



Action Guide

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Promote The Vote Explained

Promote the Vote is a campaign to amend the Michigan Constitution to create fair rules that remove barriers and make voting more secure so we - the people - are heard on Election Day.

In order to have it placed on the ballot, to be voted on by the citizens of Michigan, we must collect 315,654 valid signatures. To ensure that we collect and submit enough valid signatures, our goal is to collect over 400,000 signatures by the end of June! The signatures must be submitted by July 9 and then our proposal is placed on the November 2018 ballot. A majority of voters must vote for the initiative in order for these voting rights to become part of the constitution.

To collect the necessary 400,000 signatures, Promote the Vote partners will train volunteers throughout the state to collect signatures. In addition our volunteer petition circulators, we will hire paid signature gatherers to cover areas where we have limited volunteer presence.

Specifically, this amendment to Michigan's constitution provides a common-sense approach to safeguarding our elections, puts voters first, and removes barriers for working families by:

- Protecting the right to vote a secret ballot
- Ensuring military service members and overseas voters get their ballots in time for their votes to count
- Providing voters with the option to vote straight party
- Automatically registering citizens to vote at the Secretary of State's office unless the citizen declines
- Allowing a citizen to register to vote until 15 days before an election by mail or in person. After that, citizens may register to vote in person with proof of residency up to and on Election Day.
- Providing all registered voters access to an absentee ballot for any reason
- Ensuring the accuracy and integrity of elections by auditing election results.



Holding a Petition Collection Event

When choosing an effective signature gathering location, consider **(1)** the volume of people at a particular location and **(2)** the likelihood of collecting valid signatures at that location.

Collecting 100 signatures at a bar where people don't fully complete their information is not as effective as collecting 70 signatures from a political meeting where everyone legibly and completely fills out the petition.

Big events: sporting events, festivals, concerts, parades, conventions, political rallies, or other events with 1000+ people. These are most effective when conducted by teams and a team leader and must be planned ahead of time following the proper event planning protocol. These events may require express permission, a permit, and/or payment. Don't worry though -- Promote the Vote can help with these logistics. This is a great opportunity to collect many signatures in a short period of time.

Heavily Populated Areas: Secretary of State offices, Courthouses, libraries, college campuses, downtown areas, grocery/retail stores, nightlife areas, farmer's markets, etc. To get a good volunteer showing, these should still be planned ahead of time, though it's not always necessary. This can be self-initiated, if you're unable to get your whole team on board. These will regularly provide petition signatures, but at a slower rate than big events. These locations are often on or near public property, so you're not required to obtain a permit.

Speaking Events: civic, faith based, progressive group meetings, college classes, etc. are great places to spread the word about our campaign and collect signatures. Speaking engagements must be planned ahead of time. You must receive permission from the event organizer to present and collect signatures. An effective tactic is passing out petitions while talking to the crowd.



Materials you need

Multiple Clipboards: You want to carry several clipboards, because if you hit a crowd or family and meet multiple people, you don't want to make people wait to sign. 3-5 clipboards is probably a safe bet. Work with the team at Promote the Vote to make sure you have enough clipboards.

Extra Petitions: Always have extra petitions because: 1. You do not want to EVER have to leave a hot event because you run out of petitions. 2. You will have people ask for a stack of blank petitions, and you want to be able to give them petitions to take home and get signed. Work with the team at Promote the Vote to make sure you have enough petitions for your event.

Pens: Have extra pens. They will stop working, get lost, and be stolen by petition signers. Try to have at least twice as many pens as clipboards.

Signs: Draw people in with homemade or campaign printed signs

Tables: A 6 foot or 8 foot table is often necessary for major events, but a small table is an important tool that an individual signature gatherer can have to make standing on a corner or in front of a courthouse much easier

Things to remember

The Big Picture Signature Goal: It is not just about your numbers, it is about Promote the Vote making the ballot. This is particularly important to remember when signature gathering side by side with paid signature gatherers. Do not look at them as competing with you for signatures, think of them as someone helping ensure we make the ballot.

Be Bold: You can't collect 1000 signatures without also receiving a few thousand "no, I won't sign your petition." Be bold and don't be afraid of rejection. Do not assume:

- "The pastor won't let me address the congregation"
- The bar manager won't let me go around and ask each patron to sign"



- “This festival organizer won’t let me set up a booth for free”

Know your Rights: You are allowed to gather signatures on public property. This includes sidewalks, parks, in front of Secretary of State offices, and libraries. If someone tells you that you can’t collect signatures somewhere that you think is public, the best response is “I thought this was public property.” If you are on private property and asked to leave, politely comply.

Be Logical: You should always evaluate whether or not you are using the best signature collection strategy and whether you are in the best location. Be willing to move if you think another location might be better.

Post event to map

- Use a smart phone or computer to pull up: promotethevotemi.com
- Scroll down to TAKE ACTION and click “Post Petition Collection Event”
- Submit details for your event →
 - Be detailed in directions, particularly if you are meeting at an intersection or landmark to ensure others can find you.
- Once you submit the event, check your email and “Confirm the Event”
- Now your event is posted and you can start recruiting others to join!

How to train volunteers

1. **Make sure volunteers know what the petition does and why it is important**
2. **Explain how the petition process works:**

We need VALID signatures: We are not trying to get as many signatures as possible -- we are trying to get as many valid and verified signatures as possible. Collecting 100 signatures at a bar where people don’t fully complete their information is not as effective as collecting 70 signatures from a political meeting where everyone legibly and completely filled out their information.

3. **Practice the script (next page) & share tips for effective petitioning:**



It's a numbers game: The more people you ask to sign the petition, the more signatures you will receive. It is easy to not ask every single person because of thoughts like "this person doesn't look old enough" or "that person will probably say no." Avoid these thoughts and ask as many people as you can!

Make Eye contact: Talk to a person, not a crowd: it is easy for a voter to ignore you if you do not make eye contact -- always try to make eye contact! It is also easy for people to ignore you if you are just speaking to a group or crowd. Try to ask individuals directly.

Never Argue: Some people will express that they don't believe we should make voting more accessible. Others might be rude, obnoxious, mean, or even racist. It's important as a representative of Promote the Vote that you not argue or engage with these individuals. It is better to say "I'm sorry you feel that way" or "you are entitled to your opinion" than to try and change their mind. Arguing with a voter will only stop you from collecting more signatures.

4. Share FAQ & Important things to remember:

Get the Emails: Emails will be used to get new volunteers, online donations, and for other campaign initiatives. Emails are very important -- they are easy to overlook because they are not necessary for the verification of the signatures, but you should prioritize them. It will help Promote the Vote in the long run.

Treat these petitions like gold: Do not let petitions get destroyed by rain, blown away, lost, stolen, or eaten by a dog.



Script

Q1: Can you sign a petition to make voting more fair and accessible?

If YES - proceed to Q2

If MAYBE - pick a talking point to share why this is important, then Q2

If NO - hand out literature*

Q2: Are you registered to vote in Michigan?

If YES – Ask what county the voter is registered and **hand out corresponding petition**; make sure properly filled out. When finished, proceed to Q3

If NO – proceed to Q3

Q3: Can we count on you to help get the word out about this effort?

If YES - fill out pledge card (check volunteer box, if applicable)*

If NO – Say “thank you” and ask them to check out the campaign website www.PromoteTheVotesMI.com (remember to say “MI” instead of “Michigan”)

**Promote the Vote is in the process of developing pledge cards and other promotional materials. We will be in touch as those items are ready for distribution.*



Talking Points

- This amendment makes common sense updates to our voting system in Michigan so voting is accessible for all eligible citizens.
- These measures will improve the accuracy of voter registration records and will also reduce long lines on Election Day.
- Voting should be accessible for all citizens – whether someone lives in a rural area, suburban town or crowded city.
- With so many Americans working so hard, we should have a voting system that works for them.
- The amendment for voting rights offers a common-sense approach to safeguarding our elections, puts voters first, and removes barriers for working families.
- By making voting more accessible, secure and fair, our democracy will better serve all Americans and our laws will better reflect the will of the people.

Proposals:

Promote the Vote’s proposed amendment to Michigan’s constitution provides a common-sense approach to safeguarding our elections, puts voters first, and removes barriers for working families by:

- Protecting the right to vote a secret ballot
- Ensuring military service members and overseas voters get their ballots in time for their votes to count
- Providing voters with the option to vote straight party
- Automatically registering citizens to vote at the Secretary of State’s office unless the citizen declines
- Allowing a citizen to register to vote until 15 days before an election by mail or in person. After that, citizens may register to vote in person with proof of residency up to and on Election Day
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FAQs

Q: Why are you doing this now?

A: Most of these reforms have been in existence for decades in other states. The citizens of Michigan deserve the same access to the ballot enjoyed by other citizens across this country.

Q: Many elements of this proposal are already part of the voting system. Why do we need this?

A: Allowing everyone to vote absentee is not state law. Ensuring that ballots are sent 45 days before an election to men and women serving in the military overseas is not state law. Allowing citizens to register as voters closer to Election Day is not state law. Some of what we propose is in the law but not in the State Constitution. The right to fully participate in elections is so important that it must be enshrined into the Constitution.

Q: Can you explain the proposed election audits?

A: The audit will require the state to verify the accuracy of election results, which will provide important assurances to voters-the citizens of michigan deserve a process to verify the results. Michigan should have the flexibility to implement the type of audit that makes sense for the state.

Q: Are you paid? Who funds this campaign?

A: I am a volunteer with Promote the Vote, which is funded by donors across the state and nation

Q: Who are the partners in Promote the Vote?

A: Promote the Vote is a collaborative effort that includes: League of Women Voters of Michigan, NAACP Detroit, NAACP Michigan State Conference, ACLU of Michigan, Michigan League for Public Policy, and a number of other individuals and



organizations that is constantly growing. For the full list of our partners and endorsements, visit www.promotethevotemi.com.

Q: Will there be records of my signature?

A: Yes, signed petitions are submitted to the Secretary of State and become public record.

Q: Can I sign a petition and another for my mom, dad or friend? I know all their information.*

A: No. You can take one home, though! Just be sure to mail it back to us.

Q: Can a volunteer or staff member add the date to a petition?

A: No. the date must be added by the voter.

Q: Can I take a petition with me?*

A: Absolutely! Just be sure to send it back to us when you've filled it out.

Q: So, if I sign this and you get enough signatures, then an amendment for voting rights will be added to the constitution?

A: Not quite. If we get 315,654 verified signatures of the 400,000 we collect by July 9, this will be put before the voters in November 2018 ballot. If the majority of voters support it, these rights will go in the constitution. We hope to collect enough signatures by the end of June.

Q: How long with it take to fill out my information?

A: 30 seconds. It just requires a name, address,, date, and signature.

Q: What do I need to do?

A: Fill this out with your name, address, date, and signature.

Q: It looks like a lot of information...



A: It's not. It just requires a name, address, date, and signature.

Q: Who can I contact if I have more questions?

A: Promote the Vote: info@promotethevotemi.com

**Note: If you distribute extra petitions to interested people, it is your responsibility to retrieve them. All petitions will be coded to ensure we can track where they've gone. Only distribute extra petitions if you're confident you will be able to get it back.*