

# NUS Got 5? voter registration toolkit 2019

# Why it's important to vote

**Snap elections may be taking place across the UK very soon.**

Why does this matter to students? Because just being registered to vote gives them power; it gives them influence and a stake in society.

When politicians make decisions, they look at who is on the electoral register and who votes. With the Government planning an early election in attempt to restrict student voters, it is crucial that all young people are registered and will be able to vote at their place of study, by postal vote, or in their hometown.

**This pack introduces the NUS campaign for voter registration 2019. GOT 5? is being delivered in partnership with the Electoral Commission. Read on to find out how your students' union can be involved and help your students have their voices heard.**

[Click here](#) to be redirected to Gov.uk Register to Vote page.

# Got 5? - Register to vote

This resource is primarily for organisations who work with students. Though, there may be things in here that you can adapt and use. Our campaign asks people if they've 'Got 5?' to register to vote. This messaging works really well with students who are likely to have five minutes spare.

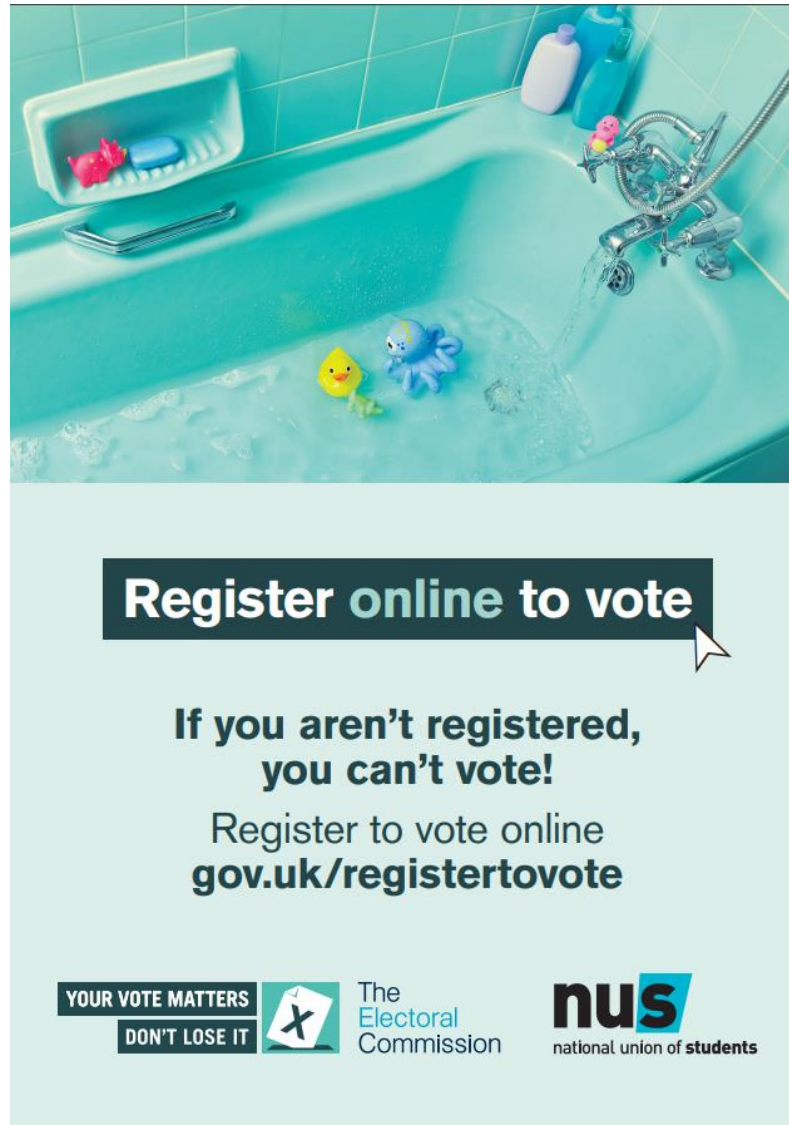
We've teamed up with **The Electoral Commissions** to encourage all students to Register to Vote! The '**Got 5?**' campaign will be presented in this toolkit.

This will provide you with resources you can use to promote voter registration to students through lots of different channels and **our Got 5? Campaign** guide giving hints and tips on how you can get the message out there...

The Electoral Commission has information about what issues the devolved administrations in [Scotland](#), [Wales](#) and [Northern Ireland](#) have jurisdiction over such as education, health and social services and housing.

Local councils are responsible for delivering some services locally, such as education or transport services, can affect students. Find out how your local council represents them [here](#), it could be important in shaping your messages.

# A4 poster



[Click here](#)

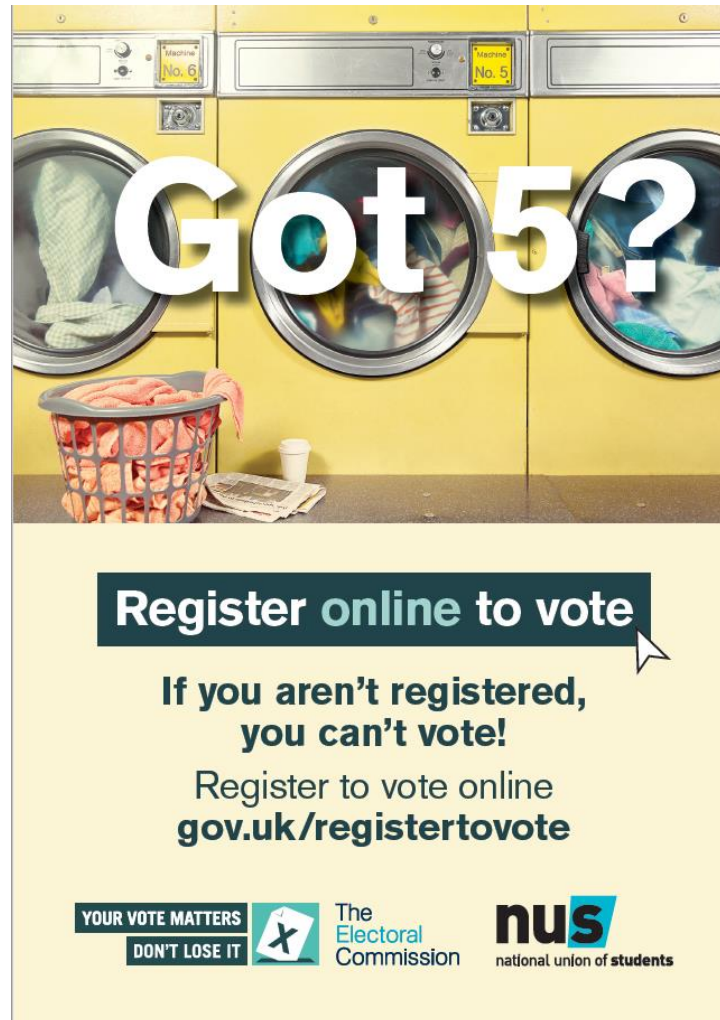
to download the Got 5? A4 voter registration poster (jpeg format)

[Click here](#)

to download the Got 5? A4 voter registration poster (pdf format)



# A5 flyer



**Got 5?**

**Register online to vote**

**If you aren't registered,  
you can't vote!**

Register to vote online  
[gov.uk/register tovot e](https://gov.uk/register tovot e)

**YOUR VOTE MATTERS  
DON'T LOSE IT**

**The Electoral  
Commission**

**nus**  
national union of **students**

[Click here](#)

to download the Got 5? voter registration A5 flyer

NUS Got 5? Voter Registration Toolkit

## Why should you register to vote?

Because being registered gives you power; it gives you influence and it gives you a stake in your future.

Are you frustrated with the way student debt is spiralling and FE funding is being cut? Fed up of this Brexit chaos you never even voted for?

This is your chance to set the agenda and ensure student voices are heard in any elections. If you are not registered you can't vote!

Register online at: [gov.uk/register tovot e](https://gov.uk/register tovot e)

## Who are NUS?

NUS represent over seven million students from universities and colleges of all sizes.

- We champion students to shape the future of education – and create a better world.
- We promote, defend and extend student rights.
- We fight discrimination, isolation and injustice through campaigning and targeted action.
- We harness the collective power of students through collective and democratic representation.

## What does NUS campaign on?

The issues that affect you as students and that students care about.

Visit [nus.org.uk](https://nus.org.uk) to find out more.



## Tell us what you think:

 @NUSuk  @NUS\_uk  
 @nationalunionofstudents  
[www.nus.org.uk](https://www.nus.org.uk)

**#LOVE SUs**

The  
Electoral  
Commission



**nus**  
national union of **students**



# Digital assets



# Social media messaging



Click here to download the Got 5? social media assets for Twitter, Instagram & Facebook. Please ensure you use this link [https://www.nusconnect.org.uk/resources/?utm\\_source=website&utm\\_medium=quicklinks](https://www.nusconnect.org.uk/resources/?utm_source=website&utm_medium=quicklinks)

Social media is a quick and easy way of informing students about the importance of Registering to Vote. To encourage them to register, here are a few suggestions:



**Got 5?** while you're waiting for your lecture/lesson to start?

**Got 5?** while you're waiting for your pint?

**Got 5?** while you're waiting at the bus stop? All you need is 5 minutes and your National Insurance number to register to vote. Register now!

**Got 5?** while you wait for your lunch? [microwave emoji]. If you've never registered to vote, get it sorted! Register now.

If you're not registered, **you can't vote**. All you need is: Five minutes [tick emoji]

Your National Insurance number [tick emoji]

Register now.



Did you know that students can often register to vote at both their home and term time addresses? Learn more here. **It only takes 5 minutes to register to vote** [ballot box emoji] Register now!

**Got 5?** Lots of young people are missing from the electoral register. This means they don't get a say in how things are run. Your vote matters. Make sure you're in. Register online today to have your say.

**Got 5?** Have you just moved into a new place? You need to be registered at your current address if you want to vote in Local and General Elections. Register online today to have your say.

Please ensure

you use this link when creating short links over social or inserting into graphics on your online pages

[www.gov.uk/registertovote?utm\\_source=NUS%20stakeholder&utm\\_medium=registration\\_activity&utm\\_campaign=EC\\_1e2019](http://www.gov.uk/registertovote?utm_source=NUS%20stakeholder&utm_medium=registration_activity&utm_campaign=EC_1e2019)





# Campaign ideas

Registering students to vote will help make students in your area too powerful to ignore. You can use our assets to create your own voter registration campaign. Here's a few suggestions:

**Run a registration varsity!** Challenge your clubs and societies to compete to see who can get the most students registered. A bit of healthy competition can go a long way. Whether it's kudos for winning or a prize incentive, getting clubs and societies talking about voter registration can really persuade students, plus they can access halls and put those posters up in shared kitchens or laundry rooms.

**Involve local radio,** get your officers to share key messages along with why students are registering.

**Promote registration on campus** by distributing leaflets, putting up posters or setting up a stand outside your halls of residence or Union buildings, or other spaces they frequent. Get students to register on laptops or tablets or their own phones.

**Have a business drive** to ask local business to put up a poster/ leave some flyers on their counter. Target key student haunts such as laundrettes, corner shops, the library, pubs and local cafés.

**Promote registration online** using social media or by putting a digital banner on your Union homepage. See our guide below for templates to help you get set up.

**Engage students with a PR stunt/ photo opportunity.** From campervans to climbing walls, ice cream vans to local celebrities, whatever works for your students, display it on campus or in town and invite local press.

**Flood your social media channels with messages about why students should register.** For example, you could run a mini 'I registered to vote because...' call to action. This could involve getting student union officers/elected reps or other people in your organisation to say why they registered to vote. For example:

- a) I registered to vote because it's powerful and really simple to do
- b) I registered to vote because I want to bring about change



# Snap, save and share

We're always happy to hear from student unions who making the most from campaigns we share. It helps us to build up content, engage with students and share ideas with each other and give us valued feedback.

