Holding a Voter Registration Drive

1. **Reach out to your administration.** Many dental school administrations also have an interest in promoting voter registration. They may be willing to provide you with resources. If your school is part of a larger university system, there is also a good chance that the administration there is also interested, especially if there is a department/school of public policy or student government on the campus.

   Some examples from past chapters include: General guidance and advice from people experienced in holding voter registration drives (or putting you in contact with such individuals), financial assistance for mailing absentee ballots or social media incentives, pre-made materials for the event, and allotting time during mandatory class to encourage voter registration.

2. **Consider incorporating an existing platform.** You don't have to start from scratch! There are a few great free resources available to help support voter registration drives. Here are two we **highly** recommend:
   - Rock the Vote will send you their voter registration drive toolkit if you sign up on their website: https://www.rockthevote.org/get-involved/help-register-voters/
   - TurboVote is a streamlined system that makes it easy to register to vote and keep up with elections. Anyone who signs up gets specific instructions for whichever state they live in as well as optional text and email updates for elections in which they can vote. This can be used both during an in-person drive as the means for people to sign up or during an online voter registration drive. https://turbovote.org/

3. **Don't do it all yourself.** This can be a big undertaking for one person! It's very likely that there are other people in your school also passionate about voter registration, and bringing them on to this project with the right information and training can not only make your job much more manageable, but also lead to more of your school getting excited to register to vote. If your ASDA chapter has a Legislative/Advocacy Committee, make the best use of that group and delegate appropriately.

   One possible delegation strategy is to find one (or more depending on your school's class size) member from each class year to help out and specifically focus on strategies that they think will work best for their specific class year.

4. **Consider incentives.** Some schools have found that incentivizing their members helps boost their registration events.

   Example: Have students email their proof of registration entered into a raffle for a basic model iPad, a gift card, or a free pair of loupes (which could be donated by the loupes company). If you're structuring your delegation efforts around members from each class year helping out in the event, you can have a prize for whichever class year gets the highest number of registrations (refer to Idea #7) There is a lot of room for creativity here!

5. **Take advantage of a captive audience.** If you're able to, having the attention of classmates that have to be there anyway can be very useful for getting registrants.

   Example: getting 10 minutes of class time during a mandatory class (after having let your professor know ahead of time), setting up a booth at the entryway of your cafeteria or other high-traffic area, or tabeling at social events.

6. **Reach out to your National Council on Advocacy Legislative Coordinator (LC)**. Especially if this is your first time holding a voter registration drive, getting in contact with chapters that have had success with this in the past can be very valuable! Feel free to reach out to your LC, they will be able to connect you with chapter leaders who have had good results with voter registration. If you don't know who your LC is, your district trustee will help you find their contact information

7. **Off Campus and Virtual Social Media Opportunities.** If you are unable to host a voter registration on campus due to the COVID-19 environment, consider a social media challenge. Every person that registers to vote could post on social media using a chapter-selected hashtag. Each person that uses the hashtag could be entered into a raffle to receive a prize or each person that uses the hashtag could receive a small incentive (such as a point if you use an Attendance Point System). You could also consider a competition between classes. Whichever class gets the most people to register to vote wins a prize.