



California
Secretary of State



STUDENTS VOTE PROJECT
CALIFORNIA SECRETARY OF STATE



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STUDENTS VOTE PROJECT

2026 CALIFORNIA UNIVERSITY AND COLLEGE

**ENGAGE THE VOTE
CHAMPIONSHIP**



Outreach Toolkit

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CALIFORNIA UNIVERSITY AND COLLEGE ENGAGE THE VOTE CHAMPIONSHIP

Engage the Vote Championship Overview

The California University and College Engage the Vote Championship is a 10-week tournament where California higher education campuses compete to achieve the highest combined percentage of students who register to vote and submit a plan to vote. The [California Secretary of State Students Vote Project](#) hosts the tournament during even numbered years leading up to the statewide primary election.

Who can participate?

Eligible campuses include:

- 118 California Community Colleges (CCC)
- 22 California State Universities (CSU)
- 10 University of California campuses (UC)
- 86 Independent California Colleges and Universities (ICCU)

June 2, 2026, Primary Election

The 2026 Primary Election will take place on **Tuesday, June 2, 2026**. For up-to-date information about what is on the ballot, how to register to vote, and important deadlines, please visit vote.ca.gov.

HOW TO PLAY

Tournament Structure

Qualifying Period: *Monday, March 23, 2026 – Monday, May 18, 2026*

- The first eight weeks of the tournament are known as the Qualifying Period. All California colleges and universities compete to maximize the percentage of students who register to vote and submit a plan to vote.
- At the end of Qualifying Period, the top four campuses, one from each higher education system, with the highest combined percentage of college student voter registrations and submitted plans to vote are placed into the Playoff bracket.

Playoffs: *Tuesday, May 19, 2026 – Tuesday, June 2, 2026*

- The final two weeks of the tournament are known as the Playoffs. Campuses compete for the highest percentage of submitted plans to vote.
 - Students can still register to vote using the [Same Day Voter Registration](#) (Conditional Voter Registration) process; however, these registrations will not count during this portion of the tournament.
- The Playoffs have two elimination rounds and percentages reset at the start of every round. During each round, two campuses are paired against each other to compete in a single elimination matchup.
- The campus with the higher percentage of submitted plans to vote at the end of a round, advances to the Championship Round.

Championship Round: *Tuesday, May 26, 2026 – Tuesday, June 2, 2026*

- The last week of the Playoffs is the Championship Round.
 - The final two campuses face off in the last round of the tournament. Only one campus will be crowned the winner.

SAMPLE PLAYOFF BRACKET

The top four campuses, one from each higher education system, with the highest combined percentage of college student voter registrations and submitted plans to vote are placed into the Playoff bracket. Campus matchups will be based on student body population.



HOW TO PLAY (CONTINUED)

How to Participate

California colleges and universities can participate in the Engage the Vote Championship by registering students to vote and having students submit a plan to vote. See the two ways below to learn more about how your campus can participate in the competition.

1. College Student Voter Registration

- Online voter registration
 - [Register to Vote \(College Students\)](#)
- Paper voter registration
 - Paper voter registration cards (VRCs) can be requested by campuses from the California Secretary of State's office. Please note on the [Voter Registration Card Statement of Distribution Form](#) that you are requesting cards for college students and include the campus name.
 - Email completed Voter Registration Card Statement of Distribution Forms to vrc-vnc@sos.ca.gov and caststudentsvote@sos.ca.gov.
 - If you have any questions about requesting paper voter registration cards, please contact vrc-vnc@sos.ca.gov and copy caststudentsvote@sos.ca.gov.

2. College Student Voting Plan Submission

- Online College Student Voting Plan Tool
 - The [College Student Voting Plan Tool](#) is an online form that can be used to create and submit a plan to vote for the upcoming statewide election. This form should be completed during the dates of the tournament.
 - This tool will not be available until the start of the competition, which begins on Monday, March 23.



HOW TO PLAY (CONTINUED)

Track Your Campus's Progress

You can check your campus's progress in the tournament by visiting <https://collegehub.sos.ca.gov>.

The California Secretary of State posts tournament updates on official social media accounts shown below:

Facebook: @CaliforniaSOS

Instagram: @californiasos_

X: @CASOSVote

Engage the Vote Champion

The campus who wins every round of their matchups is considered the champion of the tournament and will receive the following:

- Champion Recognition from the California Secretary of State
- Personalized Champion Digital Graphic
- Statewide Bragging Rights

TOURNAMENT TIMELINE

Tournament Timeline

Tournament Dates: *Monday, March 23, 2026 – Tuesday, June 2, 2026*

Qualifying Period: *Monday, March 23, 2026 – Monday, May 18, 2026*

- All California campuses compete for the highest combined percentage of voter registrations and submitted plans to vote to qualify for the Playoffs.

Playoffs: *Tuesday, May 19, 2026 – Tuesday, June 2, 2026*

- Two Elimination Rounds
 - **Round 1:** *Tuesday, May 19, 2026 – Monday, May 25, 2026*
 - The top four campuses, one from each higher education system, will be paired against an opposing campus to achieve a higher percentage of submitted plans to vote.
 - **Round 2 (Championship):** *Tuesday, May 26, 2026 – Tuesday, June 2, 2026*
 - The final two campuses will compete to achieve a higher percentage of submitted plans to vote.



OUTREACH MATERIALS



SAMPLE MESSAGING

Use the hashtag below to promote the tournament:

- #2026CAEngagetheVote

College Student Voter Registration Messages

Post up to Monday, May 18, 2026

- The clock is ticking! Register to vote or update your registration for the upcoming 2026 Primary Election at registertovote.ca.gov/collegestudents.

Post after Monday, May 18, 2026

- Did you miss the deadline to register to vote or update your voter registration? California offers same day voter registration. Visit sos.ca.gov/elections/voter-registration/same-day-reg for more information.

Early Voting Messages

- Cannot wait to vote? Early voting in California for the 2026 Primary Election begins May 4, 2026. Visit caearlyvoting.sos.ca.gov to find a place to vote.
- Skip the line! Drop off your ballot early in the mail (no postage required), at a drop box, polling location, or voting center. Visit caearlyvoting.sos.ca.gov for more information.

Election Day Messages

- Engage the vote! Same Day Voter Registration is available in California, which means you can still register to vote, update your registration, and cast your vote today. Explore options at sos.ca.gov/elections/voter-registration/same-day-reg.
- Today is Election Day! It is not too late to register to vote or to vote in this election. Visit sos.ca.gov/elections/voter-registration/same-day-reg for more information.

SAMPLE MESSAGING (CONTINUED)

Friendly Competition Messages

Post up to Monday, May 18, 2026

- Represent <campus name> in the 2026 Engage the Vote Championship! Register to vote or update your registration at registertovote.ca.gov/collegestudents and submit your plans to vote at collegehub.sos.ca.gov/collegestudentvotingplan.
- Help our campus win the 2026 Engage the Vote Championship! Register to vote at registertovote.ca.gov/collegestudents and submit a plan to vote at collegehub.sos.ca.gov/collegestudentvotingplan!



SOCIAL MEDIA GRAPHICS

Tournament Outreach Graphics

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WHAT IS THE ENGAGE THE VOTE CHAMPIONSHIP?

A **10-week tournament** where campuses compete to achieve the highest combined percentage of college students who register to vote and submit a plan to vote leading up to the 2026 primary election.

The tournament will have three components: **Qualifying Period, Playoffs, and the Championship.**

TOURNAMENT DATES:
Monday, March 23, 2026 - Tuesday, June 2, 2026
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HOW TO PARTICIPATE

Follow these three steps to get ready for the 2026 primary election and to help your campus qualify for the Playoffs:

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 - ★ Already registered? Check your status here: voterstatus.sos.ca.gov.
- 2. Submit a plan to vote.**
 - ★ Use the online College Student Voting Plan Tool at collegehub.sos.ca.gov/collegestudentvotingplan.
- 3. Execute your plan to vote.**
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Tournament Outreach Graphics

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A 10-WEEK TOURNAMENT.
QUALIFY FOR THE PLAYOFFS.
WIN THE CHAMPIONSHIP.

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Qualifying Period Graphics

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Qualifying Period Graphics

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COMPLETE THE CHECKLIST BELOW TO HELP YOUR CAMPUS WIN:

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🏆 Win the Engage the Vote Championship!

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WHICH FOUR CAMPUSES WILL MAKE THE PLAYOFFS?

Playoff Dates:
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Help your campus earn a spot by registering to vote or updating your registration, and submitting a plan to vote!

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Countdown to the Playoffs Graphics



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THREE WEEKS LEFT TO QUALIFY FOR THE PLAYOFFS

- ✓ Register to Vote or Update Your Voter Registration.
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Countdown to the Playoffs Graphics



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TELEVISION GRAPHICS

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2. Submit a plan to vote.
 - ★ Use the online College Student Voting Plan Tool at collegehub.sos.ca.gov/collegestudentvotingplan.
3. Execute your plan to vote.
 - ★ Use your plan for the 2026 primary election.
 - ★ See what is on the ballot by viewing the state voter information guide at voterinfo.sos.ca.gov.



TOURNAMENT DATES:

Monday, March 23, 2026 - Tuesday, June 2, 2026

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

A 10-WEEK TOURNAMENT.

QUALIFY FOR THE PLAYOFFS.

WIN THE CHAMPIONSHIP.



TOURNAMENT DATES:

Monday, March 23, 2026 - Tuesday, June 2, 2026

Learn more at engagethevote.sos.ca.gov

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California **STUDENTS VOTE PROJECT**
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QUALIFY FOR THE PLAYOFFS

Follow these three steps to get ready for the 2026 primary election and to help your campus qualify for the Playoffs:

1. Register to vote or update your voter registration.
 - ★ registertovote.ca.gov/collegestudents
 - ★ Already registered? Check your status here: voterstatus.sos.ca.gov.
2. Submit a plan to vote.
 - ★ Use the online College Student Voting Plan Tool at collegehub.sos.ca.gov/collegestudentvotingplan.
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COMPLETE THE CHECKLIST TO HELP YOUR CAMPUS WIN:

- Register to Vote or Update Your Voter Registration.
- Submit a Plan to Vote.
- Qualify for the Playoffs.



Win the Engage the Vote Championship!

TOURNAMENT DATES:

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WHICH FOUR CAMPUSES WILL MAKE THE PLAYOFFS?

Playoff Dates: Tuesday, May 19, 2026 - Tuesday, June 2, 2026

Help your campus earn a spot by registering to vote or updating your registration, and submitting a plan to vote.



TOURNAMENT DATES:

Monday, March 23, 2026 - Tuesday, June 2, 2026

Learn more at engagethevote.sos.ca.gov

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THREE WEEKS LEFT TO QUALIFY FOR THE PLAYOFFS

- Register to Vote or Update Your Voter Registration.
- Submit a Plan to Vote.
- Help Your Campus Earn a Spot in the Playoff Bracket.



PLAYOFF DATES:

Tuesday, May 19, 2026 - Tuesday, June 2, 2026

Learn more at engagethevote.sos.ca.gov

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California **STUDENTS VOTE PROJECT**
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TWO WEEKS LEFT TO QUALIFY FOR THE PLAYOFFS

- Register to Vote or Update Your Voter Registration.
- Submit a Plan to Vote.
- Help Your Campus Earn a Spot in the Playoff Bracket.



PLAYOFF DATES:

Tuesday, May 19, 2026 - Tuesday, June 2, 2026

Learn more at engagethevote.sos.ca.gov

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California **STUDENTS VOTE PROJECT**
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ONE WEEK LEFT TO QUALIFY FOR THE PLAYOFFS

- Register to Vote or Update Your Voter Registration.
- Submit a Plan to Vote.
- Help Your Campus Earn a Spot in the Playoff Bracket.



PLAYOFF DATES:

Tuesday, May 19, 2026 - Tuesday, June 2, 2026

Learn more at engagethevote.sos.ca.gov

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WHAT IS THE ENGAGE THE VOTE CHAMPIONSHIP?

A 10-week tournament where campuses compete to achieve the highest combined percentage of college students who register to vote and submit a plan to vote leading up to the 2026 primary election.

The tournament will have three components: **Qualifying Period, Playoffs, and the Championship.**

TOURNAMENT DATES:
Monday, March 23, 2026 -
Tuesday, June 2, 2026

Learn more at engagethevote.sos.ca.gov

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A 10-WEEK TOURNAMENT.

QUALIFY FOR THE PLAYOFFS.


WIN THE CHAMPIONSHIP.

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COMPLETE THE CHECKLIST BELOW TO HELP YOUR CAMPUS WIN:

- Register to Vote or Update Your Voter Registration.
- Submit a Plan to Vote.
- Qualify for the Playoffs.

 **Win the Engage the Vote Championship!**

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