



2022 SECRETARY OF STATE

# Ballot Bowl Competition Toolkit

August 15, 2022 - November 8, 2022

**REGISTER TO VOTE**

*[RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s)*



## TABLE OF CONTENTS

- 1 About
- 2 Tips to Maximize Voter Registration
- 3 Social Media
- 4 Social Media
- 5 Resources

# Ballot Bowl

The Ballot Bowl is a friendly competition to encourage students to register to vote. The Secretary of State sponsors the Ballot Bowl to encourage higher education students to be involved in the election process. The California Community Colleges, California State University, the University of California, and independent colleges compete for the the honor of achieving the most registered students. New registered voters or those already registered that update or check their information will count towards your school totals. For more information on how to register students to vote, refer to the graphic below.

Students must visit [RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s) in order for the vote to be counted towards the competition.

Students and advisors can track the progress of their college and the competing colleges at [caballotbowl.sos.ca.gov](https://caballotbowl.sos.ca.gov).

**HOW TO REGISTER STUDENTS TO VOTE**

**STEP 1**  
Students must visit [registertovote.ca.gov/](https://RegisterToVote.ca.gov/?t=s) in order for the vote to be counted towards the competition

**STEP 2**  
On page 3, there will be a section that asks what college or university you attend. Students will need to select California Community College and their correct college

**STEP 3**  
Students will need to fill out the form with all their personal information and then submit the form once it is completed

**IMPORTANT**  
The process is simple and takes only 5 minutes to complete! Students can access the link via phone, computer, or tablet. A tracker is provided through the Secretary of State's website that is updated every 24 hours. Students can view the progress of counted voter registrations for their college.

↓ **DOWNLOAD**

**BALLOT BOWL RESULTS**

California Community Colleges

Weekly updates of the top 3 campus' student voter registration numbers

1st	<b>American River College</b> Sacramento, CA	5 voters
2nd	<b>Victor Valley College</b> Victorville, CA	3 voters
3rd	<b>Norco College</b> Norco, CA	2 voters

LAST UPDATED : 8/26/2022 10:58:47 AM

↓ **DOWNLOAD**

## Tips to Maximize Voter Registration

Students can lead the Ballot Bowl Competition. Below are a number of ways that student can engage their own peers in the competition. In each of the activities below use easy to follow flyers with QR codes (attached) as a way to get students to sign up at the event.

Set up registration tables in high frequency areas (cafeteria, bookstore, library, etc.)

Coordinate voter registration events with the County Registrar of Voters (see below)

Combine voter registration activities with other campus events like Club Rush

Engage existing civic clubs, PoliSci classes, and the SBA

Attend classes to sign up all students and encourage them to take a "classroom pledge" to sign up all their friends

Promote on Social Media regularly

Utilize other existing platforms (Canvas/Blackboard/Emails/etc.)

Provide handouts/flyers available at every campus department

Encourage students to text their friends using the voter link

## County Registrar of Voters

Your county Registrar of Voters (RoV) already visits your campus to register students to vote. However, they only register students by paper. In order to count towards your Ballot Bowl totals and track your colleges progress, you must do that through a unique registration link created by the Secretary of State's office. You can coordinate with the county RoV to put up the included QR code flyers so your totals are recorded.

# Social Media Graphics

## Graphic #1

Instagram, Twitter, Facebook



↓ DOWNLOAD

Instagram Story



↓ DOWNLOAD

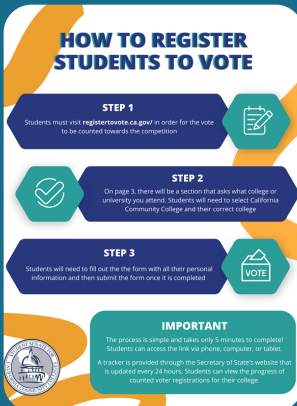
### Graphic #1 Caption

Compete with us to win the most registered students to vote for this year's 2022 Ballot Bowl!

Register to vote now, click the link in our bio or visit [RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s).  
#SSCCC #2022BallotBowl  
#SecretaryOfState  
#CaliforniaCommunityColleges

## Graphic #2

Instagram, Twitter, Facebook



↓ DOWNLOAD

Instagram Story



↓ DOWNLOAD

### Graphic #2 Caption

The process only takes 5 minutes! Here are simple and easy steps to register students to vote.

Click the link in our bio or visit [RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s). #SSCCC #2022BallotBowl #SecretaryOfState #CaliforniaCommunityColleges

## Video Ad Campaign

We will be conducting an ad campaign that consists of videos that inform students about the Ballot Bowl and encourage them to register to vote. To participate and learn more, visit [Storyboard](#)

# Social Media Graphics

## Graphic #3

Instagram, Twitter, Facebook



↓ DOWNLOAD

Instagram Story



↓ DOWNLOAD

### Graphic #3 Caption

Join in on the fun and compete with us to win the most registered students to vote for this year's 2022 Ballot Bowl!

Register to vote now, click the link in our bio or visit [RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s).  
#SSCCC #2022BallotBowl  
#SecretaryOfState  
#CaliforniaCommunityColleges

## Graphic #4

Instagram, Twitter, Facebook



↓ DOWNLOAD

Instagram Story



↓ DOWNLOAD

### Graphic #4 Caption

Does your college have the most registered voters? This week's 2022 Ballot Bowl's top 3 California Community Colleges in the lead!

Be a part of it and register to vote now, click the link in our bio or visit [RegisterToVote.ca.gov/?t=s](https://RegisterToVote.ca.gov/?t=s). #SSCCC #2022BallotBowl #SecretaryOfState #CaliforniaCommunityColleges



This graphic will be updated weekly, make sure to check the last update time stamp in the graphic

## Repost

Reposting is also another option. Graphics will be posted on Instagram, Facebook, and Twitter. Best way to repost is sharing it on your Instagram story, share on your Facebook page, or retweet the post on Twitter.

## Resources

### RESOURCE #1

---

Secretary of State's Ballot Bowl Toolkit

### RESOURCE #2

---

SSCCC AB 963 Webinar

SSCCC AB 963 Powerpoint

### RESOURCE #3

---

County Registrar of Voters Information

### RESOURCE #4

---

Event Ideas