

ENGAGEMENT PRO-TIPS

motivate, educate, and collaborate to mobilize student voters.

MOTIVATE

- ✓ **Use factual, positive, inclusive, and supportive language to spark interest in voting.** Never shame young people for not being registered or for lower youth-voter turnout.

EDUCATE

- ✓ **Provide nonpartisan resources for each election, including voting dates and deadlines.** Don't mistake inexperience for apathy. New voters often need information about local and primary elections, as well as the offices and candidates on every ballot.
- ✓ **Ensure accurate, NC-based, and campus-specific information is available and ready for rapid dissemination.** National voter resources aren't always enough. Organizations like TurboVote can have difficulty keeping pace with North Carolina's evolving election laws.
- ✓ **Promote early voting and explain the different rules for early voting and election day voting.** Students often need guidance on voting options and their deadlines—especially mail-in ballot request deadlines, which can be a barrier to participation if missed.
- ✓ **Keep it simple! Stay out of the weeds and stick to eligibility, voter registration, what's on the ballot, and what to bring to vote.** Don't overwhelm or confuse new voters with "what if" scenarios based on potential changes to voting rules, based on litigation or legislation.

COLLABORATE

- ✓ **Build a coalition that includes student government, Greek life, graduate programs, athletics, and others to develop strategies for effective student engagement.** Students juggle many demands. With packed schedules and competing pressures, permanent staff—like librarians—can play a key role in supporting student voting.
- ✓ **Encourage all staff to share voting deadlines, locations, and nonpartisan candidate info through their course channels. This helps students who may not be reached otherwise.** Don't limit civics and voting education to social science or any one department.
- ✓ **Coordinate with your county board of elections for student voter registration, student roll list, and on-campus early voting sites.** Lack of transportation is an obstacle for new voters. Be ready to offer shuttles if no campus voting site is provided.
- ✓ **Provide multiple in-person opportunities to register to vote in class and on campus.** Don't rely on the students attending civic-engagement events, forums or fireside chats. These students already vote!