

Resources Guide for Mayors

**CIVIC
CITIES**

WHEN WE ALL
VOTE

When We All Vote is a nonpartisan, not-for-profit organization on a mission to increase participation in every election and close the race and age gap in voter registration and turnout.

When We All Vote's Civic Cities initiative aims to close the race and age voting gap in America and fundamentally shift the culture around voting in every election, while also providing the resources and support cities will need as we face an election year during a global pandemic.

The Civic Cities initiative encourages mayors to use their voices, governing authority and convening power to mobilize civic leaders, business leaders, community members, and stakeholders, to increase voter participation in their communities. When We All Vote (WWAV) will support elected officials to implement comprehensive voter engagement strategies and will also identify and celebrate innovative engagement tactics and share best practices among mayors nationally.

Together, we can work to ensure [safe and fair elections](#) for every eligible voter, while also protecting the integrity, accessibility, and security of the election process.

When you commit to joining Civic Cities, you:

- Join a **national network of mayors** to learn from and share best practices and creative ideas for voter engagement strategies;
- Get **access to resources, regular webinars, monthly actions, and ongoing support** to coordinate efforts and increase voter engagement;
- **Receive regular voter registration data** to help set a city-wide goal for 2020 and track progress throughout the program; and
- Have an **opportunity to be promoted on WWAV's national platform** through media, press releases, and social media channels.

This Resources Guide is intended to provide cities with access to tools, programs, and organizations to increase voter registration and participation and ensure fair and safe elections in your communities. As 2020 elections approach, we are committed to providing you with updated best practices and resources.

Programs & initiatives to support local mobilization

Civic Nation and When We All Vote house and operate 501(c)3 programs and initiatives that support local leaders and communities in strengthening democracy and increasing voter participation. Each of the programs described below offer resources and engagement opportunities for local organizations, leaders, educators, and citizens to get involved.

My School Votes:

When We All Vote's program, My School Votes (MSV), aims to empower educators and students to change the culture around voting in their schools and ensure that all eligible students are registered and ready to vote in every election. By working through district leaders and key local partners, schools create MSV teams led by educators and students to create action days that register all eligible voters. In order to maximize engagement in light of COVID-19, all of the organizing is being done online. MSV has created a weekly student action series and a bi-weekly educator action series for hundreds of MSV teams, to provide the tools, resources, and guidance around digital organizing, online voter registration, and civic engagement. Mayors can invite district leaders, educators, and students to get involved in My School Votes.

ALL IN Campus Democracy Challenge:

A project of WWAV's sister organization, Civic Nation, ALL IN is designed to change civic culture and institutionalize democratic engagement activities and programs on college and university campuses, making them a defining feature of campus life. In response to COVID-19, the Challenge has compiled a [list of resources](#) for campuses and students to track election changes, request absentee ballots, research ballots online, and plan virtual engagement for voter registration, education, and turnout. Currently, [more than 635 campuses](#) participate in the ALL IN Challenge and more than 130 campuses have signed the [Higher Education Presidents' Commitment to Full Student Voter Participation](#). Mayors can share information about the ALL IN Challenge with local colleges and universities in their city and encourage them to participate.

#VoteTogether:

#VoteTogether is an evidenced based national campaign to increase voter participation by making voting fun and celebratory. The #VoteTogether research experiments show that voting celebrations are a powerful and cost-effective tool for increasing voter participation and can increase voter participation by as many as 4 percentage points. #VoteTogether is scaling up virtual celebratory events and digital engagements with a focus on vote-by-mail where applicable and leveraging friend-to-friend relational outreach to ensure that hard to reach communities get the information they need to vote in upcoming elections. Mayors can commit to hosting #VoteTogether events for Vote Early Day or Election Day.

When We All Vote Partnerships Program:

Companies, non-profits, associations, and community-based organizations are essential partners in When We All Vote's efforts to strengthen our democracy and work to make

sure that every American makes their voices heard at the ballot box. Our partnerships program onboards and trains partners, and sets up online voter registration portals where organizations can track their progress. Mayors can direct local nonprofits, companies and other community-based organizations to become a WWAV partner.

When We All Vote Voting Squads Program:

WWAV's Voting Squads program recruits, trains, and supports volunteer leaders to build their squad and reach out to friends, family, and other community members to get registered and ready to vote.

Best practices for city leaders

Cities Vote Municipal Action Guide: National League of Cities' Cities Vote Guide offers a list of recommended interventions designed for city leaders to increase voter participation in their cities.

Resources for supporting fair, safe and secure elections

When We All Vote's Principles for Fair and Safe Voting:

No American should ever have to make the choice to risk their health or the safety of their family to cast their ballot. As our country continues to grapple with the impact of COVID-19, it is now more important than ever that voters have fair and safe access to registering and voting. WWAV's Safe Voting Principles include measures to ensure that every American can participate in our Democracy without causing unnecessary risk to our public health or preventing voters from the opportunity to cast their ballot in upcoming elections.

Cities Vote COVID-19 Voter Engagement Resources:

City leaders have a unique ability to understand and address the challenges their residents face to safely and fairly participate in this year's elections. The NLC's Cities Vote team has gathered resources on voter engagement, turnout, and protection strategies in the face of COVID-19.

National Vote at Home Institute:

The National Vote at Home Institute (NVAHI) is dedicated to ensuring the security of our elections and putting voters' needs first. NVAHI website also includes equity driven research about voting by mail, a roadmap for scaling up vote by mail across states, and information on COVID-19 driven state policy changes.

Center for Secure and Modern Elections:

The Center for Secure and Modern Elections is dedicated to advancing pro-voter policies at the state level that modernize the voting process and ensure that every American, regardless of party affiliation, can have their voice heard. The Center works directly with local partners and lawmakers who lead in-state activities in order to elevate local voices, provide support, and advance policy changes.

Key voter engagement dates & holidays

Mark your calendars for these key moments during 2020 when cities and local partners across the country can take action together to increase voter registration, education, and engagement.

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| June | Pride Month |
| August 6 | Women's Suffrage Centennial |
| August 18 | Voting Rights Act Anniversary |
| Late August | Back to School Engagement (pending school openings) (Tentative, pending COVID-19 status) With My School Votes and the ALL IN Challenge, empower and activate universities and K-12 schools to help students and parents register and vote safely. |
| September 15 - October 15 | National Hispanic Heritage Month |
| September 20-26 | Voter Registration Week of Action Join When We All Vote in celebrating National Voter Registration Day a national holiday celebrating our democracy, with a week of action to register voters in communities across the country. |
| October 17-25 | Voter Early & Vote by Mail Week of Action Leading up to the first-ever Vote Early Day on Saturday, October 24, join When We All Vote, #VoteTogether, and a movement of nonprofits, businesses, election administrators, and creatives for a week of action to ensure all Americans know their options for voting safely and voting early. |