



2022 VOTERIDERS PARTNER TOOLKIT

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April 2022

Dear Partners:

As VoteRiders approaches its 10-year anniversary this month and reflects on our impact, the role of our partners in our success has never been more clear.

With the help of almost 1,000 partner organizations across the country, we've been able to reach millions of voters in person and online with crucial, specific and accessible voter ID information and assistance.

And we couldn't have done it without you.

Our partner organizations are essential at every step of the way in pursuit of our mission to ensure that no eligible voter is prevented from casting a ballot that counts due to voter ID laws. We support our partners to incorporate and sustain voter ID education and assistance within the communities they serve. Our goal is to provide low-lift, high impact tools that make it easy for you to ensure that your communities have the ID information they need to cast a ballot. And if someone lacks ID, VoteRiders will have their back every step of the way until they do.

In the past decade, we've worked hand in hand with partners of all stripes and sizes – nonpartisan democracy and voter engagement groups, digital platforms, nonprofits, direct service providers such as food banks and shelters, election officials, companies and brands, high schools and colleges, and more – to educate their communities about voter ID requirements and offer VoteRiders' assistance.

This toolkit is intended to give an overview of how VoteRiders can help you ensure that your communities are equipped with the ID information and assistance they need to vote with confidence. Our wide and customizable range of tools and services – all of which are free – are designed to help our partners address voter ID issues in whatever way makes most sense for them.

Ahead of this year's midterm elections, voters across the country are facing an unprecedented wave of new, more restrictive and confusing voter ID laws. The need for VoteRiders' tools and services has never been greater – and we can't wait to work alongside our partners to meet the challenges of this moment.

Now more than ever, we're so grateful to be in this work with you.



Lauren Kunis // CEO & Executive Director, VoteRiders // lauren@voteriders.org





About VoteRiders

VoteRiders is the country's leading nonpartisan nonprofit organization focused on voter ID education and assistance.

Founded in 2012 as a direct response to the increasing number of voter ID laws across the country, our work has grown to a national in-person and virtual effort that involves hundreds of partner organizations and thousands of volunteers.

We are proud to be a trailblazer in this field, addressing voter ID laws in the states and communities that are most in need of our assistance.

At VoteRiders, we know millions of Americans need help with voter ID – but most organizations don't have the resources to answer specific ID questions or provide personal and fully-paid ID assistance.

VoteRiders wants to be your partner in filling that gap.

Throughout this toolkit, we'll be highlighting the free tools and services that VoteRiders offers, which will give you the capacity to address voter ID issues through your organization's existing programs without adding anything to your plate.

Now, let's get to work.

2022 FOCUS STATES

VoteRiders' tools and services are available to – and relevant for – the entire voting public. In 2022, we are strategically focusing our efforts in eight states:



About Voter ID

Voter ID laws are on the rise nationwide. These complicated laws disenfranchise millions of voters who lack ID, and deter even more from participation in elections due to confusion.

In 2022, 36 states (and counting!) will have voter ID laws in place.

In 2021 alone, seven states enacted highly restrictive voting laws that include new or increasing ID barriers. So far in 2022, more stringent laws have been enacted in two states and similar proposals are pending in 19 other states.

VOTER ID LAWS



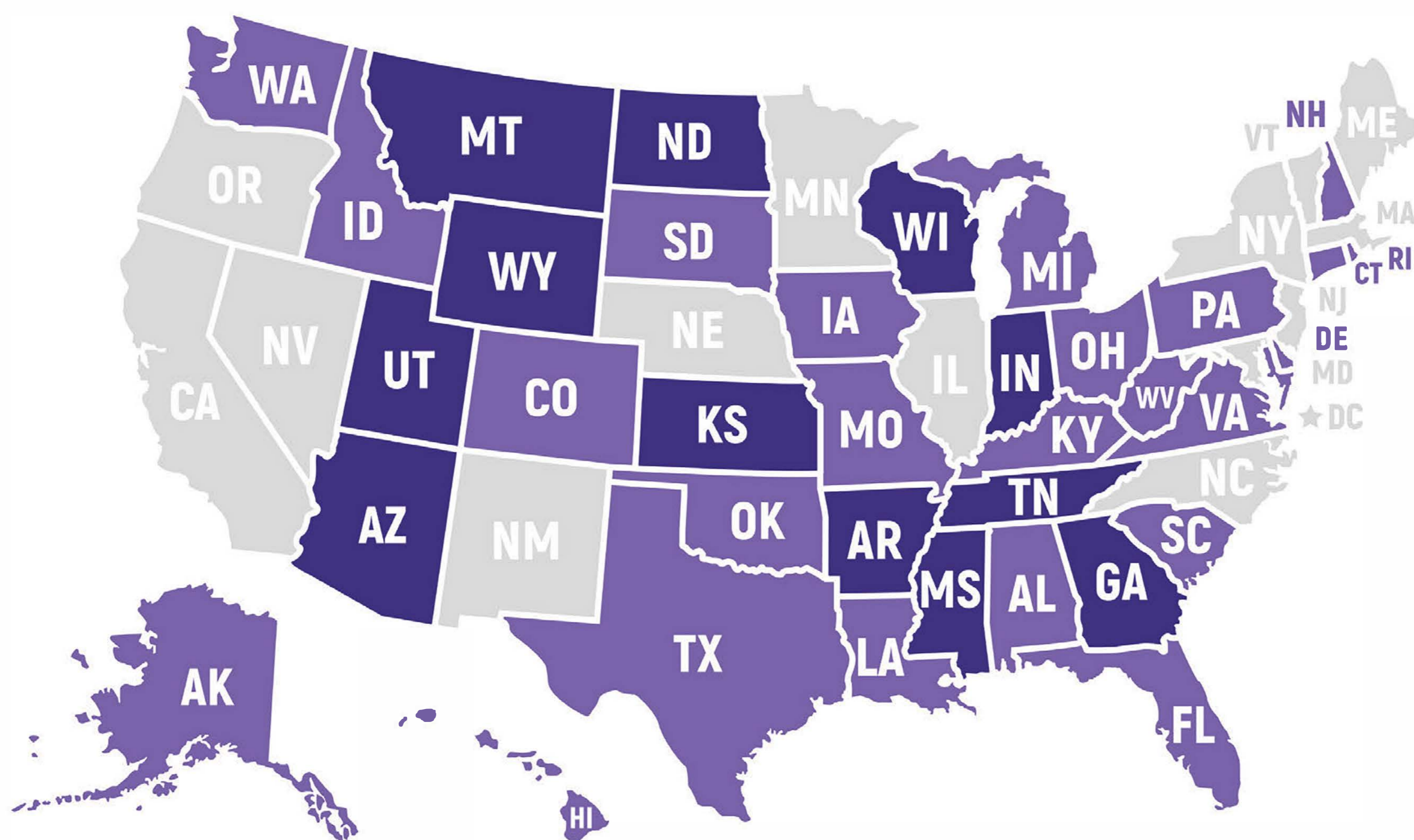
Strict Voter ID



Non-Strict Voter ID



No Voter ID



Over 25 million voting-age Americans do not have a government-issued photo ID, which can also exclude them from eligibility for a job, housing and healthcare.

In addition, based on VoteRiders' on-the-ground experience and several reputable studies, many millions more are so confused and intimidated by these complicated and ever-changing laws that they are deterred from voting even though they have a valid ID, whether their state requires one or not.

Voter ID laws disproportionately impact communities that are already underrepresented in our electorate: people of color, students and young adults, voters with disabilities, elderly voters who are no longer driving, unhoused individuals, returning citizens, low-income Americans, and voters such as married women or transgender individuals who change their names.



2022 Partner Tools & Services

VoteRiders offers a wide range of options for our diverse partner organizations that can help you meet your goals while letting us do the voter ID work for you!

Our goal is to provide off-the-shelf, low-lift tools and services to our partners, and to create best-in-class voter ID resources that are customizable, user-friendly, and accessible for the communities we serve.



Voter ID Education

At VoteRiders, we're fully focused on voter ID laws day in and day out, and have developed a uniquely comprehensive suite of voter ID education materials that our partners can use to ensure that their communities are prepared with the ID information and documents they need when it comes to voting.

A newly-developed [#TransPeopleVote](#) resource, a joint project of VoteRiders and HeadCount, provides customized voter ID information for the LGBTQ+ community.

Digital Resources

The VoteRiders website (VoteRiders.org) is a one-stop shop for your basic voter ID FAQs, including on the difference between [voter ID and voter registration](#), [REAL ID](#), and ID rules for [first-time voters](#).



All of VoteRiders' digital resources are available in English and Spanish.

Florida



Voters in Florida need to show photo ID to confirm their identity when they vote in person.

If you don't have an acceptable photo ID, there may be other ways you can confirm your identity.

You may need to provide identification information when you apply for a vote-by-mail ballot.

These voter ID rules are in addition to the requirements for proving your identity and residency when you register to vote. [Learn more →](#)

Is out-of-state ID accepted?

✗ No!

You cannot use an ID issued by another state

Is student ID accepted?

? Sometimes!

You can use a student ID with your signature

Is an expired ID accepted?

✗ No!

You must use a current photo ID

[LEARN ABOUT VOTING IN PERSON](#) 🧑

[LEARN ABOUT VOTING BY MAIL](#) ✉

GET FREE HELP FROM VOTERIDERS

Florida ID Requirements for Voting In Person

ACCEPTABLE PHOTO ID

You can use the following photo IDs if they are unexpired and include your signature:

- Florida driver's license
- Florida state ID
- U.S. Passport
- Debit or credit card
- Military ID
- Student ID
- Retirement center ID
- Neighborhood association ID
- Public assistance ID
- Veterans health ID card
- License to carry concealed weapon or firearm
- Employee photo ID card issued by Federal Government, State of Florida, county, municipality or other entity of Florida

If above photo ID has no signature, be prepared with additional ID that does have signature.

Screenshot: Florida State Information Page on VoteRiders.org

Our website offers a [state-by-state interactive map](#) with comprehensive, specific and user-friendly information on each state's ID requirements for voting in-person and by mail.

VoteRiders' team of pro-bono attorneys monitors legislative developments and updates our state information pages on an ongoing basis, distilling it down to what you need to know to cast a ballot that counts.

Many VoteRiders partner organizations share a link to the state map on their websites, in email blasts to their membership, in text message reminders, and via other means as a trusted resource for their communities to access up-to-date voter ID information.



PARTNER HIGHLIGHT: DIGITAL VOTER ID RESOURCES

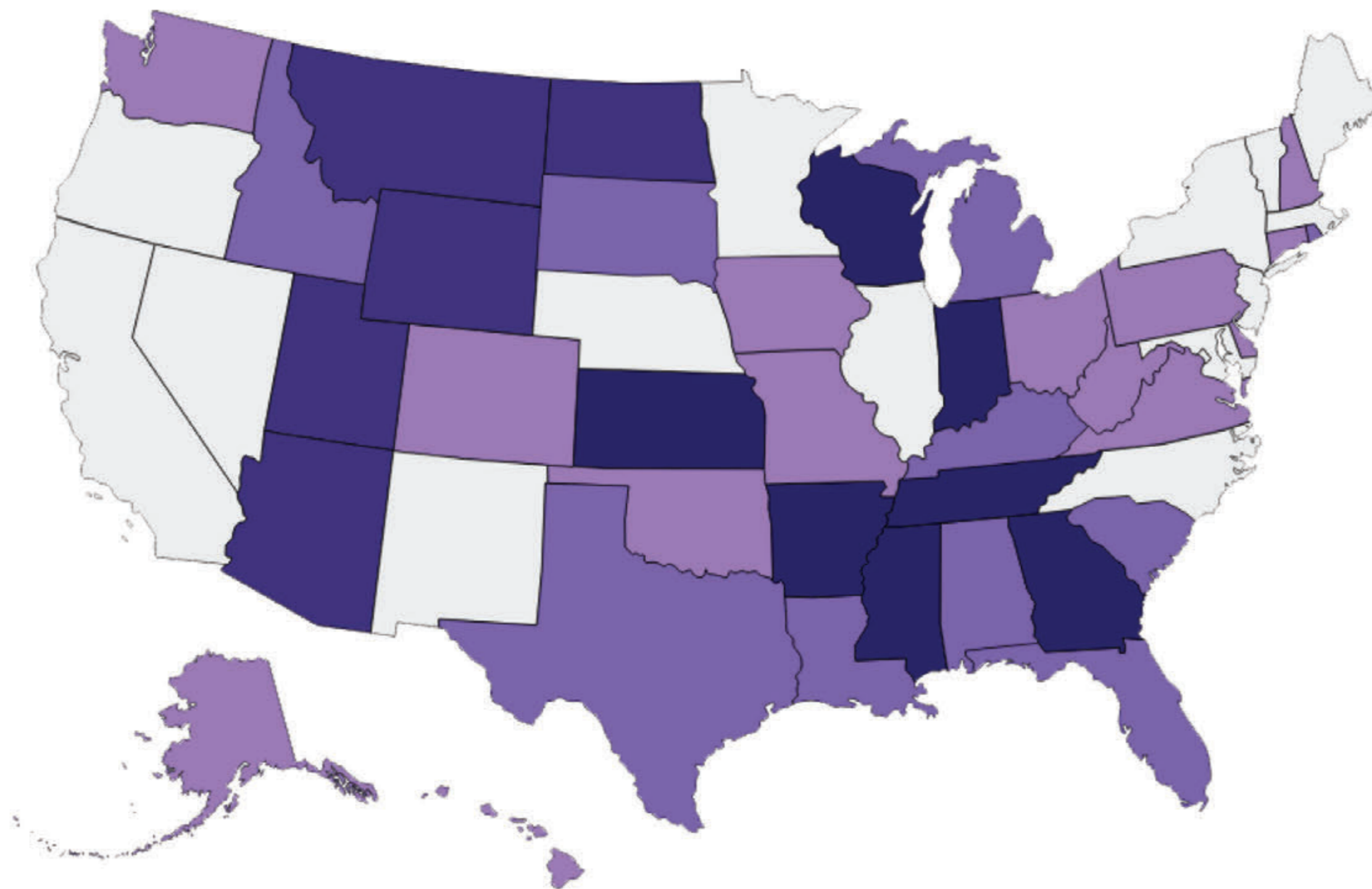
Partners such as NextGen America, Vot-ER, and Democracy Works included links to VoteRiders' Voter ID Information Cards and state pages in their textbanks and text message reminders in 2021, sending state-specific card links to millions of voters.



Our partners at [VoteRiders](#), a nonpartisan organization working to ensure that no eligible voter is stopped by voter ID laws, have helped us create an overview of this issue. In today's update, we're sharing with you:

- an introduction to voter ID
- an update on key state legislative changes for upcoming elections
- and information on how to engage, partner, and volunteer on this important topic

what is voter ID?



Every state has different rules, and the type of ID you need depends on where you live. Some states require a document such as a current government-issued photo ID that includes your address and signature. Other states will accept a current utility bill or bank statement. VoteRiders tracks state-by-state voter ID rules.

Check Your State's Voter ID Laws



Voter ID Information Cards

Our state-specific **Voter ID Information Cards** are among our most popular partner tools. These wallet-sized cards, which are available in English and Spanish for all 50 states and the District of Columbia, are a simple and effective addition to any issue-based voter registration, get-out-the-vote or other campaign.

One side of the card lists the acceptable IDs or voting in person and, if applicable, any alternative options for voters (see Texas for an example). The other side lists our national Helpline number, our website and a QR code for the state page including voter ID information for mail-in ballots.

Voters can reference these cards ahead of time and even bring them to the polls for an extra layer of confidence.

VoteRiders prints and ships Voter ID Information Cards to 501(c)(3) organizations or others using them for nonpartisan purposes (such as local election offices or public libraries) for FREE in unlimited quantities.

All we ask is that you put these cards to good use and have a plan for distributing them to the communities you serve!

Voter ID Information Cards are also available for digital use in text banks, on social media, and as part of email outreach.

TEXAS IDs FOR VOTING

Cast a regular ballot if you present:

Photo ID (current or expired up to 4 years, though it can be expired more than 4 years if you are 70 years or older):

- TX driver's license
- TX Election ID Certificate
- TX Personal ID Card
- Handgun License
- Military ID Card
- US Passport Book or Card
- US Citizenship Certificate*

If you do not have one of the above, then show:

- Voter registration certificate, or
- Certified US birth certificate, or
- Current utility bill or bank statement, paycheck, or government document including check** or

Any other government document showing the voter's name and an address (e.g., an out-of-state license, a government employee ID, etc.)

AND

Complete and sign reasonable impediment declaration - an election officer is not permitted to question the reasonableness of your impediment to getting an ID.

* Citizenship Cert. does not expire

** with voter's name and ANY address

Helpline@VoteRiders.org

As of January 2022

VOTERIDERS
Contact Us For Free Voter ID Help

Cover costs • Obtain documents



Call or Text 844-338-8743
Scan for Vote By Mail Info →

VoteRiders.org

How to Order Voter ID Information Cards



Nonprofit & Nonpartisan Organizations

Partner organizations can order cards on our website or through a VoteRiders' staff members.

ORDER CARDS HERE

Please allow two weeks for arrival.

For-Profit Organizations

For-profit organizations can partner with a local nonprofit to receive cards for free. You can also access and download our cards in English and Spanish from our website to print independently.

DOWNLOAD CARDS HERE

Over the years, we've seen Voter ID Information Cards:

- ✓ distributed in door-to-door canvassing drives
- ✓ placed at local businesses
- ✓ stapled to delivery boxes
- ✓ inserted into food assistance packages
- ✓ shared at barber shops and beauty salons
- ✓ provided to voters at the city clerk's office
- ✓ offered to voters at the DMV

...and SO much more!

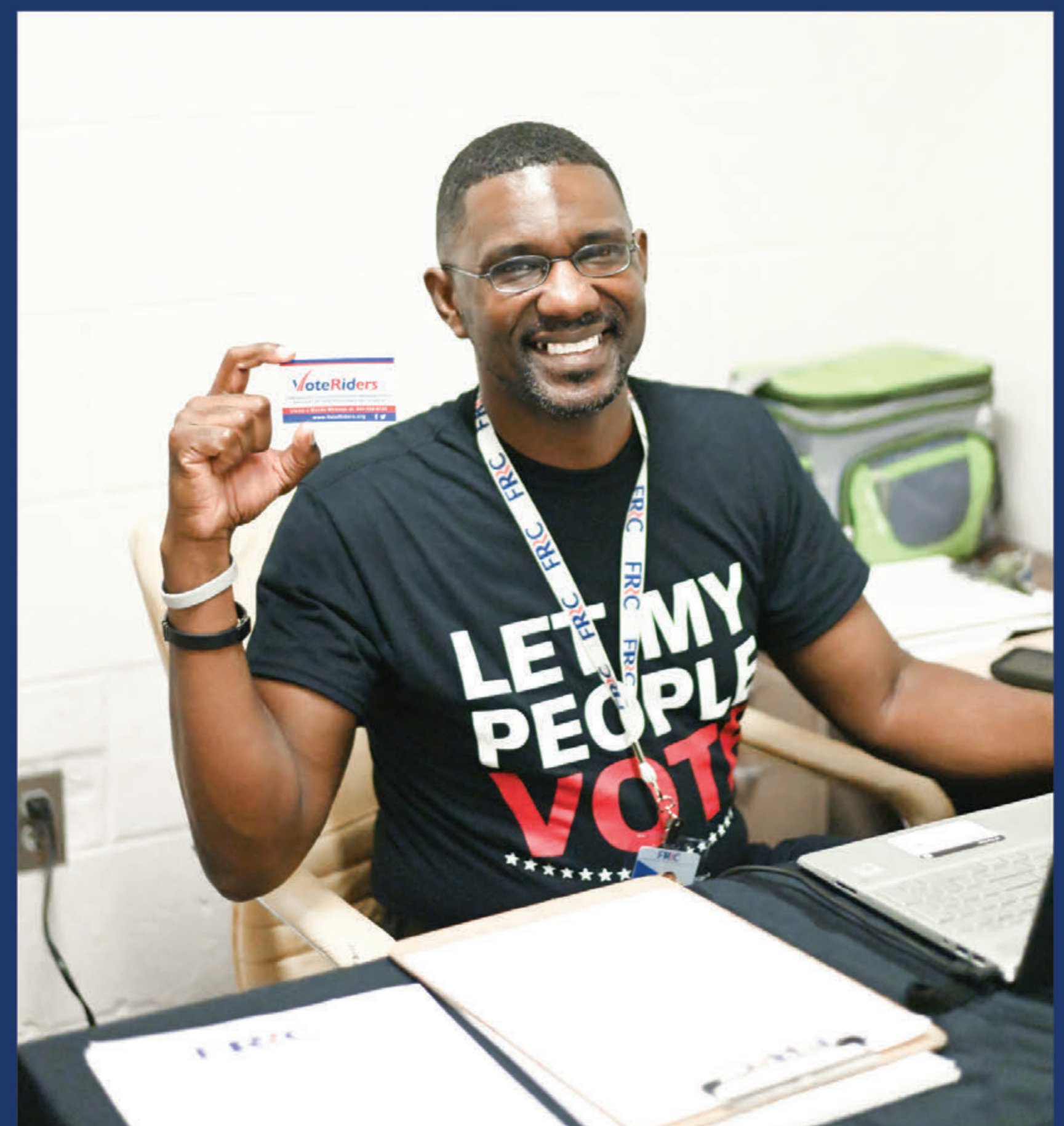


PARTNER HIGHLIGHT: VOTER ID INFORMATION CARDS

The Florida Rights Restoration Coalition (FRRRC) has used VoteRiders' Voter ID Information Cards throughout their programs with returning citizens since 2018.

In 2021, FRRRC distributed thousands of cards to inform voters of ID requirements and offer VoteRiders' free assistance if needed.

These cards have been integrated into tabling events, chapter meetings, and one-on-one assistance with access to resources.



Voter ID Trainings

VoteRiders staff are happy to lead in-person or virtual trainings on voter ID, or participate in conferences or panels organized by partner organizations.

We cater to your program needs and develop materials that will provide your staff, volunteers, canvassers, phone or text bankers, or field teams with the specific voter ID information they need to know to meet your organization's goals.

We can provide state-specific training with in-depth information on a particular state's voter ID laws or give a national-level overview of voter ID laws, VoteRiders' tools and services, and how they can be incorporated into your programming. This training provides an extra layer of voter education to your programming.



PARTNER HIGHLIGHT: VOTER ID TRAININGS



In Georgia, VoteRiders teamed up with partners like the NAACP Youth & College Division and Common Cause to organize training sessions on the state's voter ID requirements, which changed following Georgia's passage of a new voting law in 2021.

Our Georgia Voter ID Coalition Coordinator briefed NAACP campus leaders and Common Cause poll watcher volunteers on what they needed to know about these new voter ID requirements, and highlighted the free resources and individual assistance that VoteRiders offers.

As a result, both organizations' staff and volunteers were fully up-to-speed on state-specific voter ID requirements and equipped with everything they needed to know to help their communities cast a ballot that counts.



Voter ID Capacity Building

VoteRiders staff often perform custom reviews of partner organizations' voter contact scripts (including canvassing, phone bank and textbank scripts). We can assist with inserting simple and effective voter ID language into voter outreach materials.

We make suggestions for the easiest way to integrate the right voter ID questions and prompts into your materials to flag voters with ID uncertainties or potential assistance needs.

We can also help you figure out how to integrate our free voter ID assistance services, such as our Helpline or Chatbot, into voter contact programs.

What's our top recommendation for basic voter ID needs? Glad you asked! We'd suggest:

- 1** Adding something along the lines of *"Do you have a current driver's license or state ID?"* to your scripts.
- 2** Individuals who answer *"No"* or *"Unsure"* will reveal a targeted list of potential voters who could benefit from further ID information and support.
- 3** Share that information with VoteRiders! Our trained volunteers will reach out to each person to help them get what – and feel confident they have what – they need.

For more on this – and how VoteRiders' trained staff and volunteers can follow up directly with these voters – see the "Voter ID Lead Referrals" and "Direct Voter Contact Organizations" sections.



Doris was surprised to learn about Florida's voter ID law from a canvasser with our partner organization the Hispanic Federation.

It surprised Doris even further when she learned that her New Jersey drivers license would not be enough.

She was referred to VoteRiders and received help obtaining a Florida ID.

PARTNER HIGHLIGHT: VOTER ID CAPACITY BUILDING

VoteRiders has worked with several partner organizations in Texas to develop and roll out a voter ID question in their outreach campaign scripts.

In 2018 and 2020, the Texas Organizing Project (TOP) incorporated an ID question into its GOTV campaign that reached 1.4 million voters.

Black Voters Matter and a coalition of partner organizations in Dallas are rolling out a voter ID question in their scripts ahead of the 2022 midterm elections to ensure that the state's voter ID requirements do not prevent eligible Texans from casting a ballot that counts.

Co-branded Voter Education Materials

Voter ID is a key piece of the puzzle when it comes to voter education. VoteRiders collaborates with partners year-round and as part of joint voter education initiatives ahead of elections.

We develop custom co-branded materials with partners such as door hangers, posters, pamphlets, flyers and more.

PARTNER HIGHLIGHT: CO-BRANDED VOTER EDUCATION MATERIALS

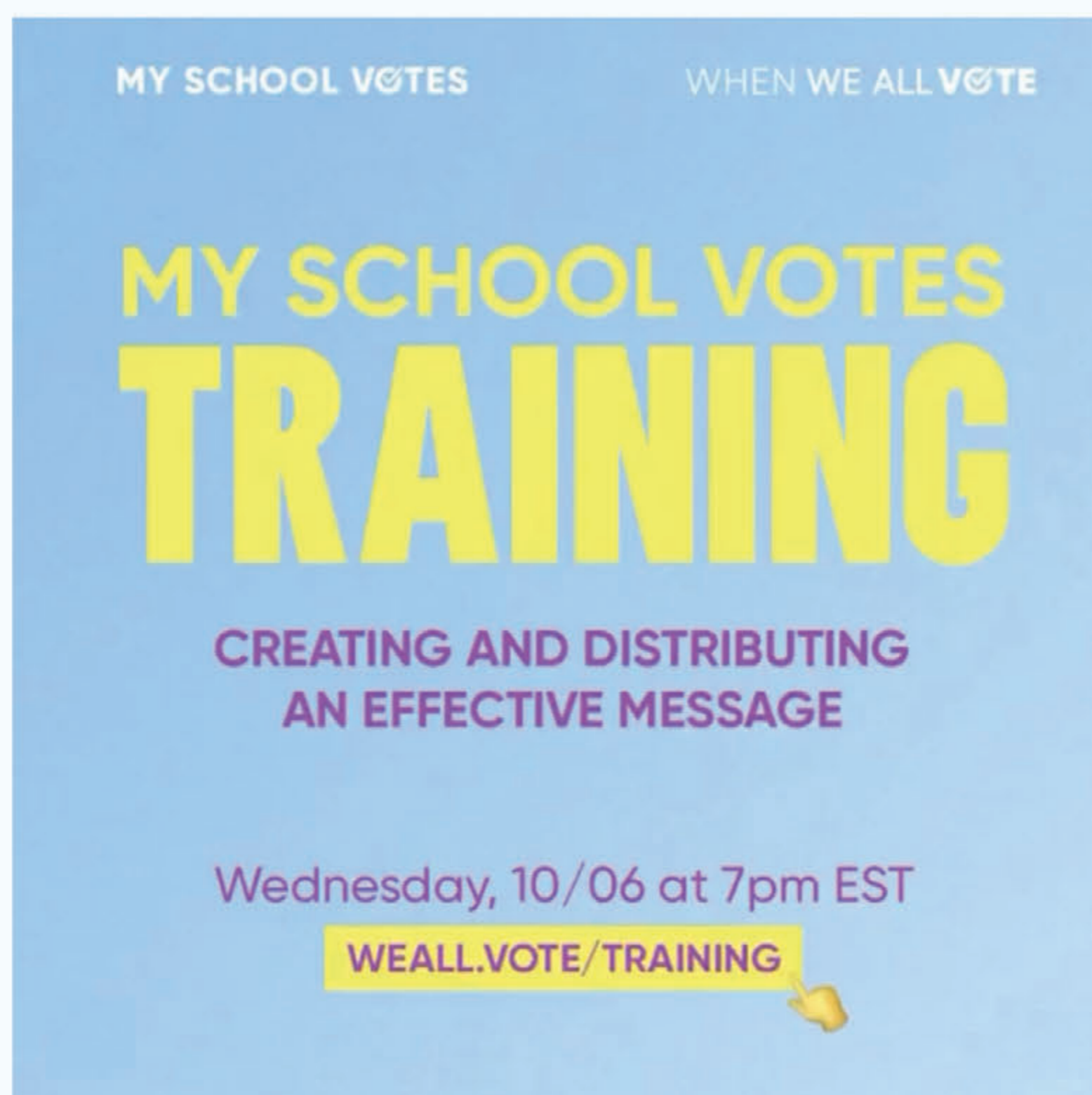


In Florida, ahead of the 2021 municipal elections, VoteRiders teamed up with a diverse coalition of seven partner organizations, including All Voting is Local and the League of Women Voters of Florida, to produce a Statewide Voting Guide that highlighted the importance of local elections and the free resources offered by coalition partners to help voters cast a ballot that counts.


Partners used these co-branded flyers and guides in get-out-the-vote campaigns at tabling events, with reentry programs, and on college campuses.

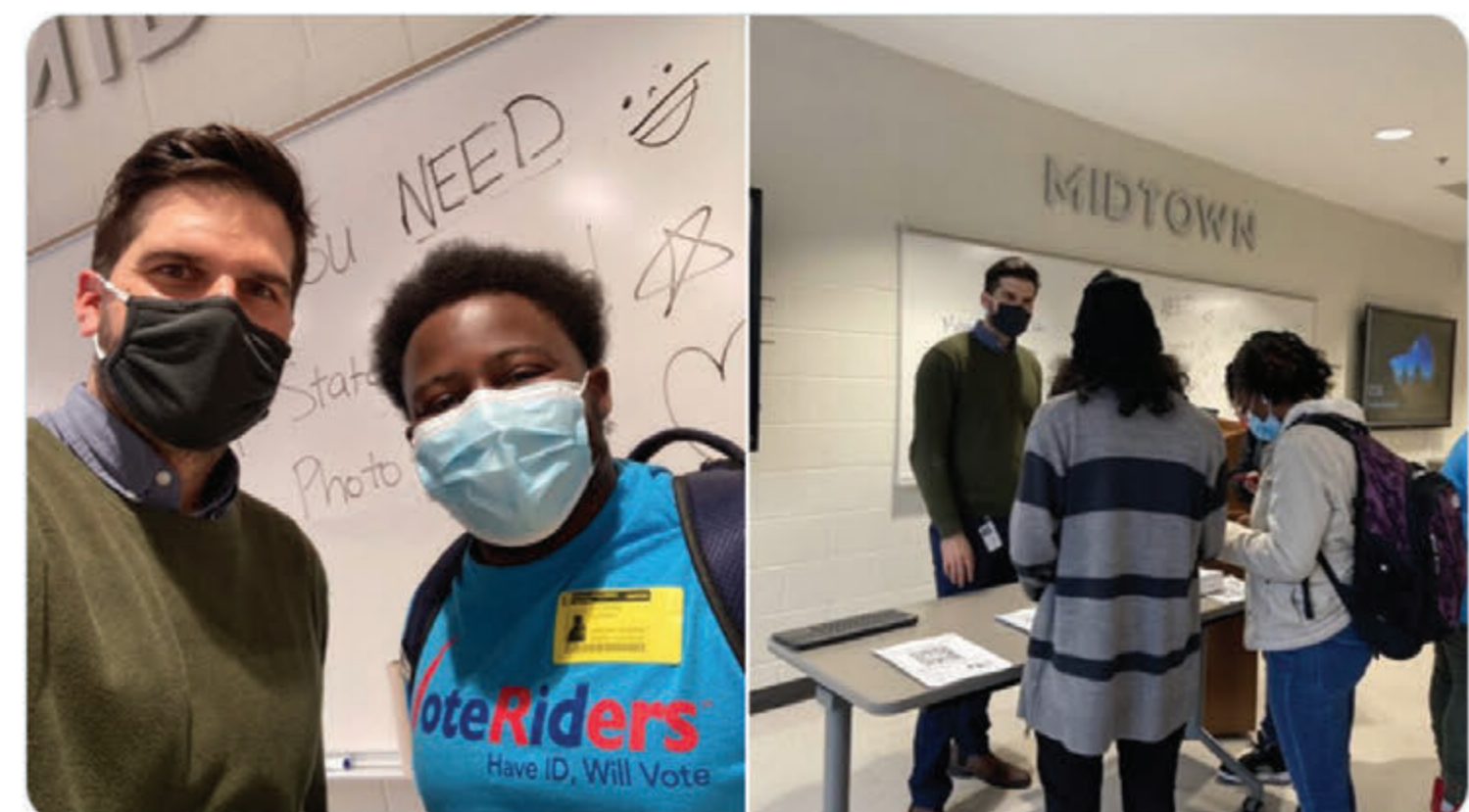
Joint ID Education & Outreach Initiatives

Our partnerships are as creative and diverse as our partners themselves! We are always looking for partners who want to join forces for unique voter education and outreach initiatives to support the communities they serve, particularly when they serve communities that we know are most impacted by voter ID laws.



Chris Rhodenbaugh, NBCT
@MrRhodenbaugh

Step #1  - @MidtownVotes surveyed 10th - 12th graders to find students who needed support getting a state-issued photo ID. In partnership with @VoteRiders we were able to help more than 30 students and their families get closer to a state-issued photo ID.



To ensure that high school students get the voter ID information and support they need as first-time voters, we worked with When We All Vote's My School Votes program to design a tailored training webinar and a custom landing page on our website.

Joint ID Education & Outreach Initiatives



TRANS PEOPLE VOTE

TRANSGENDER AND NON-BINARY PEOPLE FACE BARRIERS ACCESSING THE ID THEY NEED TO REGISTER AND VOTE SAFELY.


For transgender and non-binary people whose ID doesn't match their name and gender, voter ID laws can make the experience of casting a ballot invalidating, intimidating, and unsafe. On top of this, restrictive identification requirements make updating legal name and gender marker on ID an unreasonably challenging process. **These barriers impact transgender and**

HEY YOU!
Are you a trans or non-binary voter? Worried about ID?

WE GOT YOU!

[CLICK HERE](#)

POWERED BY

LET'S SHOW THE COUNTRY THAT **#TransPeopleVote**

Transgender and non-binary people face significant barriers accessing the IDs they need to register and vote safely.

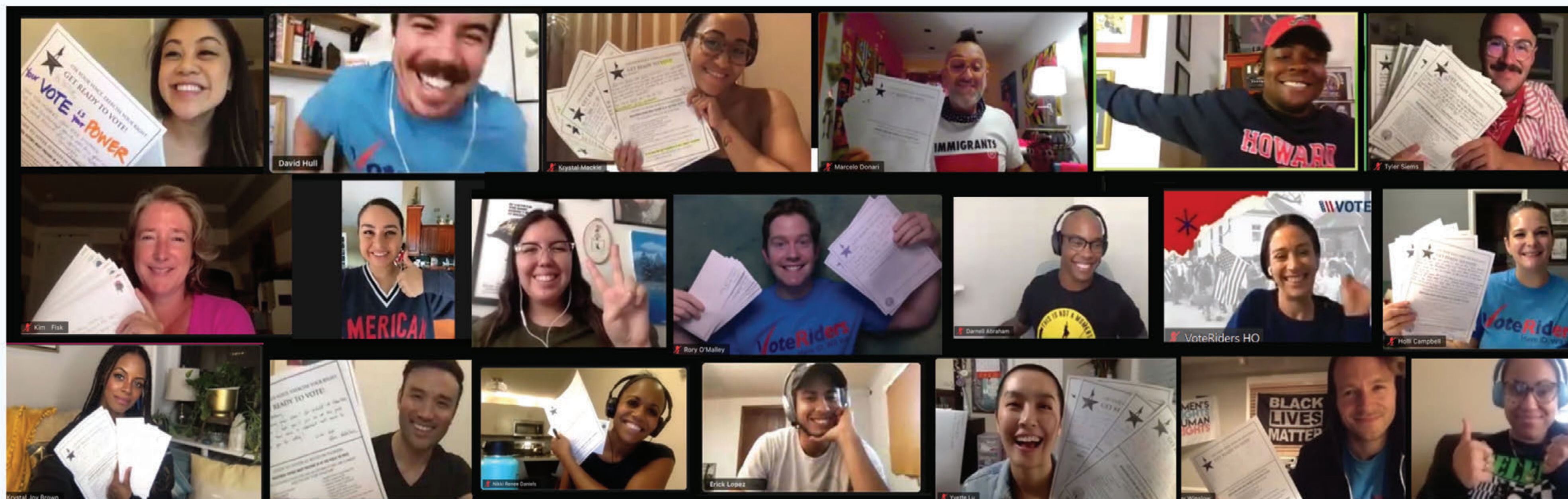
This may sound complicated, but we've got your back.

VOTE WITH PRIDE!  

HeadCount.org/Pride

Given the unique voter ID-related challenges the transgender and non-binary voters face in casting a ballot, we partnered with HeadCount's Vote With Pride campaign to develop a comprehensive resource for trans and non-binary voters to learn about voter ID laws in their state.

These resources identify some of the barriers trans voters may face when voting, as well as how VoteRiders can help them obtain a legal name change to ensure that the voter's ID matches their gender identity.



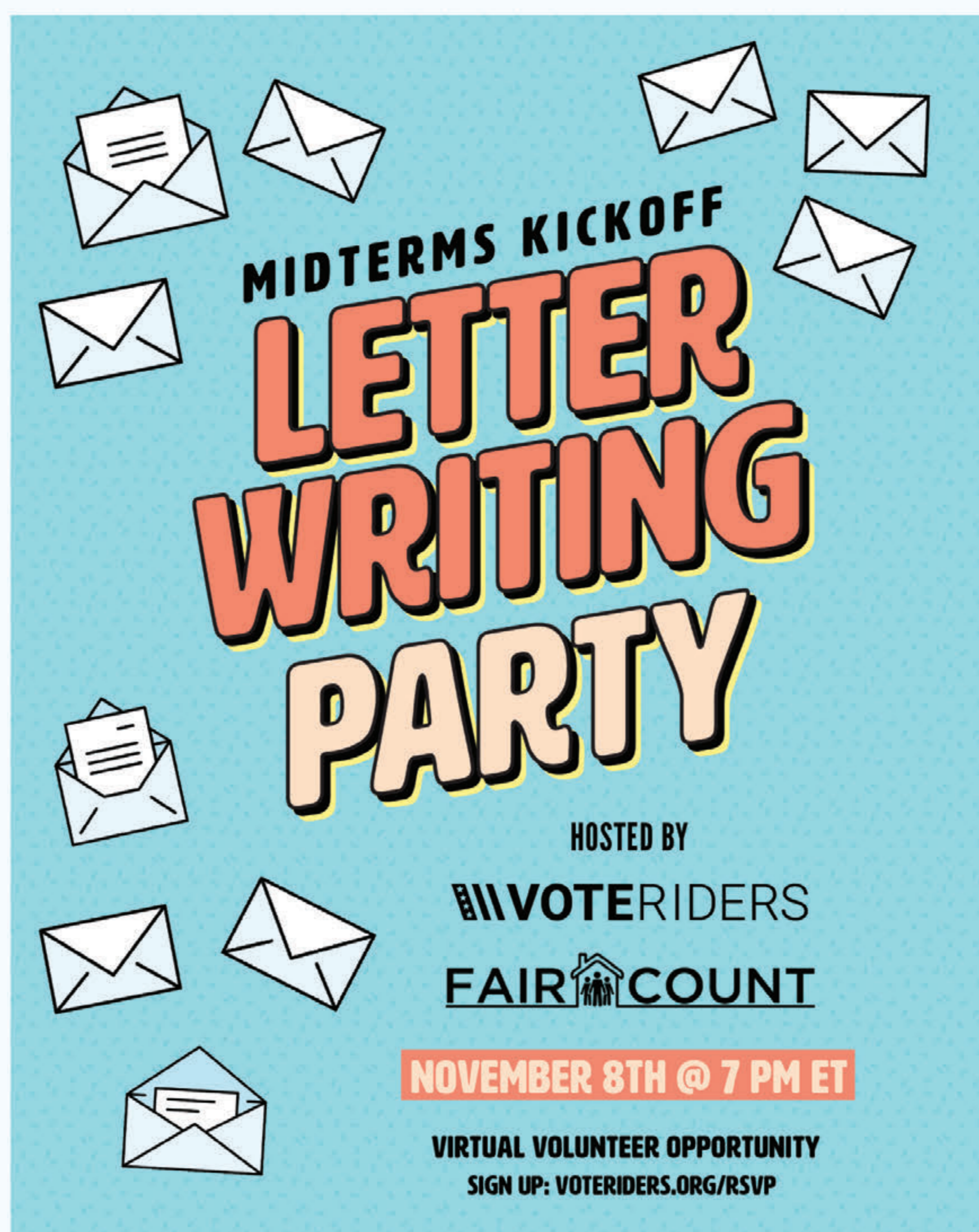
Virtual Volunteer Events

VoteRiders has a team of more than 5,800 volunteers across the country who participate in our virtual events to contact voters with ID information and assistance offers.

These events are often co-hosted and even more productive (and fun!) when we team up with our partner organizations to do targeted voter outreach.

In 2022, our volunteer programs will include letter-writing, textbanking and phone calls to voters in the states of Arizona, Florida, Georgia, Texas and Wisconsin.

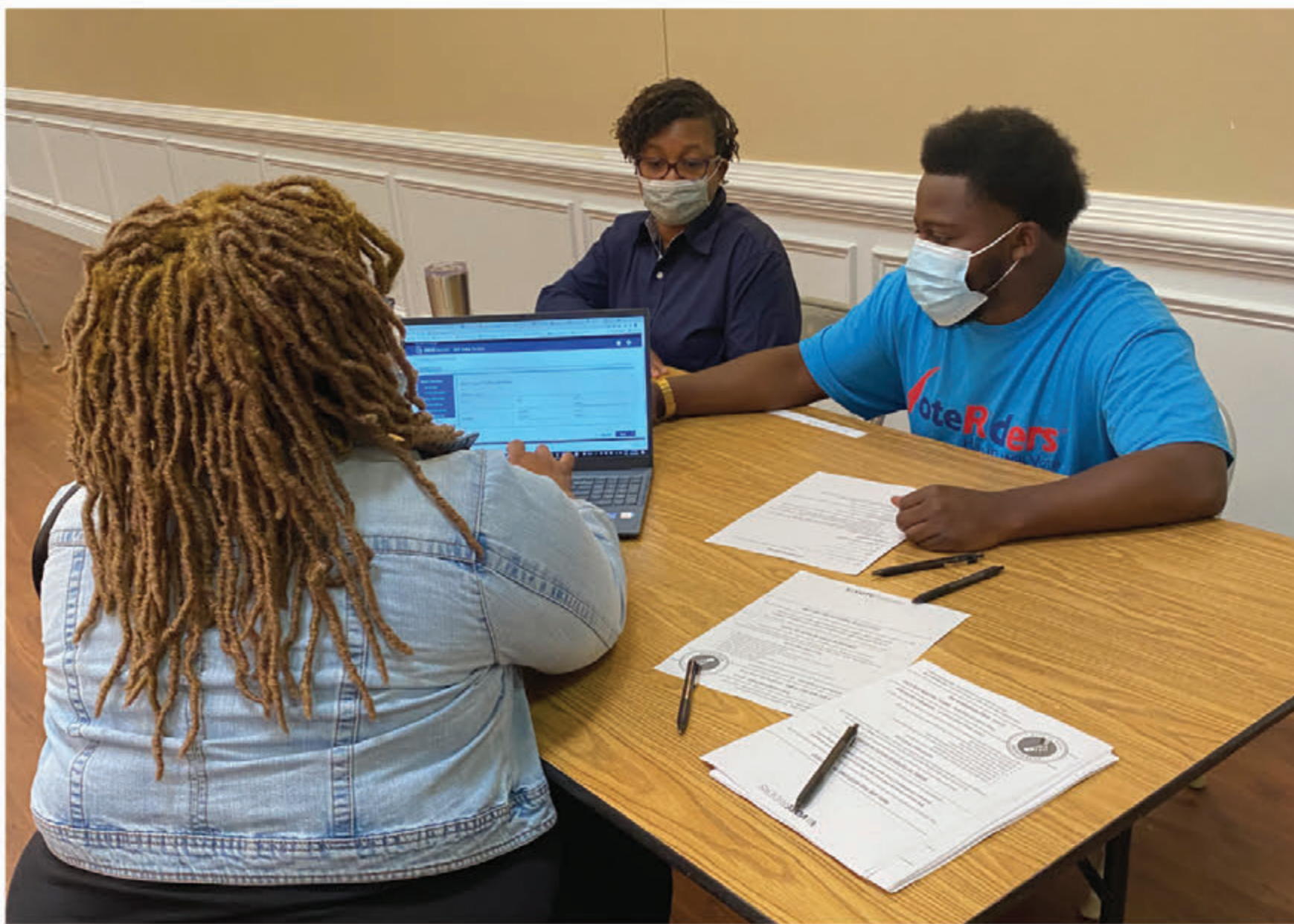
We develop custom content on each state's ID laws that volunteers share with voters to ensure that they're ready to cast a ballot in the midterm elections and beyond.



For more information on partnering on virtual volunteer events, including one-off events or larger campaigns, contact our Volunteer Team at: volunteer@voteriders.org.

Voter ID Assistance

Beyond voter ID education, VoteRiders also provides individualized and in-the-moment support to voters to answer their ID questions, and offers fully-paid assistance to help voters who lack ID to obtain one. Our one-on-one ID assistance, either in-person, over the phone, or via Zoom, provides in-depth and customized support to voters in need, and covers all expenses associated with obtaining ID, including the cost of underlying documents such as birth certificates, ID costs and transportation to and from ID-issuing offices.



VoteRiders Helpline

VoteRiders operates a year-round national Helpline that voters can call or text with questions related to voter ID, and also reach out for help to get an ID.

The Helpline is supported by VoteRiders staff and trained volunteers, including pro bono attorneys from our law firm partners.

We respond as soon as possible to all Helpline requests, and guarantee an individual response to voters ASAP within 24 hours or less during election periods.

Partner organizations can list this number and email address in their resource materials, voter guides, flyers, online, promote on social media, and more.

How to Reach the Helpline

Call or Text: 844-338-8743

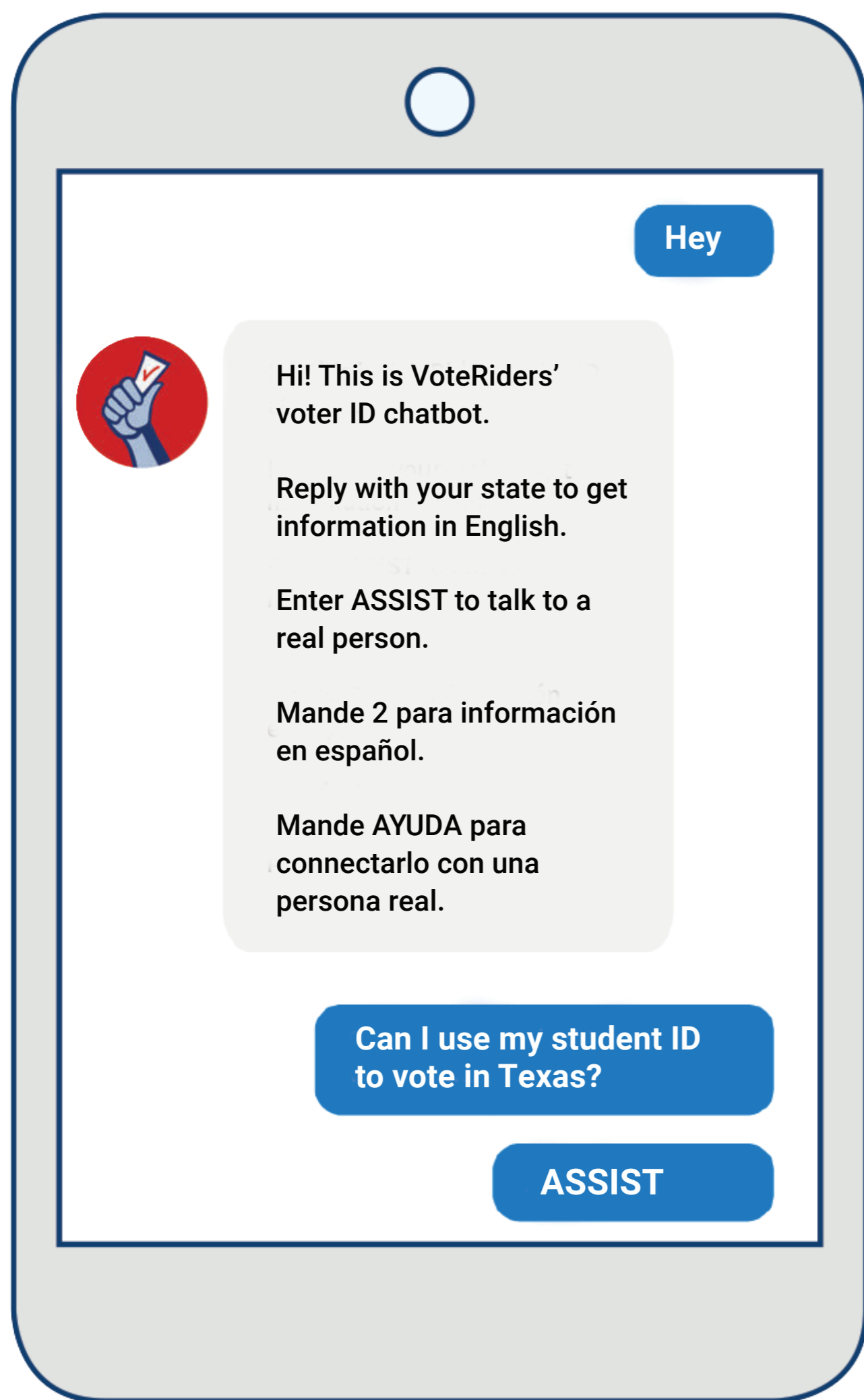
Email: Helpline@VoteRiders.org

Assistance available in English and Spanish!



PARTNER HIGHLIGHT: HELPLINE

The League of Women Voters shares the VoteRiders Helpline number on all Vote411.org state information pages.



Voter ID Chatbot

Our bilingual Voter ID Chatbot – run through Facebook Messenger and via SMS – connects voters with automatic information to address their voter ID needs and easily transitions to personalized assistance when needed.

Partner organizations can use the Chatbot in a number of ways as a resource to their communities, such as: including a link to the Chatbot in text banks, sharing the Chatbot, on their website and promoting it via social media. Partners are also able to embed the Chatbot directly on their website. Contact us for more details on this option!

How to Reach the Chatbot

SMS Text: 844-338-8743

Messenger: m.me/VoteRiders

Website Chat: VoteRiders.org

PARTNER HIGHLIGHT: CHATBOT

Disability Rights Florida shared the VoteRiders Chatbot in Facebook posts and with its online community in order to help voters with disabilities access resources to understand how voter ID laws apply to them individually.

HeadCount directs voters on its website to the VoteRiders Chatbot for in-the-moment voter ID help.

Photocopy My ID Program

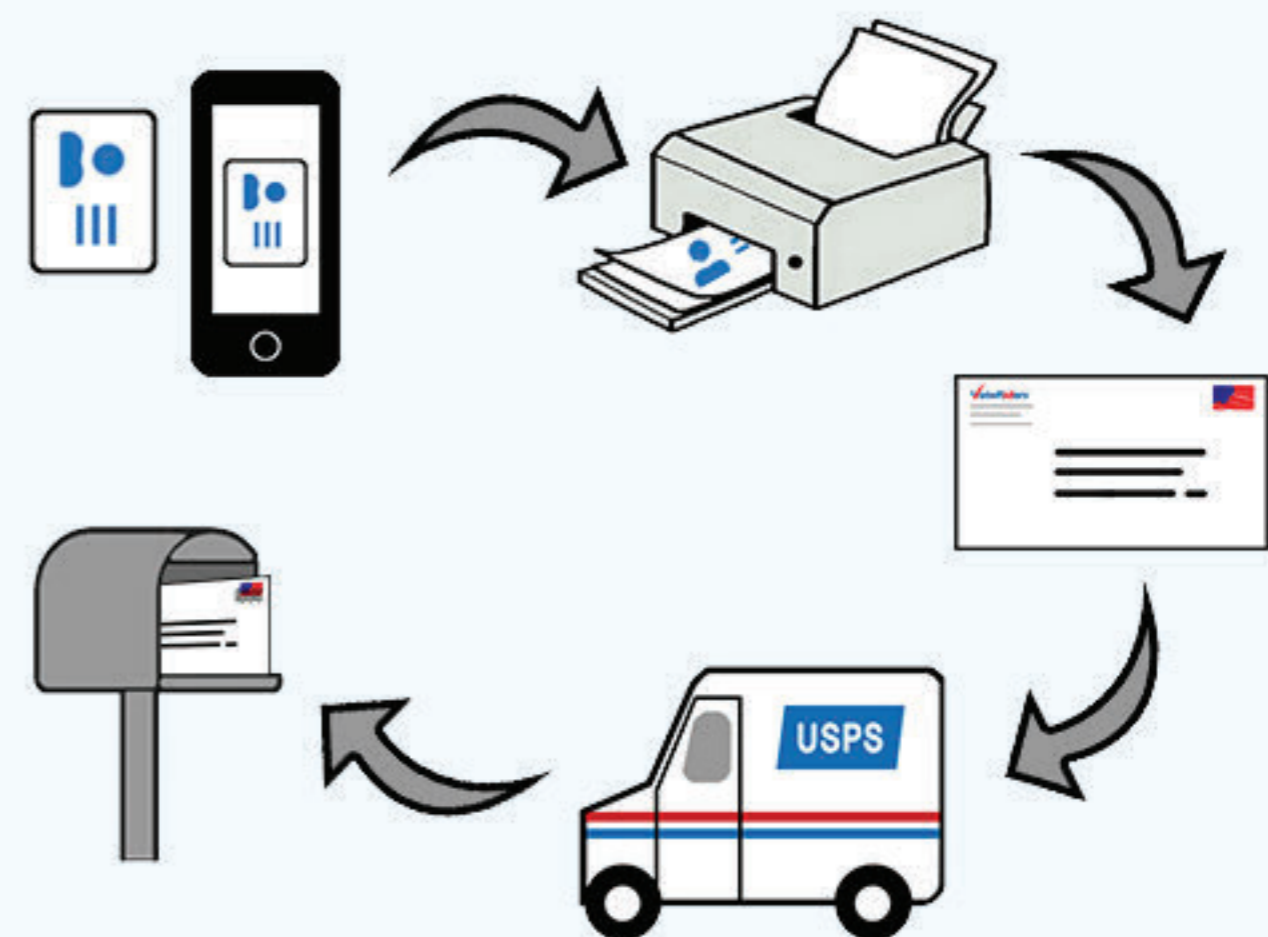
In 13 states, a photocopy or printed copy of an ID may need to accompany a voter's absentee ballot application or the ballot itself – or both!

VoteRiders' Photocopy My ID program originated during the COVID-19 crisis. Many voters found themselves at home and lacking access to printers and photocopiers.

As a result, complying with this requirement became challenging for millions of voters, while at the same time more voters than ever before wanted to vote by mail.

The Photocopy My ID program helps voters obtain:

- ✓ copy of their ID even if they don't have access to a printer
- ✓ absentee ballot application if allowed by the state
- ✓ stamped and addressed envelope to return application



Pro bono law firm partners Orrick, Herrington & Sutcliffe and Mayer Brown provide the secure, personalized, and rapid-response support necessary to offer the Photocopy My ID program to any voter who needs it.

Partner organizations are welcome to promote this program widely to the communities they serve.

Find more information: VoteRiders.org/Photocopy

Voter Lead Referrals

Partner organizations that do canvassing and other forms of direct voter contact, including both in-person and digital work, often send us lists of voters that their programs have identified as being in need of voter ID assistance.

VoteRiders receives these lists, and our trained volunteers or staff members contact the individual voters directly to follow up with them.

We address any ID questions or assistance needs voters may have, including guiding them through (and paying for) the process of applying for and obtaining a state-issued ID or underlying documents like a birth certificate and Social Security card.

We work with partners to develop and customize an outreach script for contacting these voters, and provide partners with status updates and the results of our outreach efforts to voter leads referred to us while ensuring utmost data privacy and security.



PARTNER HIGHLIGHT: VOTER LEAD REFERRALS

Roof Above, a multi-faceted shelter in Charlotte, North Carolina, works with VoteRiders year-round to help its unhoused residents obtain state-issued IDs and other essential documents.

VoteRiders staff and volunteers receive voter leads from Roof Above on an ongoing basis, working to help voters obtain the ID they need to access housing, employment, and the ballot box.

The image shows a flyer for VoteRiders. At the top left is the VoteRiders logo, which includes a hand holding a ballot and the text 'VOTE RIDERS VOTER ID HELP'. To the right of this are several partner organization logos: 'ONE ARIZONA', 'PODER LATINO', 'ARIZONA COALITION FOR CHANGE', 'CORAZÓN', 'FAMILIA VOTA', and 'LAANIP'. Below the logos, the text reads: 'We want to help you get a state ID.' followed by 'Your vote matters. Make sure you are ready with the ID you need to cast a ballot that counts.' Then, in bold: 'Vote Riders will cover the cost for you to get a state ID and even help you get to and from a licensing office.' At the bottom, in small text: 'Fill out this form to let Vote Riders know how to contact you. Your information will not be shared outside of our partnership or used for any purpose other than registering you to vote.'

PARTNER HIGHLIGHT: VOTER LEAD REFERRALS

A coalition of organizations in Arizona, led by One Arizona, have incorporated a voter ID question into their canvassing scripts and created an online referral form that voters can fill out on the spot to receive a follow-up call from VoteRiders.

PARTNER HIGHLIGHT: VOTER LEAD REFERRALS

Via its online voter registration tool, Rock the Vote identified more than 55,000 young voters who had ID questions or needed ID assistance in 2020. VoteRiders volunteers made phone calls and sent text messages to the entire list of these voters to ensure they had proper identification to vote in their respective states.



Voter ID Clinics

Voter ID Clinics allow VoteRiders to meet voters where they already are and leverage ongoing partner programs, trusted community relationships, and network outreach.

Partner organizations such as shelters, re-entry programs, food banks, beauty shops and barber salons, and many more have worked with us to organize Voter ID Clinics and help the communities they serve access our free ID help.

VoteRiders staff and trained volunteers work in person at Voter ID Clinics – hosted on-site at a partner organization – OR handle referrals virtually to identify a voter's ID needs, obtain the required information, and get an ID.

VoteRiders covers all costs associated with this process, including document processing fees and transportation costs to/from ID-issuing offices.

Voter ID Clinics make it easy and convenient for voters to access one-on-one assistance from VoteRiders staff and trained volunteers. Clinics can be scheduled on a recurring basis or as one-off events.

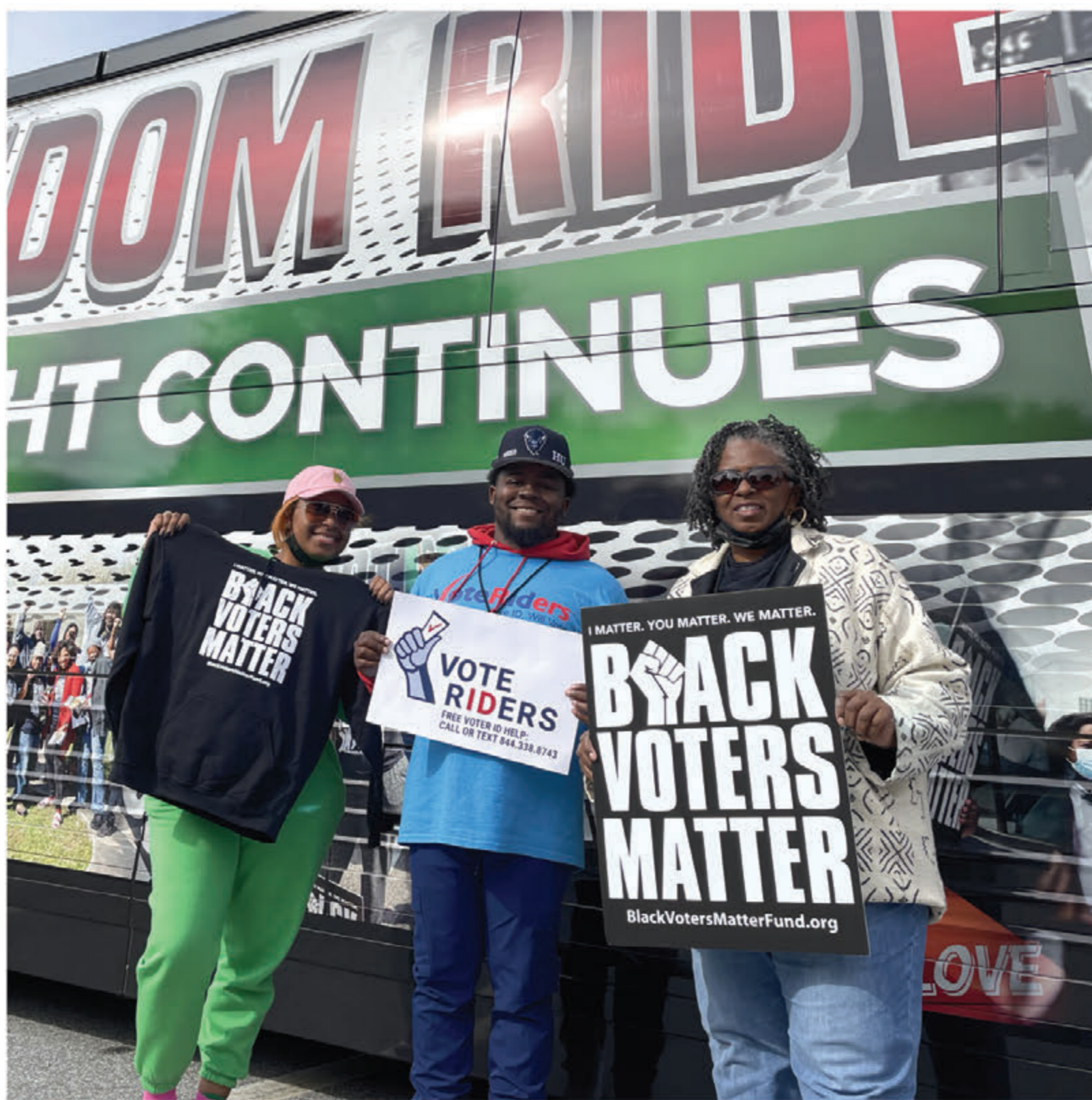
PARTNER HIGHLIGHT: VOTER ID CLINICS

VoteRiders holds regular, in-person Voter ID Clinics in partnership with a number of direct service providers in the Charlotte, North Carolina area, including shelters, soup kitchens, and the Department of Public Safety.

These Voter ID Clinics help the state's unhoused, at-risk, and returning citizens obtain the vital documents and state-issued ID that they need to vote, as well as to access housing, employment, and more.

When the COVID-19 pandemic halted in-person work, VoteRiders' North Carolina staff and volunteers pivoted to providing virtual ID assistance to individuals, assisting them to navigate governmental backlogs, including making appointments at agencies like the DMV to obtain new or replacement IDs.

For more information on our Voter ID Clinics program, please contact Pam Pearson, VoteRiders' National Voter ID Assistance Director, at: Pam@VoteRiders.org



PARTNER HIGHLIGHT: VOTER ID CLINICS

Our Columbus, Georgia team regularly holds “pop-up Voter ID Clinics” at community events such as football games, job fairs, vaccine clinics, church services, and more.

VoteRiders also holds regular in-person Voter ID Clinics in conjunction with some of our Columbus-area partners.

FAIR COUNT

VAX AND VOTE

ST. JOHN AME

3980 Steam Mill Rd | Columbus, GA 31907

SATURDAY, DEC 4 • 9A-12P

No Cost Vaccines (incl. boosters) for all ages 12 + over

AVAILABLE VACCINES
PFIZER • J+J
MODERNA

Walmart Gift Cards for the first 25 people vaccinated

VOTER ID CLINIC

ASSISTANCE OBTAINING FREE

State ID • Driver's License • Soc Sec Card • Birth Certificate

hosted by: Rev. Dr. John W. Bass, Presiding Elder + the Eastern District of the AME Sixth Episcopal District



BLACK VOTERS MATTER

BLACK VOTERS MATTER PRESENTS...

WINTER WONDERLAND

FOOD & TOY GIVEAWAY

& CHRISTMAS CAROLS TOO!

ST. MARY'S ROAD UNITED METHODIST CHURCH
3993 ST MARYS RD COLUMBUS, GEORGIA 31907
DECEMBER 23, 2020 | TIME: 2:00 PM

MY BLACK Has A Purpose

METROPOLITAN BAPTIST CHURCH

URBAN LEAGUE OF GREATER COLUMBUS

VOTE RIDERS VOTER ID HELP

NO ID REQUIRED. CDC COVID-19 SOCIAL DISTANCING GUIDELINES MUST BE FOLLOWED.

How to partner with VoteRiders for...



DIRECT VOTER CONTACT ORGANIZATIONS

Direct voter contact organizations are partners that focus a significant amount of their work on outreach to voters – through, for example, voter registration, issue-based mobilization, get-out-the-vote campaigns, and more. These partners employ a variety of voter contact methods, including in-person field programs such as canvassing and tabling, digital outreach campaigns, and text and phone banks.

Most direct voter contact groups talking to voters are not structured to provide in-depth assistance to voters with voter ID issues, and may not adequately account for these at-risk voters. Canvassers and volunteers are often unfamiliar with the nuances of their state's voter ID law, and helping voters through the process of obtaining an ID takes time and money that most programs cannot spare.

VoteRiders works closely with direct voter contact partner organizations, adding value to their programs by assisting them to incorporate the issue of voter ID and following up with voters who may be in need of assistance.

For an ideal integration of our suite of voter ID tools and services, we also recommend that partner organization staff and/or volunteers (canvassers, phone- and text-bankers, etc.) participate in a brief in-person or online voter ID training led by VoteRiders staff.

Many of our direct voter contact partner organizations also incorporate our Voter ID Information Cards into their efforts, physically distributing the cards as part of canvassing programs or lit drops and/or digitally distributing them via text messages and other online methods.

Here's how:

- 1** We help organizations running direct voter contact programs of any type to add a voter ID question to their scripts.

The most effective question is simply *"Do you have a current <state> driver's license?"*

Those who answer *"no"* or *"I don't know"* are tracked in whatever data format the organization uses.
- 2** The list of individual voters answering *"no"* or *"I don't know"* is shared with VoteRiders. We can handle almost any data format.
- 3** VoteRiders' trained volunteers and staff follow up with these voters to answer questions and assist them through the process of obtaining a voter ID as needed.
- 4** VoteRiders provides partner organizations with a status update and final report-out on our outreach efforts.

For more information on how to partner with VoteRiders as a direct voter contact organization, please contact VoteRiders' National Outreach Director, Selene Gomez, at: Selene@VoteRiders.org.

How to partner with VoteRiders for...



DIRECT SERVICE PROVIDERS

Many VoteRiders partner organizations are not set up specifically to promote voting, but interface regularly with voters and communities that we know are disproportionately impacted by voter ID laws and more likely to need our voter ID education and assistance services.

While your organization may not have the bandwidth or resources to devote to voter ID issues, our free ID information and assistance may be of interest and use to the communities you serve.

Direct service providers and community-based organizations such as churches, libraries, beauty salons and barber shops, community centers, food banks, health clinics, and more can play a powerful role in disseminating voter ID information and assistance to the community. At the same time, VoteRiders' free services can be an impactful and effective complement to the services you're already providing.

VoteRiders can work with direct service providers in the following ways:

- ✓ Shipping our free state-specific wallet-sized Voter ID Information Cards to your organization for distribution at your program sites or consumer outlets and outreach events.
- ✓ Assisting your organization to add ID-related questions to your intake process to help identify people who need ID that you can refer to VoteRiders for follow-up.
- ✓ Training your staff and/or volunteers on how to provide ID assistance to your community.
- ✓ Hosting on-site Voter ID Clinics in partnership with your organization, in which VoteRiders will set up shop at your organization or elsewhere to offer its free ID assistance services to your community.

For more information about how to partner with VoteRiders as a direct service provider, please contact VoteRiders' Voter ID Assistance Director, Pam Pearson, at: Pam@VoteRiders.org.

How to partner with VoteRiders for...



COMPANIES & BRANDS

We all have a role to play in building an informed, confident and engaged electorate, and VoteRiders is here to support your company in navigating a path towards that goal with respect to voter ID.

VoteRiders works with a growing number of companies and brands of all stripes and sizes to get the word out about voter ID laws. Our nonpartisan volunteer opportunities, comprehensive digital resources, and community-based programs can help companies have a powerful social impact and promote civic engagement in the places where their employees, consumers and broader communities work and live.

VoteRiders partners with companies and brands, digital platforms, media companies, small businesses, and more to:

- ✓ Organize nonpartisan volunteer opportunities, including both in-person and virtual events, for employees and Employee Resource Groups. these letter-writing parties, phone-banking and text-banking events share ID information and assistance with voters in key states, with VoteRiders providing all content and volunteer training.
- ✓ Integrate VoteRiders' voter ID resources into employee-facing and public-facing civic engagement efforts, such as sharing links to our digital resources or Voter ID Helpline & Chatbot, distributing Voter ID Information Cards at brick-and-mortar locations or online, and organizing educational info sessions for employees on voter ID.
- ✓ Organize a Voter ID Clinic or support an ongoing Voter ID Clinics program in the communities where their headquarters or other large employee bases are located, including training employees to assist voters with ID needs at these highly visible community-facing events.

We also partner with leading corporate civic engagement networks such as the Civic Alliance and the Time to Vote Coalition to share our resources with their membership and advise on their civic engagement efforts related to voter ID.

For more information about how VoteRiders can partner with your company or brand, please contact VoteRiders' Executive Director, Lauren Kunis, at: Lauren@VoteRiders.org.



Communications & Digital Resources

Cutting through the confusion and getting the word out far and wide about voter ID laws is half the battle!

VoteRiders partner organizations are indispensable allies in this effort, and we've created a suite of off-the-shelf communications and digital resources to help you inform your communities on voter ID through communications and digital channels .



Digital Assets & Social Media Toolkit

Partner organizations can access a comprehensive online library of voter ID and state-specific graphics and copy in our [social media toolkit](#).

Graphics are available for download and use across all social platforms, as are VoteRiders logos.

We're also happy to work with partner organizations to design co-branded materials and social graphics, build out digital partnerships and collaborations, and other ways to inspire creativity and amplify the impact of our partnership.

GO TO DIGITAL TOOLKIT



Email Template: #IDCheck

This email template can be cut and pasted or customized as you see fit to share information on VoteRiders' accessible and constantly-updated voter ID resources with the voters you are seeking to inform and empower.

We recommend sending this email *at least* six weeks before an election in order to give most voters who lack ID enough lead time to obtain one.

We then recommend sending a version of this email again in the more immediate leadup to elections to encourage your constituents to verify they have the voter ID they need to vote in their state so they are prepared to cast a ballot with confidence, knowing they cannot be turned away.

Sender: Name, Organizational Title

Subject: #IDCheck – Make Sure You've Got the Voter ID to Cast a Ballot that Count
Elections are Coming! Do Your Voter #IDCheck Today.

Dear _____,

Did you know that 36 states currently have voter ID laws in place? And that some states have additional or different requirements for IDs when it comes to voting by mail?

Don't be confused! Do an #IDCheck today by visiting VoteRiders' website for a state-by-state rundown of voter ID laws [here](#).

Better yet, download and print out a Voter ID Information Card for your state [here](#) to bring with you to the polls and provide an easy reference guide.

VoteRiders is a nonpartisan national organization that focuses on educating and assisting voters to get their voter ID. For any questions on your state's voter ID laws, or for free help in obtaining an ID to vote, call or text the VoteRiders Helpline at 844-338-8743, email Helpline@VoteRiders.org, or visit the [VoteRiders website](#) for live, interactive ID support via the [Voter ID Chatbot](#) in the bottom right corner of the page.

Your vote matters, and your voice matters. Don't let voter ID laws silence you – do your #IDCheck Today!

Sincerely,
(Sender)

Newsletter Blurb: #IDCheck

Insert this quick and easy language into your physical or digital newsletters in the leadup to elections to make your community aware of VoteRiders' ID resources and assistance offers. turned away.

Digital Newsletter

#IDCheck! Know What You Need to Take to the Polls! Is your state one of the 36 that requires or requests voter ID to cast a ballot in person or by mail? Find out what ID you need to take to the polls (or don't!) in your state at the VoteRiders website [HERE](#), a nonpartisan resource and one-stop-shop for all things voter ID. If you have questions or need FREE help obtaining an ID to vote, call or text VoteRiders at 844-338-8743, contact them via [Chatbot](#), or email Helpline@VoteRiders.Org. Don't let ID laws keep you from casting a ballot that counts this year!

Print Newsletter

#IDCheck! Know What You Need to Take to the Polls! Is your state one of the 36 that requires or requests voter ID to cast a ballot in person or by mail? Visit VoteRiders.org to find out what ID you need to take to the polls (or don't!) in your state. VoteRiders is a nonpartisan resource and one-stop-shop for all things voter ID. If you have questions or need FREE help obtaining an ID to vote, call or text VoteRiders at 844-338-8743 or email Helpline@VoteRiders.Org. Don't let ID laws keep you from casting a ballot that counts this year!

Email Template: VoteRiders Tools & Services

This email template is intended for national or regional partner organizations to send to their networks. The email seeks to raise awareness among partner organizations' state- and locally-based chapters and affiliates about VoteRiders' tools and services and encourage them to integrate these tools and services into their work.

We recommend sending this email as early as possible before an election in order to allow for enough planning time, and sending a follow-up email in the several weeks before an election.

Sender: Name, Organizational Title

Subject: Partnering with VoteRiders: Free Voter ID Tools & Services Available!

(Organization Name) & VoteRiders: Let's Work Together

Dear _____ ,

(Organization Name) is excited to partner with VoteRiders, a nonpartisan national organization that focuses on educating and assisting voters to obtain an acceptable form of ID for those who live in a state with a voter ID law.

We encourage all (Organization Name) (chapters/affiliates/etc.) to use VoteRiders' free tools and services. VoteRiders can support voters with comprehensive and accessible ID information AND fully-paid ID assistance ahead of this year's midterm elections and beyond.

Some of their offerings include:

State-specific, wallet-sized Voter ID Information Cards that are available in English and Spanish for all 50 states and the District of Columbia. These cards print and ship for free in unlimited quantities to nonprofit and nonpartisan organizations with a plan to distribute them. Cards can be [ordered directly here](#) or [downloaded and printed](#) locally. We encourage you to distribute these cards as part of in-person work or to distribute them digitally.

A bilingual Voter ID Helpline and Chatbot: You can refer voters to the VoteRiders Voter ID Helpline (844-338-8743), which they can call or text to get their ID questions answered in English or Spanish or to request help in obtaining a state-issued ID. The VoteRiders website also features a Voter ID Chatbot, or you can refer voters to Helpline@VoteRiders.org for the same type of support.

And more! For a full rundown of VoteRiders' tools and services, all of which help voters access everything they need to vote ID-wise, visit the [VoteRiders Flowpage here](#) or email Info@VoteRiders.org for more information.

Thanks for working with us, and with VoteRiders, to get our community ready to vote - with confidence!

Sincerely,
(Sender)

Newsletter Blurb: VoteRiders Tools & Services

Insert this quick and easy language into your physical or digital newsletters in the leadup to elections to make your organization's state and local chapters and affiliates aware of VoteRiders' ID tools and services.

Partner with VoteRiders for ID Help: (Organization name) is proud to partner with VoteRiders, a nonpartisan national organization focused on voter ID education and assistance. VoteRiders' tools and services can be made available to your communities ahead of elections this year to ensure that they have the ID information and documents they need to vote.

[Learn more about VoteRiders' offerings here](#), including a bilingual Helpline (844-338-8743) and [Chatbot](#), fully-paid individual ID help, state-specific [Voter ID Information Cards](#), and a [digital resource library](#) on state voter ID laws that can be shared widely. All resources are FREE to partner organizations like ours!

Partner Flowpage

VoteRiders' Flowpage is a quick and easy reference guide that includes links to our most-used tools and services. The [Partner Flowpage \(FlowPage.com/VoteRiders\)](https://FlowPage.com/VoteRiders) is an easy and convenient way to share our information with members, partners, affiliates, or voters.

Guest Blogs

We are always seeking to uplift and amplify the work of our partners, particularly on how voter ID ties into their work and how they address voter ID issues throughout their programming. The VoteRiders Blog often features guest postings from partner organizations. If you'd like to write a posting (suggested length of about 1,500 words), please contact VoteRiders Communications Director Reid Magney at Reid@VoteRiders.org.

PARTNER HIGHLIGHT: GUEST BLOGS

Students and young people, and particularly college and university students, are disproportionately impacted by voter ID laws. VoteRiders partner organization Civic Influencers (formerly the Campus Election Engagement Program) wrote a guest blog entitled "[Engaging Campus Communities](#)" that detailed its work with campus ID-issuing offices to modify IDs to match the ID requirements to vote in a given state. The blog also featured examples of how the organization uses VoteRiders resources throughout their campus voter engagement work.

Voters with disabilities also face unique and significant challenges as a result of voter ID laws. The National Disability Rights Network, a VoteRiders partner organization, authored a guest blog on "[The Impact of Voter ID Laws on People With Disabilities](#)" featuring the voter ID-related portions of expert testimony by its Voting Rights Specialist, Michelle Bishop, to the Congressional Committee on House Administration.



Get in Touch

For questions or to discuss more ideas, please contact our Communications Team:

Reid Magney, Communications Director (Reid@VoteRiders.org)

Hannah Piercey, Digital Media Manager (Hannah@VoteRiders.org)

VoteRiders Logos

VOTERIDERS LOGOS ARE AVAILABLE FOR DOWNLOAD [HERE!](#)

Please contact us if you would like a customized 2022 VoteRiders Partner logo.

Primary Logos



Secondary Logos





CONTACT US

Let's be in touch! We can't wait to hear from you.

Online

Website: VoteRiders.org

Email: Info@VoteRiders.org

Social Media: [@VoteRiders](https://twitter.com/VoteRiders)

Sign up for partner updates: VoteRiders.org/Partner

Volunteer Programs

Contact the Volunteer Team: Volunteer@VoteRiders.org

Partnership Inquires

Contact Selene Gomez: Selene@VoteRiders.org

Voter ID Clinics & Assistance

Contact Pam Pearson: Pam@VoteRiders.org