# ID COMMUNICATION PRO-TIPS

**aim to be effective and do no harm**

<table>
<thead>
<tr>
<th>Pro-Tips</th>
<th>Use Caution</th>
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<tr>
<td>Use factual, positive, inclusive, and supportive language to spark interest in voting. Provide nonpartisan resources for each election including voting dates and deadlines.</td>
<td>Never shame people for not being registered or excited about voting. 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.</td>
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**Most voters have a form of photo ID.** Messages about bringing an ID to vote will be most impactful during the "Get Out The Vote" period during Early Voting and Election Day. Use caution sharing ID requirements before the rules are finalized by the State Board of Elections. Sharing partial information or requirements that could change before Election Day adds to voter confusion and compromises Get Out The Vote efforts. Misinformation can lead eligible voters to believe they don't have the required documents to vote. |

Provide simple guidance on the importance of updating your voter registration every time you move. Ensuring citizens are registered to vote at their current address increases the likelihood of voting successfully. Most voters don't plan ahead. Don't rely on people seeking out information in advance or remembering a conversation about ID months before an election. |

Ensure communication of accurate, simple, NC-based election information. Prepare for rapid dissemination once rules are finalized. Add date of publication to print materials and a link to keep up with the latest rules. Don't use national resources to communicate voting or registration process. Due to rapidly changing election rules, we caution from relying on organizations like TurboVote and national campaigns. |

**Keep it simple!** Stay out of the weeds and stick to eligibility, registration, what's on the ballot, and when to vote. Don't overwhelm or confuse new voters with "what if" scenarios during litigation and proposed changes to voting. The average person does not think about elections regularly. |

In person, 1:1 conversations are the single most effective tactic to create new voters. Whether tabling at events or canvassing on doors, quality conversations that allow space for questions build trust and increase voter turnout. Phonebanks and textbanks are most effective closer to an election when the rules are finalized. Writing or calling to share information on potential legislation, draft rules, or litigation will deepen the confusion. |

Stick with voter-friendly, positive, and accurate messaging. There is an ID Exception Form for those without approved ID. "**If you have an accepted ID, don’t forget to bring it. If not, ask for the EXCEPTION FORM.**" Avoid scare tactics that can cool interest or deepen mistrust. Don't start a conversation with "you must have ID" or "if you don't vote you can't complain." Some messages that sound helpful will further isolate and confuse potential voters. |

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Visit the North Carolina State Board of Elections website [ncsbe.gov](http://ncsbe.gov) for up-to-date information. For more information visit [youcanvote.org/voterid](http://youcanvote.org/voterid).