The North Carolina Campus Voting Challenge is a nonpartisan recognition and support program for higher education institutions in North Carolina committed to increasing student voter participation and engagement on campuses. Three trusted nonpartisan civic organizations facilitate this effort -- You Can Vote, North Carolina Campus Engagement and ALL IN Campus Democracy Challenge.
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Introduction

Preparing new voters and growing civic engagement requires each of us to play a role. Research shows that voting habits established soon after reaching eligibility persevere for decades. Educating and mobilizing students, therefore, is an effective strategy to establish lifelong voting habits in new voters. State Board of Elections data show NC voters up to age 25 who voted in previous elections (2018 and 2019) had 92% turnout in 2020 – over 30 percent higher than the overall state youth turnout of 60%.

In recent years, NC voting laws have changed frequently; additional changes are expected in the near future. This guide shares evidence-based best practices and resources to support the habit of voting. Localized, fact-based education is critical to turn newly eligible citizens into voters.

The 2024 Challenge begins now by rallying administration, faculty, students, campus organizations and local election officials to make a plan to increase student voter registration by leveraging the 23-24 academic year; grow students' confidence and help them develop the habit of voting through participation in the 2023 municipal, 2024 primary and 2024 general elections; and prepare campuses to communicate and adapt to rapidly changing election rules.

How To Use This Guide

This playbook is a best-practice nonpartisan guide to help NC campuses develop, submit, and implement an effective campus action plan. Campuses that submitted action plans in 2020 had a higher campus turnout than those that did not.
Lack of enthusiasm is not apathy!
Voting needs to become a habit, like making your bed or checking the gas in your tank. Citizens need to learn how to do it, but they won’t always be excited about it. Students most in need of help are unlikely to attend candidate forums.

Turn interest in voting into reality!
- Help students make a plan to vote.
- Explain the duties of local and state elected offices.
- Share the **three ways to vote**, the rules and deadlines.
- Provide access to stamps.
- Train and provide assistance via library and librarians.

Avoid event conflicts on key voting dates!
- Plan your school calendar to avoid drawing campus attention away from important voting dates like the last Saturday of Early Voting. Don’t plan homecoming that day!
- Hold multiple campus-wide voter registration events before the registration deadline! Participating only in National Voter Registration Day and Constitution Day is not enough to reach all voters!
- Hold numerous **GET OUT THE VOTE** events before the last Saturday of Early Voting.
- Plan to help last-minute student voters find their polling site on Election Day.

**MUST HAVE INFO FOR STUDENT VOTERS**
- Eligibility rules for registering with on or off campus address
- The last four digits of their Social Security Number OR an NC DMV ID number (box 3 on registration form, strongly recommended)
- Board of Elections approved residential dorm address template (box 4 on registration form)
- Accurate mailing address where mail can be delivered reliably (box 5 on registration form)
- Annual deadline for registering
- What to bring for identification

**Voting Pro Tips**
youcanvote.org is the one-stop resource for nonpartisan NC voting info!
Find your election day polling place and sample ballot at youcanvote.org/lookup
VOTE411.org offers non-partisan candidate information
Draft Your Team

Convene key stakeholders and make a detailed voter registration plan.

- Be ready to enroll all eligible NC students to vote via the NC voter registration form.
- Learn the eligibility rules and campus-specific registration information.
- Establish a goal to achieve 100% accuracy on student registration applications.

Become Campus Voting Champions

Unite campus leaders to use one voice for campus voting.

1. **Utilize NC-based training and resources** to remain up-to-date on NC rules, campus addresses, eligibility and deadlines.
2. **Stay positive about civic participation!** Share North Carolina information on upcoming elections and what’s on the ballot.
3. **Provide campus-wide communication.** Plan to share fact-based info and deadlines with all departments and on all platforms.
4. **Plan for rapid response** messaging if and when things change. Voting communications from the Dean or Provost is helpful.

Score Big by Educating All Students!

Turn students into lifelong voters.

- The easiest way to ensure students vote is to help them register and vote *where they reside during the voting period*.
- Beginning with fall move-in, use the 2023 local election and the 2024 primary election to educate students on their voting rights, get registered, and vote!
- Create a detailed campus engagement plan with milestones and key faculty and staff identified for the ALL IN challenge by summer 2024.

Act now! Don’t wait until it’s too late!
### 10 Voting Pro-Tips

**Pro-Tips**

- Use factual, positive, inclusive and supportive language to spark interest in voting.
- Provide nonpartisan resources for each election including voting dates and deadlines.
- Provide multiple in-person opportunities to register to vote in class and on campus where students gather.
- Ensure communication of accurate, NC-based and campus-specific information is available and ready for rapid dissemination.
- Promote early voting and explain the difference between early voting and election day voting rules.
- Keep it simple! Stay out of the weeds and stick to eligibility, registration, what’s on the ballot (VOTE411.org), and when to vote.
- Coordinate with your local Board of Elections for student voter registration, student roll list, and on-campus early voting sites.
- Encourage faculty to share voting deadlines, locations, and nonpartisan candidate info through their course channels. This helps students who may not be reached otherwise.
- Build a coalition that can include SGA, Greek Life, grad students, out-of-state student groups, and others to learn what information students need and how to reach them.
- Librarians can be a resource to help students with voting as well as their homework!

**Don’ts**

- Never shame young people for not being registered or for lower youth voter turnout.
- Don’t assume apathy or lack of interest. New voters need to learn about local and primary elections as well as the offices on each ballot.
- Don’t rely on the students attending planned "civic engagement“ events, forums or fireside chats. These students already vote!
- Don’t use national resources to communicate voting or registration. Due to rapidly changing election rules, we caution you from relying on organizations like TurboVote and national campaigns.
- Don’t assume students know the rules and deadlines each year to make their vote count.
- Don’t overwhelm or confuse new voters with "what if" scenarios during litigation and proposed changes to voting.
- Lack of transportation is an obstacle for new voters. Be ready to offer shuttles if no campus voting site is provided.
- Don’t limit civics and voting education to social science or any one department.
- Don’t leave it all up to the students. They have competing schedules, deadlines and pressures. Grow permanent staff to support them.
- Avoid missed deadlines for mail-in ballot requests, a common reason for non-voting.
Faculty
You play an important role in creating an open culture of civic engagement!
As a trusted messenger, you can equip students with resources.
- Don't make assumptions! 22% of young people aged 18-29 said they didn't know how to register to vote.
- Invite You Can Vote into your classroom for an interactive non-partisan workshop followed by voter registration.
- Ask if students will vote early, on election day, or by mail? Make your own plan and share it. Explain that students are more likely to vote if they have a plan.
- Vote early, talk about your experience, and share election resources!

Advocates
Supporting the freedom to vote should be a year-round priority. Establish an environment where students not only learn about democracy in their textbooks but can listen to their faculty and campus leaders describe the rules of voting and model civic engagement.
- Provide practical, North Carolina-specific information about voting and election processes with entire student body via all communication channels.
- Don’t assume apathy or disinterest; but also don’t assume knowledge or access to tools about the process!
- Invite You Can Vote to deliver a training on voter registration to equip educators, faculty and staff with how to help their students navigate the process!
- Advocate with the local Board of Elections for campus early voting sites and access!
If there's no campus voting site, provide free transportation shuttles to vote.

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ALL IN Campus Democracy Challenge
North Carolina State Summary
With over 50,123 college students in North Carolina, college student voters in the state play an important role in local, state, and national elections.

- 31 Participating Campuses
- 27% of North Carolina Institutions participating in All In challenge

**Impact**
- 71.1% increase in voter turnout among college students in the state
- 18.0% increase in voter registration among college students in the state
- 89.5% increase in voter registration among the entire student body
- 10.9% increase in voter registration among public institutions

**Engagement**
- 18 of 57 campus leaders were able to describe the rules of voting
- 23 of 57 campus leaders were able to model civic engagement
- 71% of campus leaders were able to create an environment where students listen to their faculty and campus leaders describe the rules of voting

**Recognition**
- 22 of 57 campus leaders were able to create an environment where students model civic engagement
- 9 of 57 campus leaders were able to create an environment where students participate in voter registration
- 9 of 57 campus leaders were able to create an environment where students participate in voter turnout

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ALL IN Campus Democracy Challenge
North Carolina State Participating Campuses
Campuses in bold have signed the Presidents' Commitment to Full Student Voter Participation.

- Appalachian State University
- Bennett College
- Brevard College
- Campbell University
- Davidson-Davie Community College
- Duke University
- Durham Technical Community College
- East Carolina University
- Edgecombe Community College
- Elizabeth City State University
- Elon University
- Fayetteville State University
- Greensboro College
- High Point University
- Meredith College
- North Carolina A&T State University
- North Carolina Central University
- North Carolina State University
- Queens University of Charlotte
- Rowan-Cabarrus Community College
- Shaw University
- University of North Carolina at Asheville
- University of North Carolina at Chapel Hill
- University of North Carolina at Charlotte
- University of North Carolina at Greensboro
- University of North Carolina at Pembroke
- University of North Carolina Wilmington
- Wake Forest University
- Warren Wilson College
- Western Carolina University
- Wingate University
Partner with your County Board of Elections to support student voting!

- Provide the Board of Elections with student residential enrollment for students to use same-day registration at early voting.
- Encourage the Board of Elections to offer a campus site for early voting. If a site isn’t provided, request a transportation mini grant from NC Campus Engagement.
- Ensure campus is using up-to-date addresses for student residents on registration applications.
- Expect a quick rollout of new voter ID rules. Students are likely to need assistance gathering required documentation. Make a contingency plan to bringing student IDs into compliance and consider budget implications.

Don't assume knowledge of the rules for student registration forms.

In major election years, many organizations will offer voter registration, including groups that wish to disenfranchise students. Incorrect forms may be rejected by the Board of Elections. Campus administration should vet all groups conducting voter registration drives on campus.

Plan for digital communications AND face-to-face registration and education for new voters.

- Begin communicating with the student body at least 60 days prior to the primary and general elections.
- Include text and email reminders providing rules, deadlines, campus registration addresses, and what to bring for same-day registration for residential verification.

You Can Vote provides nonpartisan campus voting pocket guides and sample language to ensure your campus voting websites, emails, and social media messaging remains accurate, nonpartisan, and localized.

**You Can Vote**

**Plan for digital communications AND face-to-face registration and education for new voters.**

50% of young registrants make a mistake on the registration form, impeding their ability to vote on Election Day.
Students
Whether eligible to vote or not, by understanding the mechanics of voting, you will be able to assist others and be ready when it’s your chance. Students can get involved to register peers to vote, apply for Civic Fellowships with organizations like You Can Vote, and apply to serve as paid poll workers with the county Board of Elections. Find ways you can be an active and informed participant for elections through a student group, nonprofit, or campaign.

Campus Organizations
Campus groups and SGA’s who have already navigated the election process can be a great resource for their peers. It’s important to talk about the election AND the entire voting process! Friends and family are the offensive line to help our neighbors vote. Check out You Can Vote’s tools for engaging with new voters in your organization or on your campus!

Can I vote this year? Visit youcanvote.org/local!
You Can Vote is the "easy button" for how to vote in NC!

Know the Three Ways to Vote and Make your Plan!

- **Early Voting:** Vote at any early voting site in your county - [youcanvote.org/vote](http://youcanvote.org/vote)
- **Election Day:** Finding your assigned polling place. [youcanvote.org/lookup](http://youcanvote.org/lookup)
- **By Mail:** Request an absentee ballot with this form. [youcanvote.org/mail](http://youcanvote.org/mail)
- **What's on the Ballot?:** Learn the power of elected officials. [youcanvote.org/wob](http://youcanvote.org/wob)
## 2023-2024 Election Calendar**

**save the dates and make your plan**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Aug 18</td>
<td>Voter Registration Deadline for September election (Mecklenburg)</td>
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<tr>
<td>Sept 12</td>
<td>Mecklenburg Primary Election Day</td>
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<tr>
<td>Sept 15</td>
<td>Voter Registration Deadline for October 10th Municipal election</td>
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<tr>
<td>Sept 17-19</td>
<td>Constitution Day (Sept 17) &amp; National Voter Registration Day (Sept 19)</td>
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<td>Sept 22</td>
<td>NC College Voter Summit at Elon</td>
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<tr>
<td>Oct 10</td>
<td>Cary Election Day, Durham, Fayetteville and some others Primary</td>
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<tr>
<td>Oct 13</td>
<td>Voter Registration Deadline for Nov 7 Election Day</td>
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<tr>
<td>Oct 19 - Nov 4</td>
<td>Early Voting &amp; Same Day Registration for Nov 7 Municipal Election**</td>
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<tr>
<td>Nov 7</td>
<td>Election Day</td>
</tr>
<tr>
<td>Feb 9, 2024</td>
<td>Voter Registration Deadline for March 5 Primary Elections</td>
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<tr>
<td>Feb 15 - March 2</td>
<td>Early Voting &amp; Same Day Registration for March 5 Primary Elections**</td>
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<tr>
<td>Mar 5, 2024</td>
<td>Primary Election Day**</td>
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<tr>
<td>Sep 17, 2024</td>
<td>Constitution Day and National Voter Registration Day</td>
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<tr>
<td>Oct 11, 2024</td>
<td>Voter Registration Deadline for November 5 Election</td>
</tr>
<tr>
<td>Oct 17 - Nov 3</td>
<td>Early Voting &amp; Same Day Registration for General Election**</td>
</tr>
<tr>
<td>Nov 5, 2024</td>
<td>General Election Day</td>
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*Visit the North Carolina State Board of Elections [upcoming elections website](https://www.ncsbe.gov) for municipal election information.

**Dates and rules subject to change based on pending legislation. Visit the North Carolina State Board of Elections website [ncsbe.gov](https://www.ncsbe.gov) for up-to-date information.

*Raleigh, Greensboro, and Winston-Salem do not hold elections in 2023. Campuses in these municipalities should prepare students for the 2024 Primary.*
Campuses that submit their action plan to ALL IN, as part of the NC Campus Voting Challenge, had higher campus turnout rates in 2020 as did all participating ALL IN campuses. Action plans are shared publicly on ALL IN’s website and are revised by campuses every two years. We encourage campuses to create a documented nonpartisan, democratic engagement action plan that describes your institution’s strategy to increase student voting rates and help students form the habits of active and engaged citizenship. We encouraged campuses to utilize the **Strengthening American Democracy: A Guide and Rubric** when creating their institution’s action plan.

Get inspired to build your best plan by reading up on the competition:

- **North Carolina A&T State University**
- **University of North Carolina at Asheville**
- **Wake Forest University**

**Action Planning Submission Opportunities**

**2023**
- Dec. 15

**2024**
- May 31
- Oct. 01

**Voting Pro Tips**

You Can Vote offers nonpartisan training, registration and education at key moments:
- Orientation
- Move-in
- Festivals
- Class presentations (highly recommend seminar presentations)
- Tabling in quad, cafeteria, library, residences
RESOURCES & SOURCES

2023-2024 NC campus playbook collaborators

**You Can Vote** (YCV) is a trusted North Carolina non-partisan nonprofit. YCV is an organized and effective non-partisan campaign to increase voter registration and voter turnout. Since 2014, YCV has served voters of NC by providing accurate and timely voter education services. You Can Vote trains and mobilizes volunteers to educate, register, and empower all North Carolina citizens to successfully cast their ballot.

**NC Campus Engagement** (NCCE), which formed in 1994, is a collaborative network of colleges and universities committed to preparing students for civic and social responsibility, to partnering with communities for positive change, and to strengthening democracy. Since 2008 NCCE has promoted student election engagement by providing campuses with information and funding. NCCE also organizes the NC Campus Voting Coalition and the annual NC College Voter Summit.

**ALL IN Campus Democracy Challenge** (ALL IN) empowers colleges and universities to achieve excellence in nonpartisan student democratic engagement. In partnership with You Can Vote and NC Campus Engagement, ALL IN supports the NC Campus Voting Challenge.

**Resources**

Request a voting educator: youcanvote.org
Join the ALL IN Campus Democracy Challenge: allinchallenge.org
Become a member organization: nccampusengagement.org
Questions? vote@youcanvote.org

**Sources**


https://circle.tufts.edu/sites/default/files/2022-08/circle_growing_voters.pdf