**TRAINING GUIDELINES**

**FOR TEAM LEADERS**

**GETTING STARTED 5 - 8 MINUTES**
- Have volunteers look over Volunteer Manual and FAQ while you (and experienced volunteers) set up the table.
- Tell the volunteers “Your HeadCount story,” starting with how you got involved, a little about the organization as a whole, and why you’ve stayed involved.
- Have each volunteer say their name and share their HeadCount story.
- Reiterate the *sobriety* and *non-partisanship* policies.
- Have volunteers put on laminates and HeadCount T-shirts.
- Set a voter registration goal for the show and get your volunteers pumped about it.

**HOW TO APPROACH PEOPLE 2 - 5 MINUTES**
- Explain that we approach people directly; we don’t for them to come to us.
- Volunteers should lead with “Are you registered to vote at your current address?”
- Explain that we hand people clipboards to create the best dynamic.
- “Make eye contact and smile!” Tell your volunteers that. Great energy will help ensure a successful event.

**VOTER REGISTRATION FORM 5 - 7 MINUTES**
- Take volunteers through a voter registration form piece-by-piece [it’s on the back of this sheet]
- Go over rules (ID#, race) for home and neighboring states; instruct volunteers to consult “Cheat Sheet” on their clipboards or FAQ/Felony/Rules book for all other questions.
- Stress the trouble spots:
  - Check citizenship and 18+ box.
  - Be sure they write their birthday and today’s date in correct spaces.
  - Be LEGIBLE.
  - Movers must fill out change of address.
- Familiarize volunteers with FAQ and Felony rules.
- Read a couple common questions from the FAQ about address changes and moving.
- Instruct volunteers to hand a card to anyone who registers.

**BEYOND REGISTRATION 3 - 5 MINUTES**
- Familiarize your volunteers with this year’s field campaign, raffle, and volunteer recruitment.
- Explain that after anyone registers we try to get them to sign up to volunteer or participate in the annual field campaign.
- If someone is already registered, we say “Great!” and point them to other activations.
- If someone is cool or enthusiastic, we always ask if they want to volunteer.

**ROLE PLAYING 10 - 15 MINUTES**
- First, emphasize that we ask “Are you registered to vote at your current address?”
- Instruct volunteers to be persistent. Pair off with a volunteer and demonstrate a voter registration [then switch].
- Gently test the volunteer by being “unsure” and make mistakes on the form.
- VERY IMPORTANT: Have each volunteer pair off and practice with each other.
- Work with a volunteer who needs a confidence boost.

**OTHER TIPS 5 - 7 MINUTES**
- **Goal Setting**
  - Tell volunteers to size people up. If someone looks 18, push voter registration. If they seem smart and personable, ask them to volunteer.
- **USE WHITE BOARDS:** list upcoming volunteer opportunities, conduct a survey, or share HeadCount happenings.
- Engage with everyone you encounter, compliment people. #RadiatePositivity

**DON’T FORGET**
- No more than two people should be at or near the table. The majority of volunteers should be canvassing the crowd.
- The Team Leader must set an example. If a volunteer is having trouble, walk around with them. Make sure everyone is giving 100%.
- **Ask questions** to make sure people are listening and understanding.
  - Before you shut down for the night, do a wrap up:
    - ASK: How it went.
    - ASK: If there are any questions.
    - ASK: What event they want to be a part of next.
  - Don’t forget to post TWO photos on Instagram and Twitter. For further details about using social media in the field refer to the TL Manual.