

iREGISTER, iVOTE 100-DAY PLAN

Overview

The 2024 General Election is set to be one of the most consequential of our time. From the top of the ticket to the bottom, there is an all-out effort to return to a time when minorities and women had fewer rights and less access to opportunity. In an age of voter suppression efforts in many states, widespread misinformation, deceptive social media tactics, and outright lies, exercising our right to vote is more important than ever.

Strategy

Answering the National Urban League’s call to Defend Democracy, Demand Diversity, and Defeat Poverty, the Chicago Urban League will work with other Urban League affiliates to drive voter participation in Midwest states by engaging a variety of community organizations to raise awareness of key issues and increase voter registration, early voting, and election day turnout.

Phase 1: Voter Registration (July 29 – October 7)
Goal: Drive voter registration among youth and unregistered adults. 68.2% of Illinois residents are registered to vote as of 2023, with roughly 61.4% and 49.9% of Latinos registered. Can we reach 75%? (Registered Voters by State) (Percent of Registered Voters by Race/Ethnicity)
Key Dates <i>Illinois:</i> Tuesday, October 8 – Deadline for in-person voter registration October 20 – Deadline for online voter registration <i>Indiana:</i> Monday, October 7 – Deadline for in-person voter registration, postmark deadline for registration by mail, and deadline for online voter registration <i>Wisconsin:</i> October 16 - Deadline to Register by Mail and Online November 1 - Deadline to Register in person at Municipal Clerk’s Office by 5 p.m. November 5 - Voters can register to vote at their polling place on Election Day
Activities and Tactics Day 1 (July 29) - Video Message from Karen to CUL auxiliaries and staff – Send via email to ALL members, not just presidents

- Highlight importance of this election and announce virtual town hall to share our plans to get out the vote; This could be a statewide town hall with other Illinois affiliates. (*potential names: Black Family Townhall, Keep Our Rights Town Hall, Voting Matters Townhall ...*)
- Share link to register for townhall and encourage everyone to invite family and friends
- Other Activities
 - July 29 – August 2 – Create “iRegister, iVote” website that will house 100-Day Plan with links to volunteer sign-ups, resources, progress updates, etc.; develop social media toolkit to share with staff auxiliaries, etc.
 - July 30 - Confirm that CUL is still certified to register voters in Illinois; reapply if needed (No later than 90 days before Nov. 5 election)
 - August 1-10 – Designate CUL employees to serve as Deputy Registrars (training required)
 - Consider using GOTVax phone lists (100k+ Black Chicago residents) to invite more people to virtual town hall or separate phone-only event)
 - Ongoing media outreach to pitch interviews about “iRegister, iVote” efforts and share event dates
 - Engage a Project Manager to manage the efforts and keep the plan on track
 - Design t-shirts and other collateral to promote our efforts and activate voters

Day 6 (August 3) CUL Back to School Festival

- Distribute *iRegister* literature at Aug. 3 Back to School Fest
- Promote Virtual Town Hall to attendees
- Launch “Back to School” campaign to educate students and parents on “Why iRegister and Why iVote” - Gather testimonials to feature on social media
 - Make the connection to jobs, income
 - 5 Things Project 2025 aims to do that are anti-Black and/or anti-Latino
 - Perfect Attendance is not required. Plan to vote absentee.

Day 8 (August 5) – Host Virtual Town Hall

- Share early voting goal and ask for their help in achieving it
 - Ask each person to commit to getting at least 5 people to vote early through our iRegister initiative, with a focus on eligible 17- and 18-year-olds
 - Outline ways people can support the effort
 - Sharing posts to their social media
 - Volunteering to assist with in-person iRegister events (provide sign-up link)
- Message voting early in Illinois so you can be in Indiana or Wisconsin on election day

- If possible, offer deputy registrar training for those who are interested
- Ask for input/suggestions on engaging other community orgs and groups and their members (e.g. D9 chapters, Jack and Jill, 100 Black Men, Mocha Moms, etc.)
- Share iVote, iRegister website URL

Day 15 (August 12) – Launch weekly update call to report on progress and any updates. This can be a phone call or Zoom that lasts 30 minutes or less and be recorded for people who cannot make it. Post links to archived calls on website.

Day 29 (August 26) – College Student Outreach

- Launch iRegister for college students
 - Seek permission to table on campuses or partner with student groups
 - Engage deputy registrars and other volunteers to register students to vote

Day 30 – 72 (August 27- October 8) – Issues Forums

- Host, promote or participate in a series of community forums to highlight important policy issues that will be affected by election results. Invite relevant candidates to participate
- Outreach to D9, Jack and Jill and other orgs to partner on forums and/or promote forums they are hosting
- Offer voter registration at appropriate forums and all public CUL events

Day 51 – September 17 – National Voter Registration Day

- Social media campaign to encourage people to register to vote and to check their registration status if they are unsure

Assessment/Evaluation

Evaluate progress by:

- # of participants in virtual town halls and/or telephone town halls
- # of volunteer sign-ups
- #s of new voters registered
- #s of attendees at Issues Forums
- Social media engagement
- Earned media coverage

Phase 2: Get Out the Early Vote (September 26 – November 4)

Goal: In 2020, nearly 3.6 million Illinois residents voted early. We will work to increase that number by 1 million to 4.6 million early voters.

Key Dates:

Illinois

Thursday, Sept. 26 – Tentative date for the start of early voting

Thursday, October 31 – Deadline to request absentee ballot by mail

Monday, Nov. 4 – Deadline to request absentee ballot in person

Monday, Nov. 4 – Early voting closes

Indiana

Tuesday, October 8 – Early voting begins

October 17 – Absentee voting begins for confined voters

November 4 – Deadline for early voting

November 4 – Deadline to request absentee ballot

Wisconsin

October 31 (5:00PM) – Deadline to request absentee ballot by mail; mail request must be received by this date.

October 22 - Nov 3 – Period to request absentee ballot in person

Tuesday, Oct 29 to Tuesday, Nov 5 - Emergency Ballot Period (Voters who are hospitalized may request an Absentee Ballot from 7 days before an election but not later than 5 PM on Election Day. Contact your [Local Election Office](#) for details.)

Activities:

Day 45 (September 10) – Make a Plan to Vote Early

- Launch social media campaign noting that Illinois early voting opens September 26; encourage people to make a plan to vote on opening day; provide information on early voting locations
- Engage street teams/volunteers to hand out flyers on voting early in targeted neighborhoods

Day 61 (September 26) – Early Voting Opens in Illinois

- Continue social media campaign and add testimonials on reasons to vote early; include paid social media
- Phone Bank – Engage volunteers to phone bank to let people know early voting is open and encourage them to vote early
- Outreach to senior living facilities

Day 62 – 99 (September 27 – November 4)

- Day 63 (September 28): Youth & Family Services assists youth clients with transportation to vote early if needed
- Continue Issue Forums
- Continue social media campaign and expand to include “what’s at stake” messaging
- Support phone banking in surrounding states

- Working with local Urban League affiliates, recruit Illinois volunteers to travel to other states to canvas neighborhoods and drive early voting (Charter buses?)

Assessment/Evaluation

Evaluate progress by:

- # of people voting early
- # of volunteers engaged in phone banking and/canvassing
- Social media engagement

Phase 3: Election Day (Tuesday, November 5)

Goal: Finish strong. Get remaining voters to the polls.

Activities

- Give CUL staff who need it time to vote or take someone else to the polls on election day (maybe come in an hour later than usual scheduled time)
- Phone banking
- Offer rides to the polls (can we partner with Uber or Lyft? Or maybe rent vans?)
- Provide support in surrounding states?

Assessment/Evaluation

Evaluate success by:

- # of election day volunteers
- # of rides to polls provided
- Did we elect candidates who will protect our rights and advance equity?

Budget is TBD