**Election Messages Stories**

**Summary of Brainstorming by Voter Registration Team**

**June 18-20, 2020 (12:31 - 3:00 2.5)**

Participants so far in 2 sessions: Karen Fresco, Ann Prisland, Sara Taber, Elisha Roy, Kelly Delahanty, Linda Bair.

There were a few ideas that were great but more apt for later in the cycle. We'll keep these in a a parking lot for the next go-round.

Next steps: Review and prioritize these while roughing out some prototypes.

**Registering Online is Safe, Quick, Easy, Convenient**

**1. Couch Story: Registering is so quick and easy that you can do it in 3 minutes on your couch.**

Graphic variations

* Older person on couch with younger person. Older person holds a tablet and younger is pointing out something on the tablet. Implication is grandparent/grandchild at home.
* Young guy relaxing on couch at home with laptop or cell phone.
* Busy mother with baby on her lap while she uses her lap top or tablet.
* Young person on their porch with cell phone

Title 1 options:

* Take 3 minutes to Register To Vote online.
* Register to Vote At Home

Title 2:

<https://ova.elections.il.gov>

Other possible text:

* Find out if you're registered to vote.
* Apply to register.
* No hassle – one stop at <https://ova.elections.il.gov>
* Have your ids ready.

More info:

* Link to League page with more info or link to our how-to-register video.

**2. Busy Story: Registering is so quick and easy that even busy people can get it done.**

Graphic variations

* Person studying or working stops to register. Show a scene that implies either study (younger person) or older person (employed adult). Show lap top open, coffee cup, crumpled paper, pen/pencils, etc. Imply person is taking a break to register. Registration could be on phone or tablet. the work area could be coffee cup, papers, books, etc. to suggest the effort.
* Cartoon of busy woman on a hamster-exercise type wheel. Some of us did not like the style of this picture from Texas but others might be found to suggest hassled, busy women.

Title 1 options:

* Even if you're busy, take 3 minutes to Register To Vote online.
* Busy? You can still register to vote online.

Title 2:

<https://ova.elections.il.gov>

Other possible text:

* Register when you have time. It only takes 3 minutes on your device.
* It only takes 3 minutes.

More info:

* Link to League page with more info or link to our how-to-register video.

3. **Pajamas Story: You can register whenever you have 3 minutes, on your own schedule.**

Graphic variations

* Picture of person in pajamas, in the middle of the night, using device to register.
* Picture of Abraham Lincoln studying by candlelight. Idea was to suggest that even Abe registered in the middle of the night. (This idea is a little rough.)

Title 1 options:

* Register when you have time.
* Register on your own schedule, even if that's at 2:00 am.

Title 2:

<https://ova.elections.il.gov>

Other possible text:

* Do it on your own time.
* Register when you have time. It only takes 3 minutes on your device.
* It only takes 3 minutes.

More info:

* Link to League page with more info or link to our how-to-register video.

4. **Family Story: Families can register together, at home, in multiple ways, but together.**

Graphic variations

* Older person on couch with younger person who is old enough to vote (17+). Older person holds a tablet and younger person a cell phone. Implication is that each is registering on their respective devices.
* Dining room table with family members around it using various devices to register.

Title 1 options:

* Register together at home.
* Families can help each other register to vote.
* Make sure your family is registered.
* Register as a family.
* Make registering to vote a family event.

Title 2 options:

* <https://ova.elections.il.gov>
* Register online: <https://ova.elections.il.gov>

More info:

* Link to League page with more info or link to our how-to-register video.

**5. Many Places Story: Online registration can be done almost anywhere.**

Graphic variations

* Show several pictures of people holding a phone or tablet or using a computer in different places. Ideas: person in car with phone, person on porch with tablet, person in bed with lap top, person eating dinner with tablet, person walking dog, person waiting for tea to brew, person on her lunch break, etc.

Title 1 options:

* Wherever You Are....Register to Vote!
* Registered to Vote?

Title 2 options:

* Do It Anywhere...Do It Now! <https://ova.elections.il.gov>
* It only takes 3 minutes: <https://ova.elections.il.gov>

More info:

* Link to League page with more info or link to our how-to-register video.

**Registering is Important, Urgent, Do It Now!**

**6. First Step Story: If you want to vote, register first. Registration is the first step.**

Graphic variations

* Show an icon or photo that implies voting, such as a stylized hand putting a ballot in a ballot box. (This would go with "want to vote?")
* Show a person stepping up a stair (but not too many). Or just show a set of stair steps.

Title 1 options:

* Want to vote in the November election?
* Wanna vote? The first step is...

Title 2 options:

* Registering is the first step to voting. <https://ova.elections.il.gov>
* Register online in a few minutes. <https://ova.elections.il.gov>
* Register first: <https://ova.elections.il.gov>
* Register in 3 minutes at <https://ova.elections.il.gov>
* Check your registration or apply at <https://ova.elections.il.gov>

More info:

* Link to League page with more info or link to our how-to-register video.

**7. To Do / Priority Story:**  **Make** **registering to vote a priority. Online makes it easy.**

Graphic variations

* Graphic of a person leaving their house, maybe carrying a backpack or checking their watch or anything else to indicate they are rushing out and busy.
* Image of a "to do" list. Put "register to vote" on the list. Show a hand or pen or other check-off indicating that it's done. If room put the <https://ova.elections.il.gov> link on the to do list, otherwise in text below the image.

Title 1 options:

* Before you do anything else....
* Before you leave home....

Title 2 options:

* Register to vote at <https://ova.elections.il.gov>
* Make registering to vote a priority.
* Online registering takes only 3 minutes.
* Put registering to vote on your to-do list.

More info:

* Link to League page with more info or link to our how-to-register video.

**8. Committed Story: Vote to support your commitments. Register first to vote.**

Graphic variations

* Father holding a child (or any other combination of parent(s)/child(ren).
* Picture that suggests supporting your community. (We didn't discuss these.)
* Graphic of doctor/nurse attending to a patient for health care.
* Graphic of trees/landscape for environment.

Title 1 options:

* I'm committed to good education.
* I'm committed to health care reform/to public health/to health care for all. (Image: family group?)
* I'm committed to protecting the environment. (Person standing outside, in countryside. Person tending a vegetable garden?)
* I’m committed to fair immigration policy. (Teacher in a schoolroom with children of several ethnicities? A multicultural church meeting?)
* I'm committed to a <name your cause>

Title 2 options:

* Register to vote now: <https://ova.elections.il.gov>

More info:

* Link to League page with more info or link to our how-to-register video.

**9. Inspiration Story: Voting has a greater context in society.**

Graphic variations

* The vote is precious. It is the most powerful non-violent tool we have in a democratic society, and we must use it. ―US Representative John Lewis, 2016
* Someone struggled for your right to vote. Use it. ―Susan B. Anthony
* Others?

Title 1 options:

* Register to vote online at: <https://ova.elections.il.gov>

More info:

* Link to League page with more info or link to our how-to-register video.

**10. Is It Safe Story: For people who may be nervous about registering online, make an analogy to other things we already do online, such as banking.** (This might be moved to the Voting is Safe cycle.)

Graphic variations

* We didn't discuss images here but an image suggesting online banking, maybe paying taxes online, etc.

More info:

* Link to League page with more info or link to our how-to-register video.

**11. Make Your Voice Heard Story: Your vote is your voice. Register to vote. Be heard.**

Graphic variations

* A common theme. Graphics are everywhere. To see a multitude, go to images.google.com and enter "your voice your vote register". Here are a few.

