

getting people to vote is getting them to register—one study found that a whopping *38 percent* of students didn't register to vote because "they didn't have time"!

Start your efforts early, and be accessible to busy students. Find out when your state's voter registration deadlines are. You can access deadlines at www>YourVoteYourChoice.org. Find out if your state allows the Federal Election Commission (FEC) National Registration card. If it does, follow the instructions to register out-of-state students. (The FEC's website is at www.fec.org.)

Contact your state or county Board of Elections (you can find the telephone number in the government pages of the phone book) and ask for a stack of voter registration cards. Be prepared and professional, and the Board will be happy to help you in your efforts.

3. Make Voting Easy.

It's easy for students to vote if they can vote on campus. If your campus doesn't have a polling place, talk to your Board of Elections



about opening one. (*Note:* If most students vote by absentee ballot, however, this may not be a fruitful use of your time. To find out how many students are registered and how many plan to vote absentee, enlist the help of your Political Science or Sociology departments and arrange to poll students about their plans.)

4. Get the Word Out

Setting up and staffing an information table is an excellent way to both educate the campus and find like-minded people who can help in your efforts.

5. Build a Coalition.

This is the first step to success. It will help broaden your efforts and get other people involved. Coalitions are powerful forces and they must be crafted with care. Remember those "like-minded people" that you encountered while you were tabling? They may be excellent bridges to other organizations. It is always helpful to have a personal contact with another organization in order to get the word out (network, network!). Remember you want to avoid the appearance of bias or political intervention, so do not include political parties, political organizations, or candidates in your coalition.

6. Play the Show.

Have your local and/or campus radio station play the *Your Vote, Your Choice* radio shows. This will pique students' interest, and it's a great way to reach people.

7. Have Fun, Write a Song.

Enter the song contest, publicize the song contest. The deadline is May 15, 2002. Post the flyer around campus. Tell your struggling

