

ISSUEVOTER

Checklist for Universities: Ideas for Sharing IssueVoter with Your Students

Thank you so much for partnering with IssueVoter! We are so excited for you to share IssueVoter with your students and our interns have compiled ideas for sharing IssueVoter via various communication channels.

We understand that each school is different and are happy to help brainstorm a strategy that best suits you! We hope this is helpful in both spurring new ideas and narrowing down what you can do to spread the word about IssueVoter to your students and community!

Events and In-Person Communication

- **Orientation - In-Person and Virtual**
Including a section on civic engagement during either in-person or virtual orientation can be a great way to encourage students to use IssueVoter as a resource that can shape their involvement as young adults.
- **Campus Events/Political Speakers**
If your university is having speakers come to visit, encouraging IssueVoter's use at the event and asking the speaker to mention this resource can be a great way to get the word out on campus.
- **Fliers**
Putting up fliers in the library, dorms, etc. that offer IssueVoter as a resource is another great way to increase student awareness.



Reaching Out to Existing Campus Resources

- **Involve Student Organizations Who Engage Students Politically**
Many student organizations are dedicated to increasing voting on campus. Share IssueVoter with politically-involved organizations and issue organizations who can share it with members.
- **Coordinate with your Office of Civic Engagement**
This may have a different name, depending on your school, and is most likely where our partnership originated. Be sure they know about IssueVoter so they may integrate it with their work and programs, including encouraging students to register to vote.
- **Activate the Campus Newspaper, Media, and Social Media**
Student print media, radio, podcasts, social media, and TV can be great places to mention IssueVoter and increase IssueVoter's presence on your campus. For example, coordinate with the campus newspaper to introduce IssueVoter in a related journalistic piece, a small blurb alerting students to the resource, or a promotion. Leverage the school's social media channels. Ask for a short interview or spot with the campus radio and/or TV channel if your school has one.
- **Update any website pages that have to do with politics on campus**
Many universities have web pages that provide information on registering to vote, civic engagement, and elections. If your university has one of these pages, update the site and add your unique IssueVoter URL.

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Reaching Out to Impactful People On Campus

- **Reach Out to Academic Advisors**
Academic advisors play an integral role in students' social and academic lives, and by informing them of IssueVoter, they can offer it as a resource to students looking to be civically engaged.
- **Speak to Professors in Relevant Departments**
Reaching out to professors in your political science, sociology, economics, government, and other related departments to inform them of your university's partnership and their potential to suggest it as a resource can be a great way to promote IssueVoter. Some professors have integrated IssueVoter into their syllabus and as extra credit.
- **Inform RAs about IssueVoter**
Resident Advisors (RAs) play a substantial role in connecting students to resources, and letting them know about IssueVoter can be a great way to spread the word among new students living on campus.

Virtual Communications

- **Emails**
Emailing students before and after their arrival on campus is a great way to let students know about IssueVoter. IssueVoter will host virtual "Getting Ready to Vote" workshops and an "IssueVoer Insiders" program and we invite all students at partner schools to join. When we have an upcoming event, we would love for you to share it!
- **Webinars/Special Series Talks/etc.**
If your university offers special talks on important real-world issues or a webinar series dedicated to relevant issues, promoting IssueVoter via these events can be a great way to increase engagement and year-round participation.

