



When We All Vote (WWAV) is a non-profit, nonpartisan organization that is on a mission to increase participation in every election and close the race and age voting gap by changing the culture around voting, harnessing grassroots energy, and through strategic partnerships to reach every American.

Goal: Delta Sigma Theta Sorority, Inc. as a WWAV partner pledged to register 2000 voters for the 2020 elections. In addition, we will also identify voting squad captains in all 50 states.

How it works: As we conduct voter registration drives, we're being asked to use Delta's designated tracking portal as a tool to assist in helping us achieve our set goal. The tracking of completed registrations will be done by **using our unique link and/or QR Code.**

Next Steps:

1. Re- announce partnership and Voter Registration Call to Action.
2. Disseminate link/QR code to Regions.
3. SAC Regional Liaisons meet with Regional SA Coordinators and State SA Coordinators to provide Marketing Toolkit. The toolkit consists of QR code/Link, sample newsletter/bulletin language, sample social media language and 1-2 consistent social media graphics that will be continually used for brand recognition, a PDF of a printable flyer with QR code, and a voter registration toolkit and conversion guide.
5. Each State Social Action Coordinator assigned to serve as a Voting Squad Captain and to make sure they select DST as their organization name. Voter Squad Captain's responsibilities include leading the team (Chapter SA Chairs) and making sure team goals and next steps are clear. (Rationale for selection State SA Chairs is that WWAV would like each organization to have a Squad Captain in each state. Squad Captains organize their team, commit to and hold team accountable for one action per month, and fills out a monthly report so WWAV can document its collective impact.)
6. Disseminate link/QR code to Chapters (SA Chairs).

Marketing Plan			
	National	Regional	Chapters
Website		Embed link/QR code with messaging	Embed link/QR code with messaging
DST App	Embed link/QR code with messaging (if app will be used for virtual Regional Conferences)		

Marketing Plan			
Social Media (Facebook/Twitter/IG)	<p>Post one time a week encouraging voter registration with link.</p> <p>Ex. Voter Registration Thursdays</p> <p>#WhenWeAllVote #PowerInOurVoice #DST1913 #PowerInOurVote</p>	<p>Post one time a week encouraging voter registration with link.</p> <p>#RegionalHashtag #WhenWeAllVote #PowerInOurVoice #DST1913 #PowerInOurVote</p>	<p>Post one time a week encouraging voter registration with link.</p> <p>Encourage individual sorors to participate by posting one time a week.</p> <p>#ChapterHashtag #RegionalHashtag #WhenWeAllVote #PowerInOurVoice #DST1913 #PowerInOurVote</p>
Print			<p>Printable Flyer or postcard with QR code for community activities when they resume</p>

Roles and Responsibilities	
SAC Regional Liaisons	Disseminate information to Regional SA Chairs. Monitor voter registration link portal mostly for progress. Attend WWAV partner meetings/updates and report.
Regional Social Action Coordinators	Register as Voting Squad Captain for their Region. Ensure that their squad (State Social Action Coordinators) are being engaged with chapter social action chairs. Attend squad webinars as needed. Report progress monthly.
State Social Action Coordinators	Register as Voting Squad Captain for their state. Ensure that their squad (Chapter social action chairs) implement at least one voter registration activity per month. Attend squad webinars as needed. Report progress monthly.
Chapter Social Action Chairs	Register as Voting Squad Captain for their Chapter. Implement Voter Registration activities either virtually or in person once it has been proven safe to do so.

Additional information shared with Regional and State Social Action Coordinators:

- Kick off call with WWAV for Regional and Social Action Chairs (6/16, 6/17)
- Kick off call with WWAV for Chapter Social Action Chairs (6/23, 6/24, 6/25)
- Timeline (Register voters through November)
- Voter Registration Best Practices
- Volunteer Quick Tips, Dos and Don'ts
- Additional approved voter registration resources

*Ideally, every soror will eventually have the DST WWAV unique QR code in possession to make voter registration easily accessible at any time.