

---

## TRAINING VOLUNTEERS OR STAFF

---

### What to Say

- Ask a short and simple question: “Do you want Latinos to have a greater voice in the upcoming election?” or “Do you want your family/community to do better?”
  - Follow up with a statement: “One way to make that happen is by registering to vote.”
  - Close with: “What’s your last name?” Begin to fill out the voter registration form and hand it to the registrant to finish.
- If you get an excuse, try this\*:
  - Listen and identify the excuse – Find out why the person does not want to register. What is the real reason? You may have to read between the lines.
  - Agree and respond with – “I know what you mean, but…”
  - Give a reason – Turn the excuse around and offer a great reason to register now.
  - Register – Ask for the registrant’s last name and fill out the form.

### What NOT to Say\*

- Do not ask people if they are already registered. Many people may be ashamed to admit they are not registered; they will tell you if they are.
- Do not ask people if they “want to register.” You will have a much higher registration rate if you assume that people want to register to vote. Many times, people will simply say no, and this way, you won’t give them that opportunity.

### Helpful Hints\*

- Approach each person individually.
- Get one person to start filling out the form, then move on to others in the group.
- Be persistent. Most people will not give you their name the first time you ask, but ask again.



### Star registration tip\*:

Put a crowd to work – If there are several people standing around, make an announcement about why it is important to register. Afterwards, approach each person individually.

### Filling out the Voter Registration (VR) Form

- Once the volunteers are trained on how to approach potential registrants, have them practice filling out a registration form to familiarize themselves with the process. It will also be helpful to provide the answers to the following questions:
  - In your state, what lines NEED to be completed in order to validate the form?
  - What are the most common mistakes registrants have when filling out the VR card?
  - How do you ease hesitations that registrants’ may have about giving out their Social Security or telephone numbers?
- Make sure volunteers inform potential registrants of the requirements to register to vote: people need to be U.S. citizens and 18 years old by the time of the election.

\* Several concepts listed were provided by the Urbanomics Consulting Group, which provides training on voter engagement strategies.