

Voter Registration Drive Guidance

At the American Cancer Society and the American Cancer Society Cancer Action Network, we believe in fighting for lifesaving policy changes to support our mission. ACS and/or ACS CAN may occasionally host voter registration drives in connection with its events to help encourage our supporters to make their voices heard in the fight against cancer.

Please be advised: This document is intended only as a guide. Please consult with your ACS CAN staff partner or Greta Johnson (Greta.Johnson@cancer.org) if you would like to proceed with a voter registration event, or if you have any specific questions about anything in these guidelines.

OVERVIEW

Voter registration drives are a traditional activity for charities like ACS and ACS CAN; however, each state has its own rules and regulations regarding voter registration. That means we must be careful to ensure that any voter registration events or activities comply with all applicable laws.

WHAT IS A NONPARTISAN VOTER REGISTRATION DRIVE?

A voter registration drive is a public drive during which ACS/ACS CAN provide eligible voters with the information and materials necessary to register to vote. In some circumstances and depending on local rules, ACS/ACS CAN staff and volunteers may also assist new voters to submit their registration materials.

Because ACS is classified as a 501(c)(3) public charity and ACS CAN is a nonpartisan organization, both of which must maintain their reputation as organizations focused on curing cancer, all activities must be nonpartisan. That means that all official materials, public statements, and the means + methods of the voter registration drive must NOT demonstrate support for or opposition to any candidate for public office or political party. ACS CAN has prepared materials it can provide ACS and ACS CAN staff and volunteers conducting voter registration drives.

In some cases, it may be more efficient to partner with local organizations who have experience running voter registration drives. Regardless of whether you choose to run a voter registration drive through ACS/ACS CAN or with a partner organization, any potential voter registration activities must be reviewed and pre-approved by ACS CAN and Legal.

WHERE DO I START?

Before deciding to host a voter registration drive, you must complete and submit the [Voter Registration Drive Approval Form](#). You may not conduct a voter registration drive until you submit this form and receive a response approving your event.

Voter registration drives may be permissible in certain instances and discouraged in others. States have varied deadlines which may be different within a state depending on the election (primary, general, statewide, local), the voter's military status, and other factors. If you are hosting the voter registration drive at an event, there may be restrictions set forth by the event coordinator that prohibit or limit voter registration drives.

HOW DO ACS AND ACS CAN CONDUCT VOTER REGISTRATION DRIVES?

ACS CAN has partnered with TurboVote to support its voter registration activities. TurboVote is a Section 501(c)(3) nonprofit, nonpartisan voting registration and get-out-the-vote (GOTV) platform to help voters to register, verify their registration, request an absentee ballot, sign up for election reminders, and find their polling location. ACS CAN's voter registration platform URL is www.fightcancer.org/vote.

On the ACS CAN voter registration page, prospective voters will enter their name, address, date of birth, and email address. Once the voter submits this information, voters are provided with multiple pathways to register to vote, specific to their state laws. **Submitting the form on ACS CAN's voter registration platform is not the only step a voter must take to complete their voter registration.**

All voter registration activities ACS and ACS CAN conduct must use the ACS CAN URL to register voters!

Once you submit the [Voter Registration Drive Approval Form](#) and receive approval to conduct the voter registration drive, you will be provided with ACS CAN-branded handouts and the QR code to ACS CAN's voter registration platform. To ensure compliance with local election authority, please adhere to the following guidelines:

1. Do not obtain printed materials from the state in which you are registering voters. Providing prospective voters with printed materials often leads to extensive state requirements, such as training and registration. You may only provide voters with the QR code to the ACS CAN platform for voter registration.
2. You may assist prospective voters with the technical aspects of the platform, but you may not enter the information for the voter. The voter must complete the online form themselves.
3. Once the voter has submitted their voter registration information, let the voter know they will receive an email with additional instructions to complete their registration. Make sure the voter understands they will need to take additional action to complete their registration.
4. Only use the handouts you are provided when your voter registration activity is approved. These handouts have been reviewed and approved by Legal.

There may be instances in which you are granted an exception and may provide more than the ACS CAN voter registration URL, including printing completed voter registrations and/or submitting them on behalf of voters. **You MUST obtain written approval from Legal before incorporating anything other than the URL during your registration drive.**

Questions or Help

If you have questions or need help with this matter, please contact your ACS CAN staff partner or Greta Johnson at greta.johnson@cancer.org for more information.