

Latino Education and Advocacy Day (LEAD)

A National Day of Campus Action



Participating Campus Tool Kit

www.nclr.org/lideres

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INTRODUCTION TO LATINO EDUCATION AND ADVOCACY DAY (LEAD)

Thank you for agreeing to join the National Council of La Raza (NCLR) and other students throughout the nation in organizing Latino Education and Advocacy Day (LEAD) – a national day of campus action – on October 2, 2006. LEAD is designed to promote advocacy on the Latino community’s issues, and to educate the public about the Latino presence in American society. LEAD is more than a day of awareness – it is an opportunity to address the concerns of the broader Latino community with students and members of your college campus community.

The goals for the October 2, 2006 LEAD are:

- To increase awareness about the Latino presence on campuses and in society
- To increase education and advocacy on your campus around issues facing the Latino community
- To unite campuses and communities throughout the nation around Latino community issues
- To develop effective strategies that will encourage increased civic participation

LEAD can include various activities and your participation need not be limited to only one event. Your organization should utilize its resources to effectively promote education, advocacy, and civic participation throughout your campus and community. For example, this year, November 7, 2006 is an election day, and many organizations are organizing efforts to increase Latino voter registration and turnout. Because our population has grown, and because our issues are increasingly being considered in areas of public policy, every Latino vote will have a critical impact at the local and national levels. One of NCLR’s goals is to increase Latino civic participation through the electoral process, and we recognize that young Latinos are an essential part of our community, so we hope that you will include voter registration among your planned LEAD activities. Therefore, detailed information on conducting a voter registration drive is included in this tool kit, and if you do engage in voter registration, NCLR will provide additional technical assistance.

This tool kit includes brief descriptions of ideas for LEAD events, an action planning guide to help you design your LEAD activity, and sample communication and support letters that can be distributed to campus and local media, campus administrators, and community organizations. Following the Oct. 2 event, we will contact you for constructive feedback which will allow us to improve this tool kit and LEAD for the future.

NCLR asks that an authorized representative of your student organization or campus office sign the attached LEAD Agreement, confirming your campus participation in LEAD, and acknowledging the LEAD guidelines and responsibilities.

Thank you for your continued commitment to the Latino community. NCLR staff are available to assist you with anything you need in this campaign, and there is additional technical assistance available if your campus is interested in sponsoring a voter registration drive. Do not hesitate to contact us with any questions or concerns that arise as you plan your campus Latino Education and Advocacy Day!



**LATINO EDUCATION AND ADVOCACY DAY (LEAD)
PARTICIPATING CAMPUS AGREEMENT**

The National Council of La Raza (NCLR) is a private, nonprofit, nonpartisan, tax-exempt organization headquartered in Washington, DC that works to improve life opportunities for Hispanic Americans.

The parties to this agreement are the National Council of La Raza (NCLR), and:

A: _____, a recognized student organization at **OR**
(group name)

B: _____, an office of _____.
(office name) (school name)

The above-named party (A or B) agrees to participate in Latino Education and Advocacy Day (LEAD), a project designed to promote advocacy and awareness of the Latino presence on our college campus, organized by NCLR.

NCLR will provide a LEAD Tool Kit and other reference or promotional materials as available, and technical assistance, guidance, and feedback, as well as central coordination for the project among the participating campuses, sharing best practices and other information to maximize effectiveness.

I agree to provide a completed Proposed Event Form to NCLR at least one month prior to LEAD (October 2, 2006), and to submit a brief post-event report.

I grant permission to use my organization’s name as a participating site on printed and electronic project materials. Upon completion of LEAD, I also agree to complete a short summary of the day’s events.

As a participating LEAD Site, I grant permission for my organization to be added to the NCLR *Líderes* Network, a database of student organizations and community groups that support Latino youth and young adults. *For more information on the Líderes Network, visit www.nclr.org/lideres.*

If my organization conducts voter registration as part of our LEAD activities, we agree to abide by the rules and regulations outlined in the LEAD Tool Kit, as well as all laws and policies governing nonpartisan voter registration.

I, _____, agree to the conditions listed above and will be fully responsible
printed name of representative
for all aforementioned.

Signature of Representative

Title

Date



LEAD PROPOSED EVENT FORM

Please check topics your LEAD event(s) will include:

Voter Registration Education Comprehensive Immigration Reform
 Upcoming Elections Campus Issue (describe) _____
 Local community issue (describe) _____

Other topic(s): _____

Describe your planned LEAD event(s). Include event goals, participants, and audience. Attach more pages if needed.

Please confirm the primary contact information:

Contact Name: _____ Phone: _____

Organization/Office: _____ Email: _____

College/University: _____

Mailing Address: _____

City, State, Zip: _____

MAIL TO:
Attn: Stacy Terrell
National Council of La Raza
Raul Yzaguirre Building
1126 16th St. NW 6th Floor
Washington, DC 20036

OR FAX TO:
Fax: (202) 776-1704
Attn: Stacy Terrell

If you have any questions, please contact Stacy Terrell at (202) 776-1704 or sterrell@nclr.org.

IDEAS FOR LEAD ACTIVITIES

LEAD will be a powerful day. Latino students on campuses throughout the nation will hold events and activities that promote education and advocacy around issues, and civic participation. Your participation in LEAD can include various activities and need not be limited to only one event. Here are some suggestions and brief descriptions of events that could be included as part of LEAD in your area.

- **Hold a voter registration drive:** Help Latinos and young people make their voices heard. Organize a formal drive and go dorm-to-dorm, or seek out the Latino students at your school. Venture out into your campus’ surrounding community, especially if there are predominantly Latino neighborhoods nearby. This can help to build bridges and relationships with Latinos and Latino organizations in your area. Also, simply having voter registration materials at all other events you plan provides an easy and effective action step at the end of the event. *As mentioned before, more information is provided below, and additional technical assistance will be provided if you choose to conduct voter registration, to ensure a successful drive.*
- **Organize resource tables:** Invite campus organizations, college departments, and off-campus community organizations to staff a table at an exhibit area you set up in a central location. The exhibiting groups can raise awareness about the issues they work on, and promote diversity on your campus.
- **Invite guest speakers to campus:** Arrange to have speakers address your group, schedule speakers to address the student body at an event, or hold a rally during breaks in the class schedule.
- **Program entertainment:** Invite local/cultural artists, and/or encourage campus organizations to perform and educate students and the community about Latino and other cultures.
- **Hold a public forum or round table discussion:** Schedule a public meeting where members of your group can have a dialogue with the campus administration, faculty, and other students to discuss relevant issues. The public forum could address subjects such as campus diversity recruiting, ethnic studies, or simply be a question and answer session about issues facing the Latino community today, such as immigration or access to educational opportunities.
- **Throw a movie viewing party:** Use a campus theater, auditorium, or cultural/campus center to have a viewing of a movie that addresses Latino/cultural issues, and hold a discussion afterward.

Examples of movies include:

- | | |
|-----------------------------------|----------------------------------|
| ♦ <i>Walkout</i> | ♦ <i>Real Women Have Curves</i> |
| ♦ <i>Bread and Roses</i> | ♦ <i>A Day Without a Mexican</i> |
| ♦ <i>El Norte</i> | ♦ <i>Mi Familia/My Family</i> |
| ♦ <i>Salt of the Earth</i> | ♦ <i>Stand and Deliver</i> |
| ♦ <i>Palante, Siempre Palante</i> | ♦ <i>Piñero</i> |

- **Organize a college visit:** Invite youth programs at local community organizations to bring their youth to your campus for the day to be inspired and motivated. Recruit students to serve as “campus hosts” who lead youth groups on tours and have discussions with the young people about college. Ask the admissions office to make a presentation about what is needed to apply and get into your school.
- **Distribute information:** Print a fact sheet on Latinos in the United States, or Latinos in your state or city. Or make a list of volunteer opportunities on campus and the surrounding community that would benefit Latino students and teach volunteers about Latinos. Hand out your materials to students between classes, at dining halls, and other high-traffic areas.
- **Fundraiser:** Design T-shirts that celebrate your group and the Latino community, and sell them to students and the surrounding community. Encourage people to wear them on the day of LEAD to emphasize Latino unity.

General Tips when Developing LEAD Activities

The following are some general suggestions to consider when planning successful LEAD activities that will continue to strengthen your student organization.

- **Get the proper approval** – Make sure you secure, well in advance of your event, any necessary campus permission or permits to hold your event or use a public space or facility. This will avoid complications on the day of the event, and will increase your credibility with the university.
- **Build coalitions and leverage resources** – There may be other organizations or departments at your school who would be interested in partnering with you on LEAD events, and may even have useful resources. For example, the public policy department or the Latin American/Latino Studies program may be interested in co-hosting your roundtable discussion or have a faculty member who is an expert on the topic. Similarly, the student government may be interested in your guest speaker who is an elected official, and they may have resources for travel/lodging expenses. And of course, other multicultural student groups may support your event and help increase turnout, simply because of solidarity on issues like campus diversity recruiting.
- **Go beyond the campus** – There may be Latino community organizations near your campus that can be helpful to your efforts, which will open doors to additional resources and ideas. For example, a local Latino nonprofit organization may have staff with expertise on the issues you wish to discuss during your LEAD event. Likewise, a local Latino business leader or celebrity (i.e., local Latino TV news anchor, Latino sports star, etc.) could be an effective guest speaker to highlight the contributions of Latinos to the local community.
- **Recognize efforts** – Your event will likely require support from individuals outside of your organization; it is helpful to write personal thank-you notes after the event.

LEAD ACTION PLAN WORKSHEET

Purpose: Use this action plan worksheet to ask the questions you will need to answer before developing your LEAD event.

- Who is our target audience?

- What message would we like to share? Voter Registration? Immigration? The need for awareness of local or campus-specific issues?

- What is our goal for this project (try to put in measurable terms)?

- What partners (community, campus, media, etc.) do we want to involve?

- What possible obstacles or challenges might there be?

- What resources will we need?

LEAD TALKING POINTS

Purpose: The LEAD talking points can guide you through a conversation with a campus administrator as to why that administrator should pledge to support and/or give resources to LEAD.

- Outline the broader event
 - Your organization is participating in this project with organizations on 100 other campuses and in conjunction with the National Council of La Raza (NCLR), the largest Hispanic civil rights and advocacy organization in the United States
- State goals of LEAD (personalize to reflect the goals of your campus's event)
 - To increase awareness about the Latino presence on campuses and in society
 - To increase education and advocacy on your campus around issues facing the Latino community
 - To unite campuses and communities throughout the nation around Latino community issues
 - To develop effective strategies that will encourage increased civic participation
- State benefits of LEAD to your campus
 - It will help to further integrate Latino students and the Latino community into the campus community.
 - It is an opportunity to highlight the university's commitment to diversity.
 - It is a leadership development opportunity for your campus group.
- Outline the event
 - Provide a list of the activities that you are planning and give a reason why each was chosen; that is, how these activities will help achieve the goals of LEAD and of your campus (i.e., voter registration will increase civic participation and awareness of issues facing the Latino community).
- Make "the ask"
 - The administrator symbolizes the entire student body, and his/her participation in this event will bring a higher level of awareness to the issue(s) that is/are the focus for the LEAD activities.
 - Ask the administrator to participate as a speaker, moderator, participant in fundraiser, etc. Give him/her specifics on what you want him/her to do, the message you want him/her to send to the campus community, and remember to follow up with any additional details after you secure his/her participation.

If they have any questions, please have them contact Stacy Terrell at NCLR (202) 776-1704 or sterrell@nclr.org.



SAMPLE SUPPORT LETTER TO COLLEGE ADMINISTRATORS

NOTE: Personalize the highlighted portions to match your campus and your LEAD event.

Date

Group Name
Contact Person
Phone
Email

College Administrator
Address

Name of College Administrator:

Your Group, in conjunction with at least 100 other campus organizations nationwide and the National Council of La Raza (NCLR), the largest national Hispanic civil rights and advocacy organization in the United States, is participating in the Latino Education and Advocacy Day (LEAD), a national day of campus action. During Hispanic Heritage Month, the Your Group will join college students throughout the country in promoting advocacy and awareness of issues facing the Latino community and developing effective strategies to encourage increased civic participation.

For our campus event, the Your Group has pledged to host Your LEAD Activities. The Your LEAD Activities will include give details, at Time, Location on Monday, October 2.

On behalf of the Your Group and the other participating organizations on campus, I write to invite you to Make the Ask – what do you want the administrator to do. With your participation, LEAD will make a stronger impact on our campus community and highlight the important work of student activists.

I have enclosed a description of the events, which includes the date, time, and a list of the other activities happening as part of LEAD. I will be in touch to discuss your support for this important event. In the meantime, should you have any questions or suggestions, please feel free to contact me at Phone Number or Email Address. Thank you in advance for your support of LEAD.

Sincerely,

Contact Person
Organization
(Type name and remember to sign)

Enclosures



SAMPLE FUNDRAISING LETTER

NOTE: Personalize the highlighted portions to match your campus and your LEAD event.

Date

Company Contact – should be someone within HR, Advertising/Marketing, or Sponsorship/Community Affairs Dept.

Title, if known

Company

Address

To Whom It May Concern, or name if known:

Your Group on Your Campus, along with 100 other campus organizations nationwide and the National Council of La Raza (NCLR), the largest national Hispanic civil rights and advocacy organization in the United States, are planning a campus event called Latino Education and Advocacy Day (LEAD) on October 2, 2006. During Hispanic Heritage Month, Your Campus and Group will join college students throughout the country in promoting advocacy and awareness of issues facing the Latino community and developing effective strategies to encourage increased civic participation.

For our campus event, the Your Group has pledged to host Your LEAD Activities. The Your LEAD Activities will include give details, at Time, Location on Monday, October 2.

I write to ask for your help in making LEAD a success on Your Campus by Make the Ask – what you want this business/organization to donate and what it will be used for. In exchange for your sponsorship, the Your Group will place Company signs around Smith Auditorium and have table space available for any fliers you may wish to distribute.

For your reference, I have enclosed a more detailed description of the event, which includes the date, time, and a list of the other activities happening on this day. I will follow-up with a phone call, but in the meantime, should you have any questions, please feel free to get in touch with me at Phone or Email. Thank you for considering this request. Your Group looks forward to building a relationship with the Business/Organization through this and other events.

Sincerely,

Name

Position within organization

Organization

(Type name and remember to sign)

Enclosure

MEDIA ADVISORY TEMPLATE

NOTE: Personalize the highlighted portions to match your campus and your LEAD event.

For Immediate Release:

Date

Contact Person

Phone Number, Email Address

LATINO EDUCATION AND ADVOCACY DAY

Campus Activities Encourage Youth to Learn, Participate, and Lead

Your City, State – During Hispanic Heritage Month, **Your Group**, along with 100 other campus organizations nationwide and the National Council of La Raza (NCLR), the largest national Hispanic civil rights and advocacy organization in the United States, are planning an event called Latino Education and Advocacy Day (LEAD) on October 2, 2006. This day will promote advocacy and awareness of issues facing the Latino community.

On October 2, **Your Group** will sponsor this event at **Campus Location and Time** in order to inform and mobilize students on issues such as **List Issues of Concern**. **Your Group** is using this opportunity to **List Planned Activities**.

The goals for this day are to:

- Increase awareness about the Latino presence on campuses and in society
- Increase education and advocacy on your campus around issues facing the Latino community
- Unite campuses and communities throughout the nation on Latino community issues
- Develop effective strategies that will encourage increased civic participation

MEDIA ADVISORY

WHAT: **Campus event** to inform and mobilize students on Latino issues

WHEN: **Exact Starting Time**, Monday, October 2, 2006

WHERE: **Location, including Building Name, Room Number, Street Address, Campus**

WHY: The Latino voice in this country is growing and **Your Group** is joining this national effort to highlight the Latino presence on our campus and to encourage more youth to get involved throughout the U.S.

For more information on LEAD, please call **Contact Person and Phone Number** or visit <http://lideres.nclr.org>.

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Latino Education and Advocacy Day (LEAD)

A National Day of Campus Action



Participating Campus Tool Kit

Nonpartisan Voter Registration Guide

www.nclr.org/vote

LEAD VOTER REGISTRATION – HOW TO GET STARTED

Why is voter registration important for your campus?

Help Latinos and young people make their voices heard. Organize a formal drive and go dorm-to-dorm, or seek out the Latino students at your school during LEAD and beyond. Venture out into your campus's surrounding community the weekend before the voter registration deadline, especially if there are predominantly Latino neighborhoods nearby. This can help build bridges and relationships with Latinos and Latino community organizations in your area. Also, simply having voter registration materials at **all other organizational events** can be an easy and effective action step for students on your campus. *As mentioned before, if you identify voter registration as a key activity for your campus, whether it is a part of LEAD or something that you want to do longer-term, additional technical assistance will be provided to ensure a successful drive.*

Voter Registration Guide Outline:

1. Voter Registration Basics

Nonprofit organizations, such as colleges and advocacy organizations like NCLR, are allowed to do voter registration activities, as long as they do not intervene in any political campaign on behalf of or in opposition to any candidate. This section will review nonprofit voter registration guidelines and voter registration deadlines for each state, and will give detailed instructions on how to fill out the National Voter Registration Form.

2. Sample Voter Registration Card

Since you are on a college campus and may end up registering students from many different states, the National Voter Registration Form is the easiest way to register people locally as well as those who are attending your school from out-of-state. Visit http://www.eac.gov/voter_form.asp?format=none for detailed instructions on what information is required for each state. You should also visit the local Board of Elections office to learn about local rules and specific city/county instructions.

3. Creating a Voter Registration Pitch

This sheet will help you and your volunteers prepare to approach potential registrants. It is necessary to develop and practice sample dialogues for how you will connect the importance of registering to vote with the issues the students care about.

4. Frequently Asked Questions from Potential Registrants

Potential registrants may have questions about the voter registration and voting process. These questions are some of the common ones that you or other volunteers may be asked, so try to become familiar with the answers before starting your campaign and keep a copy on your clipboard during voter registration activities.

5. Final Checklist and Last-Minute Tips

Now that you know the rules, this checklist will guide you through the preliminary steps of putting together a registration drive on your campus.

VOTER REGISTRATION BASICS

Staying Nonpartisan: Section 501(c)(3) of the Internal Revenue Code provides federal tax exemption for charitable organizations. They are absolutely prohibited, however, from “intervening in any political campaign on behalf of (or in opposition to) any candidate for public office. Your school is most likely a charitable organization, and therefore, as a campus organization, you have the same legal restrictions.

DO...

- Conduct nonpartisan voter registration drives
- Educate people about their right to vote and how to exercise it
- Conduct nonpartisan voter education forums

DO NOT...

- Tell people how to vote
- Tell people which party to register with
- Endorse any candidate for office
- Make evaluations of candidates’ positions
- Coordinate activities with a campaign
- Use language that could be interpreted as support for or opposition to candidates
- Publicize the views, personalities, or activities of candidates

Voter Registration Deadlines:

Each state has a different voter registration, the earliest being 30 days before an election in states such as Arkansas and Ohio, while other states allow people to register on the day of the election, such as Wisconsin. Check the National Association of Secretaries of State (www.nass.org) or call your Local Board of Elections for the exact voter registration deadline in your state. The full list of state deadlines can be found at <http://www.nass.org/Surveys/Voter%20Registration%20Deadlines%202006.pdf>.

Filling out the National Voter Registration Form (NVRF):

For your campus campaign, the NVRF is the easiest way to reach the most people. This form allows you to register people from any state, with the exception of **New Hampshire, North Dakota, and Wyoming**, states that do not accept the NVRF. This will be helpful if you have students who want to register in the state where your campus is located as well as students who want to register in their home states. To ensure that the voter registration form is accepted, complete the following information on the form, and consult the state-by-state instructions that can be found at: www.eac.gov or <http://www.nationalcampaignforfairelections.org/page/content/in%20your%20state/>. Download the full form and instructions at: <http://www.eac.gov/docs/NVRA%20FINAL%20UPDATE%2003-13-06.pdf>. You can reproduce the downloaded form by photocopying onto regular 8 ½ x 11 paper.

Top Half of the Voter Registration Form (see example on page 18):

- **Age and Citizen** – (boxes at the top) – The voter registration form will be rejected if these boxes are left unmarked.
- **Home Address** (box 2) – Do not use a post office box or rural route without a box number.
- **Full Name** (box 1) – The name should be written in the following order: Last, First, Middle
- **Mailing Address** (box 3) – Complete this box if the registrant receives mail at a location other than the one listed in box 2.

- **Date of Birth** (box 4) – The registrant’s date of birth in order: Month, Day, Year. Be careful not to use today’s date.
- **Telephone Number** (box 5) – This is not required, but if your organization wants to follow-up with voters to remind them to vote, reach out to them regarding future activities, etc., you should encourage people to fill in the phone number.
- **ID Number** (box 6) – Refer to the state specific instructions regarding information for what ID is acceptable in your state. In general, most states accept a registrant’s driver’s license number, the last four digits of the registrant’s social security number, or NONE if neither is available, but you should refer to the state instructions to clarify.
- **Choice of Party** (box 7) – Registrants do not need to list a party – if they want to be listed as Independent, they should leave the box blank – but they may not be able to vote in their state’s primary election if they do not list a party on the registration form. Consult the state-by-state instructions to see which states require a party affiliation.
- **Race or Ethnic Group** (box 8) – Registrants are not required to complete this box, except if they are registering to vote in: **Alabama, Florida, Georgia, Louisiana, North Carolina, Pennsylvania, and South Carolina.**
- **Signature** – (box 9) – The voter registration form will be rejected if the registrant does not sign and date it, using the order Month, Day, and Year.

Bottom Half of the Voter Registration Form:

The bottom half of the form is fairly self-explanatory, but please take note of the following:

- **Box A** – The registrant should fill out this box if he/she is registering because of a name change.
- **Box B** – If the person is re-registering due to an address change, the registrant should list his/her previous voter registration address.
- **Box C** – Use this box if the registrant does not have a street address and needs to map out his/her location.
- **Box D** – If the registrant is unable to sign, use this box for the name and address of the person/third party who helped fill out the registration form.

Special Notes:

- Three states do not accept this form: **New Hampshire, North Dakota, and Wyoming.**
- U.S. citizens living abroad and people in the armed forces should not use this form.
- The following states require that your first time voting be in person: **Illinois, Michigan, Louisiana, Nevada, Tennessee, Virginia, and West Virginia**
- If you have additional questions regarding the voter registration form or voter registration rules for your city or state, contact your Local Board of Elections or see a list of the people in charge of elections for your state at: http://www.nass.org/electioninfo/state_contacts.htm.
- Be familiar with the instructions for your state and have the resources (websites: <http://www.nationalcampaignforfairelections.org/page/content/in%20your%20state/>, NVRF instruction guide: <http://www.eac.gov/docs/NVRA%20FINAL%20UPDATE%2003-13-06.pdf>, etc.) at your fingertips in case questions come up. *NCLR can also serve as a resource if you have specific questions.*

SAMPLE VOTER REGISTRATION CARD

Voter Registration Application

Before completing this form, review the General, Application, and State specific instructions.

Are you a citizen of the United States of America? <input type="checkbox"/> Yes <input type="checkbox"/> No		This space for office use only.	
Will you be 18 years old on or before election day? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If you checked "No" in response to either of these questions, do not complete form. <small>(Please see state-specific instructions for rules regarding eligibility to register prior to age 18.)</small>			
1	(Circle one) Mr. Mrs. Miss Ms.	Last Name	First Name
			Middle Name(s)
			(Circle one) Jr Sr II III IV
2	Home Address		Apt. or Lot #
			City/Town
			State
			Zip Code
3	Address Where You Get Your Mail If Different From Above		City/Town
			State
			Zip Code
4	Date of Birth ____/____/____ Month Day Year	5	Telephone Number (optional)
			6 ID Number - (See Item 6 in the instructions for your state)
7	Choice of Party <small>(see item 7 in the instructions for your State)</small>	8	
9	<p>I have reviewed my state's instructions and I swear/affirm that:</p> <ul style="list-style-type: none"> <input type="checkbox"/> I am a United States citizen <input type="checkbox"/> I meet the eligibility requirements of my state and subscribe to any oath required. <input type="checkbox"/> The information I have provided is true to the best of my knowledge under penalty of perjury. If I have provided false information, I may be fined, imprisoned, or (if not a U.S. citizen) deported from or refused entry to the United States. 		
	<p>Please sign full name (or put mark) </p> <p>Date: _____</p> <p style="text-align: center; font-size: small;">Month Day Year</p>		

If you are registering to vote for the first time: please refer to the application instructions for information on submitting copies of valid identification documents with this form.

Please fill out the sections below if they apply to you.

If this application is for a change of name, what was your name before you changed it?

A	Mr. Mrs. Miss Ms.	Last Name	First Name	Middle Name(s)	(Circle one) Jr Sr II III IV
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If you were registered before but this is the first time you are registering from the address in Box 2, what was your address where you were registered before?

B	Street (or route and box number)	Apt. or Lot #	City/Town/County	State	Zip Code
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If you live in a rural area but do not have a street number, or if you have no address, please show on the map where you live.

C	<ul style="list-style-type: none"> <input type="checkbox"/> Write in the names of the crossroads (or streets) nearest to where you live. <input type="checkbox"/> Draw an X to show where you live. <input type="checkbox"/> Use a dot to show any schools, churches, stores, or other landmarks near where you live, and write the name of the landmark. 	<p>NORTH </p>																		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Example</td> <td style="width: 10%;">Route #2</td> <td style="width: 10%; text-align: center;">● Grocery Store</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">Woodchuck Road</td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">● Public School</td> <td style="text-align: center;">X</td> <td></td> <td></td> </tr> </table>	Example	Route #2	● Grocery Store						Woodchuck Road						● Public School	X			
Example	Route #2	● Grocery Store																		
		Woodchuck Road																		
		● Public School	X																	

If the applicant is unable to sign, who helped the applicant fill out this application? Give name, address and phone number (phone number optional).

D	
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Mail this application to the address provided for your State.

CREATING A VOTER REGISTRATION PITCH

You are not trying to convince people to register to vote but rather are connecting the dots between the issues they care about and ways to help them make change by registering to vote. A voter registration pitch is something that develops over time, start out with something basic, and work on refining it as you go along.

Introduction:

- Begin by introducing yourself, your organization, and why you are having a voter registration drive on campus/in the community.
- Example: “Hi, my name is Romeo, and I am a volunteer with the Latino Student Association [on U-CM campus]. We are involved in an effort to register 100 new youth voters before the 2006 election.”

Problem:

- Ask a question that connects with the interests and values of the individual. Most people know what is happening on campus or in the local community; they haven’t registered to vote because they haven’t seen how it matters in their own life.
- Example: “Do you want more financial aid available for college?” or “Do you think there should be more money available for students to pay for college?”

Solution:

- Offer the potential registrant a solution by asking him/her to register to vote.
- Example: “Well we do too. The LSA is trying to do something about the lack of funding for college scholarships. One way to get politicians to listen to us on this issue is by having more young people registered to vote and voting.”

Action

- Make “the ask” – tell the person what they can do to make change.
- Example: “Help us change the way that politicians think about young voters by registering to vote today. What’s your last name?”
- Do not ask, “Do you want to register,” because that opens the door to a simple, “no.” Ask the person’s last name, fill it out on the voter registration form, and hand over the clipboard for him/her to finish the form.

TIPS

- Think about the problem you will present ahead of time.
- What is a major issue/hot topic on your campus and/or in your local community?
- Use that issue to shape your voter registration pitch.
- There will be a certain percentage of people who will refuse to register for one reason or another. Do not spend time arguing with someone who is not interested in registering; move onto the next person and try to connect with his/her issues.

FREQUENTLY ASKED QUESTIONS FROM POTENTIAL REGISTRANTS

Q: Who is eligible to vote?

- People who are 18 or **who will be 18 by Election Day**, November 7, 2006. The exception to this rule is Massachusetts, where a person must be 18 at the time of registration.
- U.S. citizens.
- People who have not been convicted of a felony. This rule varies by state; refer to the addendum at the end of this guide for state-by-state information.

Q: Which residence should I use?

- You are, by law, able to register to vote in any state you consider to be your “home.” For many, this may be your parents’ address (see next question). If you consider your school’s state to be your “home,” register using your school/local address; however, this **CANNOT BE A P.O. BOX**. Write a physical address (apt., dorm, street, etc.), or use the map in box of the NVRF to indicate your location.

Q: What if I want to register at my parents’ address instead of my school address?

- If you want to register using your parents’ address or some other permanent address (because that is where you consider “home” instead of your “temporary” school/local address), use the NVRF. The NVRF can be used to register people from any state (other than New Hampshire, North Dakota, or Wyoming). If you are registering with an address other than your school/local address, you should apply to become an absentee voter.

Q: How do I get an absentee ballot?

- You must already be registered in your home state to obtain an absentee ballot. Once you are registered, contact your local County Board of Elections in order to obtain a ballot.
- Prepare ahead because voting by absentee ballot has the same deadlines as voting at a physical location, and you may need to mail your ballot a few days prior to an election for it to count.

Q: I just moved to a new state yesterday. Can I register to vote in that state right now?

- Residency rules are different from state to state. Check with the Local Board of Elections on minimum residency requirements.

Q: Do I have to register with a political party?

- No. However, in some states you must register with a party to vote in primary/caucus election. Check the state-by-state NVRF instructions to clarify.

Q: What are the political parties?

- There are more than 30 political parties recognized in the U.S. Due to the nonpartisan nature of this project, I can **ONLY** give you the names of familiar ones and of well-known figureheads (i.e., George Bush is a Republican, Bill Clinton is a Democrat, etc.), and refer you to <http://www.politics1.com/parties.htm>.

Q: Do I need to show identification (ID) to vote?

- If this is your first time registering to vote in this state, you must show ID at the polls. It is always safe to bring ID just in case.

FINAL CHECKLIST AND LAST-MINUTE TIPS

Goals:

- How many people do you want to register, how many days do you have before the voter registration period ends, and how many people will need to accomplish that goal?
- Break your goal down into smaller parts so that each person has an individual goal.
- What campus events, including but not limited to LEAD, are prime opportunities to other students?

People Power:

- What other campus entities will help register voters?
- Will your registration effort be strictly campus-based or will you broaden out into the community?
- Recruit other volunteers in order to expand the number of people you are able to register. Make sure these new volunteers understand nonpartisan rules and know how to fill out the NVRF.
- Establishing roles and responsibilities for the coordination and implementation of the voter registration effort will allow the project to run much smoother.

Guidelines:

- Are you and the volunteers comfortable with filling out the NVRF and other information from the Voter Registration Basics sheet, including the nonpartisan rules?
- Have you looked at the NVRF state-by-state instruction book to learn the rules for your state?
(<http://www.eac.gov/docs/NVRA%20FINAL%20UPDATE%2003-13-06.pdf>)

Making a Pitch, Answering Questions:

- How are you going to engage potential registrants/what will you say to get potential registrants interested in registering to vote?
- Are you ready to answer questions that potential voters may have about the process?

Materials:

- Copies of the NVRF (or local registration forms)
- Clipboards, and as many pens as you can find
- Contact Info sign-up sheet – recruit people to join your organization or help with future events.
- Printed materials about your organization or other free items to hand out – people love giveaways!

Keep, Copy, Mail:

- Tell voters that their registration is part of a larger campaign and that you will mail the voter registration form for them.
- Make a copy of each voter registration form so that you can: 1) enter those names into a database for future contact, and 2) send copies to NCLR if you want your school to be listed as a participant in the national Latino voter registration effort.
 - Mailing copies to NCLR should happen **no later than Oct. 9, 2006**.
- Mail or hand-deliver the original voter registrations to the appropriate state or county Board of Elections office. The bulk of your registrations will go to the local office, but you may need to mail forms to other states. Consult the NVRF state-by-state booklet for each state's address.

Follow-Up:

- Create a list of new registrants so that you can contact those people in the future about events your organization is sponsoring or as a reminder for them to vote on November 7.

ADDENDUM

VOTER ELIGIBILITY RESTRICTIONS

As mentioned above, people who have been convicted of a felony may not be eligible to vote. This rule varies by state, so this chart will help you identify whether a person is eligible to vote based on their state of residence. As always, try to check with your local board of elections to be sure.

An “X” in the box under the category means that someone who is in that category is NOT ELIGIBLE to register to vote.

State	Prison	Probation	Parole	Ex-felons
Alabama	X	X	X	X
Alaska	X	X	X	
Arizona	X	X	X	X Second felony
Arkansas	X	X	X	
California	X		X	
Colorado	X		X	
Connecticut	X		X	
Delaware	X	X	X	X Five years
District of Columbia	X			
Florida	X	X	X	X
Georgia	X	X	X	
Hawaii	X			
Idaho	X			
Illinois	X			
Indiana	X			
Iowa	X	X	X	X
Kansas	X	X	X	
Kentucky	X	X	X	X
Louisiana	X			
Maine	X			
Maryland	X	X	X	X Second felony, three years
Massachusetts	X			
Michigan	X			
Minnesota	X	X	X	
Mississippi	X	X	X	X
Missouri	X	X	X	
Montana	X			

Continued on next page

VOTER ELIGIBILITY RESTRICTIONS Cont'd

An "X" in the box under the category means that someone who is in that category is NOT ELIGIBLE to register to vote.

Nebraska	X	X	X	
Nevada	X	X	X	X Except first time nonviolent
New Hampshire	X			
New Jersey	X	X	X	
New Mexico	X	X	X	
New York	X		X	
North Carolina	X	X	X	
North Dakota	X			
Ohio	X			
Oklahoma	X	X	X	
Oregon	X			
Pennsylvania	X			
Rhode Island	X	X	X	
South Carolina	X	X	X	X Pre-1986
South Dakota	X			
Tennessee	X	X	X	
Texas	X	X	X	
Utah	X			
Vermont				
Virginia	X	X	X	X
Washington	X	X	X	X Pre-1984
West Virginia	X	X	X	
Wisconsin	X	X	X	X Five years
Wyoming	X	X	X	X