Creating Modern On-Ramps to Voting: How to Meet Students Where They Already Are

Emily Giffin, Democracy Works
2019 CUMU Annual Conference
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Democracy Works improves civic participation by simplifying and modernizing the voting process for voters and election administrators.

TurboVote is an online tool for student voting needs. Users receive:

- Election reminders
- Assistance registering to vote
- Assistance requesting a vote-by-mail ballot

Reach out! partnerships@democracy.works
...Online!
The University of Chicago

We make voting easy.

We make sure you always know when elections are happening, and have the information you need to vote with confidence. Sign up to receive election reminders, get registered to vote, & apply for your absentee ballot!

GET STARTED

we ♥ democracy
Explore Indiana State University

Our Democracy Needs YOU!
Quickly register to vote, get reminders, and apply for an absentee ballot for local, state, and federal elections with TurboVote.

SIGN UP NOW

I’m Not Interested  Remind Me Later

Events

Re-Registration is open
Re-registration for existing student organizations opened on June 15. It is due no later than Sept. 15, however we encourage you to do so sooner in order to meet order to meet other deadlines.

Student Organizations and Leadership have moved!
The Student Orgs & Leadership portion of Campus Life have moved to HMSU 143 (across from the new Starbucks)! Come check out the new work space for student orgs.
M-R 8am-7pm & Fri. 8am-4:30pm

Events:

- BOOK DISCUSSION
  - Faculty & Friends Book Discussion
  - Friday, August 17 at 8:00am

- LAXA
  - Welcome to the Neighborhood
  - Friday, August 17 at 6:00pm

- LAXA
  - Breakfast for dinner and...
How to start the conversation…

- **Determine what the online incorporation should look like**
  - What should it link to?
    - Think: state resource, campus-specific voting page, TurboVote
  - What’s our call-to-action?
    - Think: strong messaging, eye-catching graphics
  - What’s the best place for our call-to-action?
    - Think: student portal, student checklist, learning management system

- **Determine who the key stakeholders are**
  - Which office(s) should we speak to on campus?
    - Think: registrar’s office, IT team, student activities
  - What’s our pitch, and who should make it?
    - Think: student-led, administrator-supported
  - What’s our timeline?

- **Determine if you can track effectiveness**
  - What can we track in order to bolster our ask next time? (e.g., TurboVote referral codes)
Thank you!

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