



**PLANNING
A SUCCESSFUL
VOTER REGISTRATION
DRIVE**

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PLANNING AND EXECUTING A SUCCESSFUL VOTER REGISTRATION DRIVE



Voter registration drives not only build your Republican base; when done correctly, they will enhance name recognition and capture votes for your candidate.

As with any successful endeavor, you must first begin with a plan. And the elements you will need to accomplish your desired goal should already be available to you: well-informed canvassers, supportive materials and motivation!

What follows is a brief outline of the steps needed to be taken to execute a successful voter registration drive.

STEP 1: Prepare the groundwork for your registration drive. Determine what division or divisions you need to canvass and prioritize them. Print street lists and maps, if available, and schedule your canvassers. Based on 3 hours of canvassing in the evening, you will need four to six (4 to 6) people to get complete coverage, depending on the size of that division. Four (4) people is usually enough for an average size division.

STEP 2: Provide your canvassers with all the tools they will need to make their efforts successful. Give each canvasser a clipboard to hold their materials. Make sure every person has a street list for the division they are canvassing and enough voter registration forms that are pre-checked Republican. If you are canvassing for your State Representative, make sure everyone has business cards for your Representatives District Office in case anyone has constituent issues they would like resolved. In fact, providing your canvassers with some legitimate form of identification is essential as many people, especially senior citizens, will not open the door for a stranger unless they feel secure. Everyone should also carry absentee ballot applications with them in case they are needed, and an ample supply of pens.

STEP 3: Make sure all your canvassers are well informed and know how to correctly fill out the voter registration form. Review with your canvassers what their pitch should be at the door. Simply asking people if they need to register or want to change their registration is not effective. Your canvasser's pitch must include a persuasive reason for a voter to register Republican. That means a clear, truthful reason for registering Republican. Provide your canvassers with information about local relevant issues and the Republican viewpoint about those issues. If there are any supportive materials, such as newspaper articles with quotes, make copies of them for your canvassers to refer to.

While a very good canvasser can CON people into registering or changing their registration, this does absolutely NO GOOD for the party.

The only thing you will have accomplished is to make the Republican totals look better. But, in the end, you will have registered people that might vote against your candidate.

A clear, truthful approach is the best way to attract GOOD Republicans who will vote for your candidate in the next election. Registration Drives are not just about numbers. The goal is to capture quality registrations that will help improve and strengthen your position in the community.

Once again, make sure all registration forms are pre-checked Republican. If your canvasser encounters someone who wants to register Democrat have him or her say, "We are only allowed to register Republicans." You are working to build the voter registration base for your party and for your candidate.

STEP 4: Assign your canvassers specific streets and provide them with street lists. Tell your canvassers to go to every house, regardless of party affiliation, as someone may have moved in who needs to register. If your canvasser discovers a voter no longer resides at a certain address, mark the street list so the information can be updated. When a street list skips a number in the street range for the block, that usually indicates no one in that house is registered. Have the canvassers mark off the houses on the street list that are contacted in case you need to return to that division again. (*Skip the houses in which Democratic committeemen reside.*)

The street list serves as another tool in your voter registration drive. When a canvasser can personalize their introduction when knocking on a door, it increases the chance for a successful result.

Everyone likes to hear the sound of their name. When you say someone's name as you make your introduction, "Mr. Smith" or "Mrs. Jones" will be apt to pay more attention to what you have to say than if you just approach them blindly.

Tell your canvassers to pay particular attention to young adults who might answer the door. While it's always difficult to speculate about someone's age, you could be speaking with someone who just had their birthday (or will soon have one) and is now eligible to vote. Registering might be something that person hasn't thought about yet, and your canvasser might be their first introduction to the election process. Make every impression count!

Lastly, always give your canvassers a specific time and place to meet up at the end of the canvassing period so they can be picked up. Be as accommodating as you can to your canvassers - they are working to help you, and your candidate.



IMPORTANT NOTE

Explain to all canvassers the penalty for filling out a fraudulent registration. Always have the voter fill out the entire application themselves. Do not fill out portions for them. This will help insure there is no illusion of impropriety. Exceptions, of course, can be made if someone simply cannot fill out the registration on their own.

Remember...

New Election Day laws dictate that all new registrants voting for the first time in a division need to produce HAVA approved identification. The acceptable forms of identification are as follows:

First time voters *MUST* present to an election officer one of the following forms of *PHOTO* identification:

1. Valid driver's license or photo ID card issued by PennDot
2. Valid ID issued by any other Pa. Agency
3. Valid ID issued by the United States Government
4. Valid United States Passport
5. Valid Student ID
6. Valid Employee ID
7. Valid United States Armed Forces ID

The election officer shall examine the identification presented by the elector.

First time voters that do *NOT have PHOTO ID MUST* present to an election officer one of the following forms of identification that shows *NAME* and *ADDRESS*:

1. Valid *NON-PHOTO ID* issued by any agency of the Commonwealth
2. Valid *NON-PHOTO ID* issued by any agency of the United States Government
3. Valid firearm permit
4. Current utility bill
5. Current bank statement
6. Current paycheck
7. Current government check

The election officer shall examine the identification presented by the elector.

First time voters that are unable to produce approved **HAVA** identification, or if their identification is challenged by the Judge of Elections, will be permitted to cast a Provisional Ballot

Make sure your canvassers take a moment to explain this process to all new voters that are registered during your registration drive.

Must be filled out on ALL Registrations

Must be filled out on registrations involving a name and/or address change

The name in these areas must be **IDENTICAL** including middle name and/or initial and suffix.

New requirement on line 3:
Driver's License Number
or
Last four digits of Social Security Number

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New Requirement-Line 10
Fill in when name or address change is involved.

PENNSYLVANIA VOTER REGISTRATION APPLICATION
DO NOT WRITE IN SHADED AREAS

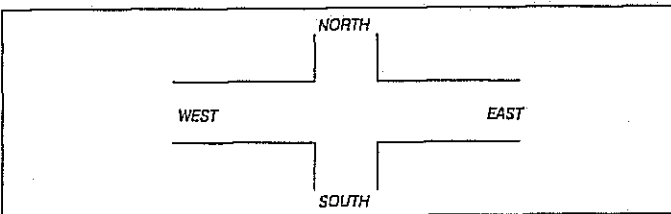
1 Are you a citizen of the United States of America? <input type="checkbox"/> Yes <input type="checkbox"/> No		If you checked "No" in response to either of these questions, do not complete this form.	
2 Will you be 18 years of age on or before election day? <input type="checkbox"/> Yes <input type="checkbox"/> No		If you checked "No" in response to either of these questions, do not complete this form.	
3 <input type="checkbox"/> New Registration <input type="checkbox"/> Change of Name <input type="checkbox"/> Change of Address <input type="checkbox"/> Change of Party		4 I am a Federal or State employee and wish to retain my voting residence in the county where I last resided. <input type="checkbox"/> Yes <input type="checkbox"/> No	
5 Last Name		6 First Name	
7 Middle Name (Initial)		8 Initials	
9 State		10 Zip Code	
11 Municipality where you live		12 County where you live	
13 Mailing address (if different than address of residence)		14 City	
15 State		16 Zip Code	
17 Date of Birth		18 Race (Optional)	
19 In which party do you wish to register?		20 In which party do you wish to register?	
<input type="checkbox"/> Democratic <input type="checkbox"/> Other (Please Specify):		<input checked="" type="checkbox"/> Republican <input type="checkbox"/> Libertarian <input type="checkbox"/> Green <input type="checkbox"/> No affiliation	
21 Signature		22 Place signature with full name (or mark) below: (Please see Penalty for Falsifying Declaration.)	
23 I HEREBY DECLARE THAT: (1) On the day of the next election I will have been a United States citizen for at least one month, I will be at least 18 years of age, and I will have resided in Pennsylvania and in my election district for at least 30 days; (2) I am legally qualified to vote. AND I HEREBY AFFIRM THAT the information I have provided in this registration declaration is true. I understand that this registration declaration will be accepted for all purposes as the equivalent of an affidavit and if the registration contains a materially false statement, I will be subject to penalties for perjury.			
24 Name of person who assisted in the completion of this application		25 Telephone No.	
26 Address		27 DATE OF REGISTRATION	
28 NAME		29 PARTY AFFILIATION	
29 WARD		30 DISTRICT	
31 CITY		32 COUNTY	
33 STATE		34 ZIP CODE	

DO NOT REMOVE

If you are interested in becoming a poll worker, contact your county voter registration office.

INSTRUCTIONS FOR FILLING OUT THIS FORM (PLEASE READ CAREFULLY)

- Box 1. Citizenship and Age:** If the answer to either question is "No," do not complete this form because you are not eligible to register to vote.
- Box 2. Application Type:** Please check the appropriate box. If you are a Federal or State employee and wish to retain your voting residence in the county where you last resided, please check the appropriate box.
- Box 3. Name, Driver's License and Social Security Number:** Print your last name, first name and middle name or initial. Circle Jr., Sr., II, III, IV if applicable. You must supply a Driver's License Number if you have one. If you do not have a Driver's License Number, you must supply the last four digits of your Social Security Number. If you do not have a Social Security Number, please write None in the boxes.
- Box 4. 4a Address of Residence:** Fill in your complete address of residence. P.O. boxes may not be used here unless there is no physical address. Print street address, city and zip code. (If the residence is only a portion of the house, include the location or number of the room, apartment or floor which is occupied.) In Box 4b include your telephone number (Optional).
In Box 4c fill in the name of the municipality (city, borough or township) and county where you live. Use the map in the box below if you cannot otherwise identify your address.
- Box 5. Mailing Address:** Fill in your mailing address, if different from Box 4a.
- Box 6. Date of Birth:** Fill in the month, day and year of your birth.
- Box 7. Race:** Fill in your race (Optional).
- Box 8. Prior Registration:** If you were registered before, fill in the name used on your previous registration in Box 8a and address, county and year of previous registration in Box 8b.
- Box 9. Political Party:** Check block for political party or no affiliation. You must register with a party if you want to take part in that party's primary.
- Box 10.** If you were assigned a Voter Identification Number, which appears on your Voter Identification Card, place that Identification Number here. If you are applying to register to vote for the first time, leave this box blank.
- Box 11. Registration Declaration:** You must be a citizen of the United States to register to vote in the Commonwealth of Pennsylvania. Please read the registration declaration carefully. Please sign and print your name and date the application.
- Box 12. Name of Assistant:** If the applicant is unable to sign the application, the person who assisted the applicant must provide his or her name, address and telephone number.



PENALTY FOR FALSIFYING REGISTRATION DECLARATION
WARNING: If a person signs an official registration application knowing a statement declared in the application to be false, makes a false registration, or furnishes false information, the person commits perjury. Perjury is punishable, upon conviction, by a term of imprisonment not exceeding seven years, or a fine not exceeding \$15,000, or both, at the discretion of the court. Submitting an application containing false information may also subject a person to other penalties, including loss of the right of suffrage, under state or federal law.

ELECTION DAY VOTER PROCESS

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