

BRING ONLINE VOTER REGISTRATION TO YOUR CAMPUS WITH STUDENTVOTE.ORG

Adding online voter registration to your college's voter mobilization project is an easy and effective way to help register more students to vote.

Sign up now to get the StudentVote.org online voter registration tool for your campus.

WHY YOU SHOULD USE STUDENTVOTE.ORG

- ✓ **It works.** This technology has been used to help register millions of young voters during the last several election cycles. Rock the Vote has found that more than two-thirds of the people who complete the online registration process end up on the voting rolls.
- ✓ **It's easy.** Students click on the tool, complete the form that is displayed on the screen, and click again. Done. A completed registration form will appear in the student's email inbox. The tool is optimized to maximize the likelihood that a student will print it and send it.
- ✓ **Colleges can track and control the tool to fit their vote program.** Colleges and organizations can add their own logo to the tool to reinforce their branding and help the tool blend seamlessly with their own website.
- ✓ **Tell-a-friend feature creates a multiplier effect.** Registrants get the option to pass the tool on to a friend. Students are more likely to register and vote when asked by a friend. Using the tool creates a multiplier effect that increases your campus registration rates.
- ✓ **A powerful tool for increasing voter turnout.** Since the tool compiles contact information of students who register, it enables campuses to follow up with person-to-person voting reminders before Election Day through phone calls, canvassing and text messaging. The tool does not compile private contact information, such as driver's license numbers, and only compiles information in states where it is legally permitted to do so.
- ✓ **It's free.** There are no fees or charges associated with hosting the tool. It's completely **free!**



The **New Voters Project** is a non-partisan effort to help register young people to vote and get them to the polls on election day. Since 1984, the New Voters Project has helped to register over 1.7 million young people and made strides in getting young people's voices heard by elected officials.

MEET OUR PARTNERS



Rock the Vote designed and manages the online voter registration tool that we provide to student governments and state student associations. Founded at the intersection of pop culture and politics, Rock the Vote has helped register more than 5 million young people to vote.

Sign up for the online voter registration tool at StudentVote.org
Questions? Contact James at james@StudentGovResources.org

FEATURES OF STUDENTVOTE.ORG'S ONLINE VOTER REGISTRATION TOOL

COSTS	
COST FOR TOOL	✓ Free.
HOSTING TOOL AND DATA	✓ Free hosting of the tool and data is provided by Rock the Vote on secure servers at the Open Source Lab at Oregon State University.
USER EXPERIENCE	
USER INTERFACE	<ul style="list-style-type: none"> ✓ The tool's step-by-step wizard walks users through the voter registration process, providing state-specific instructions and tips for applicants to reduce the errors that keep people off the voter rolls. ✓ Offers true online voter registration in California, with more states to come soon. ✓ Proven and tested interface that is frequently optimized for higher completion rates.
APPLICATION GENERATION AND REMINDERS	✓ Applicants who complete the registration process receive a PDF of their voter registration application filled out with their information. They are then sent follow-up emails with a link to their personalized PDF that remind them to print, sign, and send in their application.
MULTI-LINGUAL	✓ Currently available in Bengali, Simplified Chinese, Standard Chinese, English, Hindi, Ilocano, Korean, Spanish, Tagalog, Thai, Urdu, and Vietnamese. Japanese and Khmer soon!
FUNCTIONALITY	
CUSTOMIZATION	✓ Add your organizational logo to the header of your tool, to better engage your audience and match your branding.
EASY ACCESS TO THE TOOL	<ul style="list-style-type: none"> ✓ Use the simple instructions provided with the tool to add a "Register to Vote" button or banner to your website. ✓ Embed the tool directly into your website. ✓ Get a unique URL for your tool that you can promote to your audience via email, text messages, social media, and other avenues.
LIST BUILDING	<ul style="list-style-type: none"> ✓ Ask applicants to join your email and mobile lists. ✓ Recruit volunteers for your organization.
USER STATISTICS	✓ Get statistics about who is using your tool, including breakdowns by county, gender, and ethnicity.
DATA	
CONTROL OF THE DATA	✓ You have full access to and control of your voter registration data and can download it to use for Get Out The Vote efforts.
DATA ENHANCEMENT	✓ Rock the Vote will match your data to state and national voter files to confirm that applicants get registered.
SECURITY	✓ The registration process runs on a secure server to ensure that users' personal information is always safeguarded and protected.
TECHNICAL INFORMATION	
DEVELOPMENT AND DEPLOYMENT	<ul style="list-style-type: none"> ✓ The software is written in Ruby and deployed on the Rails application framework. ✓ It runs on an Apache web server and the Linux operating system. ✓ The back-end database uses MySQL.
OPEN SOURCE	✓ Rock the Vote has published the source code for the tool.