### 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.