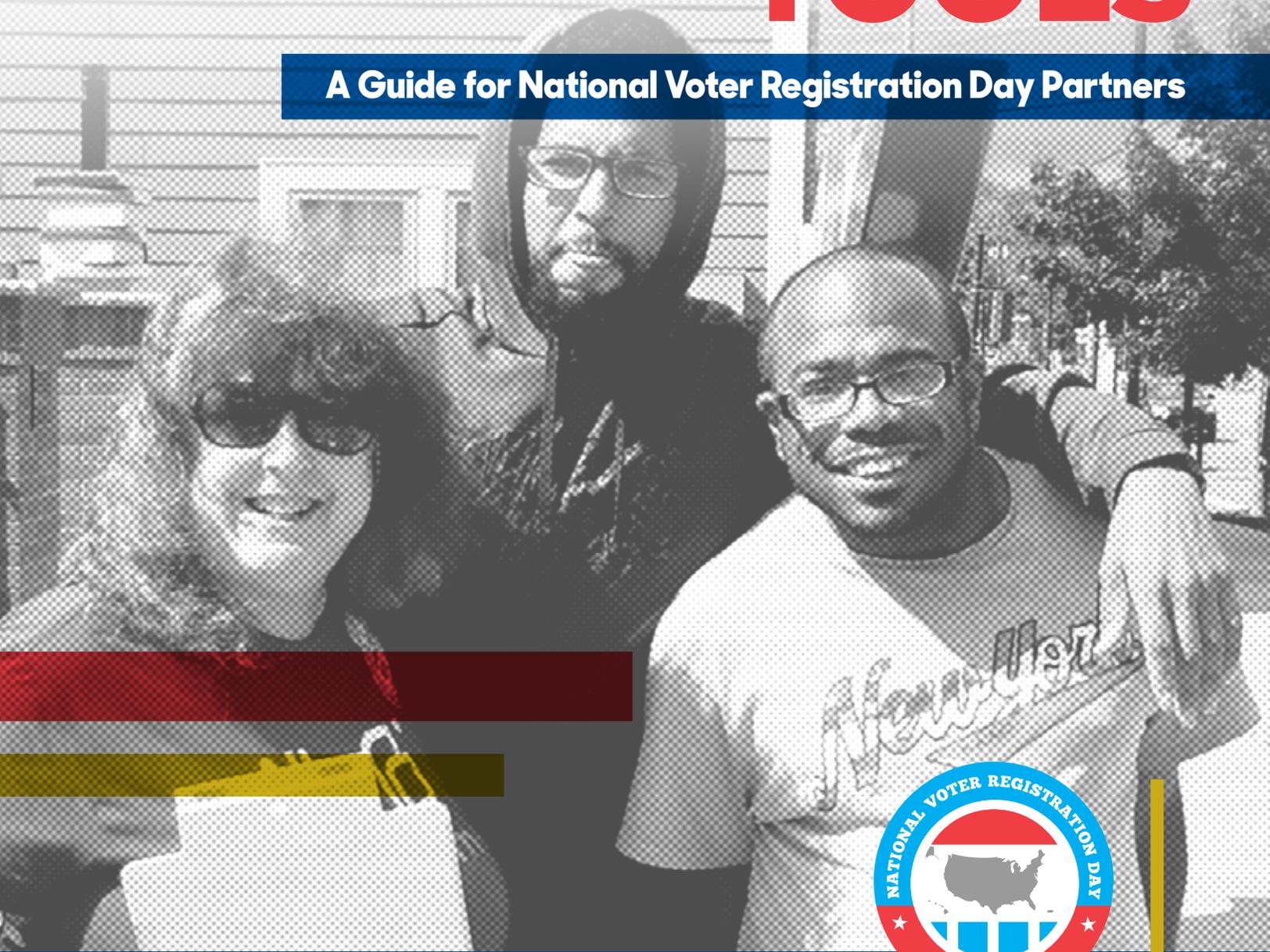


ONLINE VOTER REGISTRATION TOOLS

A Guide for National Voter Registration Day Partners





INTRODUCTION

Just because you may not be able to organize an in-person voter registration drive on this year's National Voter Registration Day doesn't mean that you can't participate!

This guide will help you better understand some of the online tools that you can use as part of your National Voter Registration Day event on September 22, whether it's fully virtual, in person, or a mix of the two.

Thank you for all of your hard work ahead of this year's National Voter Registration Day on Tuesday, September 22, 2020! Even with all of the challenges this year has thrown our way, we are confident that we'll be able to work together to make this year's holiday the biggest one yet!

Why use online tools? With the COVID-19 pandemic and rapidly evolving public health conditions across the country, utilizing online voter registration tools is one way to ensure that you are able to stay healthy while still getting your community #VoteReady.

Online tools can be an effective way to help your virtual event register voters, reach more and different audiences, and accommodate individuals from all 50 states and DC. And if you're doing an in-person voter registration event, having a tablet or laptop available—or even displaying the URL for a tool—can be a simple and low-contact way to help voters register without having to stop by your table and fill out a paper form.





WHERE SHOULD YOU START?

First, familiarize yourself with voter registration deadlines, policies, and options in your state. We recommend visiting [Vote.gov](https://www.vote.gov) for registration information (via your state election office's site) and [CanIVote.Org](https://www.CanIVote.Org), official sites of the U.S. government and the National Association of Secretaries of State (NASS), respectively.

Keep in mind that you can't complete the registration process entirely online in every state, but you can still use the below-described websites and digital tools to initiate the process.

Evaluate the available online tools at your disposal:

The [Vote.gov](https://www.vote.gov) website is a one-stop shop for voter registration. Users select their state and are then redirected to their state election body. There, they will be able to either register to vote online or learn more about how to register using other means. Using this site is a free and easy way to get voters registered online, while also ensuring that voters are directly registering with the relevant local elections office.



The Vote.gov voter registration portal

Third-party voter registration tools:

You can also choose to use a non-governmental, or third-party, voter registration tool. The advantage of these tools is that they have additional features beyond just registration, like reminders to vote and the ability to track the number of registrations that result from your event and outreach. The downside to using these tools is that there can be drop-off, meaning that individuals begin the process through the third-party tool and fill out their information, but then do not complete voter registration on their state site. Some tools may also have a cost if you use them for your organization and want to access certain features.

The chart below summarizes some of the most widely used third-party online voter registration tools, using information from each tool and in their own words. For further information, you can also review the materials from a Virtual Resource Fair organized by Nonprofit VOTE here:

<https://bit.ly/39TTdBB>



TURBOVOTE turbovote.org

TurboVote is an online tool that makes it easy for voters to register and get to the polls, by guiding them through the process and making it as seamless as possible. It tracks local, state, and federal elections to send personalized text and email reminders to users about how and when to vote in any upcoming elections.

Free Features

Anyone is welcome to promote turbovote.org. Users receive: voter registration assistance, vote-by-mail request assistance, and text/email notifications about upcoming elections in their area. Users can respond to any notification from TurboVote and get additional one-on-one assistance from the TurboVote help desk in English and Spanish.

Paid Features

Partner organizations receive a branded, customized TurboVote site, user data, and implementation support. Partners can also make mailings available

to their users for an additional cost. This enables users to request a paper, pre-filled voter registration form and/or an absentee ballot request form from Democracy Works. Forms are sent to users with a stamped envelope, addressed to their local election official.

Why Choose TurboVote?

- Fully staffed help desk to support users in English and Spanish.
- Offers mailings to support users who cannot take advantage of online registration or ballot requests and do not have access to a printer.
- TurboVote notifications are info-rich, nonpartisan, focused on the voting process, and cover elections from local to federal.



Watch the [video](#) and contact partnerships@democracy.works for more information.

REGISTER2VOTE register2vote.org

Register2Vote is an end to end tool for all states that provides on demand print and mail for voters who do not have drivers licenses or live in states without online voter registration.

Free Features

Registration check by front end and API, registration tool, vote by mail tool, remote print and mail. Find a free map of all unregistered voters in your neighborhood available at mapthevote.org.

Paid Features

Full white label, embed, API for Vote By Mail and Voter Registration, custom printing arrangements, detailed marketing tracking and reporting, real time mail tracking dashboard to enable chase.

Why Choose Register2Vote?

- Print and Mail to handle all possible outcomes from a Voter Registration/Vote By Mail workflow.
- The most up to date list of who is registered to vote sourced from all possible vendors, public data, ongoing Voter Registration efforts, and direct database access to some states voter rolls



Watch the [video](#) and contact info@register2vote.org for more information.



ROCK THE VOTE rockthevote.org

Nearly 20 years ago, Rock the Vote built the first-ever online voter registration tool to make it simpler to vote. Today, we offer trusted and secure platforms for voters to register to vote, check their registration status, request a vote-by-mail ballot, find their polling place, look up their ballot, and enroll in election reminders. Rock the Vote's voter registration tool is the only platform to offer seamless, end-to-end processing with Departments of State where available.

Free Features

Rock the Vote offers free versions of all of our platforms, which organizations can embed directly on their website.

Paid Features

We offer complete white-label versions of all of our tools, which include detailed data reporting and

analytics, matchback to the voter file, an API for our voter registration platform, and partner support from the Rock the Vote team.

Why Choose Rock The Vote?

For the past two decades, Rock the Vote has offered innovative, secure platforms to mobilize voters at scale. Our partnerships with several Departments of State provide for seamless, end-to-end voter registration on our tool – no printing/mailing of paper forms and no transfer to state website required.

Watch the [video](#) and contact Melissa Wyatt, ovrtool@rockthevote.org for more information.



VOTE 411 Vote411.org

Vote 411 is an award-winning bilingual site that will serve 6 million voters this year. Comprehensive ballot lookup tool, localized voting info and registration tool. Provided by the League of Women Voters, trusted for over 100 years.

Free Features

Ballot lookup for every voter in America; Bilingual, daily updates with election changes due to COVID, registration tool and detailed information about the voting process for every state.

Paid Features

Custom White Label version upon request.

Why Choose Vote411?

Full ballot information for EVERY VOTER in America.



Watch the [video](#) and contact voterinfo@lwv.org for more information.



Vote.org offers tools for voters to check their registration, register to vote, and request an absentee ballot. Our tools are mobile-friendly and field-tested over multiple election cycles. We have seamless integration for all 50 states, send voters to the state sites directly whenever possible, and have built the back end mechanics needed to facilitate the process online for the maximum number of voters, even if their state does not offer a simple online process.

Free Features

Vote.org's toolset allows users to: check their registration status, register to vote, request their ballot to vote by mail, sign up for election reminders. For people under 18, we also have a pledge-to-register tool, where users can sign up to receive registration information via SMS on their 18th birthday. These tools are all free and easy-to-use via vote.org/technology

Paid Features

For groups interested in supporter acquisition, measuring traffic, targeted GOTV efforts or additional data collection, we offer a paid premium version of our tools. There is no

difference for the user, but the partner receives access to back end data with user information including contact info, demographic data, and data on how users are interacting with the tools.

A new print-and-mail feature is also available to VIP partners. Vote.org will print and mail your pre-filled registration form and/or absentee ballot request in a trackable, paid postage envelope. Users can then sign and send in another enclosed, pre-filled, trackable, paid postage envelope destined for their county elections office.

Why Choose Vote.org?

Vote.org's absentee ballot request tool is time-tested, trusted, and operating at massive scale. Our tool has been used successfully 3 million times across the country, through multiple election cycles. In 2020, our tool has already been used 1 million+ times. All Vote.org tools will be fully translated into Spanish by September 2020.



Watch the [video](#) and contact partnerships@vote.org for more information.





AND A FEW MORE TIPS

Once you've familiarized yourself with the different tools and narrowed it down, we suggest going through the tool yourself as a trial, and having colleagues or friends/family from other states also test out the user experience. Think about the challenges or unique circumstances that the target community for your voter registration effort may face, such as language access, not having access to a printer and/or stamps, and other factors. For first-time and infrequent voters, features such as a factsheet with tips and instructions can be particularly helpful, as can contact information for the user's local elections office.

If you want to keep getting your community #VoteReady once they're registered and want to use online tools for post-September 22 outreach, you may want to find a tool that includes options for requesting a mail-in or absentee ballot, a pledge to vote tool, a polling place locator, or information about the candidates and initiatives on the ballot in a user's community.

