



HOW TO LEAD A VOTER DRIVE

Voter Registration 201 Training Manual

3rd Edition - 1/5/2020

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1. THANK YOU FOR BEING A HERO

We thank you - Field Team 6 thanks you - America thanks you!

Leading your own Field Team 6 voter drive in a targeted district or state is the most effective (and satisfying!) thing you can do to fight Trump and the Republicans. It is also the **ONLY** way Field Team 6 can scale up enough to win the Battle of 2020 - and take back the White House, flip the Senate, and expand our House majority.

NOTE: Before leading your own voter drive, we ask that you:

-Attend a training call OR watch a pre-recorded training call for your target state. You can sign up for our training calls [HERE](#) and find our pre-recorded calls [HERE](#).

This will give you the foundation you need to lead a voter drive with confidence. Whether you'd like to do one drive a week, one a month, or just one, period - we are incredibly grateful.

And it's not hard. Here's how!

2. PICK A TARGET

Picking a target is the fun part! (One of many.) The first step is determining where you can make the most difference registering Democrats - and how far you're physically able to go to get there. The good news is that most people in the country live within 50 miles of a crucial swing state or district!

Soon we will have a Targeting Wizard on our website, where you can enter your zip code and see immediately the 5 closest high-priority districts and/or states where we need to register Democrats. Until then, you can either 1) contact us at info@fieldteam6.org and we can help! ...or 2) do it yourself.

You can find our full national targeting list [HERE](#).

Since this can be confusing to navigate, here's a much simpler overview:

- There are 6 states nationally that are most important to us - **"Triple Word Score"** states that are in play for the House, Senate and White House. They are Arizona, Colorado, Iowa, Maine, North Carolina, and Georgia. If you live in or near any of these states, perfect! These are where we need Democrats most!
- Just slightly less critical are swing states only in play for the presidency, including Pennsylvania, Michigan, Wisconsin, Florida, Nevada, Ohio, Virginia, New Hampshire, and Minnesota. If you live in or near one of those, we need Democrats there!

- Below those, but still absolutely crucial, are swing congressional districts that we need to defend or flip in order to expand our House majority. (They are our “Class 11” and “Class 12” targets in the document above.) Registering Democrats there is super important to preserving our House majority, hopefully for years to come!
- We understand this can be confusing. For help figuring this out, don’t hesitate to email us at info@fieldteam6.org.

It’s a great feeling to have a concrete target. Now, on to the next step...

3. LOCATE HOT SPOTS

Once you’ve targeted a swing state or district where Democrats are needed most, it’s time to figure out the **hot spots** (high traffic areas) where we’re most likely to find these potential Democrats. Again, you can either 1) contact us at info@fieldteam6.org and we can help find you hot spots! ...or 2) do it yourself.

Find our national database of hot spots [HERE](#). (It’s growing all the time!)

[IMPORTANT NOTE: in our thousands of hours doing this, we’ve found that voter registration is easiest and most effective on Mondays-Thursdays, from 8am to about 4pm. Maybe it’s because people are in workday mindset, and are more likely to fill out a form. So if at all possible, we’d recommend a weekday morning, from 9a-12p, 10a-1p or 11a-2pm. If you can’t be available during the week, do not despair! You can absolutely have a successful voter registration drive on a weekend. We just look for different types of hot spots. More below!]

If a state or district you’re interested in is not yet listed in our database, here’s how to find the best hot spots for a **weekday** voter drive:

- If you’re targeting a state, use Google Maps to find all community colleges in the biggest city you can get to. If you’re targeting a district, find all the community colleges in that district.
- Do a similar search for all courthouses.
- If you’re targeting an entire state, locate big, crowded places with good foot traffic in the downtown area of the biggest city. Transportation hubs, parks, landmarks, busy street corners - all can work.
- Bigger colleges can also work - you’ll just find more people from out of state. That’s ok - these are still worth it.

For a **weekend** voter drive, colleges are dead and courthouses are closed. So instead:

- If you’re targeting a state, do a Google search for any big events in the biggest city you can get to. If you’re targeting a district, do the same for the biggest cities in that district. Look for big festivals, parades, county fairs...

- Look for multiple events in case one is a bust. And some events are better than others. A Vegan Crafts Fair is much better for finding Democrats than a Gun Show!
- When you run out of good events, look for big libraries, parks, piers (if available), mall parking lots, and possibly farmers markets.

And then LET US KNOW! Share these hot spots with us, and we can add them to our database to help other leaders.

This should give you a great preliminary list of hot spots to try. We have had consistent success at community colleges and courthouses, because they are places with consistent foot traffic that have different people each time you go.

And with each of these colleges, we'd recommend using Google Street View **and** Satellite view **and** whatever pictures you can find on Yelp to make sure they have a nice quad or outdoor area where people will gather... Some of these colleges turn out to just be one isolated building, and that's not helpful. And some courthouses are definitely more active than others. A state Supreme Court, for example, will be far less active (and fruitful for us) than a Municipal Court or a Superior Court.

If you need more hot spots, we recommend looking at bigger private colleges, libraries, DMVs, parks, and farmers markets.

HARD-WON KNOWLEDGE: Generally, it's best to have no more than 2-4 people at a hot spot. If it's a huge weekend event, or a giant campus, you might put 6-8 there. But we have found a dramatic improvement in our numbers when we put fewer people at a higher number of places. So it's always better to have more hot spots than fewer.

4. PICK A DATE/TIME/BASECAMP

Pick a date when you and a homie (or 10!) can spend 3 hours total. We recommend Mon-Thu mornings, but if you can't do that, weekends work too. Setting the date at least 2-3 weeks out is a good idea because it allows you some prep time, and increases the chances people can fit it into their schedule.

Once you've picked a date and time, you need a location for your basecamp! This is where you'll meet at the beginning of the event, have a quick training before deploying to hot spots... and where you'll return at the end of the event. We recommend picking someplace with:

- parking...
- coffee...
- & bathrooms!

These are all crucial. We recommend *not* doing the training inside the café, but finding a public space right next to it. We want to be hyper-conscious to not disrupt business anywhere we go... so they're happy to see us next time.

Ideally, basecamp is somewhere central to your hotspots, where people can leave their cars for a couple hours if they want to carpool to the hot spots.

If you can't visit a potential basecamp beforehand, be sure to use Google Maps Street View and Satellite View, and any pictures you can find on Yelp, to make sure it's a nice place with a welcoming feel... and hopefully not too expensive.

Part of being a leader is being a great host. Our number one job is making sure volunteers have a good time. If they do, they'll come back! And that's what good organizing is about. People come for the cause, but they stay for the relationships. So yes, we're not just voter drive captains... we're also party planners!

PRO TIP: Since you've done all the work already, add a second date 2-4 weeks later. This gives people scheduling options, increases the chances people can make it to at least one... and of course, doubles the good you're doing.

5. GET THE WORD OUT

If you're doing a small event with a friend or two, make sure they know where & when you're meeting, and remind them a couple times before the date to make sure they know it's important. Also, please make sure to get their email and phone number, and send those to us so we can add them to our list.

If you're doing a larger event, send us the location, time and date at info@fieldteam6.org. We can put it on our calendar and in our newsletter, and help recruit for it!

DON'T WORRY: if you'd like to cap the event at a certain number of attendees, we can do that too. It's absolutely okay to start small and work up!

info@fieldteam6.org

When we put your event online, we'll send you the link to that event page, so you can post that link on social media or email it to people and promote it yourself. It's ideal to have everyone sign up through that link because:

- We get their email and phone number and can add them to our list. That means they'll get one welcome email - get our weekly newsletter - and get a text message from us no more frequently than once every 3 weeks.
- Before the event, Mobilize automatically sends confirmation texts/emails that dramatically increase the chance of people coming to the event.

We'll also make you the "Owner" of that event, so you can log in at any time, see how many people have signed up for that event, and see their contact info in case you need it.

This is *FAR* better than posting an event on Facebook, which does not capture their information, does not send them reminders... and does not work. You can post these events on Facebook - but we recommend you include the link to our event page, and insist in the first line that people must RSVP at that link. Now that your recruiting efforts are underway, time for the next step...

6. GATHER SUPPLIES/PREP

Here are all the supplies you'll need:

Voter Drive Materials Checklist

MANDATORY

- **CLIPBOARDS** - enough for everyone who's RSVP'd, plus a few more in case they bring friends.
- **PENS** - Make sure you have enough pens for every volunteer to have 2. Always take a backup! And go for black ink, which is always acceptable.
- **VOTER REGISTRATION FORMS** - 8 per clipboard is perfect. You can usually pick up a huge amount of forms at your nearest registrar/recorder/elections official, which you can find [HERE](#).
- **BRIEF** - Don't forget your briefs! Field Team 6 has a handy cheat sheet with easy talking points about why we need Democrats in your state or district [HERE](#). Print out one for each clipboard.
- **VOLUNTEER SIGN-UP SHEET** - Whenever we finish registering a voter, we ask if they'd like to be emailed a weekly list of events (like this one) that they can attend to help get rid of Trump in 2020. If yes, we get their name, email, and phone. Find the Field Team 6 sign-up sheet [HERE](#) - and print out one for each clipboard.

OPTIONAL

- **STICKERS** - Order "I registered to vote today" stickers [HERE](#). They are GREAT positive reinforcement for registering!
- **SUNSCREEN** - always good to have on hand.
- **HATS / GOOD WALKING SHOES** - good to remind people to bring!
- **A BIG BAG OF LIBERAL-LOOKING T-SHIRTS** - optional, but great to have, so people can borrow one for the day.
- **WATER / SNACKS** - optional, but a good way to take care of your volunteers and yourself.
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Assembling the Perfect Clipboard

- At the very bottom of the clipboard, put the VOLUNTEER SIGN-UP SHEET.
- On top of that, add the BRIEF for your particular state and/or district.
- Next, the 8 VOTER REGISTRATION FORMS.
And on top, add about 9 STICKERS. One to give away with each completed form, plus one for the volunteer to wear. (And if a voter has kids, give 'em some too!)

VOILA - the perfect clipboard! Finally, put all the assembled clipboards in a big bag or box, so they're ready to go as soon as you get to basecamp.

In addition to this, we recommend printing out a list of your hot spots with the address of each, so that your volunteers can just take a picture of the address with their phone and deploy quickly.

It's also great to print out a list of everyone who's RSVP'd, along with their email and phone number, so you can contact anyone you need to.

Now you're ready to go!

7. LEAD THE VOTER DRIVE!

On the day, get to basecamp early, and set up your box of clipboards/supplies somewhere in public where you can greet people as they arrive.

Now's your time to shine! Use the [Field Team 6 Voter Registration Training Manual](#) as your guide. But feel free to put things in your words and make it your own! Ideally, the whole training lasts about 15-20 minutes. The sooner we can get people into the field, the more effective we are.

MOST IMPORTANT POINTS:

- Welcome everyone - and thank them for everything they've done to help save the world last November! Thank them for being here today.
- The big picture: why we're registering Democrats.
- The small picture: why we're in this specific state or district.
- How to get people to talk to someone holding a clipboard.
- Possible conversation-starting opening lines / ways to ID people
- We are always positive, respectful, polite.
- Recommend they fill out the form for voters.
- Go over the entire form, and emphasize the mandatory fields.
- Remind people to mention Democratic candidates we're pushing, incumbent(s) we're protecting, and Republicans we're trying to boot!
- Set expectations, and remind people we don't just register voters, we also educate, by spreading word of:
 - the next election's date

- the name of the Democrat we're electing / the Republican we're defeating
- what Democrats stand for
- Let people know they've **already** won by being here.
- Answer everyone's questions!

Once you've answered everyone's questions, it's time to TAKE A GROUP PICTURE! This is incredibly important - and so is posting it on social media. Every time people see there is a real way to battle the depressing Trumpian evil by doing something fun with great people, we get more recruits.

Finally, it's time to assign hot spots!

Whenever possible, try to pair newbies with people who've done this before.

Then send people out in groups of 2-4, making sure to keep people together if they'd like to be together. (On your printout of hot spots, jot down who is going to which hot spot, so you can keep track of where people are, and not leave anyone behind at the end.)

Let everyone know what time to meet back at basecamp, and make sure they all have your phone number in case they have to call with a question or emergency.

GREAT JOB. You've just trained your first group of volunteers - that's a gigantic step. Now get out there to a hot spot with one of the groups and see what you can do! (But make sure to get back to basecamp a few minutes early so you're there to greet people when they return.)

When people do return to basecamp, make sure to cheer, clap for them, thank them! They've done something huge, stepping out of their comfort zone to make the world a better place, and we need to acknowledge that.

Ask if they had any good conversations - that's even more important than the number of forms they got. Ask how their hot spot was - that's good intelligence. Let them tell you how many people they registered, and whether they signed up any new volunteers, and thank them no matter what the number is.

Collect their clipboards and pens and assemble all their completed forms on one clipboard. Guard this clipboard with your life.

Ideally, you have the date/time/location for the next voter drive set up already! Before each person leaves, ask if they can come to the next one - and sign them up if they can.

ALSO - let everyone know if they'd like to go out and register voters on their own sometime, they **absolutely** can! Let them know that's exactly what YOU did - and give them a clipboard and some forms if that helps.

8. SEND IN THE FORMS/FINAL STEPS

SUPER IMPORTANT: Once all your volunteers have returned and handed in their supplies, and you've all gone home...

Please take pics of all completed forms and volunteer sign-up sheets. Then...

1) email all images to ft6forms@gmail.com (preferably in one email)

...OR text all images to **(323) 332-9344**, AND...

2) fill out this 1-minute questionnaire: <https://forms.gle/N3FfG5gbJMTYLS6Y9>

And if you have any questions, please contact our Chief Data Officer Wayne Liebman at wayne.liebman@gmail.com.

After you make sure that we received the pics, for voter privacy purposes, please delete all images from your phone. Thank you!

We add those to our grand total, and tally:

- Our percentage of Democrats / no party preference
- Our percentage of vote-by-mail registrations
- Our percentage of voters in each target district

This helps us figure out which hot spots are best. And our grand total lets us know exactly how much good we're doing. It is these numbers that allow us to recruit more volunteers and scale up so we can win in 2020 and beyond.

After that, make sure to put all your voter registration forms in the mail - preferably within 24 hours. In CA, we're legally obliged to send them in within 3 business days - in AZ, it's 5, and in ME it's as soon as possible.

In some states like CA, no postage is required. In others like AZ and ME, you must put a stamp on each form. Other options include handing the forms in to the local registrar/recorder/elections official... or mailing them all together in one envelope.

OTHER STEPS:

- Post your group picture on social media! Call out one or two people as MVP's. Use hashtags like #FieldTeam6 #BattleOf2020 #BlueEverything.
- Within a week, send a thank you email to everyone who came. Tell them the final number of voters you registered that day, send them the group picture, and invite them to the next one!

9. CELEBRATE / PLAN THE NEXT ONE!

CONGRATULATIONS.

You are now officially a Field Team 6 Organizer!

Leading a voter drive, even if it's just you and a friend going out to a hot spot for an hour, is a huge thing. Our real progress only comes when heroes like you step up to carry this mission forward.

So THANK YOU, THANK YOU, THANK YOU.

And keep going! It will only get easier and more fun each time you do it. And every voter you register increases our numbers. It's like a video game where the reward for getting the high score is *getting our country back.*

If you have any questions, comments, or ideas, please contact us at info@fieldteam6.org! We're here for you! It's the honor of our lifetime to be in this fight alongside you. Now let's get out there and save the world.

USEFUL LINKS

SITE: www.fieldteam6.org

EVENTS: <https://www.mobilize.us/ft6/>

WEEKLY NEWSLETTER SIGN-UP: http://eepurl.com/ggI_kj

TRAINING: <https://www.fieldteam6.org/train>

STORE: <https://fieldteam6.threadless.com>

DONATE: <http://bit.ly/2ubvg7X>