

Toolkit for Student Organizations



First Edition - 2020

Student organizations drive the life of Harvard students. To change culture on our campus, we need as many voices as possible promoting 100% voter engagement. Thank you for leading this work. When discussing voting with students, use the clause “if eligible” to include all populations, and encourage students to mobilize their peers.

Make sure you are in touch with your school's voting team: voteschallenge.harvard.edu/meet-team

Communications






-  **Design and promote voter swag** for your student org — stickers, buttons, hats, sweatshirts!
-  **Forward weekly voting updates** to your organization (provided by HVC). Specifically emphasize these dates:

Tuesday, 9/22 — National Voter Registration & Request Your Absentee Ballot Day



Tuesday, 10/13 — Submit Your Ballot Day

Tuesday, 11/3 — Election Day

-  **Follow** @harvardvoteschallenge on IG & @HVotesChallenge on Twitter
-  Student org leaders can **post on their individual social media channels**, discussing the importance of voting and their community participating.
-  **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.
-  **Attend an HVC training** to learn the basics of supporting voter registration, absentee ballots, and get out of the vote efforts: bit.ly/hvctrainings.

Want to discuss voter engagement further? Contact Janna Ramadan at janna_ramadan@college.harvard.edu.

Commit to 100%








-  **Let us know** that you're joining us: bit.ly/hvcstudentorgs100.
-  **Post on social media** about the announcement.
-  **Send an email / GroupMe message** 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, families, or committees.
-  Integrate voter engagement into the **comp or recruitment process**.
-  **Host an event or discussion** about why voting is particularly important to your student organization.
-  **Integrate a voter engagement table** into already existing organizational events.
-  **Challenge another student organization** to a voter engagement competition.

Let us know your plan here:
bit.ly/studentorgcommitment

Appendix

Announcement

Below is a potential graphic for the announcement. Follow the links to customize and add your logo.

[Email Header](#) | [IG Post](#) | [IG Story](#)



Announcement Language

Hey all! We're super excited to announce that we are working with the Harvard Votes Challenge to commit to 100% voter engagement amongst our members. We're still working out our plans for what this will look like, but we will be doing member-member organizing and integrating voting into the events and programming that we already put on. [Insert a line about why voting is important to your org]. If anyone wants to help our organization build this 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 turning out our community. We'll share more information soon. In the meantime, make sure you are voter ready: voteschallenge.harvard.edu for your next election.

Language for Future Posts

If you commit to sharing voting updates, we'll add you to our voting email and social media list. Below are a few ideas, in case you want to make your own posts.

- Share a "Why I Vote Story."
- Emphasize the importance of local elections and local issues. It's our responsibility to pay attention to our communities.
- Challenge three friends to join you in becoming voter-ready.
- Celebrate your vote!
- Get pumped to have your voice heard.
- Let's make voting something Harvard does well.
- Let's create a culture of participation.
- Don't just talk about change, VOTE!

Want to discuss voter engagement further? Contact Janna Ramadan (Janna_Ramadan@college.harvard.edu).

- Only 48.6% of Harvard students vote. Our goal is 100%.
- Voting is moving our education into action.
- Voter engagement is non-partisan.
- 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, there are many barriers (moving deadlines, stamps, multiple step processes) that make voting difficult for students. We need to build a culture of engagement, while mitigating these barriers, to push forward participation. Becoming voter-ready as early as possible is important.
- 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. If no one shows up, our democracy doesn't work. Every vote is even more important in local elections. The last City Council election in Boston was decided by ONE vote.

What is the Harvard Votes Challenge?

The Harvard Votes Challenge is a university-wide non-partisan initiative working towards 100% voter registration, engagement, and turnout across all of Harvard's degree-granting schools and beyond. Created by students, administrators, and faculty members in 2018, the initiative is coordinated by the Institute of Politics and the Ash Center for Democratic Governance and Innovation at the Harvard Kennedy School. We build a culture of participation through a diverse coalition, institutionalization, and creative organizing.