

Checklist: Seven Reasons to Do Voter Registration

1. Get the Attention of Candidates

Communities with high registration and turnout rates are more likely to get attention from candidates and campaigns, including more frequent candidate appearances and campaign contacts (campaign literature, reminders to vote, etc.)

2. Build Community Clout

Office holders pay close attention to who turns out to vote. Communities with high turnout gain increased access to office holders and increased clout.

3. Create Community Advocates

Voters are more likely to become advocates for their community and to participate in the political process in other ways, for example, by volunteering for a political campaign or training to become a poll worker.

4. Build Community Leadership

As communities become mobilized to vote, leaders from within the community emerge, including those who will seek office.

5. Gain Representation that Reflects the Diversity of Your Community

Communities that register and vote are more likely to gain representation that reflects the diversity and interests of their community.

6. Reach Voters Whom No One Else Can

Because of the work you do, you have access to community members whom traditional campaigns are often unable to reach. Furthermore, you've earned your clients' and constituents' trust and respect, giving you the opportunity to reach them in a way that no one else can.

7. Create a Lifelong Voter

A registered voter is a likely voter. Typically, nine out of ten registered voters will turn out to vote in a presidential election. Voting is habit forming. Getting someone registered and helping them turn out to vote in one election dramatically increases the chance that they'll vote again.

Source: [Nonprofit VOTE](#)