



StudentVote.org How to Use Guide

[StudentVote.org](https://www.studentvote.org) is a one-stop online resource for students facing questions about voting in the midst of COVID-19. Students are able to fill out a registration form online and get all the relevant information they need beyond simply registering to vote--knowing what's on the ballot, what form of ID they may need, how they can vote absentee, and answers to other frequently asked questions.

Since 2008, the Student PIRGs have used online voter registration, online organizing, and virtual tools to help make sure we can reach the most young people possible. In that time, 100,000 students have used the tool to register to vote. [StudentVote.org](https://www.studentvote.org) is sponsored by the Student PIRGs and our student government association allies around the country.

In the fall 2020 election, more than a million students used the website to register to vote, check their polling location, pledge to vote and get their friends involved. We partnered with more than 50 campus partners who promoted the tool to help students vote.

How StudentVote Tool Helps Colleges and Groups Promote Voting

1. **It works.** Both the Student PIRGs and Rock the Vote have been using the same technology for ten years and over 7 million people have completed a voter registration form without difficulty. We've found that 2/3 of people who complete the online registration form end up on the voting rolls.
2. **It is easy.** For states with online voter registration, StudentVote links directly to the Secretary of State office and helps them complete the form. For all other states, students can use the StudentVote tool to complete a voter registration form online. They are then given a PDF of their completed form to print out and mail in. A copy of their form is also emailed to them so that they can print it out later if they prefer.

3. **Email reminders increase the likelihood of registering.** Students get weekly email reminders until they click a button telling us they mailed in the form. Our experiments have proven this increases the mail-in rate.
4. **Tell-a-friend feature creates a multiplier effect.** Registrants get the option to pass the tool onto a friend. Students are more likely to register and vote when asked by a friend. Using the tool creates a multiplier effect that increases your campus registration rates.
5. **A powerful tool for increasing voter turnout.** Because the tool compiles contact information of students who register, it enables campuses to follow up with person-to-person voting reminders before Election Day through phone calls, canvassing and text messaging. Over a decade of research by social scientists has conclusively found that these techniques increase youth voter turnout.¹ The tool does not compile private contact information, such as drivers' license numbers, and only compiles information in states where legally permitted.
6. **It's free!!**
7. **It's secure.** Personal information collected through the tool is held on a secure server. Sensitive information is used to populate the voter registration form, and is immediately discarded. Non Sensitive data is available to partners through our secure dashboard. Rock the Vote is committed to preserving an applicant's privacy; and, as stated in our security and privacy statements, all personal identifying data and other unique identifiers submitted in the process of registering to vote are used to produce the voter registration form for the user to send to his/her local or state election officials. If a state-issued identification number or Social Security number is provided, it is used solely for the production of a voter registration form.
8. **You can register to vote in over 13 languages including Spanish.**

¹ See www.NewVotersProject.org/research for a compilation of studies on nonpartisan voter turnout techniques

Watch our how to use video



Frequently Asked Questions

How is the data used?

The contact information allows campuses and student volunteers to follow up with peer-to-peer voting reminders before Election Day through phone calls, canvassing and text messaging. Over a decade of research by social scientists has conclusively found that these techniques increase youth voter turnout. The tool does not compile private contact information, such as drivers' license numbers, and only compiles information in states where legally permitted. You can refer here for [Rock the Vote Security Policies](#)

Why register voters online?

Registering people in person is great. Our studies have shown that face-to-face peer contact is the best way to get people to register and turn out to vote. However, having our online tool available on the main pages of the campus website will help those who will just go register themselves to vote to be able to do it easily and quickly. Getting a form and filling it out is usually the hardest part of registering to vote, which is why our tool makes that the first thing you do. Getting this done first makes it more likely the student will print the form and mail it in. We also provide easy instructions to make completing the form as simple, quick, and error-free as possible. Working with student governments and other campus organizations, our online registration tool generated tens of thousands of registration applications from highly-trafficked university websites.

At the University of Southern California we helped to register over 1,000 students when the University President sent out campus wide email with a link to StudentVote.org. At Rutgers University we partnered with the Eagleton Institute to link to the tool on the campus' main websites and registered over 3,000 students in a week.

Why are you going to call people?

Having people's phone numbers allows us to remind more students to vote as it gets close to Election Day. A few years ago, we also pioneered the use of text messaging to mobilize young voters to the polls – a study we did with Princeton University and other researchers found that text message reminders can increase young voter turnout by four percentage points!

Using StudentVote.org for your campus or organization

Our partners have used the tool in a variety of ways to promote student participation in elections:

- 1) Send an all campus email with StudentVote.org
- 2) Embed and link StudentVote.org on campus or group websites.
- 3) Including it as a part of class registration
- 4) Promote during new student orientation
- 5) Create QR codes to post on bulletin boards

StudentVote.org can be linked or embedded and customized to fit the layout and color scheme of your site or page. Here is an example of a button on the [University of Massachusetts - Boston website](https://www.umass.edu).



If you are interested in using StudentVote.org please fill out this [online form](#)

About Us

The New Voters Project is a nonpartisan 501(c)(3) organization with 4945(f) status, has run peer-to-peer young voter registration and mobilization drives to turn out the youth vote on college campuses for almost 50 years. Over the last 30 years we have helped to register over 2 million young voters. We believe that the full participation of young people in the political process is essential to a truly representative, vibrant democracy. Our goal is to engage as many

students as possible in each and every election cycle in order that our generation be represented in the political process, regardless of ideology or political affiliation. The New Voter's Project does not endorse, either explicitly or implicitly, a political candidate or political party for elected office.

For any questions about StudentVote.org you can contact Manny Rin, New Voters Project Director (manny@studentpirgs.org)