



BPLVOTES

MISSION

BPL Votes is dedicated to engaging, educating and empowering the Big Picture Learning network – its educators, leaders and most importantly, its young people – to take an active role in our nation’s electoral process.

Its mission is to ensure that every voice in the BPL network is heard and that the network’s collective values are represented during this November’s election – not just nationally, but at the local level as well.

In this document, we offer a clear roadmap touching upon policy stances, strategic dialogue, voter registration, collaborative partnerships and more. Through BPL Votes, we can actively shape the future, united in our commitment to civic education, social justice and the power of student voice.

On November 9, 2016, I sat in my classroom at Fannie Lou Hamer Freedom High School in The Bronx; filled with fear and uncertainty about what the future held under a new Presidential administration. I was angry – not just because of what the new administration represented – but because I couldn't vote. I was not yet 18. The power to influence the future was still beyond my reach.

Despite my frustration and fear, I felt a deep need to do something. I wrote a letter to the BPL network, emphasizing the importance of the moment. Even in the midst of uncertainty, I felt compelled to shine a light of hope, fueled by the unwavering belief in the power of student voice. Though I knew the path ahead would be challenging, I also knew we were well equipped to meet those challenges.

Today, I write a new letter to the network, one which is proactive rather than reactive. This time, we are not merely responding to what has already happened; we are shaping what comes next. Whether you're old enough to vote or still waiting for your turn, every student in our network holds the power to

bring our policy priorities and vision for the future to the forefront. It's time to harness that power to ensure that our voices are heard and our values protected.

Many of our hard-won rights have been stripped away, others hang in the balance. But we have the experience, knowledge and collective power to make a difference.

BPL Votes is our path forward. Through this initiative, we can channel our collective energy into meaningful action. We have the opportunity to mobilize our network, engage our communities and ensure that every eligible voice is heard in this critical election.

We build the future we want to see by taking action today.

I urge all young people across the BPL network to join in this effort. We'll organize voter registration drives, host discussions, educate ourselves and others and – most importantly – vote.

The power is in our hands. Let's use it to secure a brighter, more just, future for all.



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WHAT'S AT STAKE

As members of the Big Picture Learning network, we recognize that young people are more than just students – they are organized, engaged citizens and visionaries who will shape the future of our nation. They understand what a just and equitable education system should look like and why it is our collective responsibility to ensure that their voices are heard and respected.

The 2024 election represents a critical juncture for the trajectory of education in our nation. This election isn't just about policies; it's about safeguarding the rights of our students, securing the necessary funding for their education, defending their freedom to learn without limitation, and empowering them to make their voices heard at the ballot box.

A young woman in a grey Champion hoodie and glasses is talking to a young woman in a light grey blazer. They are in a career fair setting with other people and tables in the background. The text 'THE TOOLKIT' is overlaid on the left side of the image.

THE TOOLKIT

BPL Votes



PREPARING FOR THE VOTER REGISTRATION DRIVE

FORMING THE TEAM

Youth Ambassadors: Recruit students passionate about civic engagement who can lead by example and energize their peers.

Provide training on voter registration, effective communication and community engagement

Faculty Ambassadors: Identify supportive faculty members who can mentor Youth Ambassadors and help organize the logistics of the drive.

Faculty can also help navigate any school specific challenges or permissions needed.

PLANNING THE EVENT

Location Selection: Identify strategic locations within your community where potential voters gather; which may include: schools and universities, community centers, public events or fairs, busy public areas like parks or transit hubs.

Check and secure any required permits or permissions for setting up in these areas.

PARTNERSHIPS

Collaborate with local organizations, clubs and advocacy groups that align with the mission of voter engagement. Engage with schools across the Big Picture Learning network to promote cross-community involvement and support.





MATERIALS PREPARATION

VOTER REGISTRATION FORMS

Ensure an ample supply of paper registration forms and be familiar with online registration options.

Understand your state's specific requirements and deadlines to assist registrants accurately.

EDUCATIONAL TOOLKIT

Develop or use an existing toolkit (like this one!) that includes: (a) key information on why voting matters and its impact on local and national issues; (b) a breakdown of critical dates and deadlines, including voter registration cutoffs and election days; (c) a simple guide to the voting process, including absentee voting and polling locations.

SWAG AND INCENTIVES

Gather items to encourage participation and build excitement, including items such as: **T-Shirts** with BPL Votes branding to create visibility and unity; **Stickers** that participants can wear to signal their commitment and encourage others; **Buttons, pens, etc.** that can serve as both reminders and rewards.

Incentives: Offer small rewards like gift cards or raffle entries to those who register or commit to voting, boosting motivation and participation..





EXECUTING
THE VOTER
REGISTRATION DRIVE

TRAINING
THE TEAM

YOUTH AND FACULTY AMBASSADORS

Conduct training sessions focused on: (a) How to effectively engage with potential voters through respectful and persuasive communication; (b) Common questions and answers about voter registration and the voting process, including: eligibility, deadlines and ID requirements; (c) properly filling out registration forms to avoid common errors.

Use role-playing exercises to stimulate interactions and build confidence.



EXECUTING THE VOTER REGISTRATION DRIVE

ON THE GROUND ACTIVATION



BOOTH SETUP

Arrange tables or booths at your selected locations with: (a) eye-catching banners and signs that clearly communicate the purpose of the drive; (b) organized and accessible materials, including forms, pens and educational pamphlets; (c) a friendly, approachable environment where people feel comfortable asking questions and registering to vote.

ROLES AND RESPONSIBILITIES

Designate specific roles for team members to ensure smooth operations, to include: (a) **Greeters**: Welcome individuals, introduce the event, and direct people to registration stations; (b) **Form Distributors**: Provide and collect voter registration forms, ensuring accuracy; (c) **Information Providers**: Answer questions about the voting process and provide additional resources; (d) **Social Media Coordinators**: Capture photos, videos and testimonials to share using [#BPLVotes](#), tagging [@bigpiclearning](#) to extend reach and visibility.

ENGAGEMENT STRATEGIES

Social Media Promotion: Use personal and school social media channels to promote the drive, share live updates and encourage others to join the movement.

Mini Events: Organize small events alongside the registration drive to draw in participants; such as: (a) live music, performances, or open mic sessions; (b) competitions or games that tie into the theme of civic engagement; (c) guest speakers or panels discussing the importance of voting and how young people can make a difference.



The logo features the text "BPL" in a large, bold, white sans-serif font above "VOTES" in a slightly smaller, bold, white sans-serif font. A white five-pointed star is positioned between the two words. Below the text are three horizontal white lines of varying lengths, creating a stylized underline. The entire logo is contained within a white circular border.

**BPL
VOTES**

The logo features the text "3IG" in a large, bold, white sans-serif font above "PICTURE" and "LEARNING" in a smaller, white sans-serif font. Below the text are three horizontal white lines of varying lengths, creating a stylized underline. The entire logo is contained within a white circular border.

**3IG
PICTURE
LEARNING**

EXECUTING THE VOTER REGISTRATION DRIVE

USING DIGITAL TOOLS

QR CODES & GRAPHICS

Design and display QR codes that direct users to online voter registration sites, making it easy for people to register on their phones.

Distribute digital flyers and social media graphics that highlight the importance of voting and how to get involved.

DIGITAL OUTREACH

Use email campaigns, social media posts and text message reminders to engage those who may not be able to attend in person. .



EXECUTING THE VOTER REGISTRATION DRIVE

SOCIAL MEDIA ENGAGEMENT



CONTENT CREATION

Create compelling content that resonates with your audience; including: (a) personal stories or testimonials from those registering to vote; (b) engaging visuals that capture the excitement and importance of this drive; (c) calls to action that encourage followers to participate, share and spread the word.

Track and respond to interactions to build a community around your voter registration efforts.

AMPLIFICATION

Encourage everyone involved to use the [#BPLVotes](#) hashtag and tag [@bigpicturelearning](#) to share their experiences and help inspire others to get involved.



POST-DRIVE FOLLOW UP

DATA COLLECTION & ANALYSIS

DOCUMENTATION

Keep detailed records of all registrations, pledges and participant contact information.

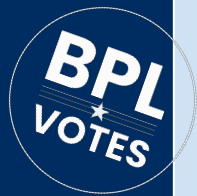
Track the number of people reached, registered and any feedback received to measure the success of the drive.

FEEDBACK

Conduct surveys or informal feedback sessions with both participants and volunteers to identify what worked well and areas for improvement.

Use this feedback to refine future voter registration efforts and ensure greater impact.





**POST-DRIVE
FOLLOW UP**

**CONTINUED
ENGAGEMENT**



IMPACT REPORT

Prepare a report summarizing the outcomes of your voter registration drive, including total registrations, social media reach and overall community impact.

Share your successes with the BPL network and use these insights to plan future initiatives.

PLANNING FOR THE FUTURE

Reflect on the lessons learned from this drive and begin preparing for the next phase of voter engagement, whether it's focused on get-out-the-vote efforts, continued voter education, or additional registration drives.



POST-DRIVE FOLLOW UP

EVALUATION AND REFLECTION

PLEDGE TO FOLLOW UP

Reach out to everyone who registered or pledged to vote with reminders about key election dates, such as early voting periods and election day.

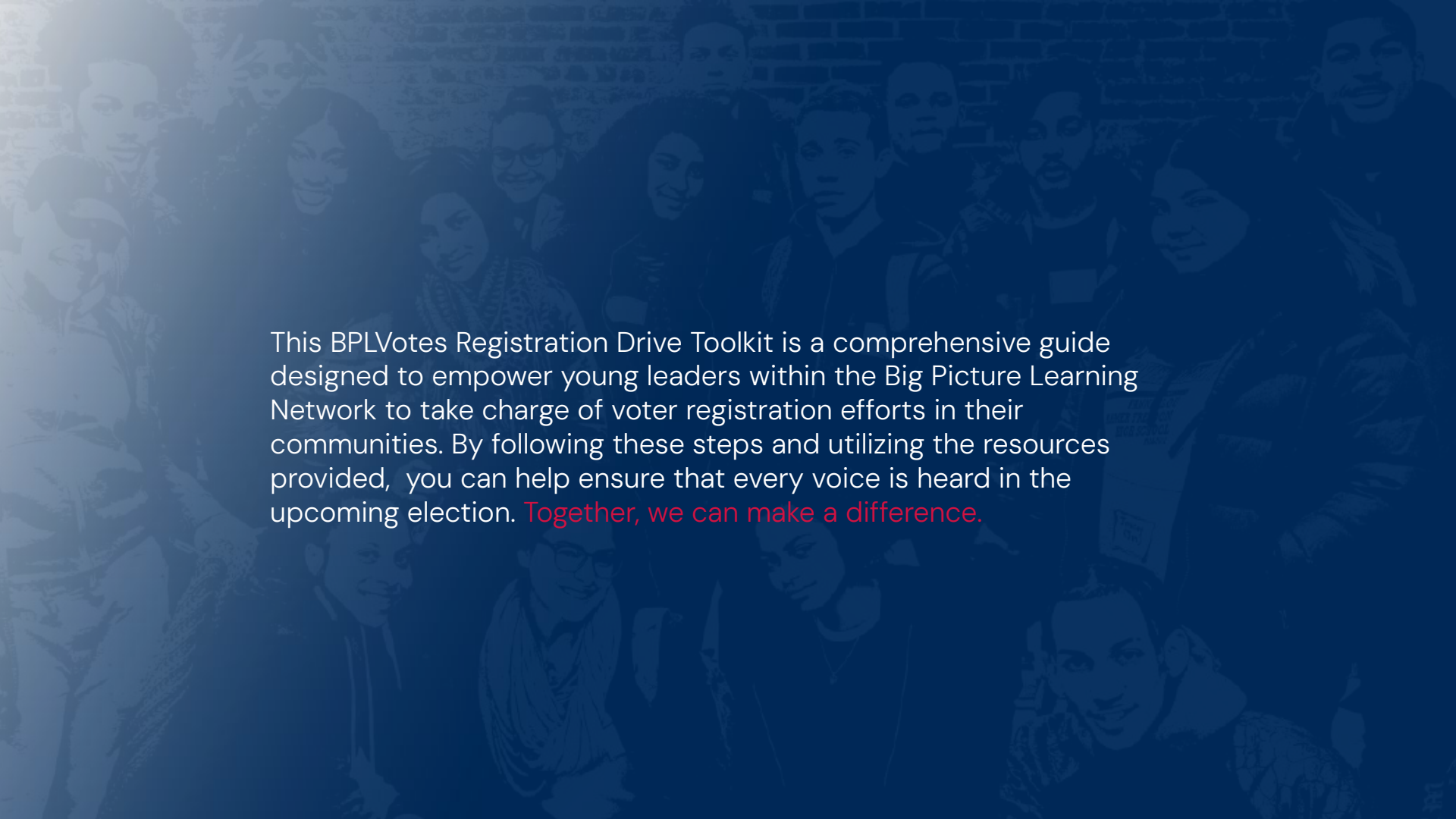
Provide additional resources, such as guides on where to vote and what to expect at the polls.

ONGOING COMMUNICATION

Maintain regular contact with newly registered voters through email, social media or text updates.

Share non-partisan resources to help voters make informed decisions on election day.





This BPLVotes Registration Drive Toolkit is a comprehensive guide designed to empower young leaders within the Big Picture Learning Network to take charge of voter registration efforts in their communities. By following these steps and utilizing the resources provided, you can help ensure that every voice is heard in the upcoming election. **Together, we can make a difference.**



#BPLVOTES

Big Picture Learning's (BPL) mission is to activate the potential of schools, systems and education through student-driven, real-world learning. We have been pursuing that mission since 1995; at the leading edge, improving student opportunities and successes - as well as adult practice - through schools, innovation and influence. **Our vision is for all young people to lead lives of their own design**, made possible through a focus on one student at a time and authentic, real-world learning and assessment.

