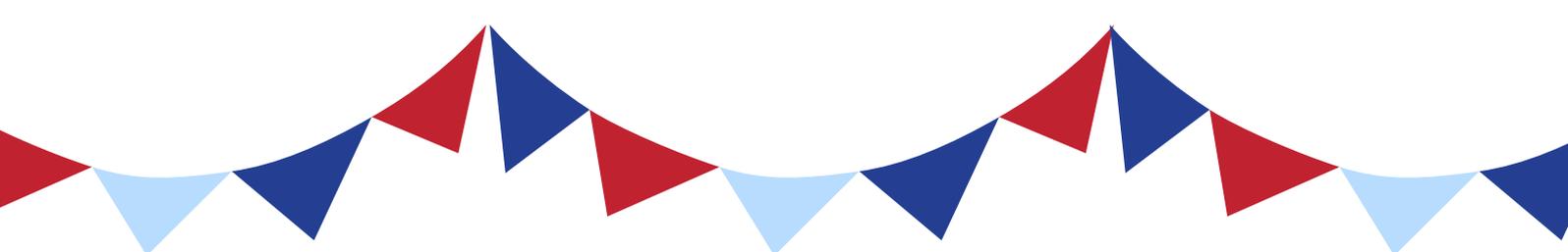


WHY VOTE? CAMPAIGN GUIDE

V O

T E



ACKNOWLEDGEMENTS

Campaign produced by Arielle Beisel, MSW student intern with SPEAK
(Social Policy Education, Advocacy, & Knowledge)

Contributors:

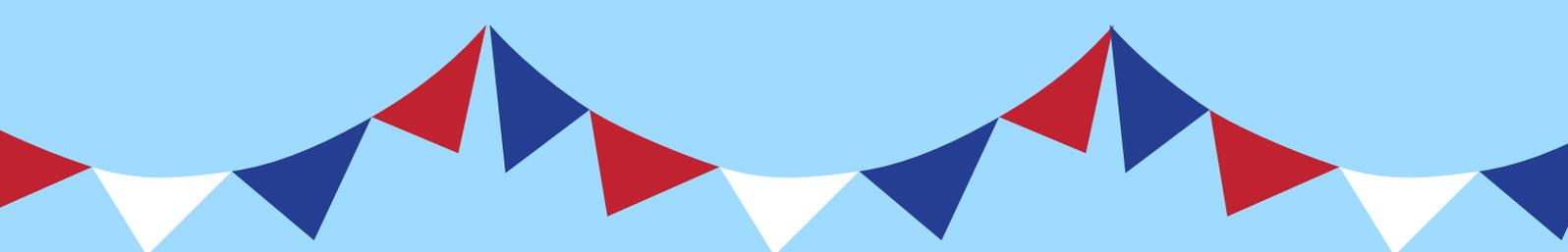
SPEAK gratefully acknowledges the support of Simmons Sisters Fund
at Texas Women's Foundation

Thank you to Voting is Social Work (The National Social Work Voter
Mobilization Campaign). Thank you for your collaboration and
contributions of information and materials. Much of this campaign was
put together with the materials provided at Votingissocialwork.org.

Thank you to MSWSN leadership and members for their collaboration
and assistance in disseminating this campaign.

Thank you to Disability Rights Florida for sharing their expertise and
time to make this campaign more inclusive and accessible.

Thank you to the University of Connecticut and its school of social
work for housing the Why Vote? Campaign materials and giving it a
space to be easily utilized by social workers across the country.



A NOTE FROM THE CREATORS

Thank you for taking this step to ignite your commitment to civic engagement. Social workers' voices are greatly needed in politics and we hope that this campaign can be a part of your involvement in America's political system. This campaign will give you and your peers all that you need to engage with others around the importance of voting and will help to prepare you as you host your first, of hopefully many, non-partisan voter registration drives on your college campus! Yay!

This campaign was designed to give you guidance around hosting a non-partisan voter registration drive and was prepared with all the resources and materials that you will need. This is a free tool! Please, use all of the materials and pass the campaign toolkit on to your peers so they can jump in as well! We hope that this campaign can be used by social work students across the country, to help amplify the voice of social work in the political system. We also want this campaign to empower communities across the country, to use their voice through their vote.

We hope that through hosting this campaign on your campus, that you will gain a sense of political efficacy. As a social worker, you have the skills and knowledge to do the work - all it takes is a little courage to step in. If you need more support or ideas, please visit our website at votingissocialwork.org! We have many resources and means of support to help you in your journey.

Let's get started! Happy campaigning!

Sincerely, Voting is Social Work



SPECIAL CONSIDERATIONS

01

Please do not change the materials included in this campaign unless you are adding your school's logo to the materials.

02

If you are not a social worker or social work student, feel free to adjust the campaign to meet your profession's needs. You don't need to use all the materials or complete everything included in the campaign calendar. Feel free to use what you can. We are hopeful that you can still use the campaign and put on your own non-partisan voter registration campaign.

03

When using campaign materials on your social media accounts, please be sure to tag [@votingissocialwork](#) & [@speak_policy_advocacy](#) in your captions.

04

Review the campaign guide and materials before you start. Don't feel pressured to complete all the suggested events and activities. Look ahead and choose the activities and events that interest you and your group.

05

When posting to social media, please use alt-text or provide a short description of the post to assist those who use screenreaders.

06

Do some research on the ways that voter suppression impacts different populations and consider inviting organizations on your campus that represent those groups' interests, to participate with you and your group in the campaign. The more the merrier.



TABLE OF CONTENTS

01

Introduction to the Campaign

03

Week 1 Info & Materials

05

Week 2 Info & Materials

09

Week 3 Info & Materials

13

Week 4 Info & Materials

16

Week 5 Info & Materials

19

Week 6 Info & Materials

24

Week 7 Info & Materials

27

Week 8 Info & Materials

31

Additional Resources



INTRODUCTION TO THE CAMPAIGN

This campaign is meant to be an 8-week advocacy project for social work students around why voting matters. This campaign is designed to assist you every step of the way and to help you prepare for the final aspect of the campaign: hosting of a non-partisan voter registration drive.

By this point, you've opened the campaign guide. Read through it to get a sense of what's involved in the campaign. You will see below that the campaign guide is organized into weekly modules and includes a copy of the calendar for that week. Additionally, this guide provides visual references to the materials needed for the activities of that week. To find the accompanying materials, go back to the zip file that you downloaded from Voting is Social Work's website, and open the corresponding week in the campaign materials folder. The social media posts for each week are organized into series. Simply pick a few of the posts from that week's social media series to post to your social media platforms throughout the week. When in doubt, refer back to the campaign zip file. You will find everything you'll need in there.

By the end of the campaign, you will be ready to host your first non-partisan voter registration campaign! We are excited for you to make a difference on your campus and empower your peers by registering others to vote!

WEEK 1

Plan your social work student network meeting to discuss the campaign, fill in the volunteer sign up sheets, get permission from your school to host a non-partisan voter registration drive on campus, and be sure to educate yourself on your states' laws around how to register others to vote!



#protip

visit <http://voter.org/sw-vot-er/> and order your team their vot-er badges - these makes voter registration a little easier

WHY VOTE?

CAMPAIGN CALENDAR

WEDNESDAY

Order your
Vot-ER
Badges to
make the
registration
process easier

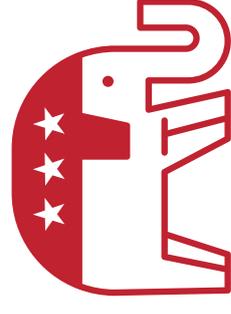
NOTES

Be sure to educate
yourself on voting
rights in your state as
well as the voter
registration process in
your state
(Fill out the State Specific Voter
Registration Information page)

TUESDAY

Talk to your group about
making the campaign and
voter registration drive as
inclusive as possible
(Can you get a multi-lingual
translator, can you bring
registration forms to the homes of
online students who don't leave the
house, can your out of town group
members register their neighbors,
etc.?)

SATURDAY



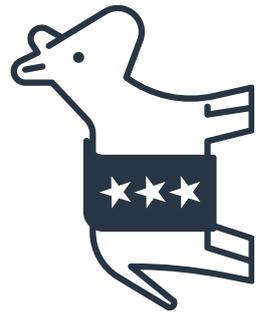
MONDAY

Discuss the campaign
& voter registration
drive during a social
work student network
meeting
(Fill in Volunteer Sign Up Sheet &
familiarize yourselves with
campaign materials)

FRIDAY

Get permission from
school leadership to
host a non-partisan
voter registration
drive on campus and
SET THE DATE for the
voter registration
drive

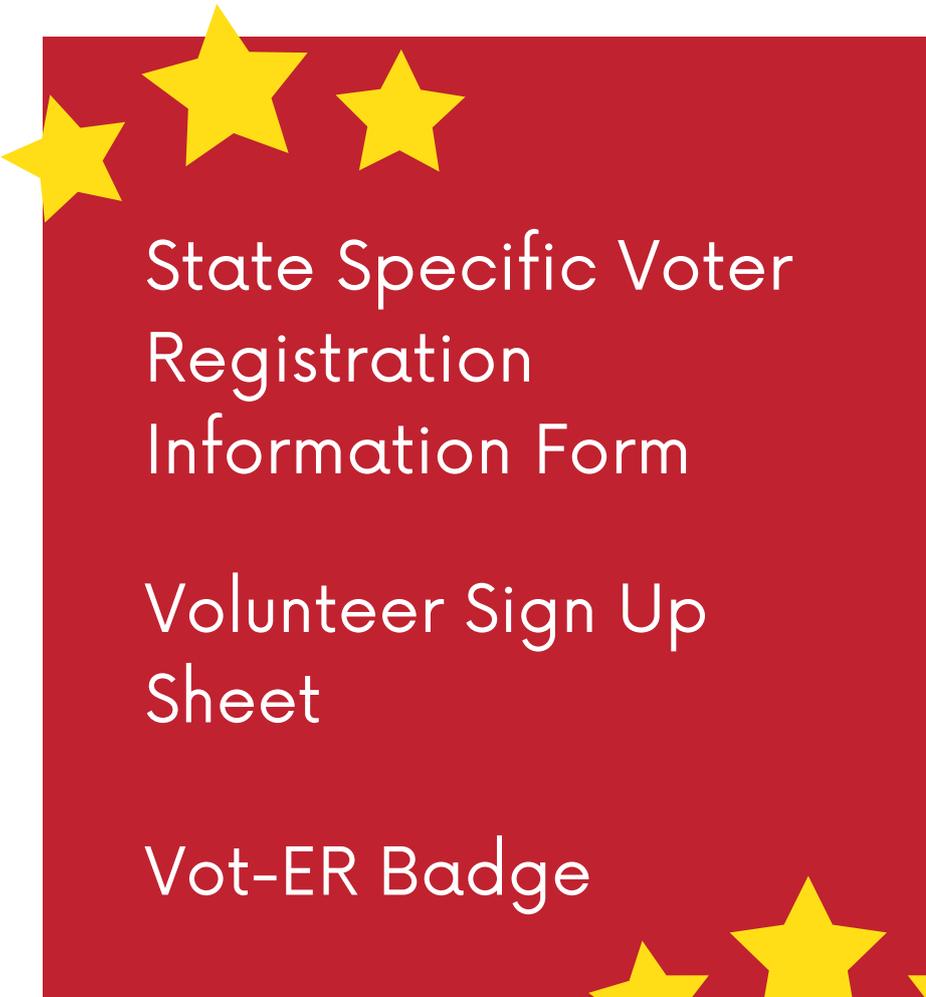
SUNDAY



THURSDAY



WEEK 1 MATERIALS



State Specific Voter Registration Information Form

Volunteer Sign Up Sheet

Vot-ER Badge

[HTTPS://VOTINGISSOCIALWORK.ORG/](https://votingissocialwork.org/)

STATE SPECIFIC VOTER REGISTRATION INFORMATION

RESEARCH YOUR STATE'S GUIDELINES AROUND VOTER REGISTRATION

VISIT THE FOLLOWING WEBSITE TO FIND OUT MORE ABOUT THE AVAILABLE OPTIONS IN YOUR STATE:
<https://vote.gov/>

- Can you register online in your state?
- Can you help others get registered without training or certificate?
- If you need to get trained, what type of training or certificate do you need to get to help register others?
- Will your school allow you to conduct a non-partisan voter registration drive on campus?
- What should you do with paper voter

WHY VOTE? CAMPAIGN VOLUNTEER SIGN UP SHEET

AREAS: ORGANIZER, REGISTRAR, ADVERTISEMENT TEAM, SET UP TEAM,

1	FULL NAME *	PHONE *
		EMAIL
2	FULL NAME *	PHONE *
		EMAIL
3	FULL NAME *	PHONE *
		EMAIL
	FULL NAME *	PHONE *
		EMAIL
	FULL NAME *	PHONE *
		EMAIL
6	FULL NAME *	PHONE *
		EMAIL
7	FULL NAME *	PHONE *
		EMAIL
8	FULL NAME *	PHONE *
		EMAIL
9	FULL NAME *	PHONE *
		EMAIL
10	FULL NAME *	PHONE *
		EMAIL

*** THANK YOU SO MUCH ***



Vo+ER

point camera here



OR

Text "VOTE HEALTH" to 34444

READY TO VOTE?

ACTIVATE THIS BADGE AT: VOT-ER.ORG/KITVIDEO

READY TO VOTE?

You can register to vote if you:

- Are a US citizen from any state
- Are 18+ years old

Or update your registration:

- If you have recently moved or changed your name

WANT ONE? Get yours at vot-er.org/kit

[@Vot_ER_org](https://www.instagram.com/Vot_ER_org)

READY TO VOTE?

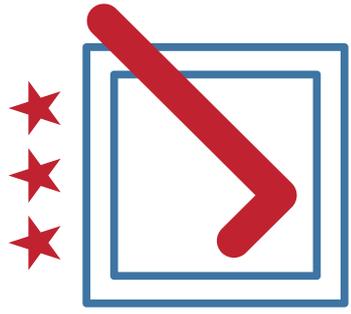
WEEK 2

It's time to start incorporating social media content to advertise for the campaign and upcoming voter registration drive. We've already mocked up some social media content for you and organized it into "series". Simply incorporate the campaign's series into your group's social media content for the week. There are a few other important things to do this week! Be sure to reference the calendar and look ahead to the next couple of weeks so you're prepared. Keep up the good work!



WHY VOTE?

CAMPAIGN CALENDAR

WEDNESDAY		NOTES	
TUESDAY	Ensure your team is ready and able to register voters in your state	SATURDAY	Request voter registration materials in multiple languages
MONDAY		FRIDAY	
SUNDAY	Run the Intro to the Campaign Social Media Series (Post a few of the posts from that series throughout the week)	THURSDAY	Print Campaign Materials (Flyers, posters, brochure)

WEEK 2 MATERIALS

**HELP US ELEVATE
OUR
PROFESSION'S
VISIBILITY, VOICE
AND INFLUENCE**

info@votingissocialwork.org
votingissocialwork.org

Voting is Social Work
Presents

WHY VOTE? CAMPAIGN

JOIN THE WHY VOTE? CAMPAIGN

VOTING IS SOCIAL WORK

WE HAVE THE POWER TO ENACT CHANGE ON BEHALF OF
OUR CLIENTS & COMMUNITIES. HELP US ELEVATE OUR
PROFESSION'S VISIBILITY, VOICE, AND INFLUENCE!

to learn more, visit votingissocialwork.org

Why Vote? Campaign

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A NON-PARTISAN CALL TO ACTION
VOTING IS SOCIAL WORK!

WHY VOTE?

your
vote is
your
voice.

a healthy
democracy depends
on an accessible &
inclusive electoral
process.

communities who
vote receive more
attention and
resources.

people who vote report
higher levels of

Campaign Flyers, Posters, & Brochure

LEARN
learn about the
importance of voting to
the social work
profession, to clients,
and to communities

ADVOCATE
advocate for a more
equitable voting system

PRACTICE
practice your
advocacy skills in the
real world

ENGAGE
use the social media
toolkit to engage your
peers around the
importance of voting and
voter registration

REG
help us
people
your in
colleg

AM
amplif
social
comm
realm

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aroun
voting
you to
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votingissocialwork.org

INTRO TO THE CAMPAIGN SOCIAL MEDIA SERIES

why vote? campaign

NON-PARTISAN VOTER REGISTRATION, EDUCATION, AND OUTREACH IS LEGAL, ETHICAL, AND PROFESSIONAL



EMPOWER YOUR CLIENTS AND YOUR COMMUNITIES AND HELP THEM GET REGISTERED TO VOTE

votingissocialwork.org

why vote? campaign

NASW CODE OF ETHICS REQUIRES FOR SOCIAL WORKERS TO ENGAGE IN SOCIAL AND POLITICAL ACTION



OUR VOTE IS OUR VOICE - USE IT!

votingissocialwork.org

why vote? campaign

HELP TO KEEP LOCAL AND NATIONAL LEADERS ACCOUNTABLE



OUR VOTE IS OUR VOICE - USE IT!

votingissocialwork.org

why vote? campaign

PEOPLE FOUGHT AND DIED FOR THE RIGHT TO VOTE

LET'S HONOR THEIR LEGACY - REGISTER YOURSELF, YOUR CLIENTS, YOUR PEERS, AND YOUR COMMUNITY TO VOTE



votingissocialwork.org

why vote? campaign

ELEVATE OUR PROFESSION'S VISIBILITY, VOICE, AND INFLUENCE WITH YOUR VOTE

ADVANCE SOCIAL JUSTICE BY ELECTING OFFICIALS WHO HONOR SOCIAL WORK VALUES



votingissocialwork.org

why vote? campaign

DEMOCRACY DEPENDS ON US HAVING THE RIGHT TO VOTE

LOW TURNOUT MEANS THAT THOSE WHO TURN OUT TO VOTE GAIN TOO MUCH POWER WHICH RESULTS IN A LASTING POWER IMBALANCE - USE YOUR VOICE AND VOTE!



votingissocialwork.org

why vote? campaign

IF YOU CARE ABOUT CLEAN WATER, GOOD EDUCATION, PUBLIC HOUSING, POLICING, TRANSPORTATION...

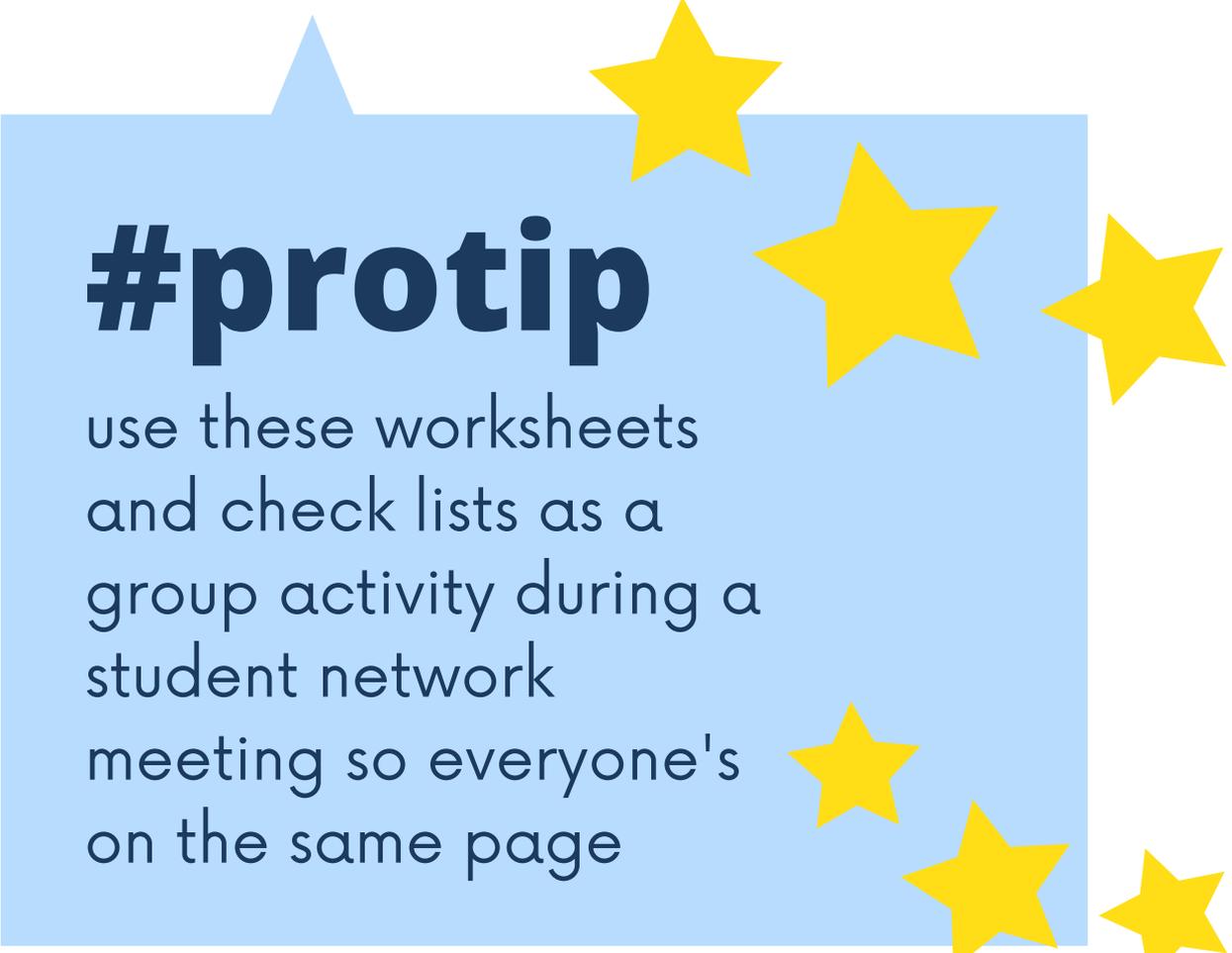
VOTE MUNICIPAL - ELECT LOCAL LEADERS WHO CARE ABOUT YOUR INTERESTS



votingissocialwork.org

WEEK 3

This week, it is super important to fill out the "voter engagement" worksheet and the "voter registration drive" check list. Be sure your entire group understands these documents. By filling out these documents, you will ensure that you and your group are ready to take on a voter registration drive! You're making progress! Good job!



#protip

use these worksheets and check lists as a group activity during a student network meeting so everyone's on the same page



WEEK 03



WHY VOTE?

CAMPAIGN CALENDAR

WEDNESDAY

Fill out "Voter Engagement" work sheet and "Voter Registration Drive Check List" with your group

NOTES



TUESDAY



SATURDAY



MONDAY



FRIDAY

Have your group change their social media banners to campaign banners

SUNDAY

Run the Social Work & Voting Rights Social Media Series (Post a few of the posts from that series throughout the week)

THURSDAY



WEEK 3 MATERIALS



Voter Engagement Worksheet

Voter Registration Drive Checklist



Worksheet for Integrating Nonpartisan Voter Engagement into Social Work Practice and Organizational Culture

Your organization/ school? _____

Who are the groups you could engage to vote (i.e., clients, staff, students, parents, etc.) _____

Potential partners (i.e., League of Women Voters)? _____

What steps can we take to help people to register

- When is the right time to ask clients whether they are registered to vote?

- Can we offer to help look up voter registration status, address and polling location?

- Can we run/support voter registration drives at events or meetings?

- How can we share information about registration deadlines and resources in office website and/or social media?

- Other ideas _____



Checklist and FAQ's

01

Get permission to do a nonpartisan voter drive, find volunteers, familiarize yourself with the rules and deadlines, get your supplies

02

Make sure your volunteers are trained, and you have all your supplies: posters, signs, decorations, laptop to look up registration status, forms, pens, pledge cards, etc.

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SOCIAL WORK & VOTING RIGHTS SOCIAL MEDIA SERIES

THE NATIONAL CONFERENCE OF CHARITIES AND CORRECTIONS (NCCC) ADVOCATED FOR VOTER-RELATED ISSUES AND ENCOURAGED SOCIAL WORKERS TO BECOME POLITICALLY INVOLVED FROM 1897-1982 (ABRAMOVITZ, HILL, SHERRADEN, RHODES SMITH, & MIZRAHI, 2019).

SOCIAL WORK & VOTING RIGHTS

Social workers have long encouraged civic participation. Start practicing civic engagement by joining the Why Vote? Campaign at votingissocialwork.org.

To learn more visit: https://www.researchgate.net/publication/336076752_Voting_Is_Social_Work_Voices_From_the_National_Social_Work_Voter_Mobilization_Campaign

AFTER THE PASSAGE OF THE VOTING RIGHTS ACT OF 1965, PEMBERTON (1965), WADE (1966), YOUNG JR. (1968), RHODES (1969), & COHEN (1970), ACTIVELY ADVOCATED FOR SOCIAL WORKERS TO USE CIVIC ENGAGEMENT AS AN ESSENTIAL COMPONENT OF THEIR DAILY PRACTICE (ABRAMOVITZ, HILL, SHERRADEN, RHODES SMITH, & MIZRAHI, 2019).

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To learn more visit: https://www.researchgate.net/publication/336076752_Voting_Is_Social_Work_Voices_From_the_National_Social_Work_Voter_Mobilization_Campaign

STARTED IN 2017, THE NATIONAL SOCIAL WORK VOTER MOBILIZATION CAMPAIGN IS "SET OUT TO REGISTER AGENCY CLIENTS AND TO MAINSTREAM VOTER ENGAGEMENT IN SOCIAL WORK EDUCATION" (ABRAMOVITZ, HILL, SHERRADEN, RHODES SMITH, & MIZRAHI, 2019, P.5)

SOCIAL WORK & VOTING RIGHTS

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IN THE 1920'S, HARRIET ELIZABETH VITTM, "A CHICAGO SETTLEMENT HOUSE LEADER, URGED SOCIAL WORKERS TO OVERCOME THEIR FEARS OF POLITICS TO TEACH PEOPLE HOW TO VOTE, AND TO LINK IT TO IMPROVED NEIGHBORHOOD CONDITIONS" (ABRAMOVITZ, HILL, SHERRADEN, RHODES SMITH, & MIZRAHI, 2019, P.3).

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TAMID A WITHERING POST-WORLD WAR II ATTACK ON THE EXPANDING WELFARE STATE, "J. C. CLARK IN 1954, "URGED SOCIAL WORKERS TO REMIND POLITICIANS OF "WHAT THE VOTERS WANT" AND THAT "IN A DEMOCRACY EVERY CITIZEN'S VOTE CARRIES EQUAL WEIGHT" (CLARK, 1954, P. 93 AS CITED IN ABRAMOVITZ, HILL, SHERRADEN, RHODES SMITH, & MIZRAHI, 2019, P.3).

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"HUMAN SERVE PURSUED TWO STRATEGIES. MOBILIZATION OF THE SOCIAL SERVICE SECTOR AND ADVOCACY FOR UNIVERSAL VOTER REGISTRATION" AND ACHIEVED FEDERAL LEGISLATIVE REFORM. IN 1993, WITH THE PASSAGE OF THE NATIONAL VOTER REGISTRATION ACT (NVRA), WHICH "REQUIRED STATES TO OFFER VOTER REGISTRATION SERVICES BY MAIL, AT SOCIAL SERVICE OFFICES, AND AT MOTOR VEHICLE OFFICES" (ABRAMOVITZ, HILL, SHERRADEN, RHODES SMITH, & MIZRAHI, 2019, P.3).

SOCIAL WORK & VOTING RIGHTS

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WEEK 4

It's time to get in front of your peers! Talk to a professor and request some time to talk with the class about the campaign and upcoming non-partisan voter registration drive. Maybe you can recruit some more volunteers! Ask the campus' newsletter editor if your group can advertise in the next issue. We need people to know what's going on, so get out there and spread the word!



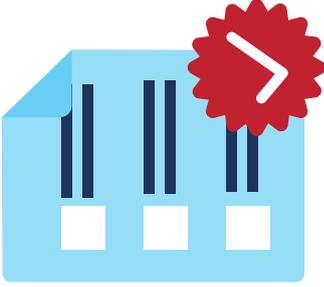
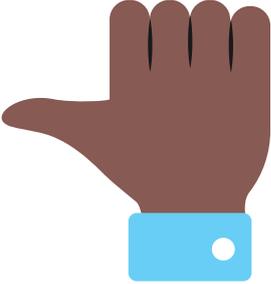
#protip

bonus points if you can
recruit people outside of
the school of social work



WHY VOTE?

CAMPAIGN CALENDAR

SUNDAY	Run the Vote Municipal Social Media Series (Post a few of the posts from that series throughout the week)	MONDAY		TUESDAY	Speak with a professor and schedule an informational meeting during a class session	WEDNESDAY	
THURSDAY	Request an advertisement spot in a campus newsletter	FRIDAY		SATURDAY	Plan a Q&A session to host on your social media accounts to answer questions and gain support from other students or student groups	NOTES	

VOTE MUNICIPAL SOCIAL MEDIA SERIES

VOTE MUNICIPAL
& hold your local leaders accountable

Voting is Social Work & Why Vote? Campaign

VOTE MUNICIPAL

Do you care about sustainability?
Vote Municipal!
Your local leaders could have huge impacts on making your community more sustainable.

learn more at votingissocialwork.org

Voting is Social Work & Why Vote? Campaign

VOTE MUNICIPAL

Do you care about education, policing, community safety, transportation and affordable housing?
VOTE MUNICIPAL!
Your local government directly impacts each of these issues in your community. Elect local leaders that represent your values!

learn more at votingissocialwork.org

VOTE MUNICIPAL

Mayor, City Council, City Manager, City Attorney, City Clerk, City Treasurer, Police Chief, Fire Chief, Public Works Director, Planning Director, Economic Development Director, Parks and Recreation Director, Boards and Commissions, Municipal Judge, Advisory Boards, Community Development Director

Learn more about the importance of voting locally - Join the Why Vote? Campaign at votingissocialwork.org

Voting is Social Work & Why Vote? Campaign

VOTE MUNICIPAL

Do you care about your community having clean water?
VOTE MUNICIPAL!
Your local leaders have direct impacts on your community's wellbeing.

learn more at votingissocialwork.org

WEEK 5

This week we are focusing on getting prepared for advertising for the campaign: write up your advertisement for the voter registration drive that will go to your school's newsletter & create a quick, 5 minute, presentation that you can give to classes to get people motivated for the upcoming voter registration drive. Again, consider creating a coalition of different groups on campus who may be interested in participating in the voter registration drive. Perhaps they can reach a different audience. The more people that know about the voter registration drive, the better. Advertise, advertise, advertise.



#protip

make sure your presentation and advertisement are simple, quick, and eye catching...less is more!

WHY VOTE?

CAMPAIGN CALENDAR

WEDNESDAY

Create a quick presentation to give to classes in your program

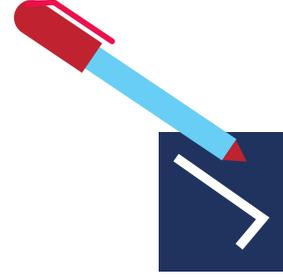
NOTES

Make sure your group is confident in registering other to vote and get all the supplies you'll need for the voter registration drive

TUESDAY



SATURDAY



MONDAY

Write up an advertisement for your campus newsletter

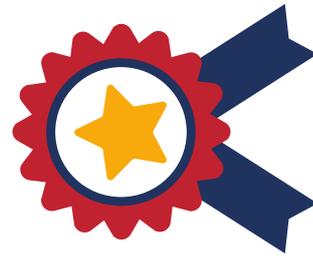
FRIDAY



SUNDAY

Run the History of Voting in America Social Media Series (Post a few of the posts from that series throughout the week)

THURSDAY



HISTORY OF VOTING IN AMERICA SOCIAL MEDIA SERIES & INFOGRAPHIC

THE HISTORY OF VOTING IN AMERICA

UP UNTIL 1870, ONLY WHITE MALES WHO OWNED LAND COULD VOTE...

1870

through the passage of the 15th amendment, the right to vote was granted to Black men but would be stifled again during the era of reconstruction

1877-1965

Jim Crow Era - literacy tests, poll taxes, intimidation and other restrictive measures were enacted to keep Black voters from exercising their right - these measures were not removed or barred until 1965

1920

women were not allowed to vote until the ratification of the 19th amendment in 1920

1924

Congress enacted the Indian Citizenship Act which granted citizenship to Native Americans...their right to vote was still not guaranteed though, as some states barred Native Americans from voting until 1957

1882-1943

Chinese immigrants were granted citizenship after the Chinese Exclusion Act was repealed in 1943...only then were they allowed to exercise their right to vote

1965

Voting Rights Act was passed which suspended literacy tests...they were not completely banned until 1975

1984

polling places were required to become more accessible to older adults and people with disabilities

HELP US ENSURE OUR VOTING SYSTEM IS MORE EQUITABLE. JOIN THE WHY VOTE? CAMPAIGN AT VOTINGISSOCIALWORK.ORG

HISTORY OF VOTING IN AMERICA

THE SYSTEM'S ALWAYS BEEN EXCLUSIVE AND UNJUST

up until 1870,

only white males who owned land could vote

THERE ARE STILL SO MANY WAYS THAT OUR VOTES ARE BEING SUPPRESSED TODAY. PURSUE SOCIAL JUSTICE BY REGISTERING OTHERS TO VOTE. JOIN THE WHY VOTE? CAMPAIGN AT VOTINGISSOCIALWORK.ORG

HISTORY OF VOTING IN AMERICA

THE SYSTEM'S ALWAYS BEEN EXCLUSIVE AND UNJUST

1870

through the passage of the 15th amendment, the right to vote was granted to Black men but would be stifled again during the era of reconstruction

THERE ARE STILL SO MANY WAYS THAT OUR VOTES ARE BEING SUPPRESSED TODAY. PURSUE SOCIAL JUSTICE BY REGISTERING OTHERS TO VOTE. JOIN THE WHY VOTE? CAMPAIGN AT VOTINGISSOCIALWORK.ORG

WEEK 6

Keep up the good work! This week, we encourage you to host a Q&A session on your social media platforms. While you are out on campus spreading the word about the campaign and the upcoming voter registration drive, we encourage you to pass out the campaign posters, flyers, and brochures to students as a visual reminder of the upcoming event.



#protip
invite other clubs and organizations to participate in your Q&A...maybe you all can become a coalition in fighting for voting rights in your area!



WEEK 06



WHY VOTE?

CAMPAIGN CALENDAR

WEDNESDAY

Host your Q&A session on your social media about the voter registration drive and recruit a few new volunteers!

NOTES



TUESDAY

Send in your advertisement for the school newsletter

SATURDAY

Pass out campaign materials on campus - advertise for the upcoming voter registration drive!

MONDAY



FRIDAY



SUNDAY

Run the Did You Know? Social Media Series (Post a few of the posts from that series throughout the week)

THURSDAY

Host the informational meeting during a class session

WEEK 6 MATERIALS



**HELP US ELEVATE
OUR
PROFESSION'S
VISIBILITY, VOICE
AND INFLUENCE**

info@votingissocialwork.org
votingissocialwork.org

Voting is Social Work
Presents

WHY VOTE? CAMPAIGN

JOIN THE WHY VOTE? CAMPAIGN

VOTING IS SOCIAL WORK

WE HAVE THE POWER TO ENACT CHANGE ON BEHALF OF OUR CLIENTS & COMMUNITIES. HELP US ELEVATE OUR PROFESSION'S VISIBILITY, VOICE, AND INFLUENCE!

to learn more, visit votingissocialwork.org

Why Vote? Campaign

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LEARN

learn about the importance of voting to the social work profession, to clients, and to communities



REG
help us
people
your in
colleg

ADVOCATE

advocate for a more equitable voting system



AM
amplif
social
comm
reaim

PRACTICE

practice your advocacy skills in the real world



WH
CAI

ENGAGE

use the social media toolkit to engage your peers around the importance of voting and voter registration



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A NON-PARTISAN CALL TO ACTION
VOTING IS SOCIAL WORK!

WHY VOTE?

your vote is your voice.

a healthy democracy depends on an accessible & inclusive electoral process.

communities who vote receive more attention and resources.

people who vote report higher levels of

Campaign Flyers, Posters, & Brochure



DID YOU KNOW? SOCIAL MEDIA SERIES



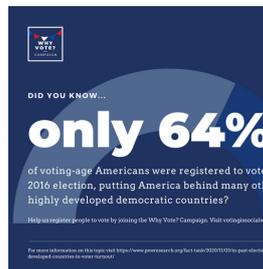
DID YOU KNOW...

5.2 million

Americans were barred from voting in the 2020 election due to felony disenfranchisement laws?

Felony disenfranchisement laws vary state-to-state and disproportionately affect Black men. Help us fight against voter suppression by joining the Why Vote? Campaign. Visit [votingissocialwork.org](https://www.votingissocialwork.org)

Facebook
Posts



DID YOU KNOW...

16 million

people were purged from voter rolls across the country from 2014-2016?

While trying to clean up the voter rolls, eligible voters are often purged from the voter registration process. Many don't find out they've been purged until voting day which means they're forced to use a provisional ballot. Help us fight these voter suppression tactics and join the Why Vote? Campaign. Visit [votingissocialwork.org](https://www.votingissocialwork.org)

For more information on this topic visit <https://www.brennancenter.org/issue/ensure-every-american-can-vote#purge>

DID YOU KNOW? SOCIAL MEDIA SERIES

1

**39% of young
people
struggle**

to know where to vote

VOTING IS SOCIAL WORK & THE
WHY VOTE CAMPAIGN

**Did you
know...**

2

**52% of
young
people
struggle**

to scheduling in time to
vote - they need to

Instagram
Story

WEEK 7

You're almost there! Congratulations on all your hard work! Now for some logistics...make sure you have all the things you will need for the day of your voter registration drive: pens, clipboards, volunteers, decorations, and a place to set up on campus. And don't forget to keep advertising - the more the better!

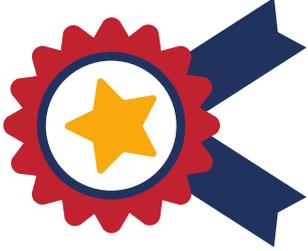


#protip

see if there are a few people in your group that can bring a lap top or tablet to the event to check people's voter registration status - checking voter registration status is just as important as signing up a new voter

WHY VOTE?

CAMPAIGN CALENDAR

SUNDAY	Run the Why Vote? Social Media Series (Post a few of the posts from that series throughout the week)	THURSDAY	
MONDAY		FRIDAY	Make sure you have your pens, clip boards, registration forms, table, decorations, etc. to set up on campus next week
TUESDAY		SATURDAY	
WEDNESDAY	Pass out campaign materials on campus - advertise for the upcoming voter registration drive!	NOTES	

WHY VOTE? SOCIAL MEDIA SERIES

EMPOWER



BE EMPOWERED



OUR VOTE



VOTING IS A



OUR VOICE



HUMAN RIGHT



WEEK 8

The time has come to host your first, of hopefully many, non-partisan voter registration drives! Get out from behind the table, stay positive, and get it done! Don't forget, updating a registration is just as important as securing a new one! Once your team is finished, if you've collected voter registration forms, don't forget to turn those in right away! Congratulations on all of your team's hard work...it's definitely paid off. One step closer to a more inclusive democracy! YAY!



#protip

when you're talking with someone, start to put the pen and clipboard in their hand - you'll be surprised at how many people will automatically start filling it out

WHY VOTE?

CAMPAIGN CALENDAR

SUNDAY	HOST YOUR VOTER REGISTRATION DRIVE ON CAMPUS AND IN YOUR LOCAL COMMUNITY!	WEDNESDAY	
MONDAY		TUESDAY	
THURSDAY	DON'T FORGET TO DEBRIEF WITH YOUR GROUP & FILL OUT THE EVALUATION FORM PLAN A TIME TO PARTICIPATE IN THIS CAMPAIGN AGAIN!	FRIDAY	
		SATURDAY	NOTES

WEEK 8

MATERIALS

Congratulations on completing your first voter registration drive! Now that you're done, we want to get your group together to evaluate your efforts. Please take some time to fill out the evaluation form to debrief on your group's experience. What worked well? What could be improved for next time? We hope that this is the first of many registration drives for you and your group. Please take some time to fill out the evaluation form to debrief on your group's experience.

The work is not done - we need to you continue this effort so that we mobilize as many voters as possible, and continue to empower social work students to incorporate civic engagement as a part of their daily activities as students and professionals. We encourage you to repeat this campaign on a yearly basis! Be thinking about who can carry this tradition on in your group. Or perhaps you elevate your efforts through becoming a part of the Voter Mobilization Campaign through Voting is Social Work. Either way, we hope that you will take advantage of the additional resources that we've compiled for you at the end of this guide. We hope that they help you amplify your efforts and inspire you to join in the work that is already being done in the field around these topics.

WEEK 8

MATERIALS

Evaluation Form

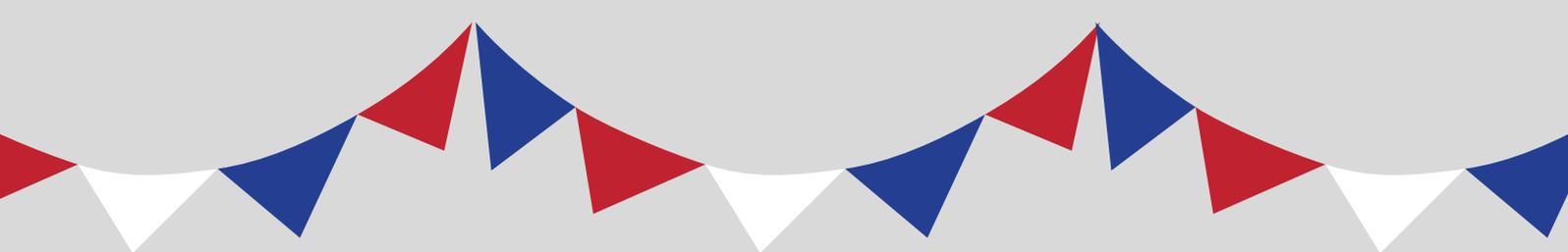
Why Vote? Campaign

votingissocialwork.org

Evaluation

You've completed the campaign and have hosted your first non-partisan voter registration drive! Congratulations! We encourage you to complete this evaluation form to help you and your group debrief. We hope that this process will help you as you look forward to the next time you participate in the campaign and the next time that you host a voter registration drive.

<p>1.</p> <p>Name two things that worked well for your group?</p>	<p>2.</p> <p>Name two challenges that you had to overcome?</p>
<p>3.</p> <p>What two things went well on the day of the voter registration drive?</p>	<p>4.</p> <p>Name a few barriers to voting that the students on your campus face?</p>
<p>5.</p> <p>How can you make this campaign sustainable on your campus? Who will participate next year?</p>	



ADDITIONAL RESOURCES

V O

T E

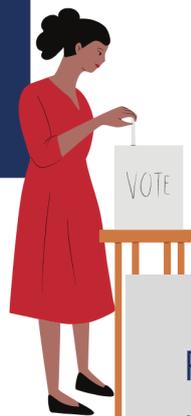
THE NATIONAL SOCIAL WORK VOTER MOBILIZATION CAMPAIGN



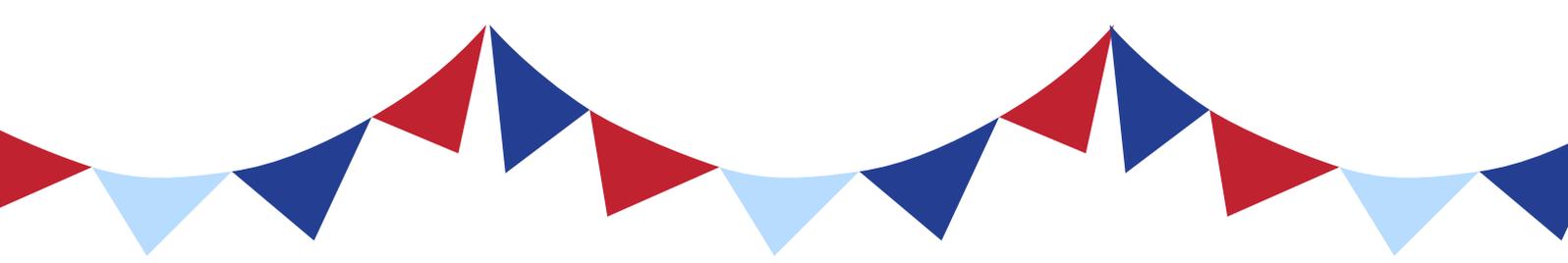
INTEGRATE VOTER ENGAGEMENT ACTIVITIES INTO THE CLASSROOM AND FIELD EDUCATION

- Make voting rights and voter mobilization skills a part of your classroom and field assignments
- Encourage students to organize voter registration drives at your school, agency or field placement
- Activate both micro and macro students
- Raise awareness of the importance of voting to social work practice and social policy

Find activities and assignments to help you get your students involved at <https://votingissocialwork.org/for-field-education/>



PROFESSORS! Elevate your efforts by joining the National Social Work Voter Mobilization Campaign



LIST OF MACRO SW ORGANIZATIONS

Association for Community Organization and Social Action
(ACOSA)

Voting is Social Work (VISW)

Congressional Institute for Social Work and Policy (CRISP)

Influencing Social Policy (ISP)

Latino Social Work Organization

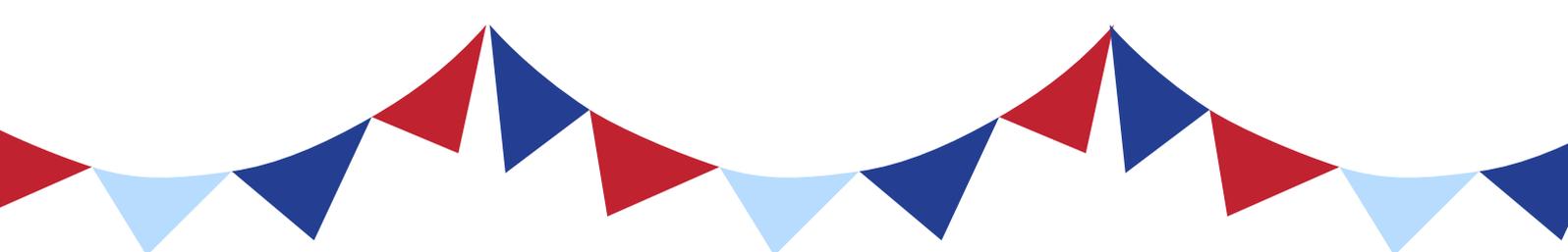
Nancy A Humphreys Institute for Political Social Work

Network for Social Work Management (NSWM)

SPEAK - Social Policy Education, Advocacy, & Knowledge

Special Commission to Advance Macro Practice in Social
Work

Vot-ER: Building a Healthy Democracy



RESOURCES ON REGISTERING SPECIAL POPULATIONS

**Formerly Incarcerated
or Convicted of a
Felony...?**

[Restore Your Vote](#)

[ACLU](#)

**Experiencing
Homelessness..?**

[National Coalition
for the Homeless](#)

**Survivor of Domestic
Violence, Sexual Assault,
Stalking or Risk of Injury to
a Minor...?**

[National Network
to End Domestic
Violence](#)

**People with
Disabilities...?**

[American
Association of
People with
Disabilities](#)