

# Registering Youth Voters: UKYCC Resource Pack



UK YOUTH CLIMATE COALITION  
FOR A CLEAN, FAIR FUTURE



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## Why is this important?

High electoral turnout is a good sign of health for democracy and the planet. In the era of climate crisis, we cannot overstate the importance of environmentally conscious youth using their vote to elect MPs supporting more ambitious climate action. Youth currently leading many facets of environmental activism have the power to shift the narrative around the election to one of climate change.

This election will decide who is in charge of the government, in theory, until May 2024. This is 4 years into the climate decade, where the most significant decarbonisation is required if we wish to meet our commitments under the Paris Agreement and limit global warming as much as possible. Young climate minded voters will be key to delivering this.

## Voter Registration: the key facts

- The website to register is <https://www.gov.uk/register-to-vote>
- It takes around 5 minutes to register to vote.
- Students may register in two locations (their university and home) but for a general election may vote in only one.
- Having your National Insurance (NI) number is part of the process, though you are still able to register without this.
- Registering for a postal vote requires a further form to be completed (emailed to you after registering) this can then be emailed back to your local registering authority or returned via post depending on the authority.
- If you cannot complete a postal ballot, or are ill on the day, there are proxy votes (where someone else votes on your behalf), including an emergency proxy which can be applied for on the day.
- **The deadline to register is midnight on the 26th of November.**
- For those applying for a postal vote the deadline to register is 5pm on the 26th November, unless you are registering from Northern Ireland where the deadline is 5pm on the 21st of November.

## Where to Register?

A first past the post system is used in UK elections. This means the candidate with the most votes in a given constituency (even if this is just by one vote) wins.

Where the difference between the leading candidates is very small an increased youth turnout has a greater chance of changing who wins that seat:

Students can decide to vote in the seat which is more 'marginal' (i.e. the difference in votes for the top candidates is small).



## One way to find out if you're in a marginal seat:

1. Go to <https://www.parliament.uk/mps-lords-and-offices/mps/>
2. Enter your postcode to find your current constituency and MP for the address you are considering voting at.
3. Click on the 'Election Results' tab for the MP, giving you the margin of victory in the 2017 general election.
4. The smaller the majority in both percentage and absolute value the more likely this seat is 'marginal'.
5. Compare this with your other possible constituency to decide which has the smaller majority.

NB There are other tactical voting tools out there, a number of which have entirely different methodologies. Use them all with a pinch of salt as campaigning has just begun, the most important thing to do is engage with the electoral history of your constituency and its candidates.

## Digital Activism

There are a number of ways in which we can use our social media presence or the presence of the organisations we are part of to encourage voter registration.

### Personal profiles

On your personal social media you can:

- Add a frame to your facebook profile picture (search <https://www.facebook.com/profilepicframes> and then UKYCC to find ready-made frames)
- Like and share posts from @UKYCC and other climate groups encouraging people to register to vote.
- Post when you have registered to vote.
- Tag friends who are not registered in posts encouraging them to.
- Share your own media and graphics with the link <https://www.gov.uk/register-to-vote>

### Draft posts could be:

"This #ClimateElection youth need to vote to protect our future. Register to vote here: <https://www.gov.uk/register-to-vote>."

"I've just registered to vote this #ClimateElection. I challenge {tag 5 friends} to post showing that they have registered on <https://www.gov.uk/register-to-vote>."



## Organisational pages

If you run an organisation's page online, there are a number of ways in which that can be leveraged to encourage registration:

- Add a frame to your organisational profile picture (search <https://www.facebook.com/profilepicframes> and then UKYCC to find ready-made frames)
- Encourage people to share to their personal accounts
- Post graphics and media with <https://www.gov.uk/register-to-vote>
- If your organisation offers digital membership or products - offering a discount if someone has registered.
- If your organisation runs a group online, post in the group encouraging registration.
- Run a competition as an organisation online, where the prize is offered to those posting showing they have registered to vote.

### Example posts could be:

"Here at {org name} we support young people getting involved in voting. Register here to vote in the #ClimateElection: <https://www.gov.uk/register-to-vote>."

"We're giving away one of our {PRIZE} in the next 48 HOURS! How can you win this?"

- Register to vote at <https://www.gov.uk/register-to-vote>
- Comment/reply below with a screenshot showing the email response to your submission.

We'll announce the winner at {time and date}! UK prizes only."

## Face to Face Registration

### Tabletop Event

One way to increase registrations is to set up a tabletop registration location. You can do this on campus, in your accommodation, at a youth event, or wherever else young people are going to be.

You will need:

- ☐ A table.
- ☐ A laptop (or several) and an internet connection.
- ☐ A lovely volunteer or a few to help people through the process.
- ☐ The permission to run the event from the person in charge of the space.



Optional:

- ☐ A register poster (in this pack) or feel free to make your own.
- ☐ Sweets/other treats to draw people in.
- ☐ Promotion on social media, and reminders to bring NI numbers.

How to organise:

- ☐ Choose an area of high footfall (like your student union).
- ☐ Get permission to have your table.
- ☐ Advertise on social media and via word of mouth where you will be and when.
- ☐ Ask people to bring their NI number along.
- ☐ Turn up slightly before you promised to start registering to make sure everything is ready.
- ☐ Register, register, register.

## Registration Party

Rather than just having a table, why not entice people down with a party or social event based around registration? Have a shindig at your accommodation, or at your student bar whilst also increasing youth voter registration.

You will need:

- ☐ A laptop (or several) and an internet connection.
- ☐ A volunteer (or a few) helping people register.
- ☐ A space where parties are allowed and the permission to have them.

Optional:

- ☐ Register poster (in this pack), or make your own.
- ☐ General election themed decorations and costumes.
- ☐ A great playlist.
- ☐ Promotion on social media, and reminders to bring NI numbers.
- ☐ Possible discounts/rewards at the party for those who do register.

How to organise:

- Get permission from your housemates or the space owner to host a registration party
- Message your friends and tell them to bring someone new along.
- Promote online with an event page.
- Ask people to bring their NI number along.
- Turn up early to set up and make sure everything is ready to go.
- Register, register, register



## Existing events

Lots of young people engage with local organisations and student societies so a good way to encourage registration is to engage in these spaces. Just having a table at the end of a talk, or a discussion group might be a good way to register a few people.

You will need:

- ☐ A table.
- ☐ A laptop (or several) and an internet connection
- ☐ A volunteer (or a few) to help with the process.
- ☐ Permission of the group running the event.

Optional:

- ☐ A register poster (in this pack) or feel free to make your own.
- ☐ Sweets/other treats to draw people in.
- ☐ Promotion on social media, and reminders to bring NI numbers.

How to organise:

- ☐ Pick a group/event.
- ☐ Message the relevant person/group and ask if you can have a table at the event.
- ☐ Advertise on social media and via word of mouth where you will be and when.
- ☐ Ask people to bring their NI number along.
- ☐ Turn up a bit before the event will start to set up and troubleshoot.
- ☐ Register, register, register.

## Non-intensive Registration

Extroverted and loud events are not always the best, nor always the most accessible or appropriate way to encourage youth registration. So here are a few other ways to encourage registration.

- If you have the floor in a discussion group/book club/other contributory space use it to remind people to vote. If possible, encourage people to use their devices to register there and then.
- Rather than organising a party, why not an arts and crafts event, film screening, or other community activity. Use the same steps as above!
- Message mailing lists that you know will go out to young people and encourage them to add a bit on registering to vote.
- Post leaflets in communal post areas or leave them around key places encouraging registration. Leaflets can be found in this pack.



## On the Day

Sometimes registering to vote is not enough, young people have to go to the polls. For the day you should check:

- ☐ Where your polling booth is.
- ☐ What times it is open from, and where this fits into your day.
- ☐ How you can get there, whether it is in walking distance or requires transport.

There is currently no requirement to bring ID to vote, nor to possess a Poll card. But there have been occasions in recent elections where local election officials have incorrectly insisted on having these. If possible, bring both just in case, but remember to stress you can vote without and react strongly to anyone attempting to illegally disenfranchise you on this basis.

There are a number of ways to ensure everyone votes:

- ☐ You can organise to go together with other young people to vote.
- ☐ Message any relevant groups and group chats encouraging voting.
- ☐ Bring course mates during a gap between lectures.
- ☐ Ask any young person you see if they have voted yet, and when they plan to.
- ☐ Post on social media celebrating you voting.