

2022 GENERAL ELECTION

# CALIFORNIA UNIVERSITY AND COLLEGE BALLOT BOWL



## Outreach Toolkit

[Click Here to  
Register to Vote](#)



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CALIFORNIA SECRETARY OF STATE

CALIFORNIA SECRETARY OF STATE  
**STUDENTS****VOTE****PROJECT**

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# WHAT IS THE CALIFORNIA UNIVERSITY AND COLLEGE BALLOT BOWL?



Established in 2018, the California University and College Ballot Bowl is a friendly competition where all California higher education systems can compete to register the most students to vote.

Eligible campuses include:

- 116 California Community College (CCC)
- 23 California State University (CSU)
- 10 University of California (UC)
- 85 Association of Independent California Colleges and Universities (AICCU)

The purpose of the California University and College Ballot Bowl is to:

- Inspire the students to become active participants in our democracy
- Motivate campuses to adopt and implement policies that boost civic engagement and participation
- Showcase best practices and most civically engaged California colleges and universities

Each college will be encouraged to promote the competition using a simple timeline that fits the needs of their campus.

For more information on the Ballot Bowl, please visit [BallotBowl.sos.ca.gov](https://BallotBowl.sos.ca.gov).

# BALLOT BOWL HIGHLIGHTS

## Over the Years

### 2018 GENERAL ELECTION RESULTS

**45**

Colleges Participated  
in the Ballot Bowl

Nearly

**11,000**

Students Registered to Vote during the Ballot Bowl

### 2020 GENERAL ELECTION RESULTS

During the Competition

**82,000**

Students Registered to Vote in the Ballot Bowl

**300%**  
**INCREASE**

in Student Voter Registration Compared  
to the 2016 Presidential Election

### 2021 SPECIAL ELECTION RESULTS

**LARGER  
VOTER TURNOUT**

for 18-24-year-olds  
Compared to  
25-39-year-olds



# HALL OF FAME

Past Ballot Bowl Champions Include:

2018

**CALIFORNIA POLYTECHNIC STATE  
UNIVERSITY, SAN LUIS OBISPO**

2020

**CALIFORNIA STATE UNIVERSITY,  
FULLERTON**

2021

**CALIFORNIA STATE UNIVERSITY,  
CHICO (SPECIAL ELECTION)**



# HOW TO PLAY



## How Can My Campus Participate?

The California Secretary of State's Students Vote Project will track student voter registration to your campus with the following methods:

- Online voter registration
  - [RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s)
  - TurboVote
- Physical voter registration
  - Voter registration cards (VRC) can be requested by campuses from the Secretary of State's office. Please note in the request form that they are for the Ballot Bowl Competition.
  - Find the VRC request form here: <https://elections.cdn.sos.ca.gov/vrdis.pdf>
  - Email completed VRC form to [vrc-vnc@sos.ca.gov](mailto:vrc-vnc@sos.ca.gov) or [CastStudentsVote@sos.ca.gov](mailto:CastStudentsVote@sos.ca.gov)

## Want to Follow Your Campus' Progress?

Weekly updates of each campus' student voter registration numbers throughout the competition can be found here: <https://CABallotBowl.sos.ca.gov>

## How Does Your Campus Win?

- Overall Champion
  - One campus will be awarded overall champion with the highest number of student voter registrations across all higher education systems
- There will be awards given in each higher education system for the categories below:
  - Highest number of students registered minus the overall champion
  - Highest percentage of its student body registered
  - Most creative approach to registering students\*
- Your campus can only win one award

\*Campus Action Plans, as required by the Student Civic and Voter Empowerment Act will be used to determine a winner in this category. See page 10 of <https://elections.cdn.sos.ca.gov/pdfs/castudentsvote/civicengagetoolkit-final.pdf> for more information Campus Action Plans.

# HOW TO PLAY (CONT.)



## Timeline (Tentative)

- **July 2022:** Notify Higher Education Students and Campuses about the 2022 Ballot Bowl
- **August 3, 2022:** Students Vote Project Workshop and Toolkit Distribution
- **August 15, 2022:** 2022 University and College Ballot Bowl Begins
- **November 8, 2022:** Election Day/Ballot Bowl Ends
- **December 5, 2022:** Campus Winners Announced

## Best Practices

It is strongly encouraged that your campus collaborate with clubs and student leaders throughout this competition. Below is a list of methods to help increase engagement:

- Host voter registration tables at campus events
- Register students during student move-in day
- Print and distribute flyers in residential halls and/or in common areas on campus
- Post voter registration messaging on social media and/or relevant websites

# SAMPLE MESSAGING



## Voter Registration Messages

- A critical step to have our voices heard on key issues, policies, and by elected officials is to register: [RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s) #2022BallotBowl #2022GeneralElection
- Missed the deadline to register to vote? Don't worry! CA offers Same Day Voter Registration. Visit [CAEarlyVoting.sos.ca.gov](https://CAEarlyVoting.sos.ca.gov) for more information. #2022BallotBowl #2022GeneralElection

## Early Voting Messages

- Don't forget to drop off your vote-by-mail ballot in the mail (no postage required) or at your polling location. Visit [CAEarlyVoting.sos.ca.gov](https://CAEarlyVoting.sos.ca.gov) for more information #2022BallotBowl #2022GeneralElection
- [Campus Name] takes pride in empowering our community! Register to vote today at [RegisterToVote/?t=s](https://RegisterToVote.ca.gov/?t=s)! Visit [CAEarlyVoting.sos.ca.gov](https://CAEarlyVoting.sos.ca.gov) for more information #2022BallotBowl #2022GeneralElection

## Election Day Messages

- Today is the final day of the #2022BallotBowl! Come on [Campus Name], there's still time to win! CA offers Same Day Voter Registration. Visit <https://www.sos.ca.gov/elections/polling-place/> for more information #2022BallotBowl #2022GeneralElection
- Today is Election Day! Make your voice heard! Visit <https://www.sos.ca.gov/elections/polling-place/> to find your nearest voting location #2022BallotBowl #2022GeneralElection



# SAMPLE MESSAGING (CONT.)



## Competitive Messages

- Are we better than [Campus Name]? I mean, we've registered more students to vote than they have, so probably. [RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s) or update your online voter registration by October 24! #2022BallotBowl #2022GeneralElection
- Are you not entertained? [Campus Name] has registered [Number of Students] more students than [Rival Campus Name]! #2022BallotBowl #2022GeneralElection



# SOCIAL MEDIA GRAPHICS



## Graphic Set One

2022 CALIFORNIA UNIVERSITY AND COLLEGE  
**BALLOT BOWL  
COMPETITION**  
August 15, 2022 – November 8, 2022  
**WHICH CAMPUS  
WILL WIN?**

Learn more at:  
[BallotBowl.sos.ca.gov](https://BallotBowl.sos.ca.gov)

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BALLOT BOWL  
CALIFORNIA SECRETARY OF STATE  
STUDENTS VOTE PROJECT

Instagram

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CALIFORNIA SECRETARY OF STATE  
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Snapchat

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STUDENTS VOTE PROJECT

Twitter

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## Graphic Set Two

2022 CALIFORNIA UNIVERSITY AND COLLEGE  
**BALLOT BOWL  
CHECKLIST**

- Register to vote or update your voter registration
- Help register your friends to vote
- Win the 2022 Ballot Bowl competition!

[RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s)

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# SOCIAL MEDIA GRAPHICS (CONT.)

## Graphic Set Three



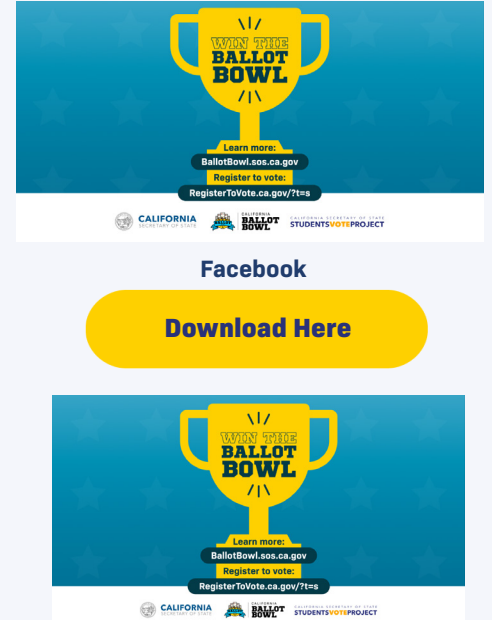
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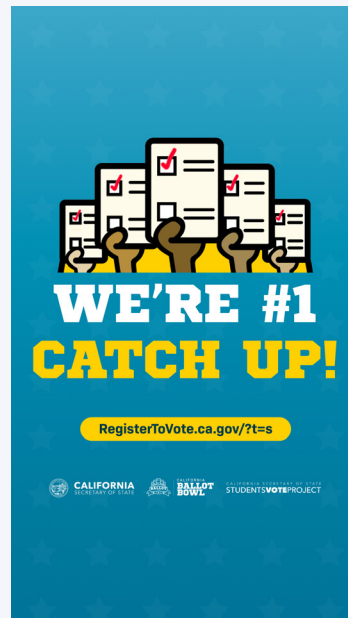
Download Here

## Graphic Set Four



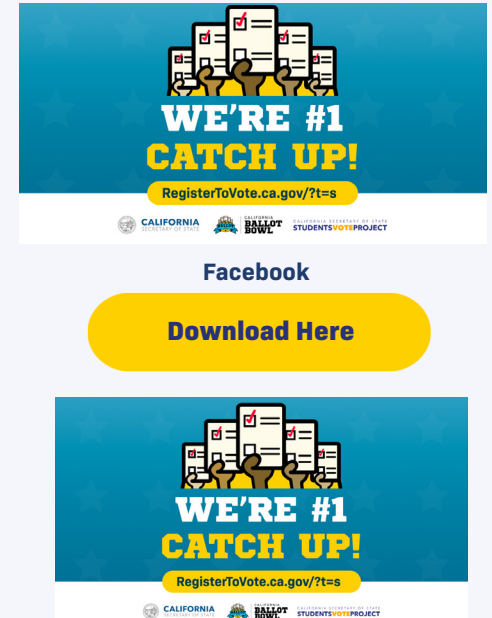
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# SOCIAL MEDIA GRAPHICS (CONT.)

## Graphic Set Five



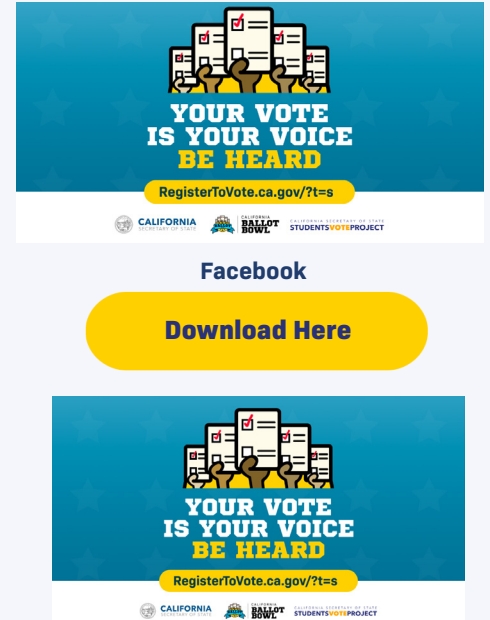
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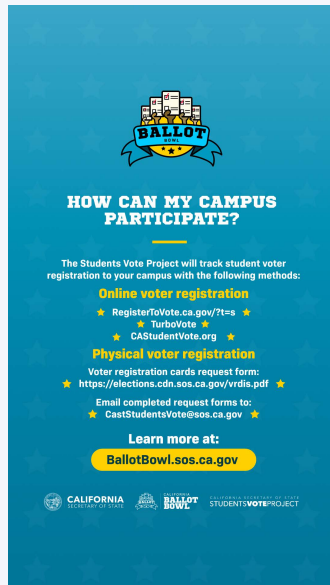
# SOCIAL MEDIA GRAPHICS: Thread Graphics

## Graphic Set Six



Snapchat: Slide 1

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Snapchat: Slide 2

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Twitter: Slide 1

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Twitter: Slide 2

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Instagram/Facebook: Slide 1

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Instagram/Facebook: Slide 2

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# SOCIAL MEDIA GRAPHICS: Ballot Bowl Flyer



Flyer

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