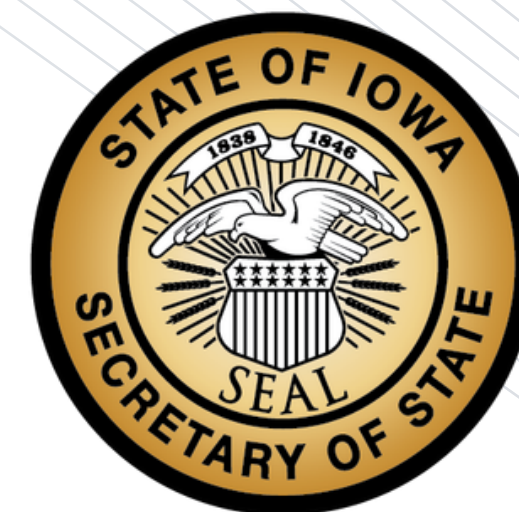




Ready, Set, Vote 250: Engaging Communities Through Voter Registration Drives

IOWA SECRETARY OF STATE PAUL D. PATE



Vote 250: Our Goal

250 voter registration drives across Iowa – building partnerships to outlast America's 250th anniversary

171

drives completed

24

drives scheduled

63/99

Iowa counties
reached

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Vote 250: A Strong Foundation

The Carrie Chapman Catt Program has supported youth voter registration drives since 2019

We began with an existing, engaged base of Iowa high schools already hosting annual voter registration drives.

2019 Catt High School Program launched

120+ schools participate every year

3–5k students registered each year

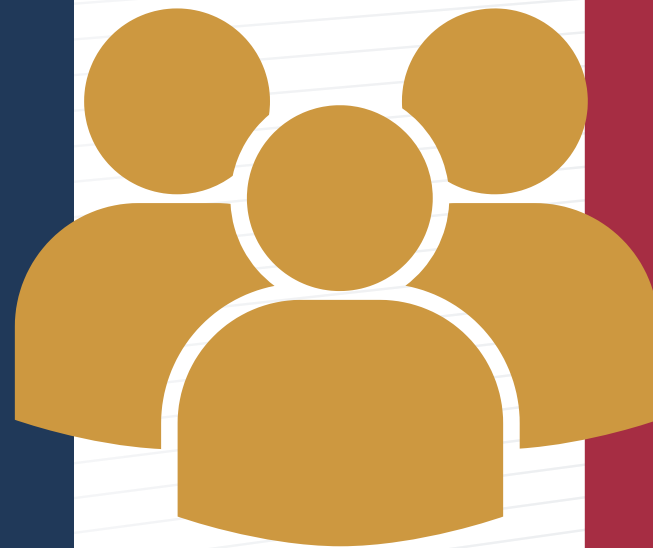
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Vote250: Growing Beyond the Base

Existing audiences

- high schools/colleges
- county election officials
- veteran organizations



New audiences

- Libraries
- Museums
- Churches
- Other nonprofits



Vote250: Lessons learned



- Provide ready-to-use materials: action kits and webinars with detailed instructions
- Celebrate partners and wins
- Keep efforts nonpartisan

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Vote250: Action Kit



READY, SET, VOTE 250! GUIDE

Prepared by
The Iowa Secretary of State
for Iowa America 250



Training Topics

- **To qualify to register to vote, you must be**
 - A U.S. citizen
 - Be an Iowa resident
 - At least 17 years old ****A person may vote if they will be 18 years old on or before Election Day.****
- **A person cannot register to vote if they**
 - Are a convicted felon (unless their voting rights have been restored, see page 6 for further information)
 - Are adjudged mentally incompetent to vote by a court of law, or
 - Claim the right to vote in any other place.
- **How to fill out a voter registration form**
 - Explain the required fields on the form
 - Point out common mistakes (e.g., forgetting to sign the form or missing the check boxes at the top)
- **Remain nonpartisan**
 - Remind volunteers that their job is to help register people, not promote a candidate or political party
- **Where to submit the completed forms**
 - Make sure that volunteers know where to turn in completed registration forms (e.g., local county auditor's office)
- **Scripts and role-playing**
 - Provide a sample script for volunteers to practice with each other
 - Practice asking people to register in a friendly, approachable way
- **Q&A session**
 - Address questions and concerns volunteers may have before heading to the event

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FAQs

- **Do I have to vote according to the party affiliation on my voter registration?**
 - No. Ballots are secret, and voters have the right to vote for any candidate they want. The only time party affiliation is important in terms of voting is in the case of a political party caucus or primary election. Voters must be registered with the political party whose caucus or primary they wish to participate in. Voters can only participate in one party's caucus or primary election.
- **Who do I contact with questions about Ready, Set, Vote 250?**
 - Emails – sos@sos.iowa.gov
 - Phone – (515) 281-5108
- **When will I receive recognition for hosting a drive?**
 - After completion of your drive, make sure to share photos and the total number registered, and any other important/fun information to the email address above. We will share the great news on our social channels.
 - Final certificates will go out to partners at the end of the program.
- **How long is the program period?**
 - Vote 250 will run from December 28, 2025, through August 23, 2026.
- **Why those dates?**
 - December 28 is the anniversary of Iowa becoming a state. Iowa gained statehood on December 28, 1846.
 - August 23 is the last day of the Iowa State Fair in 2026.

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America 250: Additional Celebrations

Official launch event



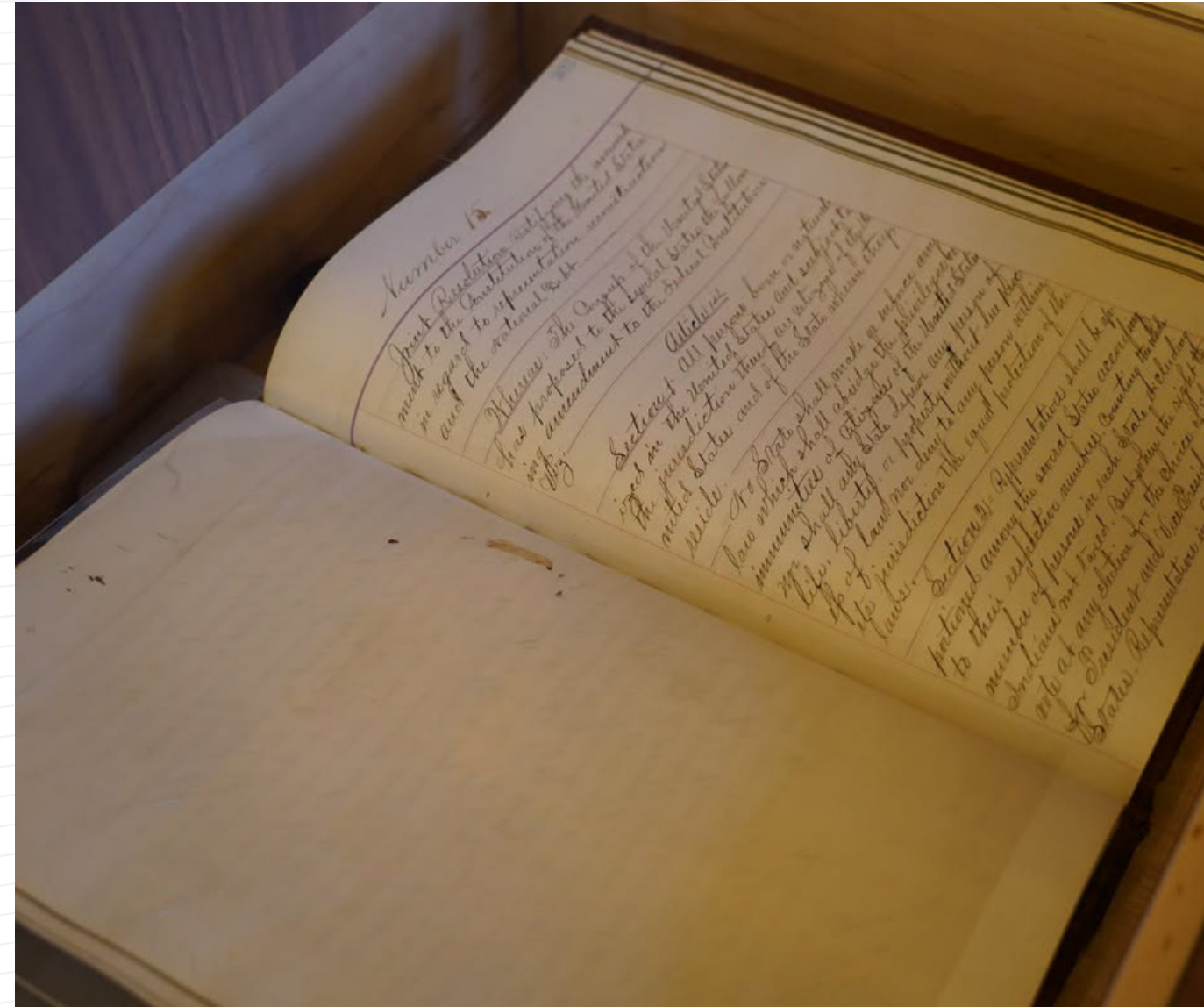
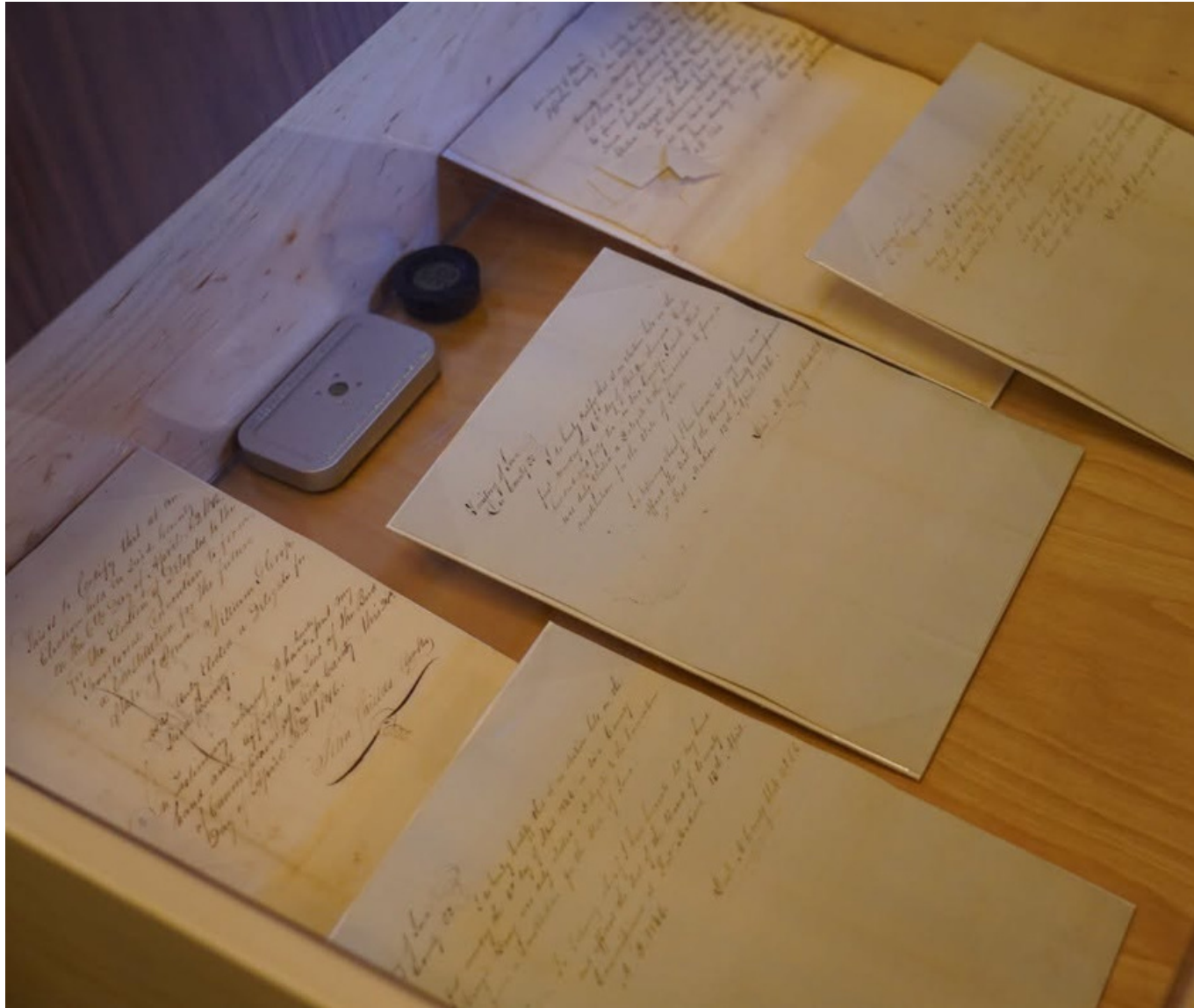
- Hosted Iowa's official launch event
- Launched Vote 250 among other Iowa initiatives
- Complete with color guard, choir, and speeches from Iowa's Co-chairs

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America 250: Additional Celebrations

Rotating document display in partnership with our
State Historical Society



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Ready, Set, Vote 250:

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