

WHEN WE ALL
VOTE

Voting Squad Starter Guide

For NIKE, Inc.



Imagine what is possible if we all made our voices heard in every election. To make this a reality, we need to work together.

Let's get started.

The Voting Squad Volunteer Program

YOU are the best person to have a conversation with your friends, family, neighbors, classmates, and colleagues about registering and getting out to vote.

**Talk to the
people you know,
they trust you.**

They trust you, they know you, and each conversation you have with someone you know is more effective than hearing from any other messenger.

What Is A Voting Squad & Squad Captain?

A Voting Squad is a volunteer team of at least 3 people that works together to help register friends, family, neighbors, coworkers—any eligible voter in your community.

Every Squad needs a Captain.

Voting Squad Captains are volunteer leaders that build and lead the team.

As a Voting Squad Captain, you will have opportunities to:

- ✓ Join exclusive trainings and briefings
- ✓ Get access to coaching, tools, and resources to build your own squad
- ✓ Be a part of a nationwide community of highly motivated organizers working to make sure that everyone participates in our democracy

When We All Vote and Nike, Inc.

When We All Vote is a nonpartisan organization on a mission to help all eligible voters register and get ready to vote. We believe that we can all make a difference in our democracy by inspiring every American to make their voice heard at the ballot box. The work begins in our communities: neighbor to neighbor and friend to friend, we can start a conversation about our rights and responsibilities in shaping our democracy. When We All Vote is a 501(c)(3) organization and does not support any candidates, parties, or take a particular position on issues.

**At Nike Inc.,
we believe that every voice
matters and
every vote counts.**

When We All Vote's Voting Squad Captain Training Program is a volunteer opportunity for people looking to get more engaged. As a Voting Squad Captain, you'll have an opportunity to learn more about voting and mobilize your friends, family and community to register and vote!

We're lending our platform, reach, and resources to mobilize our teammates and communities to make their voices heard. This is a nonpartisan effort inclusive of all U.S. NIKE, Inc. employees across Converse, Jordan, Air Max, Distribution Centers, Retail, HQs, and key cities – as well as U.S. citizens living overseas.

In partnership with **When We All Vote**, we're providing programming and resources to educate and inspire teammates to get out the vote, including training sessions to help you mobilize your networks and communities.

At Nike, Inc., in line with our Code of Conduct and Matter of Respect policy, we strive to create a culture of belonging, equity and inclusion for all. We encourage our employees volunteering as Voting Squad Captains to extend these values into their personal civic engagement efforts.

IN THIS GUIDE YOU'LL FIND

How to Build & Sustain your Voting Squad, including:

- ✓ Squad roles & responsibilities
- ✓ Timeline with key action dates
- ✓ Sample meeting agenda for your initial squad meeting

Voter Registration Best Practices

Learn more about the dos and don'ts of voter registration.

- ✓ Best Practices
- ✓ Conversation Guide
- ✓ Do's and Don'ts

Resources

Here's a one-stop-shop to get the answers to your questions.

- ✓ Voter Registration Details
- ✓ How to Vote
- ✓ FAQ

Next Steps

Building & Sustaining Your Squad

Getting Started

As a Captain, your squad is yours to shape. Each squad will look and operate a little differently, and that's okay! You might recruit squad members that all know each other well or you might bring together individuals from different parts of your life who have never met.

**Participate in our
country and
take action.**

The important thing is that you assemble a group that is excited about helping more people civically engage and commit to taking action.

Roles & Responsibilities

Squad Captain

Takes responsibility for assembling a team and making sure the team is clear on goals and next steps.

All captains should:

- ✓ Recruit at least three members to their Voting Squad
- ✓ Communicate regularly with squad members
- ✓ Join The Voting Squad Captains online community on Facebook: www.facebook.com/groups/votingsquadcaptains

Recruiting Squad Members:

Use this worksheet to brainstorm who you can reach out to about joining your Voting Squad.

My Friends (e.g. Classmates, teammates):

1. _____
2. _____
3. _____
4. _____
5. _____

My Family (e.g. nieces/nephews, cousins):

1. _____
2. _____
3. _____
4. _____
5. _____

Community groups I'm a part of (e.g. PTA, religious community, sorority):

1. _____
2. _____
3. _____
4. _____
5. _____

Timeline

Voting Squad Captain Key Dates

September

20 – 27 | National Voter Registration Week of Action

- 17** | Constitution Day
- 22** | National Voter Registration Day
- 29** | 1st Presidential Debate

October & November

Voting Celebrations: Party with Purpose

- 5** | Voter registration deadlines begin in some states
- 7** | Vice Presidential Debate
- 15** | 2nd Presidential Debate
- 22** | 3rd Presidential Debate
- 31** | Last weekend before General Election

Nov. 3 | General Election

Squad Kickoff Meeting

Now that you've assembled your squad, it is time to connect and get excited! Your squad will work together to organize friends, family, and community around getting registered and ready to vote.

**Great organizers
build power by
bringing people together.**

Meeting regularly will help you and your squad collectively plan and strategize to create a deliberate and thought-out approach to voter registration in your local community. As a note, these DO NOT have to be in-person, and can also take place via phone/zoom, etc. Follow this guide to plan your first Voting Squad meeting.

Your initial squad meeting should have the following goals in mind:

- ✓ Build relationships together as a new squad.
- ✓ Provide space to share as a group why this squad is passionate about voter registration.
- ✓ Begin planning squad's voter registration activities for 2020.

Sample Agenda for Meeting with your Squad

This is a suggestion! Feel free to update or modify as needed.

Welcome and Introduction (15 min)

Introduce yourself and thank everyone for participating! Have your guests introduce themselves—this can just be their name as they can share more about themselves later on during the meeting.

Share Your Story (5 min)

Take a couple minutes to share your own story and why you feel called to do voter registration in your community. Sharing stories is a great way to build relationships with guests in a new context. It's a good time to talk about the urgency of the moment and the importance of voter participation in a personal way.

Hear From Your Squad (25 min)

Use this opportunity to ask your guests to share their stories. This gathering will be a great chance to brainstorm and discuss ways of registering and engaging new voters in your community.

Open Up the Discussion (25–30 min)

This type of organizing might be completely new to some group members, and may be familiar to others -- either way this is a great time to build relationships by discussing your community and the work ahead.

Here are a few questions to help you focus your conversation:

- ✓ What are the norms to set for your meeting?
"Norms" are basic (but necessary!) meeting guidelines, like "We won't speak while someone else is talking." If everyone understands these norms up-front, it's easier to guide your conversation back to them and make sure your meeting ends productively.
- ✓ Why do you want to do this work?
- ✓ Why is voting important to you?
- ✓ What would be different in our community if everyone voted?
- ✓ What is exciting about the idea of doing voter registration in our community?
- ✓ What previous experiences do members of our squad have with voter registration activities?
- ✓ What are some places where your group could focus on registering and educating voters?

Voter Registration Drive (15–20 min)

Your voting squad's first big action as a group is to register folks you know to vote and update their registration. We've provided a toolkit to give you the resources you need. Together as a group, plan what you'll need in order to execute this well.

Next Steps and Close (10 min)

These meetings are about personal interactions and developing relationships. Decide when will this group will meet again. What actions will you all take between now and that meeting? How will this group stay in touch and up to date?

Voter Registration Best Practices

Below you will find guidelines, quick tips, and additional resources on how to help register voters.

Just remember that no matter where you are, you can always direct people to Nike, Inc.'s voting hub – rockthevote.org/nikeinc – to register or start the voter registration process from their computer or mobile device.

Depending on where people live, on Nike, Inc.'s voting hub they may be able to:

1. Complete the voter registration process online
2. Start the voter registration process online, or download & print their application to be mailed in
3. Request an absentee/mail-in ballot
4. Find a polling location near them



Scan the QR code to visit rockthevote.org/nikeinc to register today!

Get Registered

Best Practices

Expectations

Don't get discouraged if you don't have dozens of people committing you to register to vote. If someone refuses to participate, be kind and thank them for listening. Stay positive!

Have a conversation

Registering to vote can be an intimidating process to some, so be sure to have a genuine conversation with potential participants. Ask questions and listen actively to their answers.

Stay on message

You're not telling them who to vote for, which political party to support, or suggesting that they vote for or against particular policy issues. You're helping people gain access to participate in our country. It's a positive way to celebrate civic engagement and build long-lasting relationships within your community.

Follow up and be persistent

"I'm already registered" is a common response. Ask follow up questions - many people need to be taken through this thought process:

- ✓ "Are you registered at your current address?"
- ✓ "Have you moved since you last registered?"
- ✓ "Have you changed your name since you last registered?"

Ask everyone to register

Be sure to include everyone when recruiting participants to register themselves to vote. Don't be afraid to have a respectful and engaging conversation.

Questions about your state's rules?

If you have questions about the rules in your state, there are several sites with detailed information in the resources section of this toolkit to help you navigate your state's specific laws.

Conversation Guide

We want to give you tips on how best to have the conversation, including a sample script and answers to common responses.

1. Keep it positive!
2. Be interactive
3. Make it personal. Be sure to tailor it to make it work for you and the person you are interacting with.

Sample Script

Intro: Hi, how are you? My name is (your name). I'm volunteering with When We All Vote to make sure everyone in our community is active and civically engaged. That's why we are helping people register or update their voter registration. Can I help you update your voter registration today?

If "yes"

First Ask: That's great! It will only take a few minutes to register to vote. You can get started by scanning this QR code [PULL OUT FLYER OR POSTCARD] or by heading to rockthevote.org/nikeinc on your smartphone. (Register the person to vote, move to Second Ask or Closing)

If "already registered"

That's great! Can I ask if you've moved recently?

"No, I haven't moved"

That's great! Thanks for being a registered voter. (Move to "Second Ask" answer below)

"Yes, I moved"

I can help you update your registration so you can vote. This will only take a few minutes. [Direct them to the QR code or rockthevote.org/nikeinc] (once they're complete, move to Second Ask or Closing)

If "No, not interested"

(See Common Responses on the next page)

If they are already registered or looking to volunteer:

Second Ask: Are you interested in taking the next step to help your family and friends register to vote? It's super easy. You can sign up to volunteer like me at whenweallvote.org/votingsquad where they will provide you with great tools, resources and trainings.

Closing: Thank you for (registering to vote OR updating your voter registration information) with me!

Note: if you live in a state without online registration, remind them that they will need to print off the paper form, fill it out and then send it in.

Common Responses

"I don't have time."

I understand you are really busy. Filling out this form online only takes a couple minutes.

"I'm not interested" or "I don't vote."

I understand. There are a lot of challenges out there. We want to help register everyone in our community because it's important that the voices in our community are heard. You can always go to rockthevote.org/nikeinc to register.

"I can't register to vote. I'm not eligible."

May I ask why not? I have training on registering people to vote and may be able to answer questions.

- ✓ Not a citizen: I understand. You can make a difference by making sure friends and family members are registered.
- ✓ Have a felony conviction: The rules vary. There may be states where you can vote as soon as you leave prison or finish your sentence. Look up your state's rules at nonprofitvote.org/voting-as-an-ex-offender
- ✓ Not old enough: Will you be 18 by Election Day? If so, you may be able to register now. Check the rules in your state for registering before you are 18.

“Why are you asking me that?”

We are volunteering with When We All Vote, a nonpartisan organization and are helping register voters in our community. Your vote really can make a difference. I'd be glad to help you. It will only take a couple of minutes.

“I don't know any of the candidates.”

I understand! We're nonpartisan and can't recommend candidates. You can still register to vote while you're researching to learn more about candidates.

“Who should I vote for?”

We are a nonpartisan organization and we don't endorse candidates. We suggest talking to a friend or family member that might be able to help.

Volunteer Quick Tips, Do's and Don'ts

Every state has different rules regarding voter registration and voter registration drives. Some states, for example, limit to what extent a person can directly assist another person with the registration process. So it's important that what you are doing is focused on directing people toward the resources they need to make sure they are registered to vote and that their voter registration information is accurate.

With that in mind, here are some general dos and don'ts:

Do

- ✓ Ask participants to use their own smartphone, tablet, or computer.
- ✓ Direct participants to rockthevote.org/nikeinc where they can register themselves to vote.
- ✓ Send people to their Secretary of State's website for any questions.
- ✓ Check your state's Secretary of State's website for voter registration deadlines.
- ✓ Always treat all participants equally if they are interested in registering to vote.
- ✓ Follow state and local COVID guidelines if you're doing any in-person registration and put safety first – practice social distancing, wear a mask and sanitize all equipment, especially high-touch materials like phone screens.
- ✓ Have fun!

Don't

- ✓ Don't ever assist participants in filling out or completing their voter registration form.
- ✓ Don't fill out any part of the form for them.
- ✓ Don't hit the submit button for them.
- ✓ Don't print forms for them.
- ✓ Don't use paper forms—following Rock the Vote's online process helps keep you on the right side of state laws.
- ✓ Don't take a paper form from anyone and offer to mail it or deliver it for them.
- ✓ Don't wear any partisan shirts, hats, pins or other accessories that show support for a specific party or candidate.
- ✓ Don't offer anything of value in exchange for asking people to register. That includes buttons, food, stickers or anything that would imply an incentive to register to vote.
- ✓ Don't try to answer voter registration questions yourself if you are unsure of the answer — do send people to your state's Secretary of State's website.
- ✓ Don't decline assisting any participant based on their political party preference or any other factor.

Resources

Once you're registered to vote, you may have a variety of ways to cast your ballot. Please check your Secretary of State's website to confirm your voting options, which vary by state.

**Your voice counts,
whichever way you
choose to vote.**

1. Vote by Mail

Voting by mail allows you to vote safely from home instead of going to a polling place in person. Mail in ballots, also known as absentee ballots, are sent to you by your local election official's office. Depending on your state's rules, you may be able to request a mail-in ballot. Some states automatically send ballots to registered voters.

2. Vote Early In-Person

Some states have early voting, which enables you to cast your ballot at a polling location on specified dates before Election Day on November 3rd. Early voting periods vary by state and some start as early as 46 days before Election Day (that's as early as September 18th).

3. Vote In-Person on Election Day

Many people may still prefer to vote at the polls on November 3rd. If you are planning to vote in person, make sure to allow as much time as possible at the polls, double check your polling place location, and don't forget to pack a snack, mask and hand sanitizer.

Vote by Mail Details

This year, due to COVID-19, many Americans are considering voting by mail. It's important to know your vote by mail options.

Request Your Ballot

There are currently 9 states plus D.C. that will automatically send ballots to registered voters: CA, CO, HI, NJ, NV, OR, UT, VT, and WA.

In some states with mail-in voting you must request an absentee ballot. Request your ballot as soon as your state allows.

When you receive your mail-in ballot it will also include directions and an envelope to return your ballot.

Return Your Ballot

To return your ballot, mail it in early or **check with your local election office** to see if you can return it:

1. In person at their office
2. At a secure ballot drop-box
3. At your polling place

Each state is different when it comes to mail-in deadlines. This year, with mail in ballots, it is critical to allow extra time for mail delivery.

Voting In-Person

In many places, you must go to your assigned polling place location to vote in-person. Make sure to look up your polling place and their hours of operation in advance, and make a plan to get there on Election Day. Find your polling place at rockthevote.org/nikeinc. Polling places can change, so be sure to double check before you go to vote.

Registration

Register to Vote

In every state except North Dakota, you have to be registered to vote. Register to vote at rockthevote.org/nikeinc/register. Deadlines to register are below. Make sure to allow extra time if you're in a state that requires mailing in paperwork.

Check Your Registration Status

Some states and counties will periodically remove "inactive voters". Sometimes eligible voters are removed from voter registration records and may not be aware until they reach their polling place on Election Day.

If you think you're registered but haven't voted in a while, recently moved, changed your name or just want to be positive you're registered, check your status at rockthevote.org/nikeinc/status.

Deadlines

Registration deadlines can change so make sure to check the details about your state.

Please note that registration methods (by mail, online or in person) and deadlines vary by state and may change*. In addition, some states don't have deadlines and others have same-day registration on Election Day. Consult your Secretary of State's website for the most current information registration methods and deadlines.

Alabama	October 19	Montana	October 26
Alaska	October 4	Nebraska	October 16
Arizona	October 5	Nevada	October 6
Arkansas	October 5	New Hampshire	October 27
California	October 19	New Jersey	October 13
Colorado	October 26	New Mexico	October 6
Connecticut	October 27	New York	October 9
Delaware	October 10	North Carolina	October 9
D.C.	October 13	North Dakota	Not Required
Florida	October 5	Ohio	October 5
Georgia	October 5	Oklahoma	October 9
Hawaii	October 5	Oregon	October 13
Idaho	October 9	Pennsylvania	October 19
Illinois	October 6	Rhode Island	October 4
Indiana	October 5	South Carolina	October 5
Iowa	October 24	South Dakota	October 4
Kansas	October 13	Tennessee	October 5
Kentucky	October 5	Texas	October 5
Louisiana	October 5	Utah	October 23
Maine	October 13	Vermont	Not Required
Maryland	October 13	Virginia	October 13
Massachusetts	October 24	Washington	October 26
Michigan	October 19	West Virginia	October 13
Minnesota	October 13	Wisconsin	October 14
Mississippi	October 5	Wyoming	October 19
Missouri	October 7		

*Dates are current as of September 16, 2020

FAQs

What do I need to register to vote?

Each state has its own rules for what's required to register, such as an address from which you plan to vote and a state ID. Check your state requirements at rockthevote.org/nikeinc.

I was previously convicted of a felony. Can I register to vote?

In many states you can vote as soon as you leave prison or finish your sentence. Look up your state's rules at nonprofitvote.org/voting-as-an-ex-offender.

Do I need to re-register if I've moved?

Yes, if you have changed your address or name, you must re-register.

Do I have to re-register if I'm currently social distancing somewhere I don't usually live?

You have to update your voter registration when you move to a new permanent residence or change your name. If you are temporarily in a different location because you're a student away at college or are social distancing somewhere other than your permanent residence, request to vote absentee in the state where you are registered.

Do I need to pick a party when I register to vote?

No, you do not have to pick a political party to register to vote.

Do I need to show identification to vote?

Many states require some form of identification either when you register and/or when you vote. The rules vary state by state.

Is vote by mail more susceptible to voter fraud?

There are many rumors that vote by mail will lead to voter fraud. In fact, it's more likely for an American to get struck by lightning than to commit mail voting fraud.

I'm a student. Can I register to vote at my school address?

YES! You have the right to register to vote at your school address – this includes a dorm room. Any student living in a dorm is entitled to the same rights as any other student. To imply otherwise is illegal. If you receive mail in a Post Office box you can sign an affidavit (or, in some cases, get a letter from your college's Residential Life office) asserting that you live at your dorm address.

Do I have to vote for everything on the ballot?

No, you don't have to answer everything on the ballot.

What if I vote in-person and they tell me I'm not registered to vote when I get to the polling place?

First, make sure you are at the right polling place. If you are at the wrong polling place they will not have your name on the list of voters. If you are at the correct location and are not on the list, you can still cast a ballot. Ask the poll worker for a provisional ballot.

After the polls close on Election Day the state will check on the status of your voter registration and if there was a mistake made. The state must notify you as to whether your ballot was counted.

If you have a problem voting and think your rights have been denied, call **866-OUR- VOTE** (866-687-8683). There will be lawyers available to help.

Do I have to complete the Census to register to vote?

No. You do not have to complete the Census to register and vote. The Census, which is conducted each decade, has important implications on federal districting and funding. Visit [2020census.gov](https://www.census.gov) to complete the Census.

Next Steps

Register, register, register!

As a Voting Squad Captain, you know your friends, family and neighbors best. You can use Nike, Inc.'s voting hub to get them registered: rockthevote.org/nikeinc



Join When We All Vote's online community:

- ✓ For Voting Squad Captains:
facebook.com/groups/votingsquadcaptains
- ✓ For all Voting Squad Members:
facebook.com/groups/whenweallvote

Stay in touch!

To stay up to date on the latest resources and updates, make sure you have signed up at whenweallvote.org/votingsquad and follow us on social media:

- ✓ Instagram: @WhenWeAllVote
- ✓ Twitter: @WhenWeAllVote
- ✓ Facebook: @WhenWeAllVote

Additional voter registration resources:

- ✓ **When We All Vote**: One-stop-shop for voting resources, getting registered, and check a voter's status
- ✓ **Rock the Vote**: Everything you need to get prepared to vote in your state
- ✓ **Fair Elections Center**: Guides that summarize important registration and voting information for each state
- ✓ **National Voter Registration Day**: Voter registration drive rules by state
- ✓ **US Vote Foundation**: Voter registration deadlines by state
- ✓ **US Vote Foundation**: Voting requirements and information by state
- ✓ **Nonprofit Vote**: Find your state and local election clerk offices and contact information

Questions?

If you have any questions about Voting Squads or When We All Vote, you can always reach out to us at volunteers@whenweallvote.org or post a message on the [Voting Squad Captain Facebook page](#) (our team checks it daily).

Nike, Jordan and Converse employees can also reach out to vote@nike.com with any questions related to Nike's Get Out The Vote efforts.