



Harnessing the Power of the Nonprofit Vote

Tips for Asking Someone to Register to Vote



MAKING THE ASK

- ★ Start with the question: can I update your registration? This is more effective than starting with asking if they'd just like to register to vote.
- ★ If a person says they're already registered, be sure to ask "Have you moved recently?" Updating a registration is just as important as a new one.
- ★ Get out from behind the table and invite people to talk to you. Look like you're having fun.
- ★ When you're talking to somebody, start to put the pen and clipboard in their hand. You'll be surprised at how many people will automatically start filling it out.

DURING THE CONVERSATION

- ★ If somebody doesn't want to register or has a question, use our "common responses". Keep the conversation positive!
- ★ Take nothing personally. If people really don't want to register or are unfriendly, move on.
- ★ Explain the voter registration card to each voter. Make sure to highlight a few key points, keeping it conversational and on a peer-to-peer basis.

WHAT TO HAVE ON HAND

- ★ Ideas for non-citizens and people under 18. Use our factsheet here.
- ★ You may want to have handouts on voting in your state or flyers for an upcoming event or activity offered by the nonprofit. Give them out at the end of your conversation. They can be distracting if you hand them to voters right away.
- ★ Treats for people approaching the table. A bowl of sweets or "I work/volunteer for a nonprofit" stickers. Or another inexpensive giveaway.
- ★ Decorations. Balloons, displays, banners or posters can make your table inviting.



A nonpartisan, national campaign to encourage every eligible nonprofit staff and volunteer to register and vote.

A project of Independent Sector, National Council of Nonprofits, Nonprofit VOTE and the United Way Worldwide

www.nonprofitvotescount.org