

The Rx: Vote Campaign

How to Conduct a Voter Registration Drive

Step 1: Develop a plan for your drive

Appoint one person or a group of people to head up organization of the drive in your local health center or clinic. Remember, feel free to check in at www.RxVote.org regularly to get assistance at any time.

Your local leader/group should:

- Identify a local clinic or health center to Rx: Vote Campaign
See the “Overcoming excuses” link for tips on how to convince the leadership of your local health center, clinic, or hospital to join the Rx: Vote Campaign
- Call the local elections office to find out the specifics of conducting a voter registration drive in your area, as requirements vary from state to state.

Click on the link below to contact your own Secretary of State.

<http://www.rockthevote.com/voting-is-easy/the-voting-process/contact-sos/>

- Enlist local allies to join your Rx: Vote Campaign. To help with voter registration in your local clinic, reach out to students (college, medical, nursing, public health, etc.), labor groups, advocacy groups (homeless, minority, low-income, uninsured, etc), and patient groups.
- Assign responsibilities to individuals to handle matters such as publicity, obtaining registration materials, and making arrangements pertaining to the site.
- Decide the day, location, and time for your voter registration drive.
- Have a registration table at a large event or conduct the drive on a special day to increase the number of voters you register.

Step 2: Prepare for and publicize the drive

- Obtain necessary registration materials like forms, pens, and clipboards.
- Obtain other materials like stickers, voting brochures, and polling place maps. The [Rx: Vote Campaign Toolkit](#) has excellent voter and health education materials.
- Make arrangements for the drive including arranging location and food.
- Recruit volunteers or other staff to help out with registration. Area graduate, college or high school students are a valuable resource to help with registration.

- Create flyers and posters to publicize the registration drive. Visit the [Rx: Vote website](#) to view and print sample flyers and posters.
- Make sure that staff of your organization and the clients and patients that the organization serves are aware that a registration drive is coming up. Some individuals are unaware that they are able to vote. In the buildup to the registration drive, you can inform people that even though they may not have a physical address they may still vote.
- Set up brief presentations with providers, intake workers and staff and develop strategies to encourage every clinic staff person to remind patients about registering to vote at every point of contact.
- Practice and role-play with staff and campaign volunteers to prepare for voter outreach. Use the [Overcoming Excuses](#) and FAQs documents on the Rx:Vote website to help practice.

Step 3: Conduct the registration drive

- Have food available to attract passers-by and have stickers and other voting materials on hand to give out.
- Be ready to answer questions that people may have about registering. Click here for a list of Frequently Asked Questions.
- Do not be shy. Ask everyone who passes by if they are registered to vote, would like to register to vote, or would like to re-register to vote. Try to find ways to overcome any excuses people give for not registering to vote.
- Check to see if the forms are filled out correctly.
- Collect and offer to mail the completed forms.

Step 4: Get out the vote!

- Put flyers up in your organization to remind your clients to vote on Election Day (November 4th, 2008)
- Hand out sample ballots at your organization.
- Help educate newly registered voters about the voting process by inviting elections officials to speak at your organization.
- Hold a candidates forum or invite candidates to volunteer at your organization in order to get clients better acquainted with the issues and the candidates.
- Offer transportation to the polling place.
- Volunteer your organization as a polling site (contact your county elections office to learn more about this).