

Organizing Voter Registration Drives at Your Branch

Community Outreach Database

Creating and maintaining a Community Outreach Database is one of the most important steps for engaging with the Community. This is basically an “address book” of organizations and other important contacts in your branch’s community.

Step One (September):

Create an Excel Workbook with 6 tabs for each one of the categories: 1. Neighborhood Associations (Presidents); 2. Schools/Daycares (Librarians); 3. Churches (Secretaries); 4. Civic Organizations; 5. Local Elected/ Appointed Officials; 6. Local Business)

On each tab, create spreadsheet with the following columns:

- Organization Name; Address; Contact Person; Title; Email Address; Phone#
- Request List 2 from your School Board Trustees and 1, 3, 4, and 6 from your Councilperson’s office
- Partner with the branches in your Council District

Step Two (October):

Using your knowledge of the community, maps, internet searching, etc. to compile a listing of the 6 types of organizations in your branch’s community (school attendance zone, etc.). This step is best completed as a group.

Step Three (November):

Gather the contact information for each organization. You will need a contact person who will be responsible for receiving and sharing information throughout their organization. This step can be completed easier by assigning 1-2 tabs per person. The person assigned should run an additional Google Search to make sure none are left out. You may need to contact each person to introduce yourself and explain that you are working on library outreach. Make sure you include a link to your FB page and ask them to like it.

Step Four (December):

Once your Community Outreach Database is complete, provide it to your Branch Manager to use to send Newsletters and Event Invitations. If you would like to invite volunteers to assist with your Voter Registration Drives, send an email with a flyer to everyone in your Database and ask that they share within their organizations. Share your Database with neighboring Friends groups and see if collaboration is possible.

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Getting Deputized & Other Preparations

In order to register people to vote in Bexar County, you must be a Deputy Voter Registrar (DVR).

To get deputized, you must complete training provided by Bexar County Elections Department.

BCE offers the class every month at 1103 S Frio (at 10am and 6pm).

Additionally, you can schedule for a BCE representative to come to your location to facilitate the class **ONLY IF you have 30 guaranteed attendees**. To schedule a class, you will email Cindy Duarte (cduarte@bexar.org) to request an on-site DVR Training. This is where multiple branches banding together comes into play.

Step One (December):

Decide if you would like volunteers to take the class at BCE or if you would like an on-site class. Each council district has several library branches. If those branches team up, you should certainly be able to gather the 30 guaranteed volunteers required for the on-site class.

Step Two (January):

Invite all community members to get deputized and volunteer at the library's Voter Registration Drive. This should be done at least 2 months prior (January) so it can be included in February's newsletters. Send an invite to everyone in the Database; Create a FB event and share it constantly and post flyers in the library and community centers.

Step Three: (February)

Once everyone is deputized, create a listing of DVRs that includes their contact info so you can schedule them to volunteer and contact them for future Voter Registration Drives.

Step Four: (February)

Create your Volunteer Calendar and schedule DVRs to cover shifts over the Weekends & Spring Break. I suggest 1-4pm on the Weekends and 11-2pm/4-7pm during the week based on highest library usage. You may need 2 volunteers per shift if your branch has high traffic. Create a FB event for the Voter Registration Drives and share constantly. Send a reminder email to Database contacts that your branch will be hosting VR drives and ask that they share throughout their organizations.

Step Five (February):

Obtain supplies (Voter Registration Cards, Pens, Literature, Signage); Create a "Tips & Policies" document for the volunteers to keep behind the front desk. Volunteers will pick it up when they arrive and return it when they leave. **There also must be (Friends only) volunteers to take the completed Voter Registration Cards to Bexar County Elections at least 2 times per week.**