

Voter Registration Toolkit

A guide for students running voter registration drives



GREATER
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AUTHORITY



VOTER REGISTRATION TOOLKIT

Welcome to running a voter registration drive in your educational institution!

This toolkit is designed to support you and other young people to register to vote, understand how you can take part in civic and democratic participation, and get your voices heard to shape our city.

This toolkit includes:

- a checklist (p.3) and top tips for running an impartial voter registration drive (p. 7)
- a flow chart to check if you're eligible to register to vote
- a printable pledge template
- political literacy resources, including:
 - an introduction to voting in London
 - printable posters with key information
- a skills-building certificate for facilitators



For further information and resources, head to registertovote.london.

This Voter Registration Toolkit is designed and disseminated by the Greater London Authority (GLA) and Shout Out UK (SOUK), as part of the GLA Civic and Democratic Participation Programme and was published August 2025.

For tailored information on voting and more, head to our

WhatsApp Chatbot



To stay in the loop with all our events and activities follow our

WhatsApp Channel





RECRUIT VOLUNTEERS

You'll need people to help with everything from planning and promotion to direct voter assistance on the day of the drive. By having a volunteer team that represents a wide range of backgrounds and experiences, you can better connect with and serve every young person in our community. Below are some roles that you can assign, however, some people can have multiple roles.

Depending on the size of the event, you could have between 2 and 5 people running the voter registration drive.



ASSIGN ROLES

Designate the following facilitator roles:

Voter Registration Drive Lead:

This person will be leading on the organisation of the drive. Ensuring that all resources needed are available, assigning roles, and ensuring everything goes smoothly on the day.

Community Engagement Lead:

This person will be leading on engagement, encouraging participation in your voter registration drive and talking to as many people as possible about why they should register to vote. You may have multiple Community Engagement Leads.

Reporting Lead:

This person is responsible for keeping track of

- How many people you talk to
- How many people you register to vote
- Any additional feedback
- Filling out the survey form at the end.

Check out the tips and tricks section to help you and your facilitators make the most out of your roles!



TRAIN YOUR VOLUNTEERS

Make sure your volunteers have read the "Introduction to voting in London" and "Tips and tricks" document, and check that everyone understands what they need to do.



SELECT A LOCATION, TIME AND DATE

- **Location:** Choose a space where lots of people will see you and there will be plenty of people passing through for you to speak to. Examples include lunch halls, school libraries, sixth form centres.
- **Time and date:** Choose a date and time when people are most likely to be available to stop for a few minutes and register to vote.
- **Deadlines:** You can register to vote at any time, not just ahead of elections. If there is an election happening soon, check deadlines for registering to vote at <https://www.electoralcommission.org.uk/voting-and-elections>.



PROMOTE YOUR EVENT

Coordinate with staff and students to let them know about your voter registration drive. **Where can this be announced?** In lessons, assemblies, newsletters, posters, and digital displays. The more people know about your event, the more likely they are to participate!

VOTER REGISTRATION DRIVE

CHECKLIST



GET YOUR RESOURCES

- ☐ Have you printed the posters with QR codes that people can scan to register to vote?
- ☐ Do you have the eligibility flow chart?
- ☐ Do you have access to a laptop/tablet to help people to register?



TALK TO AS MANY PEOPLE AS POSSIBLE

Be encouraging and friendly! Talk to both staff and students.



ENCOURAGE PEOPLE TO REGISTER TO VOTE

Some people will be able to register on the spot. You can help them find the website by scanning a QR code on a poster or sharing the website - www.gov.uk/register-to-vote. If people would prefer to register to vote later, make sure they have all the information that they need.



SPREAD THE WORD

Share the pledge template so students can talk about voter registration and encourage their friends and family to register to vote beyond your voter registration drive.



KEEP A RECORD

Write down how many people you talked to, how many people you registered to vote (or promised to do so later), and how many pledges you have achieved!



HAVE A DEBRIEF

After the event, discuss with your team what worked well and what next steps might be.

- What was the highlight of your voter registration drive?
- What did you learn?
- Were there any difficult questions?
- What would you do differently if you were to do it again?
- When would be appropriate to do another voter registration drive?



SUBMIT YOUR FEEDBACK

Use the following survey link to let us know how your voter registration drive went! <https://www.surveymonkey.com/r/XR96HZZ>

QUICK RESPONSE GUIDE

THEY SAY...

YOU SAY...

"I'm not a British citizen/
do not have a UK
passport, can I still vote?"

"Let's look at the flow
chart together to see if
you're eligible to vote."

"I don't have my National
Insurance number, can I
still register?"

"Yes, you can still register. On the
online application form, you can simply
press the button saying you don't
currently have your National Insurance
number."

"What's the point in
voting?"

"Voting is an opportunity for you to have your voice
heard on the issues that matter to you. Your choices
give your elected representatives a better idea of
how you want them to advocate for you. There are
also other benefits to registering to vote, such as
improving your credit score."

QUICK RESPONSE GUIDE

"Who should I vote for?"

"It's your choice who you vote for. The first step is always registering to vote to keep your options open. To make an informed choice you can find out more about the candidates standing for election in your area for upcoming elections at www.electoralcommission.org.uk/i-am-a/voter/your-election-information"

"Who did/would you vote for?"

"I would find out who is standing for election in my area and make my choice based on the issues that are most important to me. You can choose who you want to vote for. To be able to vote, you need to be registered first."

"I live at two addresses. Where should I register to vote?"

"If you split your time between two addresses, you might be able to register to vote at both, but you can only vote once in a general election or Mayor of London and London Assembly election. For local council elections, however, you can vote at both addresses if they are in different council areas."



TIPS & TRICKS

- Be encouraging! For some people this will be the first time they register to vote and the start of a lifelong journey with democracy and getting their voice heard.
- Freebies, like sweets, can be a great way to attract people to your stall and spark a conversation.
- Team up with another activity that is happening like a bake sale, or a sports event.
- Sometimes people might be in a rush, remember that you can help them register on the spot or share information with them so that they have what they need to register later that day!
- If you're not sure about a question, you can show people the WhatsApp Chatbot, where they can find the information they need.



Keep conversations focussed on registering to vote, and getting your voice heard on the things that matter most to you.

This is an impartial activity, so it is not about how people vote, it's making sure they have the information they need to make their own choice.

When there is an election happening in your area information on the candidates will be available at

www.electoralcommission.org.uk/i-am-a/voter/your-election-information