



Big Ten Voting Challenge Toolkit

Key Dates:

SEPTEMBER 25: NATIONAL VOTER REGISTRATION DAY

Tuesday, Sept. 25, is National Voter Registration Day! You can quickly register (or re-register if you’ve moved) by finding [an on-campus or nearby event](#).

OCTOBER 22 TO NOVEMBER 2: IN-PERSON ABSENTEE/EARLY VOTING

In-person early voting on campus will be from Oct. 22 to Nov. 2, Monday through Friday, at the following times and locations:

Union South, 12 to 6pm | **Memorial Union**, 12 to 6pm | **Student Activity Center**, 10:15am to 2pm

NOVEMBER 6: GENERAL ELECTION

Goals:

To use a fun competition with other Big Ten Schools to increase voting rates and civic participation among UW-Madison students. We’ll do this by raising awareness of the importance of the vote, as well as spreading the specific details about registering and voting.

Date:

Now until **Nov. 6**; with follow-up story and publicity about the success of our efforts.

How:

On campus voting events, social media campaign, articles on campus websites and publications, short election movies hopefully shown at athletic events, at on-campus movies.

Key Websites:

For information, [vote.wisc.edu](#). To register to vote, [myvote.wi.gov](#).

Key Message:

- **Competition:** C’mon Badgers: The Big Ten school with the best voter turnout in the November 6 election wins! And when you vote, our democracy always wins. #B1GVotes #BadgersVote
- **Engagement:** Calling all (Insert School, College, or Department) Badgers to get out and vote on Nov. 6! And when you vote, our democracy always wins. #B1GVotes #BadgersVote
- **Engagement:** Your fellow (Insert School, College, or Department) Badgers are registered to vote on Nov 6. Join them. Join your democracy! #B1GVotes #BadgersVote
- **Engagement:** Voting in elections gives our students a voice in the democratic process and in the decisions that affect local, state, and national issues #BadgersVote
- **Details:** Did you move in August? You’ll need to register to vote at your current address. Save time on Election Day and register online at <https://myvote.wi.gov> Be prepared for November 6. For all #BadgersVote details, visit <https://vote.wisc.edu>

Resources:

To access the Big Ten Voting Challenge handouts, logos and resources, please head to [UW-Box](#) or click on the links below to go directly to the downloadable images:

- [BadgersVote One Page Handout](#)
- [Badger Themed Big Ten Voting Challenge Logos](#)
- [Vote Slide and Resources](#)

Badgers Vote GIFS (good for social media):

1. [Bucky Hand](#)
2. [Make the Difference](#)
3. [Every Vote Counts](#)

Animated Movies:

1. [One-stop registration and early voting - Nov 2018 Election](#)
2. [Absentee Voting - Nov 2018 Election](#)
3. One coming from Big Ten Voting Challenge

#BadgersVote **#Bigtenvotingchallenge** **#B1GVotes**

