

Using your Unique Healthy Democracy Kit

Healthy Democracy Campaign: States



In Person Kit Uses

Digital Campaign Uses

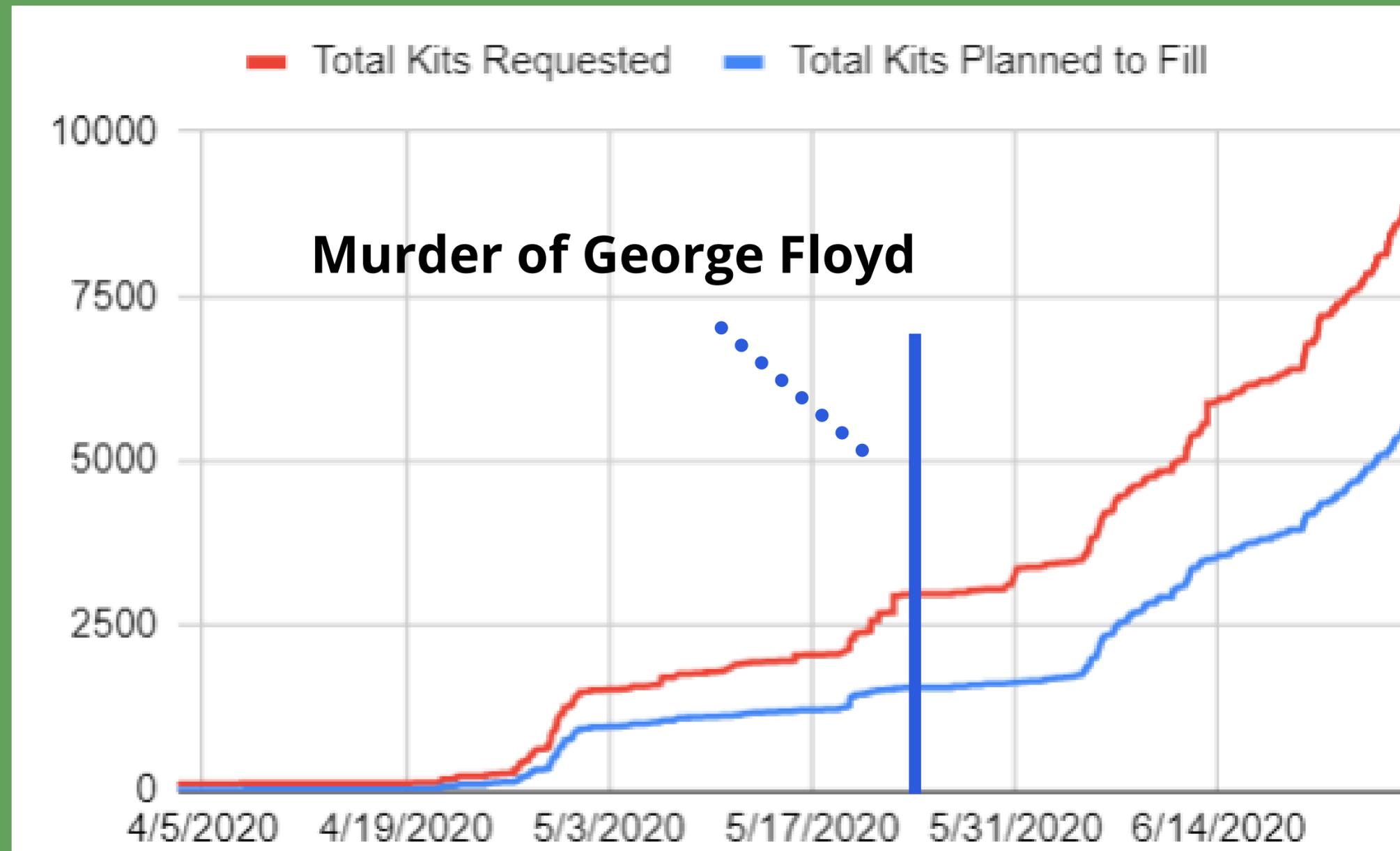


Overview

You are part of an incredible community

- 15,000 physicians, nurses, medical students, and social workers with Healthy Democracy Kits
- 100+ Hospitals
- National Civic Health Month
- Thousands of patients, family members, and colleagues registered and helped with mail in ballots already

Answering The Call



Scripts

<https://vot-er.org/scripts/>



Scripts

The one question addition to the Social Hx:

"With all that's going on with COVID-19, I want to make sure you can vote in a safe and healthy way if you're able to this election. Are you ready to vote in the upcoming election?"

Scripts

Responsive Scripts

When the patient initiates the conversation.

Patient:

What's up with your lanyard?

Getting Started

“With all that’s going on with COVID-19, I want to make sure you can vote in a safe and healthy way if you’re able to this election. **Are you ready to vote in the upcoming election?**”

Getting Started



The National Voter Registration Act of 1993 increased opportunities for Americans to register to vote

PERKINScoie

July 19, 2018

TO: American Hospital Association

FROM: Perkins Coie LLP

RE: Legal Guidelines For Election-Related Activity

Section 501(c)(3) hospitals are permitted to conduct nonpartisan voter education and registration activities, which provide valuable contributions to public understanding of and debate about key issues, as long as they are not coordinated with a candidate or political party. However, federal

It allowed DMVs and hospitals to become places of nonpartisan voter registration!

Anatomy of Kit

The kit has an ID badge backer that is made of two things that are unique to your state/school



Anatomy of Kit

1. The text short code trigger.
 - a. It is the word that comes after Vote. So 'Vote ____'. In this case it's the word "Health".



Anatomy of Kit

2. The QR Code



Your URL

Everything revolves
around your unique
URL

Example:

vot-er.org/votehealth/

Your State

Your QR Code and Text code will have a state associated tag

The people you help to vote add to your state's point total in real time. This is tracked using these unique text/QR codes.

If you have a unique hospital, school, or residency badgebacker that is the tag your badge will carry

Text "Vote Health"
to 34444

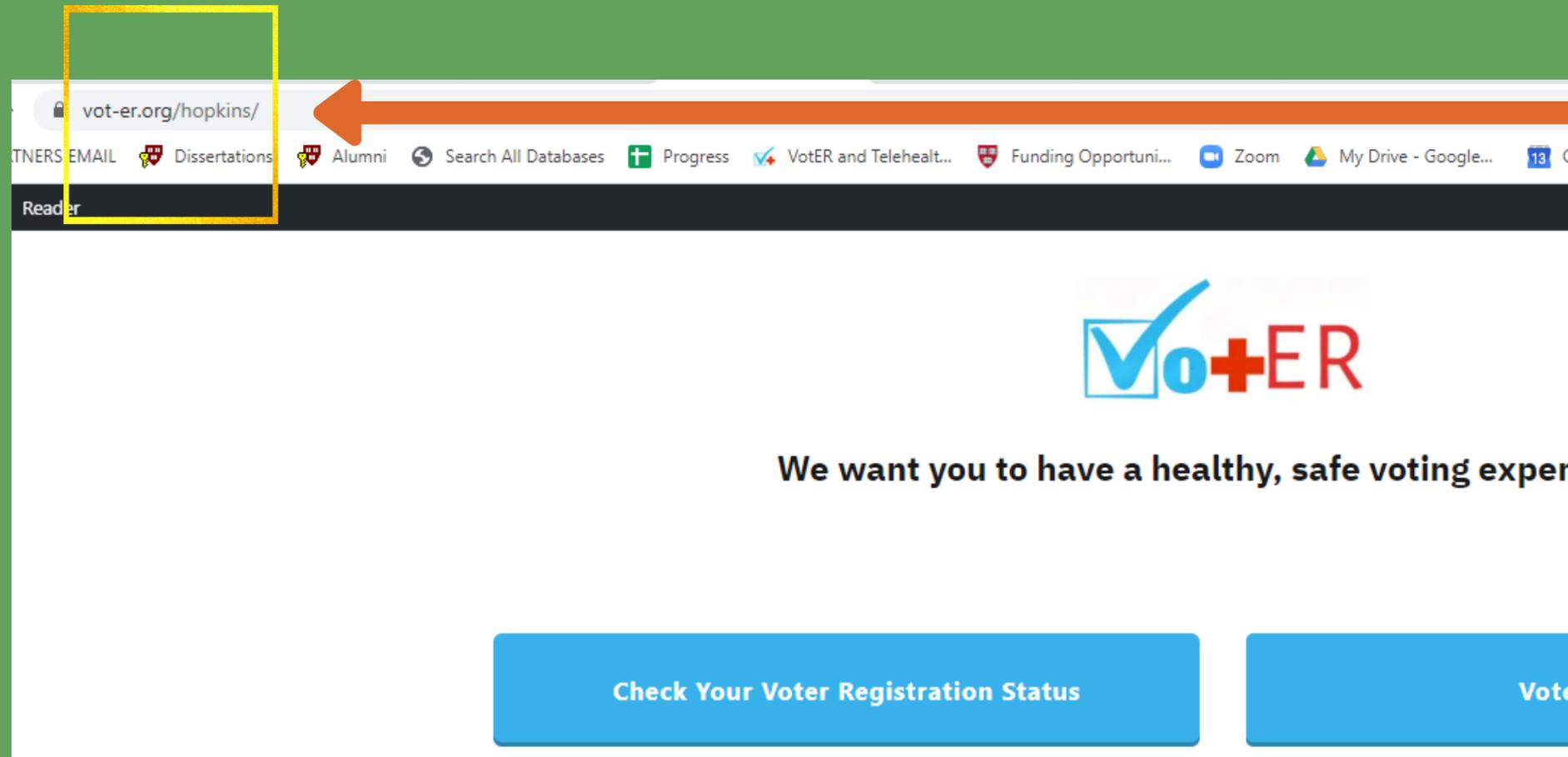


vot-er.org/votehealth/



vot-er.org/votehealth/

How to verify your badge's URL?



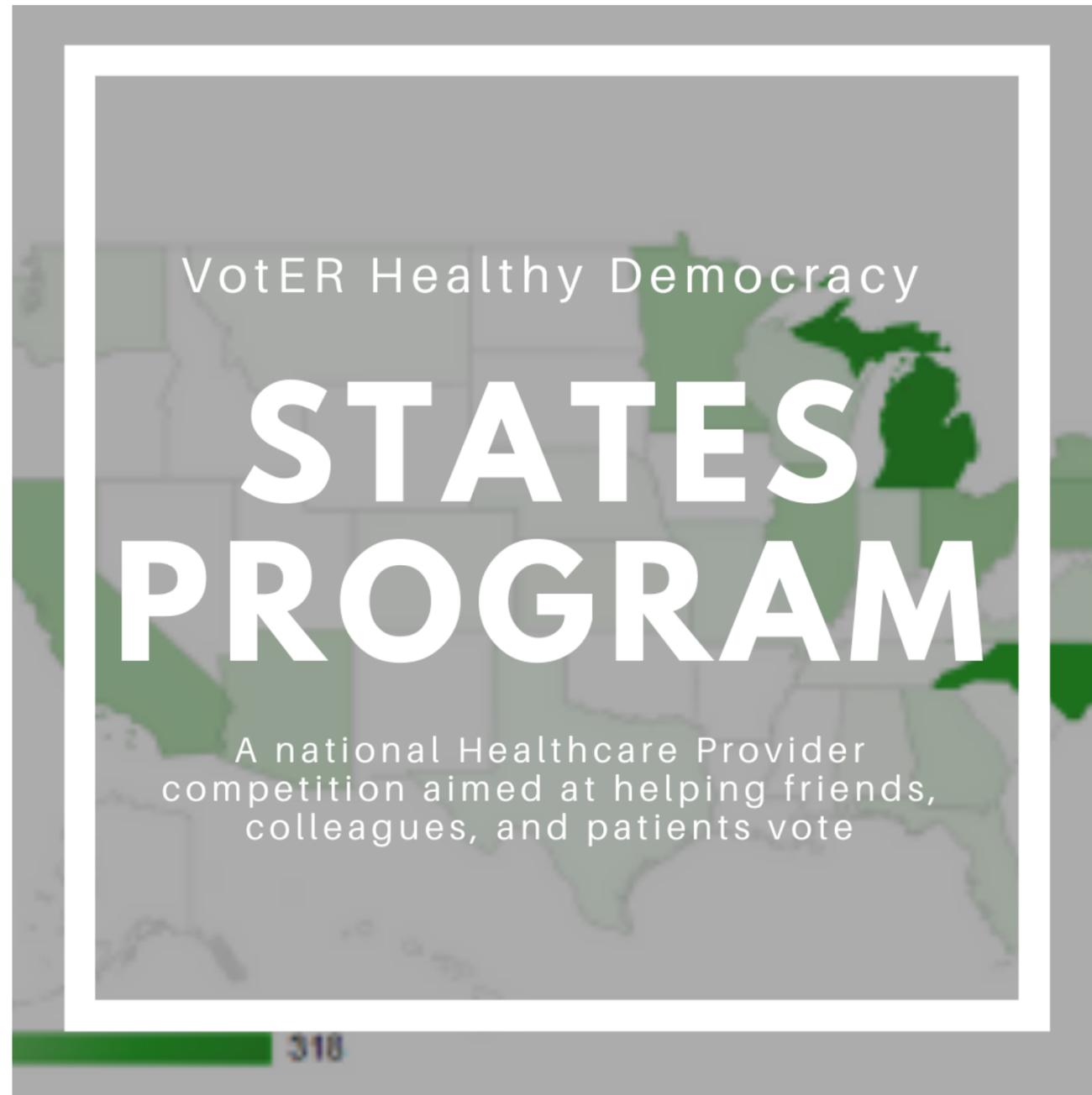
Simply Use your Badge

Use the badge that you have either by initiating the QR code or the text code and see what website it takes you to.

Exercise:

Take 30 seconds and use your badge right now to identify the URL you have.

State Competition



VotER Healthy Democracy

STATES PROGRAM

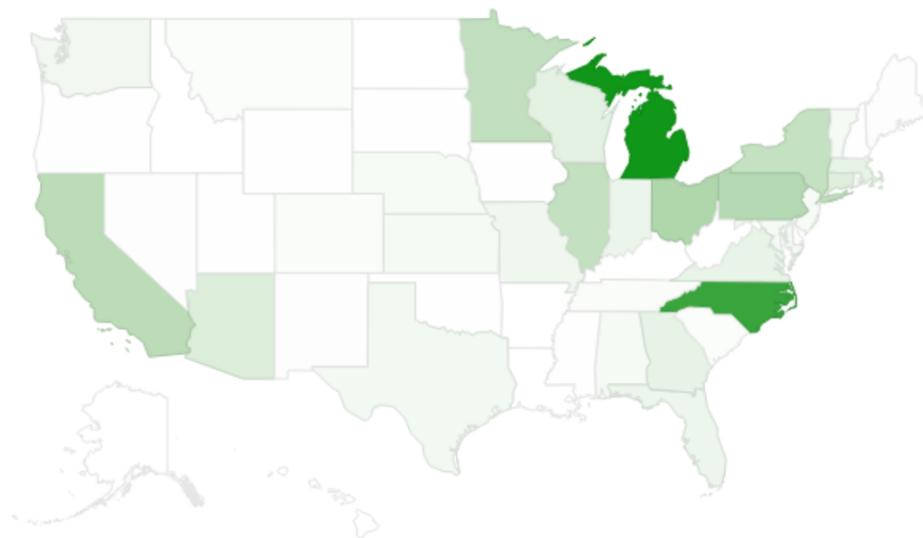
A national Healthcare Provider
competition aimed at helping friends,
colleagues, and patients vote

318

State Competition

State Leaderboard

Voters Impacted – This Week



0 318

- **Healthcare providers from every state competing to help their friends, family, and patients vote in November**
- **Live point tracking**
- **Competition runs July 12 - October 9th**



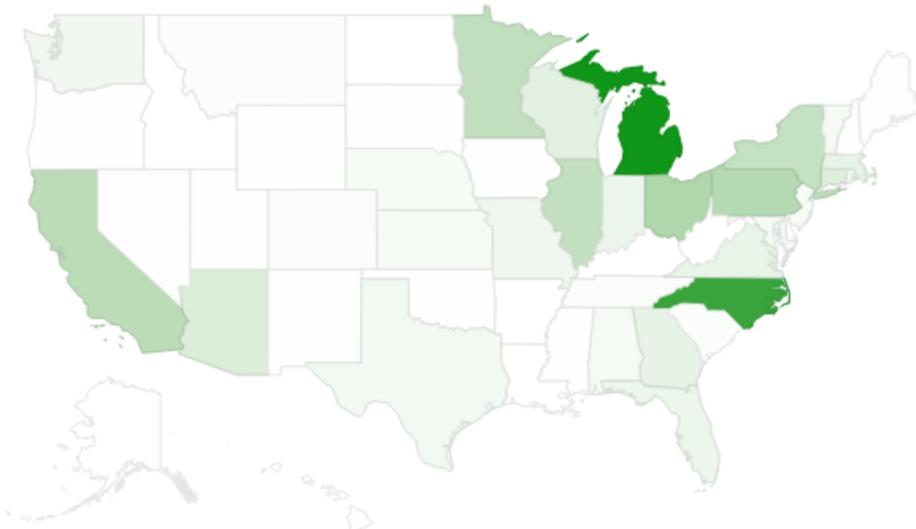
State Competition

State Leaderboard

All Time

Show entries

Voters Impacted – This Week



0  318

Rank	State	Registered To Vote	Mail In Ballots
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

**Question time:
Which state do you think is
in first place right now?**

State Competition

All Time (Since July 15th)

Show entries

Search:

Rank	↕	State	↕	Registered To Vote	↕	Mail In Ballots	↕	Total Impact
1		North Carolina		444		466		910
2		Pennsylvania		277		307		584
3		Michigan		191		250		441
4		California		246		142		388
5		Illinois		209		175		384
6		New York		155		114		269
7		Ohio		124		100		224
8		Minnesota		108		98		206
9		Massachusetts		99		72		171
10		Georgia		46		67		113



Edit

State Competition

Find out where your state is on the scoreboard and
follow the Action



<https://vot-er.org/state-leaderboard/>



Digital Usage Ideas

Link in Email Signature

You can put your school's link e.g. vot-er.org/hopkins as your email signature and registrations that use this link will count for your school.

Instagram Link in Bio

You can put your school's link e.g. vot-er.org/hopkins as your link in your instagram bio. When you post you can refer your followers back to your link and if they use it these will count for your school.

Twitter Storm

You can coordinate dozens of your classmates to all post and retweet the same posts pushing voter registration at a specific time all linking the same voter reg link e.g. vot-er.org/hopkins in your posts. As long as every one uses the same link all registrations you get from the twitter storm will count for your school.

Text Campaign

You can organize dozens of your classmates to all send out text, whatsapp, GroupMe, and Messenger messages to their contacts/friends pushing voter registration. As long as everyone uses the same link e.g. vot-er.org/hopkins it will count for your school.

Physical Usage Ideas

Poster/Sign Creation

You can put your school's text code on posters that you take to BLM protests and rallies. As long as you correctly write the text short code e.g. "Text Vote Hopkins to 34444" all registrations that come through will count for your school.

Flyer Creation

You can put your school's QR Code and/or text code on flyers that you create and distribute. As long as you correctly type the text short code e.g. "Text Vote Hopkins to 34444" and include the correct QR code all registrations that come through will count for your school.

Kit Mass Distribution

You can create thousands of healthy democracy kits by printing them en masse at your medical school/hospital. As long as you correctly write the text short code e.g. "Text Vote Hopkins to 34444" all registrations that come through will count for your school.

Sticker Creation

You can create small stickers that have the QR code to get folks registered. As long as you correctly convert the QR code all registrations that come through will count for your school.

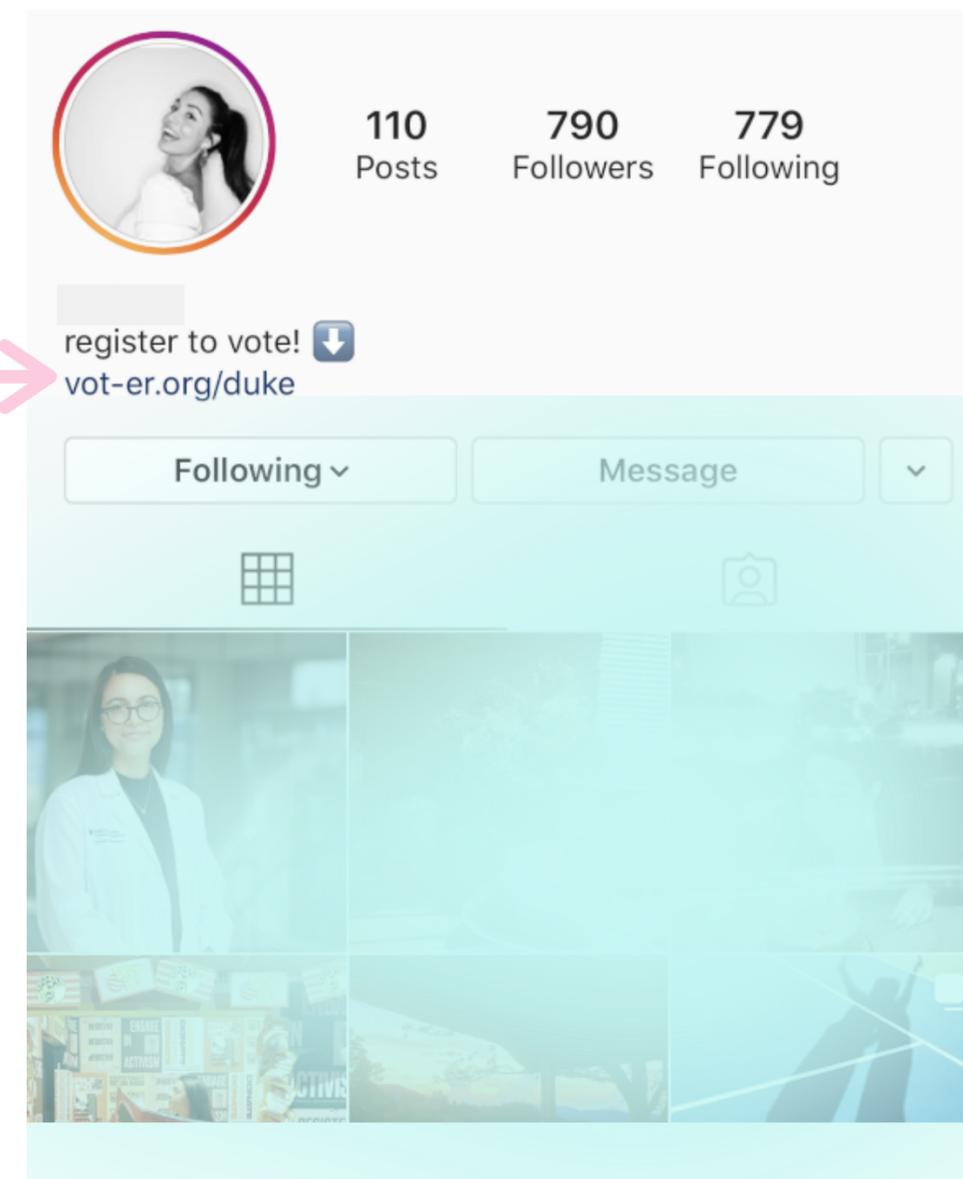
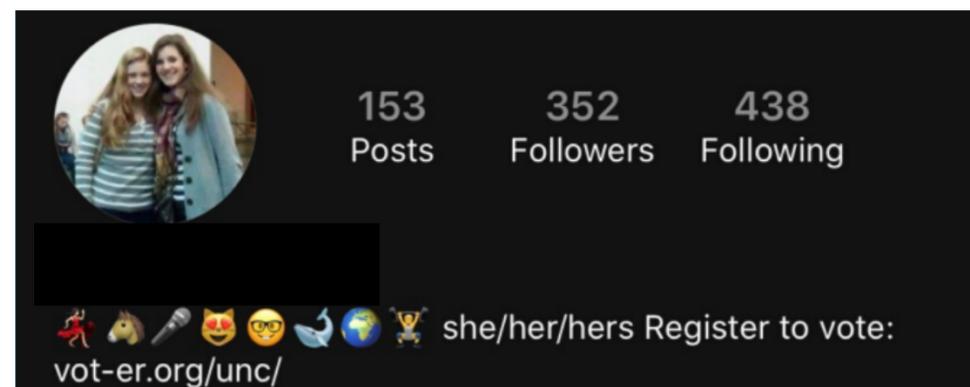
Your temporary badge, templates, pre-made posters



https://drive.google.com/drive/folders/1Tf1Q7XEbD5p6NUL2yD_LQKEVE64PW8cS

Change Your Instagram bio link until the election

- Any voter reg related posts you make should refer back to your "link in bio"
- Get everyone on your team to do the same
- Be sure to include your specific link (i.e. vot-er.org/votehealth)



Change your email signature until the election

- Get everyone in your department/residency to do the same
- The template is in your captain folder
- Just add your specific link

recipients

Subject

Jane Read, M.D., M.P.P.
Center for Sports Medicine

*I want to make sure you have a **healthy, safe** voting experience. [Click here](#) to register to vote and request a mail-in ballot to vote from home.*

Create a twitter storm

- Get everyone in your department/friend group to post the same twitter message at the same time
- On each post tag 10 friends
- Have team members re-tweet each others posts
- Make sure the post contains your specific link

mahsa @copyrightmt · 14m
Not sure if you're registered? need to order an absentee ballot? [Vot-er.org/duke](https://vot-er.org/duke)

VotER @Vot_ER_org · 20h
Duke Med with an INCREDIBLE day of voter registration organized by their stellar team captains. Ingenuity like this is why Duke will perhaps overcome the deficit and come roaring back to victory in this preseason rivalry.

#medtwitter
#healthydemocracycampaign

Delaram Mirzania @d_mirzania · 1h
Are you registered to vote? Have you requested your absentee ballot? 🗳️ 📄
Check here: vot-er.org/duke

VotER @Vot_ER_org · 12/20/19
The Vot-ER platform powered by @TurboVote offers low acuity or, the "walking well" as clinicians often refer to them, patients access to online and paper based voter registration who can sometimes wait up to 4-6 hours while their care is delivered.

by TurboVote

Alice Darling @AliceJDarling · 1h
Check your registration status or request an absentee ballot at vot-er.org/duke !!

VotER @Vot_ER_org · 12/20/19
The Vot-ER platform powered by @TurboVote offers low acuity or, the "walking well" as clinicians often refer to them, patients access to online and paper based voter registration who can sometimes wait up to 4-6 hours while their care is delivered.

by TurboVote

Make an instagram post about voter registration

- Get folks to do the same
- There are post templates in your folder
- Just add your specific link



AirDrop your voter reg links

- If you are at volunteer events or other in person gatherings consider using airdrop
- These -> were airdropped by a team in NC



**REGISTER
TO VOTE**

**TEXT "VOTE DUKE"
TO 34444**



WWW.VOT-ER.ORG/DUKE



**REGISTRARSE
PARA VOTAR**



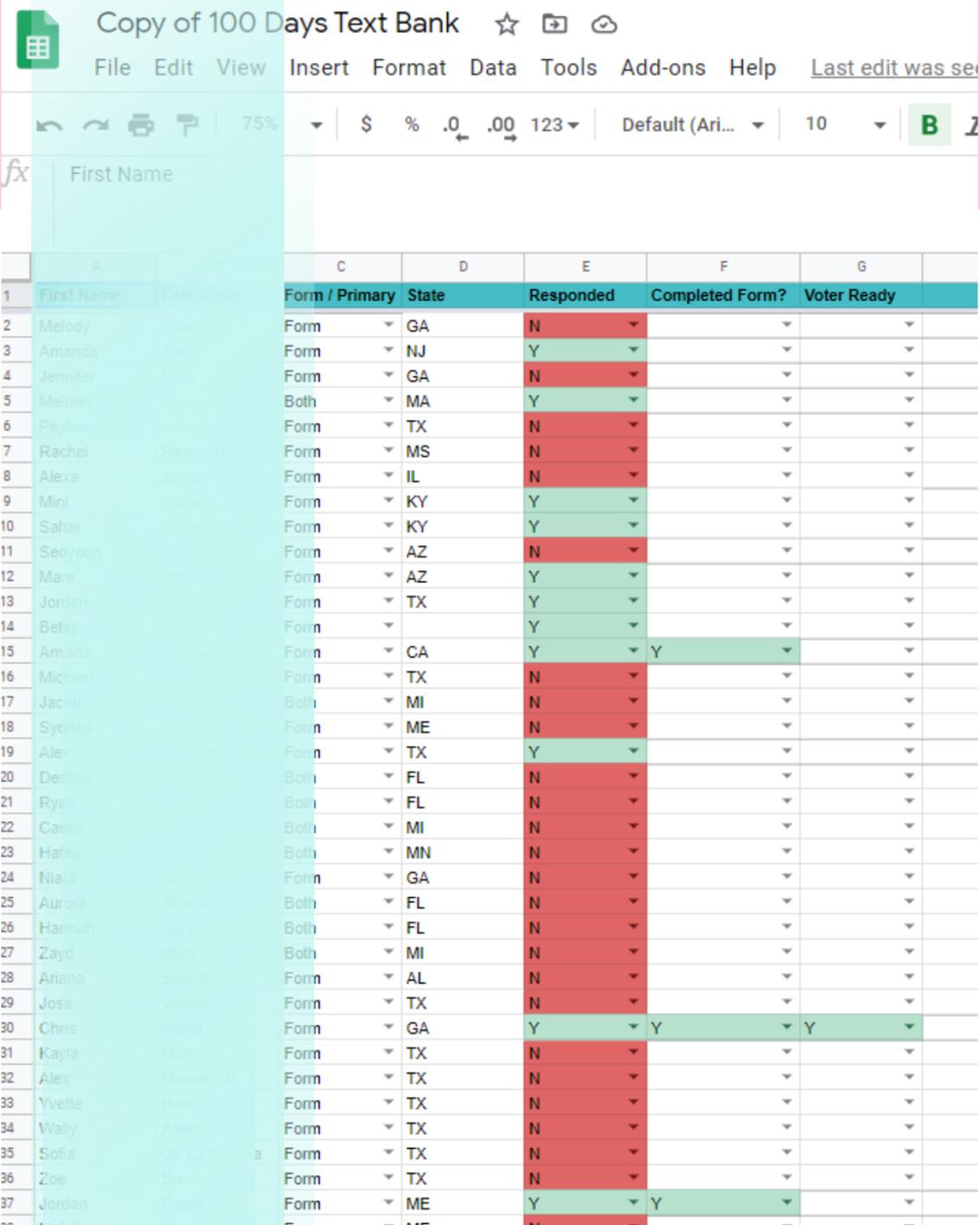
**ENVÍA EL TEXTO
"VOTE DUKE" AL
34444**

VOT-ER.ORG/DUKE

TU VOTO ES IMPORTANTE

Plan a text bank with your team (step 1)

- Plan one day to meet up via zoom with a friend group for a one hour text bank
- Start a Google Sheet with text targets
- The Sheet template is in your folder
- Each team member owns one tab
- Each team member starts by choosing 10 friends, classmates, or neighbors that they will personally text
- To 'WIN' the text bank the first team member that gets 10 replies back is done
- Each team member keeps texting until they get 10 replies

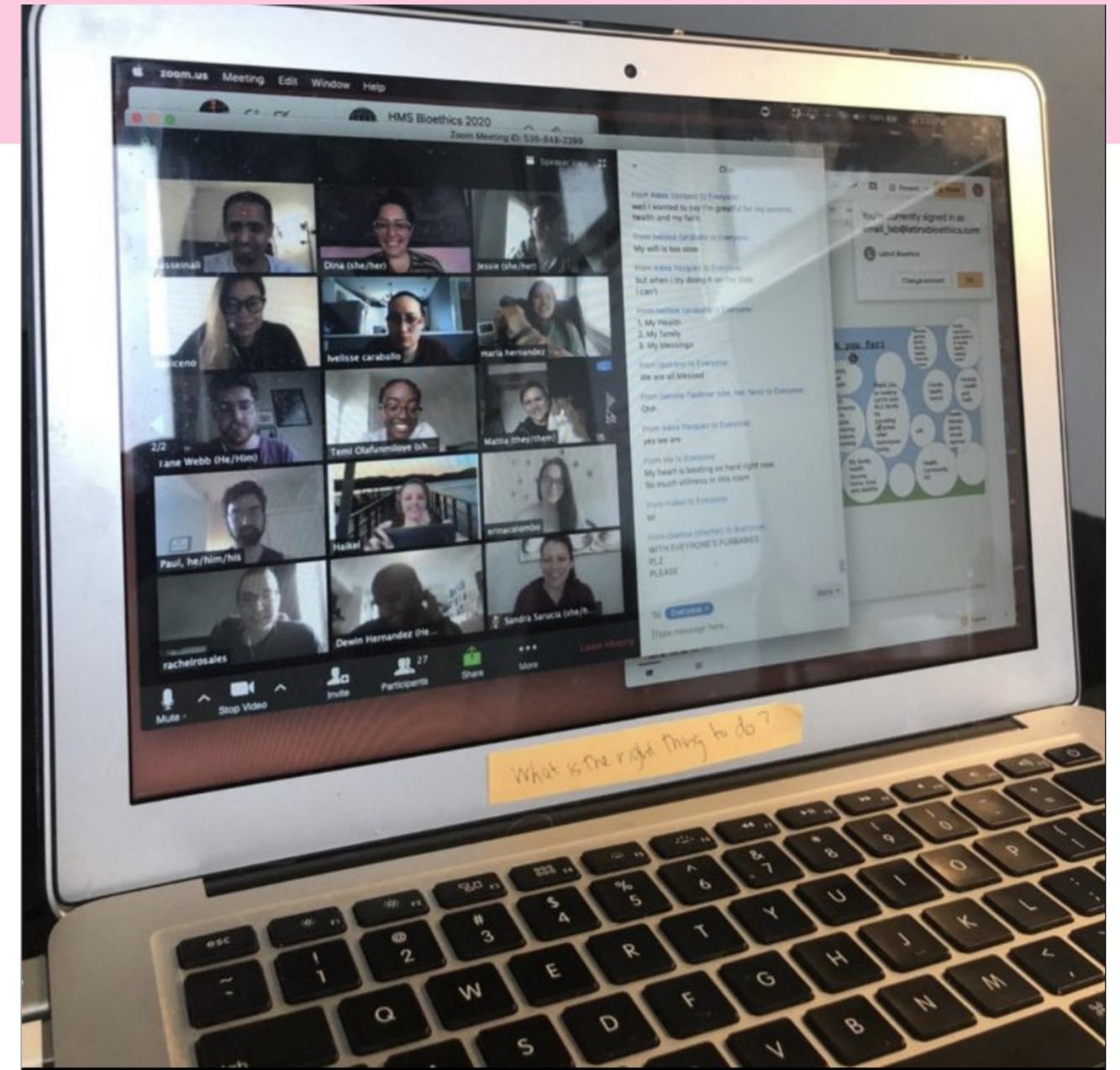


The screenshot shows a Google Sheet titled "Copy of 100 Days Text Bank". The sheet contains a list of names and their corresponding states, along with columns for "Form / Primary", "State", "Responded", "Completed Form?", and "Voter Ready". The "Responded" column is highlighted in red for "N" (No) and green for "Y" (Yes). The "Completed Form?" column is highlighted in green for "Y" (Yes).

	A	B	C	D	E	F	G
1	First Name	Last Name	Form / Primary	State	Responded	Completed Form?	Voter Ready
2	Melody	Wang	Form	GA	N		
3	Amanda	Stoltz	Form	NJ	Y		
4	Jennifer	Wang	Form	GA	N		
5	Meimei	Wang	Both	MA	Y		
6	Peyton	Wang	Form	TX	N		
7	Rachel	Reynolds	Form	MS	N		
8	Alexa	Jordan	Form	IL	N		
9	Mini	Qian	Form	KY	Y		
10	Sahar	Wang	Form	KY	Y		
11	Seoyoon	Kim	Form	AZ	N		
12	Mare	Wang	Form	AZ	Y		
13	Jordan	Wang	Form	TX	Y		
14	Betsy	Wang	Form		Y		
15	Amisha	Wang	Form	CA	Y	Y	
16	Michael	Wang	Form	TX	N		
17	Jacob	Wang	Both	MI	N		
18	Sydney	Wang	Form	ME	N		
19	Alex	Wang	Form	TX	Y		
20	Destiny	Wang	Both	FL	N		
21	Ryan	Wang	Both	FL	N		
22	Casey	Wang	Both	MI	N		
23	Hafsa	Wang	Both	MN	N		
24	Niana	Wang	Form	GA	N		
25	Aurora	Wang	Both	FL	N		
26	Hannah	Wang	Both	FL	N		
27	Zayd	Wang	Both	MI	N		
28	Ariana	Smart	Form	AL	N		
29	Jose	Velarde	Form	TX	N		
30	Chris	Wang	Form	GA	Y	Y	Y
31	Kayla	Manning	Form	TX	N		
32	Alex	Manning	Form	TX	N		
33	Yvette	Han	Form	TX	N		
34	Wally	Adewusi	Form	TX	N		
35	Sofia	De La Morosa	Form	TX	N		
36	Zoe	Brewer	Form	TX	N		
37	Jordan	Dalgle	Form	ME	Y	Y	
38	Natalie	Cole	Form	ME	N		

Plan a text bank with your team (step 2)

- Have one dedicated script every one can use to text - but allow folks to use their own style as well
- Make it fun - PLAY MUSIC WHILE TEXTING
- Every team member gets to choose one song to submit to the team DJ
- The text bank is over once every team member has heard back from 10 targets
- Keep texting until each person gets 10 replies
- All messaging options are on the table
 - insta DM
 - FB messenger
 - tiktok



*some teams treat this like happy hour - sangrias are encouraged.

Copy, print, lamininate, and hand out kits

- You already have a kit
- Photocopy it
- Print them out and laminate and hand them out
- Fedex or your hospital are both good options for where to print these



Mass produce kits

- You already have your kits
- Print out hundreds, laminate them(if you can), and punch out holes for the ID connector to connect to.
- Leave them in student mailboxes or slip in lockers
- Leave them in resident break room
- Leave them in faculty departmental mail boxes



Print and post wall posters

- In your folder you have a template for wall posters/flyers
- Add your logo
- Add your link
- Print and post



Make a Protest Sign

- Feature your text code
- Or feature your QR code



Recruit local establishments

- Go where the people are.
- Is there a bar or local restaurant everyone goes to?
- Ask them to put up your registration link on their daily specials board.



Make Yard Signs

- Feature your text code
- Or feature your QR code



Plug in to pre-existing public health volunteer opportunities

- Community primary care screening events
- Drive through COVID screening events
- Public health fairs

*Ensure you are practicing the social distancing protocols in the local municipality and check out our field guide for more safety tips



State Competition

Find out where your state is on the scoreboard and
follow the Action



<https://vot-er.org/state-leaderboard/>



Your temporary badge, templates, pre-made posters



https://drive.google.com/drive/folders/1Tf1Q7XEBD5p6NUL2yD_LQKEVE64PW8cS

Thank you!

For questions, requests and anything else we can help you with, please email us at **alister@vot-er.org**