunteers)
- Lines to get into clubs at night (2 volunteers)
- Coffee shops (2 volunteers)
- Local Farmer's Market (2 volunteers)

Be creative! You know your community best. In some communities, knocking on people's doors might be the best way to find people who are not yet registered to vote. Use your creativity and knowledge of your local community to choose the best location(s) for your team to visit.



Recruiting volunteers

Some ways to recruit volunteers

- Call/Email your personal contacts – get your friends and family involved!
- Post a flyer at your church, community center, school, and leave flyers at meetings of other organizations which might be interested (limit your printed materials to 500 or fewer)
- List your event on Facebook.com, MySpace, and any other social networking sites you're on
- Email any relevant MyBarackObama.com group listservs
- Ask the local Democratic Party to add your event to any newsletters and/or calendars
- Reach out to the local student community – colleges and high schools

Sample Vote for Change Event Schedule

Below is a sample schedule for a Voter Registration event. We encourage all volunteers to complete a 4 hour volunteer shift, but this schedule is not set in stone and should serve only as a guide for your event:

Sample Schedule

10:00 – 10:10	Welcome – Introduce yourself and the voter registration process
10:10 – 10:20	Training
10:30 – 10:45	Volunteers en route to voter registration sites
10:45 – 1:45	Voter Registration
1:45 – 2:00	Volunteers return to staging location to turn in forms and debrief

Materials you'll need:

- Voter registration cards (you can get these from BarackObama.com or your local Board of Elections)
- Pens
- Directions from staging location to voter registration sites
- Water

Clipboards may also be helpful.



What do I need to do or turn in afterward?

When your Vote for Change event is over, first, take a moment to celebrate, knowing that you've contributed to this nationwide effort that will help Senator Obama win in November, and empowered new voters to have a voice in their country.

Next, please collect the voter registration cards from all of your volunteers, check to make sure they are complete, and count them. Go to <http://my.barackobama.com/vfcfeedback> immediately after counting to let us know how many volunteers you had out during the day and how many people you and your volunteers registered to vote, and to give us any feedback that we can share with other organizers like you for future events.

Make sure to return the voter registration cards to your county by their deadline and according to their guidelines.

That's it! Take a look at the planning sheet and get started planning for your own successful event.

THANK YOU and GOOD LUCK!

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Vote for Change Planning Sheet

Now that you've thought through the possibilities for your own Voter for Change event, use this to help plan your event.

Event Logistics:

Date: _____

Start Time: _____

End Time: _____

Location: _____

Event Goals:

- How many new registrations do you want to get at this event? _____
- How many volunteers do you want? Aim high to compensate for last-minute cancellations: _____

Event Organizing Checklist:

Have you...

- Researched your state's voter registration laws? (You don't have to be an expert, but make sure you know enough to answer basic questions. Most states have an FAQ page on their website. Or you can view our state by state info at <http://my.barackobama.com/vfclegal>)
- Gotten all your materials ready?
- Posted your event on My.BarackObama.com?
- Recruited and confirmed volunteers?
- Assigned roles for volunteers (if necessary)?
- Conducted a "test run" at your voter registration site if possible, or checked in with anyone in charge of that space (i.e. a pastor, store clerk, etc.)?
- Set up a staging location or meeting spot?
- Arranged to collect the voter registration forms and have a and researched the process to turn them in?
- Contacted local organizations and let them know about your event (Democratic Party, community groups, schools, etc)?

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