



STANFORDVOTES

# STAFF TOOLKIT



## LINKS

[stanfordvotes.org](https://stanfordvotes.org)

[stanford.turbovote.org](https://stanford.turbovote.org)

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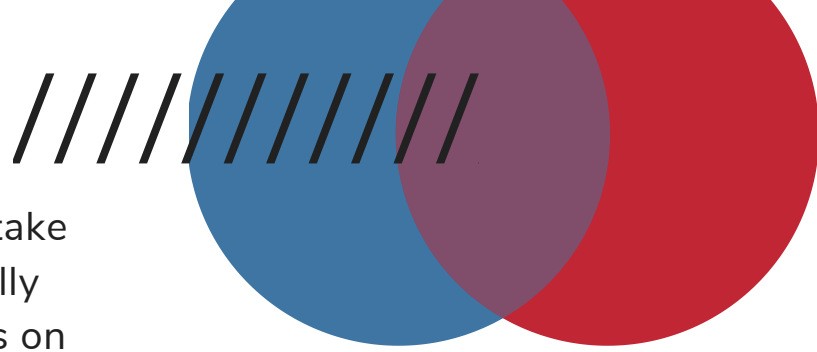
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**STANFORD  
VOTES**

# THE TOOLKIT

Here are four steps Stanford' staff can take to encourage their students to be civically engaged in the 2020 election. We focus on digital engagement tools that can be effective during the COVID-19 pandemic.



STAFF TOOLKIT

## THE FOUR STEPS

01

### ACKNOWLEDGE THE DIFFICULTY OF THIS TIME

We are living through a pandemic. We are living through a contentious election period. We are living through heightened anti-Blackness. Be sure to acknowledge the context of this time in conversations with students.

02

### CONSIDER YOUR AUDIENCE

If you give your students a reminder to vote, don't forget to consider your audience. Such a reminder could lead to difficult conversations, and know that not all of our students can vote in this country. Ask students what resources they need from you during this election season.

03

### RESOURCE SHARING

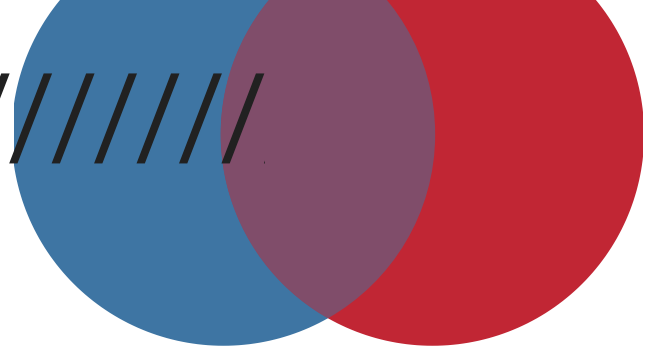
Know the resources that staff can refer students to (e.g. CAPS, GLO Deans, ECL Staff, RDs, Red Folder, wellness coaches, and The Bridge)

04

### BE A ROLE MODEL

Students will look to you to see how you are dealing with the election. Be realistic with your response, but make sure to avoid common pitfalls (like stating your personal opinion if you don't know your audience or empty reassurances). It is often effective to simply listen to students and share how one can deal with uncertainty and manage emotions.





## ABOUT US

StanfordVotes is a non-partisan, university-wide, student-run organization whose mission is to increase voter turnout among Stanford students. Formed in response to the low student voter turnout rates in 2014 and 2016, StanfordVotes engages with campus leadership and other stakeholders to help create a culture of civic engagement on the Farm. StanfordVotes is run through the Stanford in Government (SIG) Civic Engagement Branch in collaboration with the Haas Center for Public Service, and has partnerships with the Associated Students of Stanford University (ASSU) and the President's Office.

During the 2018 election, volunteers encouraged Stanford community members to vote through tabling in White Plaza, a Party at the Post Office event, and registering people to vote in dining halls. In the 2018 election, based on these and other efforts, student turnout increased from 16.9% in 2014 to 42.7% in 2018. Since 2018, we've implemented an enrollment hold, which encourages students to register to vote (if eligible) before they're allowed to sign up for classes. Despite the COVID-19 pandemic and the unprecedented nature of this year's election cycle, we're aiming for even better numbers in 2020 through new partnerships and creative methods of digital engagement.



## OUR VALUES

01

### STUDENT-LED

Organized by Stanford students

02

### NONPARTISAN

We stay politically impartial

03

### UNIVERSITY-WIDE

We work with the ASSU, the President's Office, the Haas Center, and other campus stakeholders