

2012 LATINOS FOR DEMOCRACY: *Voter Registration Training Guide*



**THE FUTURE
IS IN YOUR HANDS
VOTE**
NOVEMBER 6

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LULAC's Mission

The League of United Latin American Citizens (LULAC), would like to thank you for your commitment to further empower the Hispanic community.

As the nation's largest and oldest Hispanic civil rights organization, LULAC has an incredible grassroots presence in Latino neighborhoods, along with extensive community building experience, and knowledge of critical local issues. We believe it is essential that Latino citizens are engaged in the U.S. electoral process. LULAC's goal is to generate an on-going, nonpartisan, culturally competent platform that will guide Latinos, now and in the future, on how to register to vote and civically participate on a national and local level.

With your help, we aim to build and sustain local and state-wide Latino civic engagement structures. Registering individuals to vote is essential in setting a strong foundation on which this movement can grow. Our overall goal is to increase Latino voter turnout for the 2012 elections.

Remember, at every point in this country's history, people have fought, struggled, and braved injury and death to uphold America's great ideals: liberty, equality, democracy and freedom. The right to vote was fought for by generations of Americans and is perhaps the most important right we have as citizens.

Locally and nationally, people are elected into public office to make laws, policies and appointments. The decisions made by these elected officials have a tremendous impact on you, your family and community. Decisions made by elected officials can determine school budgets, immigration policies, health care access, community services, the taxes we pay, and our nation's military actions. Voting is the most effective way to voice your concerns and aspirations regarding the actions taken by those in public office. We must remind our leaders at all levels that they must consider the Latino voice in all of their decisions, from legislation to political appointments.

Together we can register more Latinos to vote than ever before.

Why is Voter Registration Important?

Although the Hispanic population is now the nation's largest minority community, voter participation lags behind the U.S. population growth. According to studies and polls by leading Hispanic organizations, such as the Southwest Voter Registration Education Project, the Tomas Rivera Policy Institute, and the National Hispanic Council on Aging, the disproportionately low voter turnout comprises a large part of the underrepresentation of the Latino voice in the United States. Simply said, Latinos are not voting. This is why voter registration is important. It is the first step to holding elected officials accountable for the citizens they represent.

In order to successfully produce a large Latino turnout at the polls, Latinos who are registered to vote must inspire others to not only register, but to also use their vote as their voice to speak up. The most frequently discussed issues in this election cycle directly affect Latinos, such as education, racism and prejudice, economic empowerment, and English-language acquisition; this leaves virtually no Latino's daily life untouched by discussions and policies meant to address these topics, giving every Latino a reason to register to vote and to participate in the election process. For example, in two of the studies by the organizations listed above, respondents favored stronger gun control laws, greater access to quality health insurance, and penalties for companies polluting the environment. These concerns will not be prioritize by elected officials unless Latinos rally together and demand to be heard by voting for the change they want to see. Another reason why Latinos need to vote is the recent and ongoing immigration reform debate. These particular discussions are extremely controversial and polarized, serving as a catalyst for anti-immigrant and xenophobic attitudes.

It is crucial that the Latino community uses this backlash to highlight the importance of civic engagement and make their voices heard by registering to vote. The current political climate of the United States provides fertile ground for the active participation of all eligible Hispanics in the democratic process by registering to vote and voting in the presidential election in the fall.

How Do You Conduct A Voter Registration Drive

Below please find 12 easy steps to follow when conducting a voter registration drive. If you have any questions, please feel free to contact Ulises Gonzalez at (916) 551-1330 or email ugonzalez@LULAC.org.

BEFORE THE DRIVE

1. Notify LULAC National

Please notify LULAC National that you are interested in conducting a voter registration drive. LULAC National will provide materials and will help explain your state rules. Please contact Ulises A. Gonzalez at (916) 551-1330 or UGonzalez@LULAC.org. Please let us know who will be the points of contact.

2. Contact your Local Board of Elections

Make sure you follow your State/County voter registration guidelines. Rules change by state, please consult with your Secretary of State Office and/or County Election Officials. Please keep in mind: (a) Does the state require voter registration organizations (LULAC) to register or file other information detailing its voter registration activities? (b) Does the state require any training in order to conduct voter registration drives? (c) Does the state have restrictions on who may help register voters?

PREPARING FOR YOUR DRIVE

1. Recruit Volunteers

Recruit LULAC members and other volunteers to participate. The following positions are essential for a successful voter registration drive: (a) *Data Captain* (this person is in charge of entering data and reporting), (b) *Quality Control Captain* (collects and reviews forms from volunteers, makes quality control phone calls to ensure that the people we registered are real, and submits forms to the respected office on time), and *Canvassers Captain* (this person(s) trains other volunteers on how to collect voter registration applications and goes out to the field to collect forms).

2. Choose a Location

Choose a location where all volunteers will meet. Please make sure that the location is accessible and easy to locate. Consider sending a mapquest link of location in advance.

3. Prepare for Your Voter Registration Drive

Get ready for your drive [at least 24 hours in advance] (a) Identify where you are going to send your volunteers. (b) Make sure your voter registration packets include: (i) Map where the voter registration drive will take place. (ii) Print the rules and tips for your volunteers. (iii) Make sure you keep an inventory of the forms that were checked out to your volunteers. (iv) Your packets should include a clipboard and a pen. (v) Include your contact information in case anything comes up with volunteers. (vi) If you are able to register voters on-line, please make a flyer to distribute to individuals.

DURING YOUR DRIVE

1. Remind Volunteers this is a NON PARTISAN Voter Registration Drive

Make sure that your voter registration drives are non-partisan. We register people from all parties; we cannot endorse any politicians or any specific law.

2. Keep in Mind Your Local/State Voter Registration Rules

Consider: (a) Are there special rules requiring the registration drive workers to sign their name to the completed voter registration application? (b) Are voter registration groups prohibited from putting identifying marks on completed voter registration applications? (c) Are there any restrictions on copying completed voter registration applications prior to submitting them to the registrar? (d) Are voter registration groups subject to time limits for submitting the voter registration applications they have collected? (e) What are the consequences for failing to submit voter registration applications on time? (f) Make sure you track the voter registration applications. (g) What forms are checked-out, completed, and voided. (h) What are the rules for correcting incomplete applications?

AFTER THE DRIVE

1. Review Forms

When canvassers return, the Quality Control Captain will make sure that all forms are fill-out correctly. If needed, the Quality Control Captain will coach each volunteer if they made a mistake.

2. Turn in Forms on Time

Make sure you turn in all forms on time. Check with your local county/city board of elections on turnaround time for 3rd party registration drives (nonpartisan).

3. Reporting & Tracking Data

Please report all data to LULAC National. LULAC seeks to mobilize our councils in a coordinated effort in which we follow the rules and implement a campaign that is supported by data. We want to be able to follow up with every person we register to get out the vote. Therefore, please submit copies of voter registration forms or Pledge Cards (or pertinent information) of the completed voter registration forms to voto@lulac.org. Black-out personal information that is not permitted to be duplicated according to your state law. For example, I will not collect driver's licenses/ID numbers, the last four digits of the social security numbers, or any other information that is not allowed for collection.

4. Schedule Your Next Voter Registration Drive

Make sure you schedule your next voter registration drive and ask your volunteers to help again (this can be done in advance so you have logistics ready to go).

5. Thank Your Volunteers

Lastly and most importantly, ask your volunteers if something can be improved. Thank your volunteers for their commitment.

Appendix1: Quality Control Forms

Worker Batch Sheet

SAMPLE

Date(s) _____

Name _____ Worker Code (First_Initial/Last_Initial/Last Two Social) _____

Number of VR Cards checked out _____

Site(s) or
Event/Activity _____

Number of Complete VR Cards Returned _____ Number of Incomplete VR Cards
Returned _____

Number of Blank VR Cards Returned _____ Total Number of VR Cards Returned

Do any of the applications have issues that need to be explained? Yes ___ No ___
If yes, explain:

Signature of Worker _____

To be completed by Field Manager or designee

Name _____

Is the top section of this Worker Batch Sheet complete and accurate? Yes ___ No ___
(Correct numbers if not)

Did the Voter Registration Worker put their worker code on each application? Yes ___ No ___

Are there any Suspicious VR Cards? Yes ___ No ___ If Yes, how many? ___
If yes, open a VR Card investigation sheet for any suspicious VR Cards and initiate investigation
procedures.

Did the Voter Registration Worker return all of the VR Cards distributed to him/her? Yes ___
No ___

I certify that the above information is true and accurate to the best of my knowledge:

Signature of FM or designee

Print name of signer

To be completed by QC Staff

Reviewer/Caller's Name: _____

Total cards	Complete cards	Incomplete cards	# with phone numbers	# verified	# with bad phone numbers	# Investigated

Day's Log
Sample

SHIFT DATE

Step	Name	# of Batches	# of VR Cards	Date
Cards Collected on Shift (count cards at end of shift)				
Cards Before Turning into Election Office				

Election Official Verification Sheet

Sample

County/City _____ Date Submitted _____

Shift Date(s) _____

Name of person submitting VR Cards _____

Total Number of VR Cards submitted _____

Number of incomplete applications _____

Number of suspicious applications _____

Name of election office employee who accepted batch _____

Election Official Survey

Name of Election Official providing information _____

Concerns with applications previously submitted. (Check all that apply).

Incompletes _____ Illegible _____

Duplicates: Previously on Rolls _____ Duplicates submitted by Drive

Matching:

Address _____ Date of Birth _____

ID Number _____ Signature _____

Other: _____ (Please explain)

(For internal use by [Organization])

No Issues were raised _____ Election Official did not answer survey _____

Notes

List any concerns or positive comments by the election official or other concerns the election official has with the drive.

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