



Toolkit for Student Organizations

Student organizations are the heartbeat of Harvard students' lives. As we seek to change the culture on our campus, we need as many voices as possible promoting 100% voter engagement. Thank you for leading this work.

Communications

Tip: When discussing voting with students, use the phrase "if eligible" to include all populations and encourage them to mobilize their peers.


 **Design and promote voter swag** for your student org — stickers, buttons, hats, sweatshirts!

 **Forward weekly voting reminders** to your organization. Specifically emphasize these dates:

Tuesday, 9/17 National Voter Registration Day
Tuesday, 11/5 Election Day


Registration Deadlines and Absentee Ballot Deadlines Vary by State, visit vote.org/voter-registration-deadlines/ vote.org/absentee-ballot-deadlines/

 **Follow** @harvardvoteschallenge on Instagram & @HVotesChallenge on X.


 Student org leaders can **share** the importance of voting and community participation on individual social media channels (tag us in your posts)! **Include voteschallenge.harvard.edu** on your website or social media bio, if your org has one.


Building a Team


 **Designate a voting leader** or voting team for your organization.

 **Check out HVC resources** to learn the basics of supporting voter registration, absentee ballots, and get out the vote efforts.

Commit to 100%


 **Let us know** that you're joining us: bit.ly/Pledgeto100


 **Post on social media** about the announcement.


 **Send an email** to your student organization letting them know your plan to achieve 100%.


Programming

Below are a series of potential integrations — be creative and do whatever will best fit your members. We're here to support and brainstorm with you!

 Implement a system where **assigned leaders check in** with each member of your student organization to make sure they are ready to vote. This can be done through big-little match-ups, families, or committees. Integrate voter engagement into the **recruitment process**.

 **Host an event or discussion** about why voting is particularly important to your student organization.

 **Integrate a voter engagement table** into pre-existing organizational events.

 **Challenge another student organization** to a voter engagement competition.

Appendix for Student Organizations

Announcement Language

Hey everyone! We're super excited to announce that we are working with the Harvard Votes Challenge to commit to 100% voter engagement among our members. We're still working out our plans, but we will be doing member-to-member organizing and integrating voting into our existing events and programming. [Insert a line about why voting is important to your org]. If anyone wants to help our organization build our 100% plan, let us know. We'd love to have you on board!

We know that some of our members may not be eligible to vote, but elections affect all of us, and everyone can be engaged in learning about our elections and mobilizing our community. We'll share more information soon. In the meantime, make sure you are voter-ready; visit voteschallenge.harvard.edu for your next election.

Announcement Logo

Below is the Harvard Votes Challenge logo that you may include with your announcements if you wish. Please contact the Harvard Votes Challenge team if you have any questions or need a different format.



Voting Update Ideas

If you share voting updates, we can highlight these on our email and social media lists. Below are a few ideas, in case you want to make your own posts.

Ideas for Posts

- Share a "Why I Vote" story.
- Emphasize the importance of local issues and elections. It's our responsibility to pay attention to our communities.
- Challenge three friends to join you in becoming voter-ready.

Language for Posts

- Celebrate your vote!
- Get pumped to have your voice heard.
- Let's make voting something Harvard does well.
- Let's create a campus-wide culture of participation.
- Don't just talk about change, VOTE!
- Approximately 70% of Harvard students voted in the 2020 election. Our goal is 100%.
- Voting is moving our education into action.
- Voter engagement is nonpartisan.
- Students can either vote in person, using their Cambridge/Boston address, or by mail (absentee), using their home address. Since more than half of students University-wide vote absentee, they face various barriers, like moving deadlines, stamps, and complex processes. We need to build a culture of engagement while mitigating these barriers to boost participation. Becoming voter-ready as early as possible is crucial.
- The electorate won't take young people seriously if we don't vote.
- Voting is a proxy for power.
- Some might think elections are going to go this way or that way depending on their state. But if no one shows up, our democracy doesn't work. And every vote is even more important in local elections. The last City Council election in Boston was decided by ONE vote.