Voter Action Kit

Brand guidelines for NCAI Native Vote Campaign by Sep. 2020

The Primary Logo can be used on Red in one color (white) or two colors (white and turquoise).
TABLE OF CONTENTS

VOTING DURING THE COVID-19 PANDEMIC 1

WHAT IS NATIVE VOTE 2

PLANNING GUIDE 4

RESOURCES FOR SUCCESS 6

APPENDIX 7
  • SAMPLE VOTER REGISTRATION SCRIPT
  • NATIVE POLL WORKERS MOBILE & POSTER
  • REGISTER TO VOTE MOBILE & POSTER
  • VOTING MOBILE & POSTER
  • VOTER SUPPRESSION MOBILE & POSTER
Dear Native Vote Participant,

2020 is the most important election of our lifetime, and the Native Vote has the power to create lasting change in our communities. Casting our vote is a vital way to ensure our voices are heard this election.

The COVID-19 pandemic has upended our daily lives in Indian Country. As the November 3 election quickly approaches, we want to highlight the importance of following your local tribal public health rules on COVID-19 as you engage in voter registration and Get-Out-the-Vote activities. It is so important that you not only protect yourself but the elders in our communities.

NCAI values safety and we want to pass along recommendations by the Centers for Disease Control and Prevention (CDC)\(^1\) in protecting yourself and others from COVID-19:

1. Wear a mask
2. Wash your hands often
3. Socially distance at least six feet apart from others

Thank you for all your efforts & commitment to the Native Vote 2020 campaign.

Sincerely,

NCAI President Fawn Sharp

\(^1\)Centers for Disease Control, How to Protect Yourself and Others, Sept. 11, 2020
Native Vote is a nonpartisan campaign initiated by the National Congress of American Indians (NCAI). It is designed to encourage American Indian and Alaska Native people to build power by exercising their right to vote.

**Why is Native Vote Important?**

The U.S. President and Congress as well as state governors, state legislatures, and county and local elected officials make important policy decisions that affect Native peoples, increasing Native participation in non-tribal elections will lead to better responsiveness to the needs of tribal nations and communities.

**Rules for Being Nonpartisan**

The Native Vote campaign is a nonpartisan initiative. As a nonpartisan and nonprofit campaign, we are allowed to conduct voter registration drives and engage in nonpartisan voter education and turnout activities. By law, however, we are forbidden from engaging in partisan political activity in support of, or in opposition to, any candidate for public office. The core focus of this initiative is to encourage Native voters to engage in such an important political process. We are most interested in helping and encouraging Native voters to come into their power and sharing their voices.

**Native Vote Coordinators’ Duties Cannot Include**

*While representing or participating in voter activities as a Native Vote team member, you should not:*

- ✓ Endorse a specific candidate, party, or Political Action Committee, or support them financially.
- ✓ Work with a political candidate, party, or Political Action Committee in planning or carrying out voter registration, education, or turnout activities.
- ✓ Ask a candidate to sign a pledge on any issue (tacit endorsement).
- ✓ Wear candidate or party items while registering voters or working the polls.
- ✓ Let candidates use your facilities or resources, unless they are made equally available to all candidates at their fair market value—such as a room commonly used for public events.
Native Vote Makes a Difference

Native votes helped elect two U.S. Senators Lisa Murkowski from Alaska and Jon Tester from Montana.

“My success in running this historic write-in campaign would not have been possible ... if Alaska’s Native people did not turn out to the polls, did not energize, or did not come together as they did. I deeply, deeply appreciate the trust that Alaska Native peoples have placed in me.”

- Senator Lisa Murkowski, speaking on her 2010 election at the 2011 State of Indian Nations Address

“Jon regularly visits every Montana Indian Reservation, sits down with tribal leaders and families, and brings their concerns straight back to Washington.”

-Lailani Upham, Char-Koosta News Oct 4, 2018
We want you to be successful and acknowledge the time is short between now and Election Day, so we have created an accelerated planning outline with four steps to get you started:

1. Create a timeline
2. Set your goals based on your timeline
3. Determine tactics to achieve the goals
4. Implement your local get-out-to-vote campaign

**STEP ONE • CREATING YOUR TIMELINE**

The first step in the campaign is to review the timeline. It is easier to create a timeline by working backwards from Election Day. Also, it is important to note and understand when all the voting deadlines occur in October and November before Election Day.

The sample timeline below will help you set goals and accomplish them for the rest of the campaign.

### OCTOBER

- **Important deadlines for voter registration** happening; every state is different. Learn more at NativeVote.org.
- **Important deadlines for requesting vote by mail ballots;** every state is different.
- **Request voter registration list** from local elections office.
- **Launch final voter registration drive** (some states allow for registration up until Election Day).

### NOVEMBER

- **Begin following up with voters!** Remind them to vote by Tuesday Nov. 3.
- **Election Day** is Tuesday November 3, 2020.
- **Recognize and report voter suppression efforts.** A winner might not be declared in important federal and state races so it’s crucial Native votes are counted. **Report any voter suppression efforts to NativeVote@NCAI.org.**
**Step 2 • Set Your Goals Based on Your Timeline**

A. Register 100 new voters

B. Recruit 10 volunteers to support Native Vote activities

C. Increase community turnout by 25%

D. Understand how COVID-19 has impacted voting rules in your state

E. Educate the community on potential voter disinformation and suppression activities

**Step 3 • Determine Tactics to Achieve Your Goals**

A. Request voter registration list from local election office to determine who is registered

B. Reach out to community partners for volunteer recruitment

C. Know the candidates and issues on the ballot

D. Organize, make a plan to vote, phone bank to increase voter turnout

E. Make a voting plan: Education Event for potential voters (safely in-person following CDC guidelines or online)

**Step 4 • Launch Your Campaign!**

Review: It is as easy as 1, 2, 3, 4!

1. Write out your timeline

2. Set your goals through Election Day

3. Complete your tactics

4. Implement your campaign!

**Additional Planning Ideas**

- Reach out to tribal community partners
- Contact your local tribal election office
- Use the resources at NativeVote.org for resources on a successful campaign
RESOURCES FOR SUCCESS

WEBSITES
NativeVote.org
Vote.org/Register-to-Vote

SOCIAL MEDIA
Twitter | @NativeVote
Facebook | facebook.com/NativeVote

EMAIL
NativeVote@ncai.org

PHONE
(202) 466-7767

DOWNLOAD
SHARABLE MOBILE RESOURCES &
PRINTABLE POSTERS
bit.ly/NativeVote2020
APPENDIX

8  Sample Voter Registration Script
10 Native Poll Workers Mobile & Poster
12 Register to Vote Mobile & Poster
14 Voting Mobile & Poster
16 Voter Suppression Mobile & Poster
Hi, how are you? My name is [your name]. It is important for us at [insert group name] to make sure everyone we serve is an active and engaged member of the community. That is why we are helping people register to vote or update their voter registration. Can I help you update your voter registration today?

Yes

That’s great! Here is the form, and please let me know if you have any questions.

Register the person to vote

Thank you for [registering to vote/updating your voter registration information] with me. I will submit this right away to our local elections division and you should be all set for the upcoming election!

Make sure to vote on [date] for the [primary or general] election!

No, I don’t have time

No, I’m not interested/I don’t vote

No, I don’t know any of the candidates

No, who should I vote for?

No, I don’t want to list my phone number

Find answers to these common responses on the next page.

Please ask the voter for their phone number, if not provided, in order to offer additional resources and information. Before the voter leaves, please look over the form and ensure all required fields are completed and legible.
Some common responses, with answers and tips:

**No, I don’t have time**
I understand you are really busy. Filling out this form only takes a couple minutes and I can make sure it gets turned in for you. You can save time by registering with me today.

**No, I’m not interested/I don’t vote**
I understand. There are a lot of challenges out there. We want to register everyone in our community because it is important that the voices of our tribal community are heard. Just to let you know, I will be here on [insert dates you are tabling] if you change your mind about registering to vote.

**No, I don’t know any of the candidates**
I understand! We are nonpartisan and cannot recommend candidates, but you may want to get this information from a friend or family member. Or provide the person a sample ballot or nonpartisan voter guide if available. Consider referring them to a nonpartisan website with information about all the candidates.

**No, who should I vote for?**
We are a nonpartisan organization and we do not endorse candidates. We suggest talking to a friend or family member that might be able to help. Or provide the person a sample ballot or nonpartisan voter guide if available.

**No, I don’t want to list my phone number**
It is not a required field, but it is really helpful to list your phone number in case the local board of elections has a problem with your registration and needs to contact you.
Poll workers are essential to safe, efficient, and fair elections. Having enough poll workers prevents long lines, ballot miscounts, and other election problems. It ensures Native voices are heard.

With Native Americans facing numerous hurdles to participating in elections (like lack of transportation and discriminatory voter ID laws), tribal poll workers help protect our right to vote. Recruiting Native poll workers ensures Native voices are heard this November.

You can sign up to be a poll worker through your local election official’s office. For more information on becoming a poll worker in your state, visit the U.S. Election Assistance Commission’s website or the National Association of Secretaries of State’s website. Tribal election offices may also have specific recommendations for signing up to be a poll worker.

Why poll workers are essential to getting out the Native vote:

1. Poll workers are necessary to the election process. They set up polling places, check in voters, monitor voting, assist voters, and aid in ballot counts and recounts.

2. Poll workers help prevent disenfranchisement. Without enough poll workers, some polling places won’t be able to open, potentially forcing tribal voters to travel greater distances and wait in longer lines to be able to cast their ballots. Without poll workers, tribal members who can’t afford to miss work may not be able to vote.

3. Poll workers process absentee and mail in ballots, ensuring our voices are heard while voting during the COVID-19 pandemic.

4. Native poll workers help prevent discrimination. Having tribal poll workers in reservation and off-reservation voting locations can serve as advocates for Native voters, helping to prevent voter suppression and intimidation.

5. Native poll workers help prevent obstacles at every turn. Native Americans are often voting at places that are non-Native. When you have folks showing up to the poll and the poll workers don’t look like them, it can be a very intimidating thing.”

Download for mobile sharing at bit.ly/NativeVote2020
Poll workers are essential to safe, efficient, and fair elections. Having enough poll workers prevents long lines, ballot miscounts, and other election problems. Poll workers in low income and minority communities help prevent disenfranchisement.

With Native Americans already facing numerous hurdles to participating in elections (like lack of transportation and discriminatory voter ID laws), tribal poll workers help protect our right to vote. Recruiting Native poll workers ensures Native voices are heard this November.

WHY POLL WORKERS ARE ESSENTIAL TO GETTING OUT THE NATIVE VOTE:

1. Poll workers are necessary to the election process. They set up polling places, check in voters, monitor voting, assist voters, and aid in ballot counts and recounts.

2. Poll workers help prevent disenfranchisement. Without enough poll workers, some polling places won’t be able to open, potentially forcing tribal voters to travel greater distances and wait in longer lines to be able to cast their ballots. Without poll workers, tribal members who can’t afford to miss work may not be able to vote.

3. Poll workers process absentee and mail in ballots, ensuring our voices are heard while voting during the COVID-19 pandemic.

4. Native poll workers aid tribal members in exercising their right to vote. Native poll workers create a “safe space” in an election process that historically has been (and remains) hostile to Native voters.

5. Native poll workers help prevent discrimination. Having tribal poll workers in reservation and off-reservation voting locations can serve as advocates for Native voters, helping to prevent voter suppression and intimidation.

“Often, Native Americans are forced to leave their communities and vote in places that are hostile and have long histories of discrimination.”

– OBSTACLES AT EVERY TURN, NARF

“Poll workers help prevent disenfranchisement. Without enough poll workers, some polling places won’t be able to open, potentially forcing tribal voters to travel greater distances and wait in longer lines to be able to cast their ballots. Without poll workers, tribal members who can’t afford to miss work may not be able to vote.”

– OBSTACLES AT EVERY TURN, NARF

You can sign up to be a poll worker through your local election official’s office. For more information on becoming a poll worker in your state, visit the U.S. Election Assistance Commission’s website or the National Association of Secretaries of State’s website. Tribal election offices may also have specific recommendations for signing up to be a poll worker.
Register to Vote Mobile

WHAT YOU NEED TO KNOW
REGISTER TO VOTE

CHECK YOUR REGISTRATION

Every Native Vote Counts has partnered with National Voter Registration Day. It is a safe place where you can learn if your voter registration status is current, and also register to vote.

Registering should be easy, but the process has historically been hostile to Native Americans. To further complicate the process, each state has different rules and deadlines. Be sure to educate yourself to ensure you register before any deadlines—often weeks before November 3.

Make a plan and register to VOTE!

INFORMATION YOU NEED TO MAKE VOTER REGISTRATION EASY

✓ Voters must be 18 years of age by the time of the election.

✓ Have your state issued ID ready as it can help facilitate the process of registering more quickly.

✓ Even if someone has a felony conviction, it does not automatically bar them from registering to vote. The ACLU explains the rules in each state on felony voting.

VOTING IN YOUR STATE

✓ The COVID-19 pandemic has changed how many states and voting sites are voting in November.

✓ Nonprofitvote.org is a resource that offers information on how your state is conducting voting during the pandemic.

✓ Make your state-specific plan to vote before election day-November 3rd.

DOWNLOAD FOR MOBILE SHARING AT
bit.ly/NativeVote2020
Every Native Vote Counts has partnered with National Voter Registration Day. It is a safe place where you can learn if your voter registration status is current, and also register to vote.

Registering should be easy, but the process has historically been hostile to Native Americans. To further complicate the process, each state has different rules and deadlines. Be sure to educate yourself to ensure you register before any deadlines—often weeks before November 3.

Make a plan and register to VOTE!

Voters must be 18 years of age by the time of the election.

Have your state issued ID ready as it can help facilitate the process of registering more quickly.

Even if someone has a felony conviction, it does not automatically bar them from registering to vote. The ACLU (aclu.org/issues/voting-rights) explains the rules in each state on felony voting rights.

The COVID-19 pandemic has changed how many states and voting sites are voting in November.

Nonprofitvote.org is a resource that offers information on how your state is conducting voting during the pandemic.

Make your state-specific plan to vote before election day—November 3rd.
VOTING MOBILE

MAKE YOUR PLAN TO VOTE!

- Check your voter registration status.
- Know how you’re going to vote (by-mail, absentee or in person).
- If you plan to vote in person, know your polling place. Find state-specific voter info at Vote.org.
- Research the candidates and initiatives before voting.
- Organize transportation to the polls ahead of time and confirm laws for collecting ballots in your state.
- Bring your state-approved ID card, a mask and sanitizer.

ELECTION DAY TUESDAY NOVEMBER 3, 2020

More on the next page!

DOWNLOAD FOR MOBILE SHARING AT
bit.ly/NativeVote2020

BY MAIL

Voting is slightly different in every state. Generally, it’s easier to vote by mail than ever before and, in many states, restrictions are being relaxed. In some states, they’re sending ballot request forms or ballots to all registered voters. Voting by mail and an absentee ballot is legally the same.

- Request a vote by mail ballot at Vote.org/absentee-ballot
- Check your state deadlines at Vote.org/absentee-ballot-deadlines

Colorado, Hawaii, Oregon

IN PERSON AT THE POLLS

Be sure to bring a valid ID with you to the polls. Most states require some form of voter identification with your name and address.

Vote.org lists the ID requirements for each state. Below are examples of accepted forms of ID for voting (be sure to check your state requirements):

- A current state issued ID card with a photo like a driver’s license
- In some states, an official tribal identification card with a physical address (identification requirements vary by state)
- A valid U.S. Passport
- A utility bill showing your name and address (this also varies by state)
- A military ID card
- A Social Security card

It is very important to check your state’s voter ID laws before Election Day. Some states have very strict voter ID laws.

- Visit the National Congress of State Legislatures website at ncl.org/research/elections-and-campaigns/voter-id for more information on voter ID requirements.
- Another resource for checking state voter ID laws is your local election office. Look up your election official and state voting requirements at OverseasVoteFoundation.org/vote/eod.htm.

Use your power. Every Native Vote Counts!
NativeVote.org

#NativeVote

Brand guidelines for NCAI Native Vote Campaign by Sep. 2020

PRIMARY LOGO

The Primary Logo is the focal point of the brand. All brand elements and decisions should emulate the logo.

Download for mobile sharing at bit.ly/NativeVote2020
Make your Plan to Vote!

- Check your voter registration status
- Know how you’re going to vote (by-mail, absentee or in person).
- If you plan to vote in person, know your polling place. Find state-specific voter info at Vote.org/polling-place-locator.
- Research the candidates and initiatives before voting.
- Organize transportation to the polls ahead of time and confirm laws for collecting ballots in your state.
- Bring your state-approved ID card, a mask and sanitizer.
- Stay informed about COVID-19 updates and rules.

Tap into your power, get out the Native Vote 2020! NativeVote.org

By Mail

Voting is slightly different in every state. Generally, it’s easier to vote by mail than ever before and, in many states, restrictions are being relaxed. In some states, they’re sending ballot request forms or ballots to all registered voters. Voting by mail and an absentee ballot is legally the same.

- Request a vote by mail ballot at Vote.org/absentee-ballot
- Check your state deadlines at Vote.org/absentee-ballot-deadlines

Colorado, Hawaii, Oregon, Utah, and Washington are vote-by-mail only states. Be sure to register and use vote.org to stay informed about your state’s deadlines and ballot drop-off dates.

In Person at the Polls

Be sure to bring a valid ID with you to the polls. Most states require some form of voter identification with your name and address. Vote.org lists the ID requirements for each state. Below are examples of accepted forms of ID for voting (be sure to check your state requirements):

- A current state issued ID card with a photo like a driver’s license
- In some states, an official tribal ID card with a physical address (identification requirements vary by state)
- A valid U.S. Passport
- A utility bill showing your name and address (this also varies by state)
- A military ID card
- A Social Security card

It is very important to check your state’s voter ID laws before Election Day. Some states have very strict voter ID laws.

- Visit the National Congress of State Legislatures website at ncsl.org/research/elections-and-campaigns/voter-id for more information on voter ID requirements.
- Another resource for checking state voter ID laws is your local election office. Look up your election official and state voting requirements at OverseasVoteFoundation.org/vote/eod.htm

Use your power—Every Native Vote Counts!
NativeVote.org #NativeVote

Download for mobile sharing at bit.ly/NativeVote2020
American Indians and Alaska Natives have been historically and systemically kept from political participation. Even with these attempts at voter suppression, the Native Vote has decided many important elections. Native people have won landmark court cases guaranteeing them the right to vote. Despite this progress, state legislatures and local governments continue to pass laws that obstruct the Native Vote.

As we head into the final days of the 2020 election, we anticipate increased attempts to suppress Native voting rights. Familiarize yourself with voter suppression and how to report it when you see it. Native American voter suppression is well documented at Vote.NARF.org.

Here are some examples of Native American voter suppression:

- **Challenges to ballot box access**: For Native people, local ballot boxes are often located far from reservation lands making it hard to access on election day.

- **Check your vote by mail access**: Many in Indian Country do not have home mail delivery and often rely on P.O. Boxes, which can present challenges both for timely mail delivery and outgoing mail.

- **Organize transportation**: A lack of public transportation on reservations means many voters struggle to get to polling locations, and often face discrimination while at the polling place.

- **Be informed on ballot collection**: Some states have passed laws limiting how many ballots can be collected by an individual to be transported to the polls. This places an additional obstacle in more rural areas where not everyone can afford to travel to drop off a completed ballot.

- **Recognize online disinformation campaigns**: Groups or individuals committed to suppressing voting rights are likely spreading disinformation on social media, Internet websites, and through other sources. Disinformation campaigns could target the social media platforms of tribal governments and Native political advocacy groups with false information on voting rules and procedures.

American Indian and Alaska Natives can determine the outcome of elections. Take back the power of the #NativeVote2020.

Email NativeVote@NCAI.org or visit NativeVote.org to support your vote!
American Indians and Alaska Natives have been historically and systemically kept from political participation. Even with these attempts at voter suppression, the Native Vote has decided many important elections. Native people have won landmark court cases guaranteeing them the right to vote. Despite this progress, state legislatures and local governments continue to pass laws that obstruct the Native Vote.

As we head into the final days of the 2020 election, we anticipate increased attempts to suppress Native voting rights. Familiarize yourself with voter suppression and how to report it when you see it. Native American voter suppression is well documented at Vote.NARF.org.

**SOME EXAMPLES OF NATIVE AMERICAN VOTER SUPPRESSION**

**CHALLENGES TO BALLOT BOX ACCESS**
For Native people, local ballot boxes are often located far from reservation lands making it hard to access on election day.

**CHECK YOUR VOTE BY MAIL ACCESS**
Many in Indian Country do not have home mail delivery and often rely on P.O. Boxes, which can present challenges both for timely mail delivery and outgoing mail.

**ORGANIZE TRANSPORTATION**
A lack of public transportation on reservations means many voters struggle to get to polling locations, and often face discrimination while at the polling place.

**BE INFORMED ON BALLOT COLLECTION**
Some states have passed laws limiting how many ballots can be collected by an individual to be transported to the polls. This places an additional obstacle in more rural areas where not everyone can afford to travel to drop off a completed ballot.

**RECOGNIZE ONLINE DISINFORMATION CAMPAIGNS**
Groups or individuals committed to suppressing voting rights are likely spreading disinformation on social media, Internet websites, and through other sources. Disinformation campaigns could target the social media platforms of tribal governments and Native political advocacy groups with false information on voting rules and procedures.

American Indian and Alaska Natives can determine the outcome of elections. Take back the power of the #NativeVote2020.

Email NativeVote@NCAI.org or visit NativeVote.org to support your vote!