

JOIN US



WOMEN REGISTERING WOMEN

THE VOTERISE 2020 CHALLENGE is a 3-year initiative commemorating the upcoming centennial anniversary of the ratification of the 19th Amendment granting women the right to vote in August, 1920. In 1980, Utah ranked 5th in overall voter turnout, in 2016, Utah ranked a dismal 39th. According to Nov. 2016 U.S. Census data, there are 288,000 women in Utah who are citizens but unregistered to vote. **Our initial goal is to recruit 1,000 women to each register 20 others and encourage them to do the same.**

STRATEGY

- Provide our 1,000 women and partner organizations with toolkits containing everything needed to facilitate their registration efforts including highlighted registration forms to make the process simpler and faster; suggestions on how and where to approach potential registrants, live and video voter registration training opportunities, instructions on the handling of completed forms, and a supply of business-size text registration cards enabling women to register to vote via text through VOTERISE.
- Enlist the support of Utah's female mayors, city councilwomen, state legislators.
- Partner with other organizations and Utah businesses to extend the reach of the program.
- Support the program with strong multi-media messaging including social media, television and radio public service announcements, billboards, and publicity.
- Create a Utah Women's Voter Registration Day.
- Conduct a powerful **GOTV (Get Out The Vote) Program** campaign to ensure a high level of turnout among our registrants. In 2016, 75% of VOTERISE registrants did turn out to vote, with those who registered with us online or via text achieving a 79.9% turnout rate.

THE VOTERISE 2020 CHALLENGE will begin this summer and we hope you'll join us as a VOTERISE Ambassador. Please use [our sign-up form](#) and we'll contact you. Together, we can make a tremendous difference!