

Getting Started with the RTV Landing Page

Erickson Saye, Director, Voter Registration

Acronyms to Know

RTV - Rock the Vote

OVR - Online Voter Registration

QC - Quality Control

API - Application Programming Interface

URL - Uniform Resource Locator

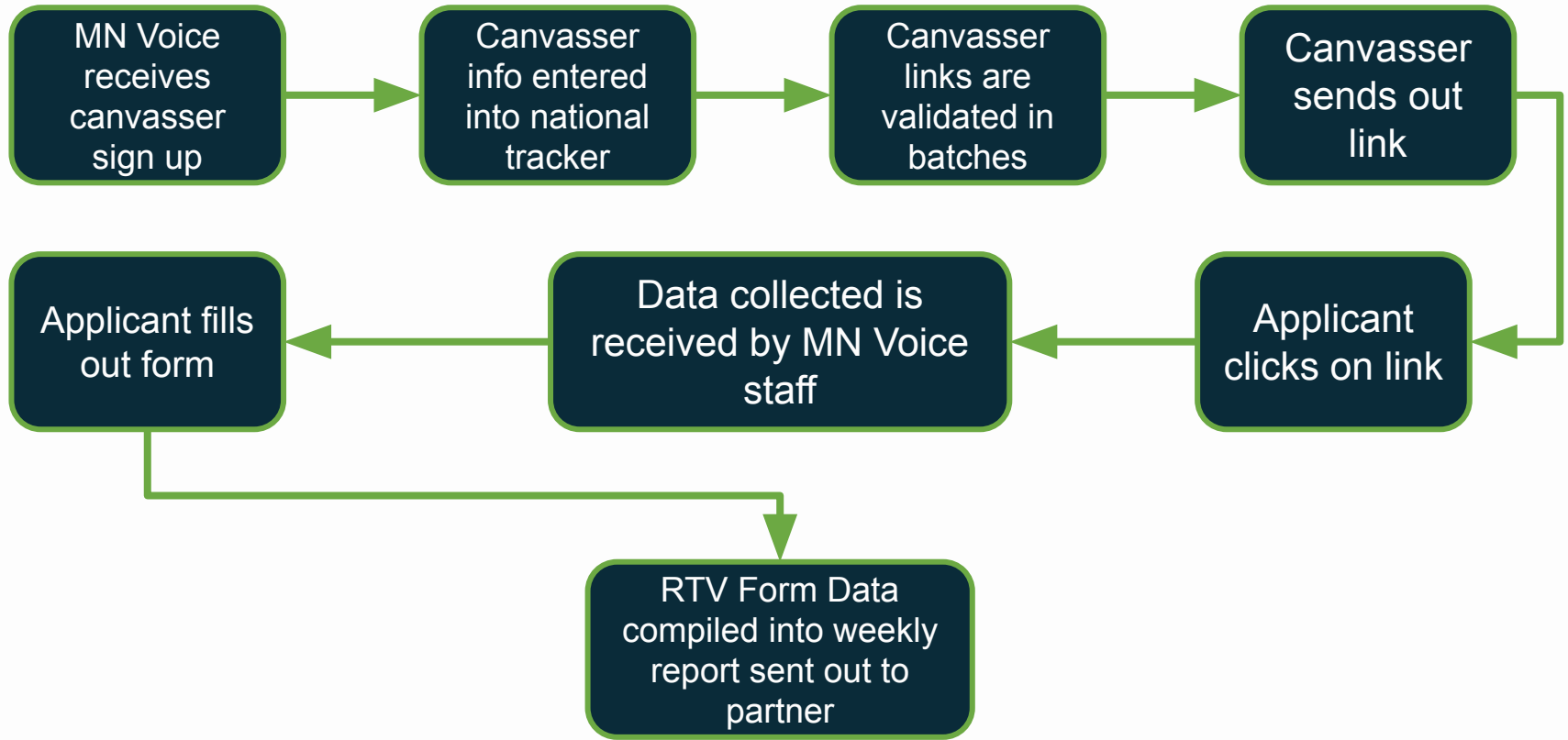
EVC - Everybody Votes Campaign

Overview

- State Voices and EVC have partnered with RTV to take voter registration online
- **What is it?** An online landing page that prompts users to fill out a form before being taken to the state's OVR page
- **What does it do?** Captures and tracks applicant data

Why voter registration matters:

1. Close the gap between voters of color and white voters
2. Voter registration gets us one step closer to reaching economic, social, and racial equality
3. Every voice counts, regardless of party affiliation



Overview of the Data Pipeline

Logistics

Acquiring Canvasser Links

- Canvasser or partner will fill out the Canvasser Sign-Up form for each canvasser participating in the RTV program
- Each canvasser will receive a unique URL to track registrations
- Links will be shortened by Minnesota Voice staff and distributed once they are verified

Using Link Shorteners and QR Codes

- DO NOT use link shorteners or QR code generators without contacting the Data Manager first
- MN Voice Data Manager:
 - Dre DeGuzman, andre@minnesotavoices.org

Distributing the Form - Best Practices

- Keep posts c3
 - Make sure posts stay non-partisan
 - Be respectful
- Ways to share:
 - Phone banking/text banking using your link
 - Digital ads
 - Sharing links on social media

Navigating the RTV Landing Page

Page 1

- Select language
 - Emails will be sent in the same language
- Asks only for email address and zip code
 - Why?
- U.S. citizens living abroad and uniformed services members request absentee ballots through Overseas Vote

The screenshot shows a web form titled "Register To Vote" with the ROCK THE OTE logo in the top left. The form includes a language selection dropdown, an "Email Address*" field, and a "ZIP Code*" field. A red "Next Step" button is positioned to the right of the ZIP code field. Below the form, there is a note about online voter registration and a link to request a ballot for overseas voters. At the bottom, there are links for "FAQ", "PRIVACY & SECURITY", "CONTACT US", and "ABOUT", along with the text "Powered By: ROCK THE OTE".

ROCK THE OTE Register To Vote

Voter registration time takes an average of two minutes or less to complete.

Select Language ▾

? Email Address*

? ZIP Code*

Next Step

Note: Some states offer online voter registration. [Learn more.](#)

U.S. citizen living abroad or uniformed services member? [Request your ballot with Overseas Vote.](#)


Already registered? [Share with your friends.](#)

FAQ PRIVACY & SECURITY CONTACT US ABOUT

Powered By: **ROCK THE OTE**

Page 2

- Applicant information
 - Full name
 - Citizenship affirmation
 - Home address
 - Date of birth
 - Phone number
 - Type of phone
- Opt-Ins
 - Text and Email
- Extra questions
 - Pledge to vote
 - MN Voice Email Opt-In



Register In Minnesota

In English

Name

Title* First Name* Last Name* Suffix

I am a U.S. citizen.*

Home Address

Address* Unit/Lot #

City* State* ZIP Code*

MN 55102

Date of Birth * **Phone** **Type**

MM DD YYYY ###-###-#### Mobile

Send me txt messages from Rock the Vote.
By signing up, you consent to receive periodic text messages from Rock the Vote (788683). Message and data rates may apply. Text HELP for info or STOP to stop receiving messages. No purchase necessary. See [terms and conditions](#) and [privacy policy](#).

Receive emails from Rock the Vote.

Questions For You

Will you pledge to vote in the upcoming general election? (Yes/No)

Would you like to receive email updates from Minnesota Voice?

Next Step

[< Previous Step](#)

Page 3

- Applicants will have the option of:
 - Completing voter registration online through the state online voter registration portal
 - Completing a PDF voter registration form to be printed and mailed

You are eligible to complete your registration online with MN.

**Finish your
voter registration
online with Minnesota.**

[> No Thanks, I'll continue with Rock the Vote and Minnesota Voice and send in my form later.](#)

[< Previous Step](#)

Printing Registration Forms

- Opens in a new tab or window to download/print to mail
- Also emails a .pdf copy to the applicant

Voter Registration Application

Before completing this form, review the General, Application, and State specific instructions.

Are you a citizen of the United State of America? Yes Will you be 18 years old on or before election day? Yes If you checked "No" in response to either of these questions, do not complete form <small>(Please see state-specific instructions for rule regarding eligibility to register prior to age 18.)</small>				This space for office use only.			
1	<input checked="" type="checkbox"/> Mr. <input type="checkbox"/> Miss <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.	Last Name Doe	First Name John	Middle Name(s)	<input type="checkbox"/> Jr. <input type="checkbox"/> II <input type="checkbox"/> Sr. <input type="checkbox"/> III <input type="checkbox"/> IV		
2	Home Address 123 Any Street		Apt. or Lot #	City/Town Saint Paul	State MN Zip Code 55102		
3	Address Where You Get Your Mail If Different From Above			City/Town	State Zip Code		
4	Date of Birth 7 / 5 / 1997 <small>Month Day Year</small>	5	Telephone Number (optional) 832-348-9994	6 ID Number - (See Item 6 in the instructions for your state) 1234			
7	Choice of Party <small>(See Item 7 in the instructions for your state)</small>	8	Race or Ethnic Group <small>(See Item 8 in the instructions for your state)</small>				
9	I have reviewed my state's instructions and I swear/affirm that: <ul style="list-style-type: none"> <input type="checkbox"/> I am a United States Citizen <input type="checkbox"/> I meet the eligibility requirements of my state and subscribe to any oath required. <input type="checkbox"/> The information I provided is true to the best of my knowledge under penalty of perjury. If I have provided false information, I may be fined, imprisoned, or (if not a U.S. citizen) deported from or refused entry to the United States. 			<div style="border: 1px solid black; width: 100%; height: 40px; margin-bottom: 5px;"></div> Please sign full name (or put mark) ▲ Date <div style="display: flex; justify-content: space-between; width: 100px; margin: 0 auto;"> Month Day Year </div>			
<p style="color: red;">If you are registering to vote for the first time: please refer to the application instructions for information on submitting copies of valid identification documents with this form.</p> <p style="color: red; font-weight: bold;">Please fill out the sections below if they apply to you.</p>							
If this application is for a change of name , what was your name before you changed it?							
A	<input type="checkbox"/> Mr. <input type="checkbox"/> Miss <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.	Last Name	First Name	Middle Name(s)	<input type="checkbox"/> Jr. <input type="checkbox"/> II <input type="checkbox"/> Sr. <input type="checkbox"/> III <input type="checkbox"/> IV		

Final Page

- Tool will simultaneously reload and prompt applicants to share on Facebook or Twitter.
- Sharing this link takes you to the formal Rock the Vote Registration page and does NOT keep the URL parameters intact
 - Organizations and canvassers will not be able to track applications that result from this share ask



The screenshot shows the final page of the Rock the Vote registration process in Minnesota. At the top left is the 'ROCK THE VOTE' logo. The main heading is 'Register In Minnesota' in a white script font on a dark background. Below this, the text 'SPREAD THE WORD!' is centered in bold. A paragraph follows: 'Don't forget to tell your friends and family how easy it was to register. Here are a few tools you can use to spread the word about voter registration:'. Two red buttons are provided: 'SHARE ON FACEBOOK! >' and 'SHARE ON TWITTER! >'. Below these, the text reads: 'Have questions about upcoming elections in your area? Visit our **election center!**'. At the bottom, it says: 'Get this voter registration tool on your website. Sign up free at <https://www.rockthevote.org/resources/online-voter-registration-tool/>'.

Reporting

Generating Reports

- Weekly report will be sent out once one representative from your organization attends the RTV training led by the national civic engagement team
 - Weekly on Mondays at 10 AM, Tuesdays at 3 PM
- National RTV training is aimed at staff who are managing/supervising canvassers

Any questions?

Adapted from:

- RTV Partner Training, State Voices Civic Engagement Team
- RTV - Getting Started, Florida Civic Engagement Table

Contact Info

- Erickson Saye, Director, Voter Registration
 - erickson@minnesota.org