



Unique URL Application Scoring Criteria

This scoring criteria will be used to evaluate applications from 501(c)(3) organizations interested in obtaining a unique URL for voter registration drives. State-recognized political parties need not complete an application. We will be ranking each answer on a scale of 0 to 6, with 0 as the lowest possible score and 6 as the highest.

Your organization must meet the following criteria to be considered:

- Be a 501(c)(3) organization engaged in nonpartisan voter registration activities;
- Have a good faith intent and plans to facilitate at least 1,000 voter registrations and/or registration updates through the Pilot Program by the voter registration deadline for the November 2020 General Election; and
- Agree to the terms of the Participant Agreement.

A top application would set strong goals and implementation plans. The following would indicate a strong application:

- High voter registration goal
- Sufficient budget plan and dedicated resources
- Large number of volunteers/paid staff
- Majority of voter registrations planned to be collected through the unique URL

Below are specific details your application should include to give your organization the best chance at success.

1. Please describe your organization's experience conducting voter registration drives during prior election cycles, including the approximate number of registration forms your organization submitted in 2016 and 2018.

Key information to include:

- Number of voter registrations submitted per cycle
- Relevant information about prior experience conducting voter registration drives, including training and quality control processes

2. Please describe your voter registration plans for 2020, including: What resources do you have devoted to those efforts? What is your voter registration goal (number of completed registrations)? What percent of voter registrations do you hope to submit electronically via a unique URL in 2020?

Key Information to Include:

- Outline of voter registration outreach plan, collection system
- Number of full-time staff, part-time staff, and volunteers
- Budget allocated to voter registration program
- Online resources such as a website and/or social media sites
- Geographic reach of operations
- 2020 voter registration goal and percent of goal that will be obtained through the unique URL

3. If approved for the Pilot Project, how do you plan to utilize the unique URL assigned to your organization to maximize voter registrations completed through that URL?

Key information to include:

- Any operational plans to adapt to current public health crisis
- Methods of voter contact, including social media and online promotion plans

4. Describe your current voter registration training for volunteers/paid canvassers and your quality assurance process.

Key information to include:

- Details of training and method of delivery
- Volunteer organizational structure
- Quality assurance program structure
- Timeline of quality assurance processes and turnaround time for turning in paper forms to counties

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