



FEMINIST MAJORITY FOUNDATION

CHOICES CAMPUS LEADERSHIP PROGRAM

WORLD'S LARGEST PRO-CHOICE STUDENT NETWORK

GET OUT HER VOTE 2014

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IT'S TIME TO GET OUT HER VOTE!

The Feminist Majority Foundation's Get Out Her Vote Campaign (GOHV) is the nation's only student-led voter education and registration initiative aimed at increasing young women's voter participation. We have so much at stake at the polls – we are underrepresented at all levels of government, including campus student governments, and the policies we vote on will affect us and women around the world.

Most states' voter registration deadlines for primary and general elections are a month before the scheduled election. Use our tool kit and website to help launch a GOHV campaign on campus. Contact FMF campus organizers at 703-522-2214 with any questions and to tell us about your progress!

WHY HER VOTE COUNTS

As we saw in the historic 2012 general election, the mobilization of students – especially young women – has the potential to change the political landscape in many states and the nation. Remember, the 2000 presidential election was decided by only 537 votes.

It is important to participate and vote in every election whether it's federal, state, county or municipal. Typically in off year non-presidential elections, voter turnout is significantly lower on average than in presidential elections. Therefore elections in the off years are determined by a much smaller margin of votes. If women increase their turnout in all elections, they will increase their power.

Only 37% of the eligible voters in the United States voted in 2010, the last off-year election. Worse yet, in 2010 only 22.8% of eligible young voters 18-29 year old voted, compared to 70% of seniors 65 years and older - but in 2012, a presidential election year, voters 18-29 years old composed 19% of the electorate, while seniors composed only 16%. No wonder Social Security is the third rail of politics while young women's issues like reproductive rights, peace, affirmative action, and the environment often take a back seat!



Students and young people must turn out to vote in every election. Young people, especially young women, have enormous rights at stake in every election. Among women, 18-24-year olds vote less than any other age group. It's time to change these numbers!

WOMEN ARE UNDER-REPRESENTED

Although in 2011 the number of women in the 112th Congress declined for the first time, in 2013 women made a strong comeback, especially in the Senate. Women now represent 20% of the Senate and 18 percent (or 79 women members) of the House of Representatives. However, women make up half of the US population and only account for 18 percent in Congress. This is not enough! We still need to work to increase women's representation not only in Congress but also at the state and local levels.

THE GENDER GAP

Increasing voter participation among young women has the power to transform politics. Women vote differently than men; this measurable difference in the way women and men vote and view issues is called the gender gap. The gap can be quite significant, and frequently (since 1980) has determined the outcome of elections. In 2012, women's votes were decisive in electing the president and determining the outcomes of the equal marriage ballot measures.

YOUR VOTE COUNTS!

Young women need to register, vote, and run for government in record numbers. Under-representation begins in student governments, so run for office on your campus and GOHV in 2014!

For more information about the Feminist Majority Foundation Feminist Campus Program's Get Out Her Vote Project, please visit WWW.FEMINISTCAMPUS.ORG



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HOW TO LAUNCH GOHV: STEP BY STEP

GOHV activities will energize your group and help you become established as a powerful and visible multi-issue group on campus. As you increase the votes and voices of students this semester, you will also build key alliances with other student groups.

THE HIGHER EDUCATION ACT OF 1998

Colleges and universities have an obligation under federal law to make voter registration and voting available to all students. The federal Higher Education Act of 1998 includes a requirement for all higher education institutions to make a “good faith effort” to provide voter registration forms for all enrolled students. This is a mandate that most colleges and universities don’t live up to. As students you have the right and power to educate your administrators on the existence of the provision and hold them accountable for implementing it!

“The institution...will make a good faith effort to distribute a mail voter registration form, requested and received from the State, to each student enrolled in a degree or certificate program and physically in attendance at the institution, and to make such forms widely available to students at the institution.”

--Higher Education Act, 1998

This is an ongoing process, but be sure to use the Higher Education Act as the foundation of your plan of action. Your goal is to partner with your administration, student government and student groups to fulfill the spirit of this critical federal law and to dramatically increase voter registration, education and turnout on your campus.

STEP ONE: PREPARE

1. Review the GOHV toolkit. FMLA leadership should designate GOHV chairs to coordinate the campaign and volunteers, and invite other student groups to join the campaign.
2. Know the rules. Check out www.feministcampus.org/vote for information on your state’s rules.
3. Build your GOHV campaign around political issues that will resonate with your group and campus.
4. Contact your county registrar to obtain voter registration forms, train to become poll workers, and petition for voting machines on campus. Download them from www.feministcampus.org/vote, or call your Secretary of State or County Registrar to find the nearest location to pick up a large supply.
5. Some states require you to become deputized in order to register others. This is usually just a 5-20 minute process to make sure you understand how to properly register voters. Some states even let you do it online. Contact your county registrar to see if this is a requirement for a voter drive.
6. The GOHV chairs can recruit volunteers at general membership meetings, events, tabling, etc. Have committee sign-up sheets, voter pledges and pens. Remind students that voting around the issues you’ve selected is an easy way to make a difference in their community.
7. Immediately schedule trainings to walk through your state’s voter registration form, instructions, guidelines, and voter registration deadline. You can refer to FMF’s voter information at www.feministcampus.org/vote.
8. Develop an action plan that includes special emphasis on registering feminists and students of color.
9. Work with FMF’s National Campus Organizers to coordinate GOHV efforts with nearby campuses.



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STEP TWO: REGISTER

1. Volunteers should begin by registering people they know – have them register their friends and classmates
2. Table in high-traffic areas with voter registration forms and GOHV materials. Draw attention to your table with balloons, signs, and banners. Have plenty of registration forms, voter pledge sheets, and a list of polling stations on hand. (No materials should reference political parties or any candidate!) Don't just sit behind the table – engage everyone passing by, and ask them to sign the GOHV voter pledge. Encourage students to register to vote using their local address, and tell them you will call them to remind them to vote before Election Day. If your state offers early voting, encourage students to vote as early as possible.
3. Contact the chairs of Women's Studies and other departments that may be interested, like Political Science. Ask professors to allow you to pass out voter registration forms at the beginning of class and explain how to fill out the form, collecting completed forms at the end of your presentation.
4. Talk about the issues without endorsing candidates or political parties, and let students know how to sign up to get paid as a county poll worker.
5. Deliver voter registration forms to the local county registrar before the registration deadline. If you don't turn in the forms, you could be violating state law. Make several trips – county clerks offices often have small staffs, so it is important not to overwhelm them by delivering large stacks of forms all at once.
6. When you drop off completed registration forms, check the voter rolls for a random sample of names you previously submitted. This is a great way to verify the voters you register are getting onto the rolls.

STEP THREE: MOBILIZE

1. The month between your state's voter registration deadline and general election day on November 4, 2014 is the best time to mobilize registered students. Blanket campus with information about where and when students can vote. Leaflet with the GOHV FAQs handout to help students who may have questions. If your state offers early voting, publicize it widely.
2. Some states allow voter registration on Election Day. Know the laws for your state (check www.feministcampus.org/vote), and pass out flyers reminding students who have not registered to vote before the deadline that they may do so on Election Day.
3. On the day before Election Day, volunteers should set up a phone-bank to call students who signed voter pledges, remind them to vote, and let them know poll locations. If the main student polling location is off-campus, find out if the student needs a ride.
4. Election Day – Organize voting rushes on Election Day to rally and lead hundreds of students to polling locations. Host an election watch party after the polls close.

STEP FOUR: SPREAD THE WORD

1. Use Get Out Her Vote materials to increase visibility for your voter registration drive on campus and spread the word about the importance of young women's votes in the 2014 elections.
2. GOHV Ads, Posters, Flyers and Stickers: The GOHV toolkit has ads, posters, flyers, and stickers you can use to plaster campus with your message. You can also download materials from the GOHV website, www.feministcampus.org/vote. Use the posters to advertise GOHV meetings, registration events, and Election Day activities. The more students see your materials, the more likely they are to read them and take action!
3. Public Service Announcements: Most campus and local radio stations air PSAs for free. Talk with your campus radio and TV stations about airing the 30- and 60-second GOHV announcements, making sure to include information for when and where your FMLA will register voters on campus.



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Use the following Public Service Announcements:

30 SECOND PSA: Election Day is November 4, 2014. We can make a difference by voting on the issues that affect us, including abortion rights, gay marriage, and climate change. Stand up for your rights. Register to vote today so your voice will be heard. The deadline to register in [state] for the November 4, 2014 general election is [date]. Tell your roommates and classmates to register and vote. Learn more about voter registration and where to vote at www.feministcampus.org/backslashvote.

60 SECOND PSA: It's time for young feminists to register and vote in the 2014 general election. The right to a safe and legal abortion is in jeopardy. Global warming is threatening our environment. Corporations and conservative lawmakers are exploiting undocumented workers for cheap labor. We can and must change this. Register to vote today so your voice will be heard. The deadline to register in [state] for the 2014 general election is [date]. Students have the right to register to vote using their on-campus or local address, so tell your roommates and classmates to register and vote too. Want to get involved in the Get Out Her Vote campaign on campus? Contact the Feminist Majority Leadership Alliance group at [group email address]. You can learn more about voter registration and where to vote at www.feministcampus.org/vote.

1. Voter Educational Materials: Use GOHV materials for leafleting and at your voter registration tables. What is at Stake fact sheet explains why it's important for young women to vote in the upcoming elections. The Why Her Vote Counts fact sheet is about the gender gap and youth vote, and is designed to motivate new voters. FMLA and GOHV organizers should study the fact sheets and can use them as talking points.
2. Press: Submit letters to the editor and op-eds to your campus newspaper about the importance of voting and about your GOHV activities. Ask the campus radio and newspaper to run a series on student voting rights and the issues at stake in the election. Designate an FMLA media chair to do interviews. Invite press to cover GOHV activities on campus. Ask the school newspaper to run your posters as a PSA to urge students to get registered and vote.
3. Sponsor voter events. Some ideas:
 - Vote-apalooza: Student Voter Registration Week: Organize a week of voter registration activities on your campus the week before registration ends in your state. Table outside the cafeteria with voter registration forms during meals. Work with professors to register your classmates to vote. Recruit women's athletic teams, sororities and resident assistants to collect registration cards and vote.
 - Countdown to Election Day: Host rallies, teach-ins, dorm storms, and more to mobilize students to vote on Election Day! Tell students where to vote! If you will have polls on campus, organize voting rushes on Election Day to rally and bring students to the polls.
 - Vote-In: Host an event at a central place on campus, like your student center, and invite students to stop in to register and pledge to vote. Supply food if you have the funding, and make it an exciting event. This is an opportunity not only to get students registered but also to educate them about the issues at stake in the 2014 election.



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STUDENT VOTING FAQs

Voting rules vary from state to state, but this sheet should answer some of the most common questions. As always, don't hesitate to contact your county registrar of voters, Secretary of State, or your FMF campus organizer for further assistance.

Q: CAN I REGISTER TO VOTE WHERE I GO TO SCHOOL?

A: YES. The 1979 U.S. Supreme Court decided in *United States v. Symm* that you have the right to register and vote where you go to school, even if you don't intend to reside there permanently. Depending on the state, certain identification is required when you register to vote the first time. Your Social Security number or a driver's license number should be sufficient. You may also be able to use your college ID card or other picture ID for verification. You can use a recent utility bill or bank statement as proof of your current street address.

Q: WILL MY FINANCIAL AID OR STUDENT LOANS BE AFFECTED IF I REGISTER TO VOTE AT AN ADDRESS DIFFERENT FROM MY PARENTS' ADDRESS?

A: NO. Where you register to vote has no effect on your scholarships, student loans, health and car insurance, or tuition payments. If you hear otherwise, challenge the information source and contact an FMF organizer.

Q: SHOULD I REGISTER AT MY PARENTS' HOME ADDRESS AND VOTE BY ABSENTEE BALLOT?

A: We always urge students to register to vote where they will be living on Election Day so there is no chance of missing the opportunity to vote. You have a vested interest in voting where you go to school, live, and spend nine months or more out of the year. Although you can vote by absentee ballot, you shouldn't rely on your parent(s) remembering to send your application for an absentee ballot or risk requesting an absentee ballot too late. Make your vote count in the state and county where you live.

Q: CAN A P.O. BOX BE USED FOR THE ADDRESS ON THE VOTER REGISTRATION FORM?

A: NO. A voter must use a physical street address in order to register to vote. This is so that election officials can assign the newly registered voter to a voting precinct. If the student lives in a dorm, the name of the dorm and street address of the dorm must be used on the registration form. A P.O. Box can be used as the mailing address where voting materials and sample ballots will be sent.

Q: WHAT KIND OF ID WILL I NEED TO SHOW WHEN I GO TO VOTE ON ELECTION DAY?

A: Bring two forms of proof of your identification and current address, like a voter registration card, Social Security card, driver's license, student or picture ID with your current address. In most states, election officials are also supposed to accept a recent local utility bill or bank statement as proof of your current address.

Q: WHAT DO I DO IF I REGISTERED TO VOTE AND MY NAME IS NOT ON THE ROSTER AT MY POLLING PLACE WHEN I GO TO VOTE ON ELECTION DAY?

A: Demand a provisional ballot and vote. According to federal law, you are guaranteed a provisional ballot. If the election is close, the state is required to verify and count all provisional ballots.

