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Dear Student Ambassadors,

Congratulations on your organization’s acceptance to the APIAVote Ambassador Program! We applaud you for representing your campus and uplifting young Asian American and Pacific Islander voices.

As part of the next generation of AAPI leaders, you will lay the groundwork for the next 18 months to civically engage your local communities for years to come. No issue is too small or impossible to overcome with people power. Whether your issue is the sprinkler system wasting water at your university, creating a safe campus for students of color or fighting for affordable tuition, your community has the power to vote for policy makers and community leaders who represent your values.

The best way to fight against threats to democracy is not to take our right to vote for granted. Many of our families immigrated to the U.S. to reap the benefits of democracy. But it is not a complete democracy when only 61.4% percent of the citizen voting-age population turns out. With every completed voter registration form, the barriers to voting crumble. With every vote, our democracy becomes stronger.

Over the course of this program, you will learn how to ignite the passion in students on issues that they care about and build a voter engagement plan with the goal of increasing voter turnout of young AAPIs. This weekend, we welcome you to our APIAVote family. Take advantage of this space we have created to get to know one another and share experiences. This will be the foundation as we move forward to support one another on this journey. We at APIAVote sincerely hope you enjoy your time with us to build a stronger AAPI electorate across the nation!

In Solidarity,

Christine, Kathryn, Eric, Mahnoor, Karin, and Jenn
ASIAN AND PACIFIC ISLANDER AMERICAN VOTE OVERVIEW

Mission

APIAVote is a national nonpartisan organization that works with partners to mobilize Asian Americans and Pacific Islanders in electoral and civic participation.

Vision

APIAVote envisions a world that is inclusive, fair, and collaborative, and where Asian Americans and Pacific Islander communities are self-determined, empowered, and engaged.

Goals

- Increase AAPI civic participation, which is broadly defined as community involvement.
- Increase partnerships by working together with a host of stakeholders.
- Become the preeminent organization for AAPI electoral and civic engagement.
- Enhance APIAVote’s organizational capacity and operational capabilities

Organizing Framework

- Our goal is to create an effective partnership between local and national organizations that builds capacity.
- Our work is non-partisan. We seek to bring together non-profit AAPI organizations, leaders and community members to successfully register, educate, and turn out voters.
- This will increase the AAPI vote and advance a legislative agenda that will benefit the AAPI community. The power of the vote is fundamental to advancing AAPI issues locally and nationally.

Background

Asian and Pacific Islander American Vote (APIAVote) is the only national institution solely focused on voter mobilization and civic participation of the Asian American and Pacific Islander (AAPI) Community. As a project it was conceived in 1996 while being housed under the Organization of Chinese Americans. It was formally established in 2007.

APIAVote works with the AAPI communities to implement effective voter mobilization field programs. These programs also emphasize the importance of voting and civic engagement and illustrate how elected officials and ballot measures directly affect the goals of the AAPI community and its members. APIAVote’s programs include the Norman Y. Mineta Leadership Institute where community and young leaders are taught to run an effective voter-mobilization program and incorporate civic participation into an organization’s and or coalition’s existing structure. APIAVote’s communication and research program has provided the leadership in reshaping the narrative about this growing AAPI electorate. Specifically the in-language polling and fact sheets about the AAPI electorate are often used as the foundation for speakers, others reports, and media coverage.
ABOUT OUR PROGRAM

Ambassador Program Overview

Voting is a habit-forming practice. People who vote young tend to keep voting as they get older. Out of all eligible AAPI voters, 26.7 percent are between the age of 18-30—a significant share of electorate. However, out of all racial and ethnic groups, AAPI youth are the least likely to be registered to vote in 2012, yet they are some of the most engaged in volunteering and other forms of involvement in the community.

The Ambassador Program builds a national network of dedicated AAPI student leaders and organizations that amplify the message of civic engagement and political participation, and engage their peers in building power for their community. We believe that it is imperative that we work with AAPI youth across the United States, especially on college and university campuses, to engage and empower our community to participate in our democracy so we can best reflect the new American majority.

APIAVote firmly believes that communities best represent themselves. This is why all of our Ambassadors are from existing AAPI student organizations on college campuses and in addition, we provide stipends and future trainings to help our Ambassadors build their organization's capacity. Our current program has partnerships with 40 campuses in over 20 different states.

Our Goals

- **Build collective AAPI power in our communities.** Ambassadors develop and understand the importance of power and how to best utilize their personal and community power to see the positive change that they wish to accomplish. They learn how to expand their personal and community base to effectively advocate on issues they are passionate about.
- **Cultivate a community-wide environment of active civic and electoral participation in our democracy.** We envision a society in which all Asian Pacific Islander Americans fully participate in and have access to the democratic process. Ambassadors create programming in their organization and their local community that engages young AAPls to learn, educate and participate in our American democracy.
- **Develop civic leadership pipeline and build organizational capacity.** Ambassador organizations are existing AAPI student organizations on college and university campuses. They work within their organization to build a leadership pipeline so this culture of civic involvement can be embedded in their community for generations to come. Ambassadors are convening in Washington, D.C. to learn about how to develop a civic culture in their community and how to best cultivate their personal leadership skills.
West
CA  California State University - Los Angeles
CA  Irvine Valley College
OR  University of Oregon
WA  University of Washington

Midwest
IL  Northwestern University
IN  University of Notre Dame
MI  Michigan State University
MN  University of Minnesota
MI  University of Minnesota - Morris
OH  Ohio State University
WI  University of Wisconsin - Madison

South
NC  Appalachian State University
NC  Duke University
NC  University of North Carolina - Chapel Hill
TN  Vanderbilt University
TX  Rice University
TX  Texas A&M University
TX  University of Texas at Austin

Florida
FL  Florida Atlantic University
FL  Florida State University
FL  University of Central Florida
FL  University of Florida
FL  University of Miami
FL  University of North Florida

New England
MA  Amherst College
MA  Boston University
MA  Harvard University
MA  University of Massachusetts - Boston
ME  Bates College

Northeast
CT  Yale University
NJ  Princeton University
NJ  Rutgers University
NY  Binghamton University
PA  University of Pennsylvania
PA  University of Pittsburgh

Mid-Atlantic
DC  Georgetown University
MD  Johns Hopkins University
VA  College of William & Mary
VA  University of Virginia
VA  Virginia Commonwealth University
EXPECTATIONS

APIAVote has selected dedicated organizations across the country to mobilize Asian American and Pacific Islander youth in electoral and civic participation. Being a part of our program is a powerful responsibility. There are expectations that each Ambassador organization must complete so that we can all be successful.

Each Ambassador organization will receive a $1,000 grant which will be dispersed in two payments: (1) upon submission of a finalized campus engagement plan and Memorandum of Understanding (MOU) in October and (2) in Summer 2018 upon the submission of an updated MOU signed by new leadership.

Campus Engagement Plan Expectations

All Ambassadors are expected to:

★ Submit a finalized campus engagement plan by October 15, 2017
★ Host at least 3 voter registration events per semester
★ Host at least 1 voter education event per semester
★ Create a strategic plan on how to build their organization's capacity
★ Determine the voter registration goal that is reflective of organization’s capacity, their AAPI campus, and local population
★ Work with their administration to sign up their campus for the National Study for Learning, Voting and Engagement (NSLVE)
★ Build coalitions with other organizations on campus around voter engagement
★ Actively recruit volunteers for your programming
★ Utilize at least 25% of the grant to go towards their campus engagement plan budget
★ Develop a pipeline of leadership in their organizations through volunteer engagement

Community and Attendance Expectations

★ Organization's leadership must sign memorandum of understanding (MOU).
★ Designate 1-2 leaders to represent the Ambassador organization and serve as the point of contact for their university.
★ At least 1 non-graduating student must be a student leader to represent the Ambassador organization
★ A representative must attend all webinars and Ambassador calls that are conducted monthly.
★ Connect with their designated APIAVote staff member for a 20-minute check-in every two weeks or monthly basis.
★ Regularly contact their designated APIAVote staff member about events, programming, and activities.
★ Include the APIAVote Logo in all program related materials relating to the outreach, education and mobilization efforts and send these materials to APIAVote for review before distributing.
★ Take photographs of all events and send to your APIAVote staff member.
★ Be communicative and responsive when contacted by APIAVote staff.
★ Submit detailed event and voter registration documentation after each event.
TRAININGS

How to Build Power
Do’s and Don’ts of Nonprofits
Voter Registration 101
Voter Education & GOTV Strategies
Volunteer Recruitment & Management
Story of Self
Strategic Planning
Objective: Ambassadors will learn about what power is and how to best engage their personal and community base to build power and develop a strong root system.

Base building is building power for the long term. It is building the foundation that will transport us to electoral and legislative victories that will translate into policies that support AAPI communities.

A campaign is a series of activities that work to accomplish a goal. It is a systematic course of aggressive activities for some specific purpose. In our campaign, we are increasing the number of registered Asian Americans and Pacific Islanders (AAPIs) to vote on campus, and getting them to vote on Election Day. Campaigns must have clear objectives, deliverables, and SMART goals.
**Objective:** Ambassadors will learn what they can and cannot do as representatives of APIAVote, which is a 501(c)(3) nonprofit. They will learn about what are permissible activities and to best understand the laws we all must abide by.

**What does being a 501(c)(3) offer?**

Asian and Pacific Islander American Vote (APIAVote) is a 501(c)(3) nonprofit, a designation from the IRS that offer charitable nonprofits tax-exempt status. To maintain this status, we must not engage in partisan activities. It is imperative that as Ambassadors and as representatives of APIAVote, that all of your campus activities must remain nonpartisan in all of their campus programming. To be clear, this should not hinder you as individuals to engage in the political process, but make sure that when you are speaking of your own opinion and not as a representative of APIAVote.

**Nonprofits can:**

- Register eligible voters
- Inform your community about their right to vote
- Host candidate forums and townhalls
- Distribute educational materials about important issues
- Invite all eligible candidates to speak
- Urge folks to go out and vote on election day
- Provide rides to voters on election day

**Nonprofits cannot:**

- Endorse any particular candidates
- Target voter registrations for particular parties
- Tell individuals or your community who to vote for
- Make statements opposing political candidates or parties
- Work with political parties to plan any nonpartisan activities
- Allow political parties or candidates to distribute partisan campaign materials at your events. The exception is if the organization hosts an event such as a candidate forum where all viable candidates or political parties were invited to participate.
TRAINING #3 VOTER REGISTRATION 101

Objective: Ambassadors will learn how to register voters on campus and in their community and learn how to host voter registration events.

Local Laws and Deadlines

Before you begin helping constituents register to vote, it is important to familiarize yourself with local voter registration laws and procedures. This includes the process for getting voter registration forms. You should have received Fair Elections Legal Network (FELN) guidelines to help understand your laws. In the appendix of this handbook, you can see particular laws and deadlines of your state.

Deputization to Register Voters

While most states do not require volunteers to be deputized to collect and submit voter registration forms, the following states require deputy registrars: Georgia, Illinois, Maryland, Nebraska, and Texas. A deputy voter registrar is someone certified by their state to help others fill out and submit registration forms. Deputization normally consists of a brief seminar in which voters are instructed on how to conduct voter registrations.

CHECKLIST ON FILLING OUT Voter Registration Forms

- Is it legible?
- Did they sign it?
- Did they leave a phone number?
- Did they fill in the ethnicity box?
- Are all of the necessary boxes checked?
- Did they accidentally write today’s date where the form asked for a birth date?
- Did they confuse “County” with “Country” and write in “USA”?
- Did they accidentally write their last name in the first name box?

Voter by Mail/Absentee Voting

If your state has voting by Absentee ballot, also known as vote-by-mail, this method removes obstacles that voters may encounter en route to or at the polls. It also reduces the amount of GOTV outreach you will need to do closer to Election Day. You may consider encouraging voters to vote absentee, however, if students live on campus, it will be important to determine if the campus mailing system may delay ballots that are mailed.

In order to request an absentee ballot, one must already be registered to vote. Registered voters may vote by mail by requesting an absentee ballot and mailing or faxing it in to local election officials before the specific deadline instead of voting at the polls on Election Day. Absentee voting regulations vary by state so be sure to check your state laws.
# How Can You Register to Vote?

## BY MAIL

Fill out a mail-in voter registration form and mail it to your local elections office or the elections division of the Secretary of State.

You can get mail-in voter registration forms from your local elections office and online. Also you may use the National Voter Registration Application which is accepted in all states and available in five Asian languages (Chinese, Korean, Vietnamese, Tagalog, and Japanese), and English.

## GOVERNMENT AGENCIES

When you apply for services at the Department of Motor Vehicles and state agencies that provide public assistance (such as Medicaid, WIC, and food stamps) or services to people with disabilities. You may also be able to register at many other state and federal offices and agencies.

## IN PERSON


## ONLINE

Visit our website www.apiavote.org/register to register online. Some states require you to print and mail items to your local elections office.

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## Voter Registration Tips

- **Know your audience.** Take note of who you’re targeting and issues that are important to them.
- **Understand the voter registration process.** Check locality for voter registration deadlines, procedures for voter registration drives, and translated materials.
- **Use signs and nametags for volunteers** who are registering voters so that people can easily identify them to ask questions.
- **Give volunteers one script** that they can personalize.
- **If you are tabling, never sit behind a table.** Rather, approach people with a clipboard at your side. Identify where students are naturally gathering such as locations where they are waiting in line.
- **You can directly ask people to register to vote.** But if that is not working, capture your audience—link their self interest to the importance of voting.
- **Help your constituents complete the form.** Make sure that they fill it out according to state-specific guidelines.
- **Encourage registrants to turn in the registration form to you.** If they’d prefer to turn it in by themselves, make sure they know how to do so.
- **Ask everyone to sign a pledge card** and to volunteer.
- **Wear your organization’s t-shirt** or “Register to Vote” button to identify yourself.
Common Excuses Responses

When people do not wish to register to vote, it is often because they may not understand how voting can affect their lives. Try to find out why they may not want to register to vote so that you may be able to help them discover why it is important to register and vote. Here are some suggestions. However, it has been shown to be more effective when you use your own words and creativity to express your desire to help others register to vote. Be genuine in conveying your own belief(s) about why you think voting is important.

1. Find out why they are saying “no”
   Remember an excuse may hide a more basic reason. Listen carefully. Was the person’s response a reason or an excuse? If it is an excuse, what questions will you ask to uncover the real reason for not wanting to register?

2. Agree with them
   Become their friend, not an opponent. Let the person know that you heard what they said and that you share their concern.

3. Use their reason to convince them
   Explain how their concern is really a reason they should register. Given their valid concern, what is a great reason for them to register now?

4. Ask if you can help fill out their registration form
   Let them know that you are a trained volunteer and can answer any voter registration questions that they may have.

5. Turn registered voters into volunteers
   Take advantage of the pool of newly registered voters by considering how they can become volunteers for your initiative! Get their name, address, phone number, and email.

For Example,

Hi, I am concerned about affordable housing and am out here today registering people to vote. Would you like to register?

Thanks anyway, but I don’t want to register.

Why not?

Those politicians are all alike anyway. They don’t do anything for us once they get elected.

Yeah, I know what you mean. Sometimes it seems like none of the politicians are working for you and me.

That is why I am out here registering voters. I am fed up with politicians getting away with that just because people like us are not voting. You know, in the past some elections were decided by just a few hundred votes.

It takes just a couple of minutes to fill out the form. Can I give you a hand?

Sure, I’ll register.

Thank you so much for registering! We are always looking for people like you to help out, can you join us tomorrow?
Other Common Excuses

I don’t have time.

I know you are busy. That is why we are out here, to save you the time of going down to the registrar’s office. This way you will not have to give up your right to vote, and it will take less than a minute. Can I help you fill out this form?

My candidates always lose anyway.

My candidate always loses. I know what you mean. I have been really frustrated about that too sometimes. That’s why it’s important for people like us to go out and vote because sometimes a competitive race will be decided by less than 100 votes. That’s why we’re registering 1,000 students to vote, can I help you fill out the registration form?

I think I’m already registered.

Lots of people who think they are already registered have actually been taken off the registration rolls — usually because they moved. If someone tells you they have already registered, respond with, “Great, have you moved or changed your name since you last registered?

I’m homeless.

A person has the right to vote no matter where they live, provided they meet state voter eligibility requirements, a person has the right to vote no matter where they live. A location of residence must be indicated on the registration form so that officials may verify the precinct in which the registrant lives.

I have been convicted of a crime.

Most people think that they cannot vote if they have been convicted of a crime, yet many states allow convicted felons to vote, either automatically after release from prison, parole, or probation or once they have applied for restoration of their voting rights. Ask your City/County Elections Office about your state’s laws on this issue.
VOTER REGISTRATION CHECKLIST

Review all of your sources
- Ambassador Handbook;
- Voter registration forms and voter pledge cards;
- Campaign merchandise (stickers, buttons, t-shirts);
- Handouts about local and national AAPI issues;
- Community partner and coalition contacts;
- Volunteer contacts

Outreach to other AAPI groups in the community
- Make a goal for the number of people you want to register to vote.
- Make a list of events that would be successful in your community.
- Check your local calendar for events or community resources that would be helpful in your campaign.
- Brainstorm ways to enlist community support and form coalitions with other organizations.
- Make sure that leaders and members know how to conduct a voter registration drive.
- Create a field plan and divide responsibilities and set time for next meeting.

Obtain all needed materials
- Contact your local Board of Elections or the Secretary of State of your state about local rules for running a registration drive and collecting information at your station.
- Use voter pledge cards to ask constituents for their commitment to vote.

Organize your campaign
- Determine specific roles and responsibilities for the campaign and who will be the point person throughout the voter registration drive.
- Figure out a place to conduct your voter registration. Remember to pick a location(s) that will be most visible and most accessible to your audience.
- Research your audience. Do you need bilingual volunteers or translated documents?
- Recruit volunteers, both inside and outside of your organization.
- Set shifts for voter registration drive.
- Contact the media about your campaign hosts, and provide them with media advisories and releases.

Execute your campaign
- Follow up with any voter registration forms that were completed incorrectly.
- Submit post-registration documents to APIAVote.
- Turn in the completed voter registration forms to the correct Secretary of State within 48 hours from the completion of our event! REMEMBER: If you wait too long, the applications will become INVALID.
- Send all forms in with the project report form and completed pledge cards.
- Fill out evaluation forms for every activity or event that your campaign puts on.
Follow up with your volunteers and with APIAVote

- Email data from pledge cards and evaluation forms to APIAVote.
- Follow up with registered voters about upcoming events, ways for them to get involved, or celebrations for elections turnout, etc.

**VOLUNTEER CHECKLIST FOR VOTER REGISTRATION**

**Prep Volunteer Packets (1 day before)**

- Clipboard
- Pen/Pencil
- Voter Registration cards
- Volunteer rap
- FAQ Sheet
- Literature pieces
- Tally Sheet
- Pledge to Vote Cards

**Train Volunteers (Total time for training = 30 minutes)**

- Welcome everyone
- Quick introductions
- Identify purpose of the activity and its connection to the overall goal
- Review rules of voter registration
- Trainer models rap with volunteer
- Hand out rap
- Ask volunteers to partner and role play to each other
- Ask for questions or clarifications
- Review volunteer packet
- Review tally sheet
- Identify expectations for voter registration
- Remind volunteers to be proactive, smile, approach people, read body language, and talk about issues that people care about
- Catapult volunteers
- (After 15-30 minutes) Check in on volunteers
- (At the end) Check out volunteers and get recommittments
- (1 day later) Send out a thank you email
Objective: It is important to provide voter education as part of your campaign to produce informed and educated voters. Ambassadors will learn different strategies on how to best educate their community.

Tips for Voters to Become Informed

- Read/watch multiple news sources to get diverse views.
- Talk with friends about issues and policies that impact your everyday life.
- Attend community meetings and forums with candidates.
- Talk to candidates.
- Refer to our website for voter information affecting AAPIs specifically.
- Visit www.Vote411.org for information on your election.

How Can Your Campaign Educate Voters

Collateral: At every opportunity, hand out useful information to potential voters. Make use of the voter pledge cards to hold your constituents accountable in registering to vote and voting. Even if a person is not willing to register to vote or is already registered, make sure to leave them your collateral anyway.

Issue and Candidate Forum: Candidate forums are opportunities not only for the public to learn more about the candidates and issues in the election, but to educate the general public and candidates about issues affecting the AAPI community. They allow individuals to engage with the issues in person and to ask about the specific issues that affect them. Use a fair and unbiased moderator who can press candidates on their approaches to important issues. Make sure to leave time for a Q&A so local voices can be heard. Your audience should also be diverse and representative of different views.

Town Hall Meetings: Invite a candidate to speak at a town hall meeting. Be sure to extend invitations to all the candidates of the particular race. Most of the candidate’s time should be spent answering questions from attendees.

Newspaper Article: Use your local and campus newspaper to highlight issues and the importance of voting in the upcoming election. Submit a letter to the editor or an Op-Ed. Build a relationship with your local reporter and have them cover a story about your campaign or an event.

Nonpartisan Voter Guides: This is a great tool to educate voters! It’s a one-stop place for all of the pertinent information about the upcoming election, including issues and candidates they will be voting on.
TRAINING #4
GET OUT THE VOTE ACTIVITIES

Objective: Get-out-the-vote (GOTV) events are the last push after all of your voter registration and education efforts. Your goal in a GOTV program is to increase voter turnout by contacting voters at least 2-3 times before Election Day. Ambassadors will learn different strategies for the GOTV phase of their campaign.

Canvass the Neighborhood
A cheap and effective way to distribute voter education materials and remind students to vote is to go door-to-door. Canvass your surrounding neighborhoods or dorms by using your voter list and knock on the doors of registered voters. Canvassing is a good activity for the weekend before the election and as a last-minute voter education tool. If you’re not knocking on doors, you can also drop off literature, otherwise known as a ‘lit drop’ to remind students about Election Day and information about their polling location.

Phone Banking
When you contact voters by phone, you have control over the phone calls and record-keeping. One way to organize a phone bank is to find someone with an office with multiple telephone lines. Ask them if you can use their office after office hours. It’s a lot more fun when you have all of your volunteers in one room. Again, be sure your volunteers are well-trained and consistently using one script.

Estimate how long it will take to go through your list and how many volunteers you will need. You should plan to call everyone on the list at least twice. This means that if you can’t reach a voter on your first try, you will have another day to try again. If you are interested in phone banking, let your APIAVote staff member know so we can help organize it and prep your call lists and scripts.

Contact Voters Online
Send reminders to your email listserves about where, when and why to vote before and on Election Day. The more ways you can reach the public, the higher your voter turnout will be. Don’t forget to use Facebook and Twitter. You can even send individual messages to your list of registered voters through Facebook!

Contact Voter by Text Messages
Reminding people to vote via text has been proven to be one of the most effective GOTV strategies. Short and succinct messages about when Election Day is, where they should vote (polling location), and reminders about voter registration locations and deadlines are helpful. Use the contact information from the pledge cards to text voters.
Don’t Forget to Prepare and Provide Your Volunteers with the Following:

**A script:** Write a script that is appropriate to your local community reminding people to vote. Tell your volunteers to stick to the script. You do not want to say anything that the person may find offensive.

**A list:** Having a list will allow you to track the total number contacts made by each volunteer, the number of voters who plan to vote, the number of voters who do not plan to vote, and the number who are undecided. Ask your volunteers to turn in the tally sheet at the end of the evening so you can analyze the data and determine how well you are doing. At the same time, you can determine the registrants you need to contact again.
TRAINING #5
VOLUNTEER RECRUITMENT & MANAGEMENT

Objective: Ambassadors will learn about how to effectively recruit volunteers. They will learn what it means to sustain work through their volunteers and develop leaders within their community.

Recruitment

★ Know your audience: Know your audience: Recruit your organization’s members and encourage them to use their network of friends as a resource for potential volunteers.
★ Don’t assume disinterest: Each person should be considered as a potential volunteer. JUST ASK!
★ Sell the activity: Asking is not enough. Give reasons why people should volunteer. Explain how they can help, why the activity is important, and what might happen without their help.

Training

★ Go over the entire field plan: Including the relevance of each event to the overall campaign goal(s) with your volunteers so that they get a feel for how they are contributing to the bigger picture.
★ Check to see whether your state requires volunteers to be certified deputy voter registrars in order for them to register voters for your campaign.
★ Walk volunteers through your state voter registration forms. Conduct a training and practice sessions so that volunteers become comfortable with helping others fill out your registration form.

Maintenance & Management

★ Create a volunteer database to record the name, phone number, and email address of each volunteer.
★ Remind your volunteers of their commitments at least twice, including the day before the event. After events, follow up with people who don’t show up. If needed, call them directly and provide that personal touch.
★ Capitalize on volunteer commitment for future activities; make sure you have their contact information and commit volunteers to attend the next scheduled coalition meeting. Make sure you recognize them for their efforts.

Rule of Halves

You can see that you need to put in a lot of hours to reach your vote goal. In order to do this you need LOTS of dedicated volunteers. Use the rule of halves in order to make sure you get enough volunteers. Let’s say your vote coalition is planning a big door knocking session and you’re asking volunteers to sign up for shifts. Always use the rule of halves in expecting people to show up for a volunteer shift.
TRAINING #6 STORY OF SELF

Objective: Your story of self communicates who you are, your values, your experience, and why you do what you do. Why does it matter? Do people even care/listen? It matters because your story tells the public why you do what you do. Your story informs others who you are. If you do not tell your story, others will tell both your story and our story. Ambassadors will practice giving their story of self and why their personal story is important to the work they do.

Stories of Self:

★ Are Specific: The more specific, the more power your story will have to engage others.
★ Educate: They teach us how to manage ourselves. How to face difficult choices, unfamiliar situations, and uncertain outcomes because we are the protagonist in our own life story.
★ Resonate: because they communicate through emotions, cares, and obligations. They inspire us to have the courage to act.

A good public story of self contains 3 important points:

1. The challenge: Why did you feel it was a challenge? What was so challenging about it? Why was it your challenge?
2. The choice: Why did you make the choice you did? Where did you get the courage – or not? Where did you get the hope – or not? How did it feel?
3. The outcome: How did the outcome feel? Why did it feel that way? What did it teach you? What do you want to teach us? How do you want us to feel?

Use the chart below to map your “Story of Self.”
TRAINING #7 STRATEGIC PLANNING

Objective: Ambassadors will set goals for the next two years and create drafts of their campus engagement plans.

Create Your Campaign Goals

First, consider your Internal Organization: how do you want to build your organization? Do you want to grow your membership base and/or volunteer capacity? How much?

Then find your Target Voter Universe: Visit your campus website or Admissions & Records Office to determine how many AAPIs are enrolled for the academic year. This is your targeted voter universe to achieve your calculated goals for voter registration and turnout.

For Voter Registration: To determine your quantitative goals for the electoral campaign, visit your County Registrar of Voters office or website and determine how many AAPIs are registered in your campus neighborhood by precinct. After reviewing that number, be specific on how you would like to increase the number of registered voters on campus.

For Get Out the Vote (GOTV): For turnout, which is the number of registered voters who actually vote, determine how many AAPIs voted in the most recent comparable election.

When Creating Your Campaign Goals, Make Them Better by Being SMART

SPECIFIC: Your goal should be as detailed as possible. Address the what, where and how.

MEASURABLE: Make your goal quantitative. Will you be able to measure your progress?

ACHIEVABLE: Goals should push you, but also should be attainable and reasonable.

RELEVANT: Create goals that address your needs in your organization and community.

TIME-BOUND: Goals should include a time limit. It should establish a sense of urgency.

For Example,

Increasing voter turnout rate amount among AAPI at my campus by _____% which means _____ newly registered voters.

Turn out ____ AAPIs from our campus for the 2016 General Election, which means an increase of _____.

Host one voter education workshop about the importance of the AAPI vote by the end of October.
Field Activities

Within your campaign plan, it is important to map out your field activities. A timeline of direct voter contact tactics is important to organize the maximum number of volunteers and people in our target population for your electoral campaign. These strategies may be open to the general public, but it’s important to target your voter universe, which includes AAPI students. Target wherever your voter universe is concentrated when conducting voter registration, education, & GOTV efforts.

**Tabling & Clipboarding:** Tabling is not just sitting behind the table, go out and talk to people! Have your organization’s materials as well as voting resources on the table, but be active and engage potential voters as they pass by. Where do AAPI students go? utilize busy places on campus and in the neighborhood.

**Community/Organization Raps:** This is one of the best ways to target the AAPI student community. Make a list of all of the AAPI student classes and get permission from the professor to make an announcement in the classroom to register voters. A similar format can be used for AAPI student organizations. Once the voter registration forms are passed out, make sure you have enough volunteers to collect the voter registration forms as soon as possible.

**Phone Banking:** This is another useful tactic to remind students to register to vote and to turn out for Election Day. Once you have completed the voter registration phase of the campaign, use the contact information that’s been collected to remind students.

**Door Knocking:** One of the most effective may vary in laws and rules regarding door knocking in the campus neighborhood and residential halls, but if you have institutional support from your administration and student government, it is highly encouraged to organize a door knocking voter registration drive.

**Community Events:** Talking to people at community events is a perfect way to register voters and for education and visibility. Voter registration is easy to do at events where your target constituency tends to gather. You know your community best, so take the time with your team to brainstorm AAPI hubs in your area to hold voter registration efforts.