



ROCK YOUR RIGHTS HOW TO RUN AN ELECTION DAY CAMPAIGN

This year, millions of young people registered to vote for this first time. This year is truly the year of the young voter. But the movement can't stop there.

While registering to vote is the crucial first step of the process, turning out on Election Day is what really counts. And once people get to the polls on November 4th, we need to ensure that those people will actually get the chance to cast a ballot. Rock the Vote has put together this Election Day Campaign to make sure not only that everyone who comes to the polls will vote, but also to ensure that everyone who comes to the polls has a great time while they are there.

Before Election Day

The first step of any Election Day effort has to be actually getting people out to the polls. Through visibility and voter contact, you can make sure that young people in your neighborhood get out and vote on Election Day. Here are some ideas for how to accomplish that:

- ✓ Hang posters around town in strategic, high-traffic areas*
- ✓ Promote Early Voting if it is available in your state
- ✓ Run a Pledge to Vote Campaign
- ✓ Send text messages to everyone you know
- ✓ Promote Rock the Vote's ChaCha text messaging program to get people answers to their voting questions
- ✓ Contact local media (radio, television stations, and newspapers) about putting Rock the Vote PSAs on air
- ✓ Send out emails with information about where to find your polling place and what your rights are on Election Day*
- ✓ Make sure your pre-election day materials have accurate information about what to bring to the polls.
- ✓ Pass out Election Protection Palm Cards*

On Election Day

Once everyone in town has elected to come to the polls and vote, it's time for you to make sure that everyone of those people actually has access to the polls. By having a clear and established presence at the polls, you can help each individual exercise the right to vote, and you can ensure that any problems encountered are reported and dealt with in a timely manner. And even though your presence at the polls is first and foremost to provide support to your friends and neighbors who are voting this year, it is equally important to make sure they are having a great time in the potentially long lines in your precinct. Here is how you can accomplish that:

- ✓ Pass out Election Protection palm cards*
- ✓ Set up a Rock Your Rights table at the polling site as your Party at the Polls hub
 - Hang posters that draw attention to your table (Ask Me, Rock your Rights)
 - Play music! There is a mix available for download on our website*
 - Have hot or cold drinks (depending on where you are located in the country) to give out to people while the wait in line. Snacks are also a great idea.
 - Have one giant Rock the Vote poster that voters sign after voting. Again, at the end of the day, you will have a great testament to why young people vote.
 - Have T-shirts on hand for volunteers to wear
 - Set up a computer so you can make use of Rock the Vote's online resources, and so you can upload videos and photos throughout the day to our website.
- ✓ Record people's experiences and problems with Video the Vote
- ✓ Pass out sample ballots and stickers while people are waiting in line to vote*
- ✓ Be prepared to contact both the Lawyers' Committee and the Media room in case of any problems*

*Available for free download at www.rockthevote.com/act-out