#whenstudentslead

WHEN STUDENTS LEAD

12 December polling day pack

2019 General Election resources.

nus

national union of **students**

Use this pack to help coordinate your Get Out The Vote activities on polling day.

Get Out The Vote

Thursday 12th December is polling day across the UK and will be the day that all electors, apart from those who are using postal votes, cast their ballots. Already our campaign to get students registered to vote has had incredible success – almost 1.5 million under-25s have registered to vote since the general election was announced. But if the student vote is to really be impactful we need to make sure that all of those who are registered to vote are casting their ballots on polling day.

This pack contains –
- 10 GOTV ideas for polling day
- A draft email for you to send to all your students on the morning
- A content plan for your social media channels on the day
- Digital and printable assets

In preparation for polling day it is always a good idea to find out which polling stations your students, or at least the majority of them, will be using. To do this you can search for polling stations by postcode at wheredoivote.co.uk.

All the party manifestos are now out. We've been through them all, and scored them alongside our own manifesto. Our manifesto comparison is available here, and useful for any students who might still be making their mind up.

10 GOTV ideas for polling day

As election day is approaching, it's vital that all the students that associations have done so much hard work to register to vote make it to the polling station. **Students have been encouraged to #MakeAPlan – polling day is now their chance to put the plan into action and VOTE!**

Here are our ten best ideas for things to help you get out the vote from your union.

1. #WhenStudentsVote Whiteboard Campaign
The best thing to get students enthusiastic about voting will be hearing from other students! You can prepare a simple whiteboard campaign, where students share why they're voting on a board and have a photograph taken while holding it, in the run up to polling day – make sure everyone's sharing the photos on their social media!

2. Get your societies involved
Ask each society to set up a going to vote event on polling day, where they go to the polling station as a group – and maybe combine it with a (near) end of term activity. If you've got students spread across different areas with different polling stations, why not start a bit of competition and see who can get the biggest group to the relevant place?

3. Polling Station Wacky Races...

Why not hold a Wacky Race from campus (or multiple points!) to the appropriate polling station. Whether it's skateboarding, a hoverboard, or a silly costume and their usual method of transport, you could offer a prize for the winner of the race and a prize for the most inventive method of going to vote – and don't forget to advertise in advance so that people have time to get their best outfits together and create a buzz about election day!

4. ...Or a more traditional walking bus

Run regular walking busses to each polling station that your students can vote at from central meeting points around your campus, the SU or even halls. Lots of people might be a bit nervous about voting, especially if it's their first election, and going in a group while having a chat about how to vote is a great way to calm those nerves!

5. Door knocking & lecture shout outs

These might be slightly more traditional ideas – but they work! Keep the day free and make sure you know where the biggest lectures are taking place so that you can go in and remind students to vote. It's best to do this in the first five minutes of each lecture, rather than the end – no-one wants to stay behind! You can also go door knocking in halls and speak directly to students who are home about getting out to vote – make sure to tell them that polls are open until 10pm!

6. #DogsAtPollingStations

One of the Twitter highlights of the past couple of elections has been the internet being flooded with dogs keen to get out the vote. If you're in a college that runs animal grooming courses, why not see if some of the animals would be able to come and vote with you? Make sure to tell the world on the hashtag! If you haven't got any dogs of your own available…you might just meet one if you go and vote!

7. Share #MyFirstVote stories

Many of your students will be voting in a general election for the first time so try to find some of them to share their stories of why they are voting, why they think it is important for others to vote and what it means to them to have a say in this election. Share their stories through social media posts and videos.

8. Host an election result screening event

Whatever the result, being with people is great on election night. Why not host an election night screening in your SU or institution? In order to GOTV you could offer free goodies such as drinks, food or other goodies to those students who attend the event and show you a picture of them outside the polling station. You could make the event exciting by assembling an 'expert panel' of students and academics to commentate on the results as they come out live or even attempt your own student 'Exit Poll' beforehand.

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9. Election day raffle!

Young or old we all love a raffle. Why not setup an SU GOTV raffle, if students show you a picture of them by the polling station, they get entered into a raffle with some whacky prizes! The winners of the raffle are announced after the Exit Poll at 10pm.

10. Collective incentives

We all love a bit of collectivism in the student movement. In order to fight the atomising tendencies of marketisation and GOTV at the same why not establish a collective incentive system amongst your student body. Ask your students to send pictures of them outside the polling station to your social media accounts and publicly record the number of confirmed voters you have received. The more of your membership confirm the vote, the bigger the prizes for all!

For example, you could offer increasing discounts for the rest of the week in your commercial outlets tied to the number of confirmed voters. The more of your students that confirm they have voted the cheaper items in your commercial outlets get, for example:

100 confirmed voters= 5% off all items
250 confirmed voters =10% off all items
1000 confirmed voters = 20% off all items

Template all-student email:

Dear xxx

It is General Election day!

This election is the most important of our lifetime, and will determine the future of everything from climate change to Brexit. History shows that when students vote, when we make our collective voice known we really can lead the political agenda.

The National Union of Students Scotland has published a manifesto of policies #WhenStudentsLead that would improve the lives of students which you can read here.

(Put any GOTV the vote activities that you will be running here!)

How do I vote?
You can vote at your assigned local polling station. Polling stations are open 7am-10pm today and will be located very close to the address you registered to vote with. Your polling station address should be printed on your polling card, which is delivered by post before an election. Or if you don't have a poll card, you can contact your local council for information.

You do not need your polling card to vote. You do not need any other form of ID to vote (unless voting in Northern Ireland).

As a student, you will have been able to register to vote in two parliamentary constituencies – but you

Social media content plan

TIME	CONTENT	LINK	ASSETS
7AM	The big day is here! All week we've been asking you to #MakeAPlan to vote. Polling stations have just opened, so now it's time to put your plan into an action and have your say! #GE19 #WhenStudentsVote		#WhenStudentsVote graphic
8AM	**Unsure who to vote for?** NUS Scotland have been through all the party's policies and compared it to their own manifesto. Have a look now to find out which parties match to YOUR views. #whenstudentsvote #GE2019	NUS Scotland Manifesto comparison	
9AM	**#WhenStudentsVote we can decide the future we want to see. Make a difference. Be a voter.**		#WhenStudentsVote Graphic
10AM	Plug for one of the activities that you will be running on polling day e.g. walking bus, lecture shoutout or raffle.		
11AM	#WhenStudentsVote we choose urgent action on the climate crisis.	NUS Manifesto	Graphic with this ask
12PM	First #FirstTimeVoter story!		Video or photo of your first time voter
1PM	Have you voted yet? There's 9 hours left until the polls close, so make sure you don't miss out and have your say! #GE19 #WhenStudentsVote		
2PM	#WhenStudentsVote whiteboard campaign		Pictures of your students sharing why they are voting on whiteboards
3PM	Have you spotted any #DogsatPollingStations today? Get down to your polling station to vote and see what animals you see!		
4PM			
5PM	Second #FirstTimeVoter Story		Picture or video of first-time voter

5PM	SECOND #FIRSTTIMEVOTER STORY		PICTURE OR VIDEO OF FIRST-TIME VOTER
6PM	#WhenStudentsVote we vote for an end to Brexit for the Public Good		Brexit graphic
7PM	Some people said students wouldn't register to vote. The numbers proved them wrong. This is the election of our lives. Prove them wrong again by being a voter today! #WhenStudentsVote #GeneralElection2019		Prove them wrong video
8PM	#WhenStudentsVote whiteboard campaign		Pictures of your students sharing why they are voting on whiteboards
9PM	Only 1 hour before polling stations close! Make a difference. Be a voter. #WhenStudentsVote		
10PM	Polls have now closed! Come along to the SU now for a screening of the election results as they come in. #GE2019		Pictures of your SU room/ host room set up and ready, ensure to post the location to the screening

Digital assets

We have produced a series of digital assets that can be used for your social media comms on polling day. These include shareable gifs and various social media graphics. All of these are available from here.

We have also created a twibbon for the day so please do update your student union twitter account with it and encourage your students to do the same.

Printable assets

We have also created posters and flyers for you to put up around campus and give to students to encourage them to go and vote. Feel free to use these in advance of polling day as well!

These can all be found here.

More information

If you would like any more information about what NUS will be doing on polling day or any more support with your own activities, please get in touch at policy@nus.org.uk.