



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 may request to participate by contacting JChavez@azsos.gov and need not complete an application.

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 Program by the voter registration deadline for the November 2022 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 2018 and 2020.

Key information to include:

- Number of voter registrations submitted per cycle in both 2018 and 2020
- Relevant information about prior experience conducting voter registration drives, including training for staff/volunteers and processes for ensuring the registrations are accurate and complete

- Key details of outreach and training plans that helped achieve past voter registration goals

2. Please describe your voter registration plans for 2022, 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 2022?

Key Information to Include:

- Outline of voter registration outreach plan, collection system
- Number of full-time staff and part-time staff
- Goal number of volunteers to recruit in 2022 and the current number of active volunteers the organization has recruited
- Budget allocated to voter registration program
- Online resources such as a website and/or social media sites
- 2022 voter registration goal and percent of goal that will be obtained through the unique URL

3. If approved for the 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:

- Description of your organization's structure to support voter registration
- Any operational plans to adapt to the ongoing public health crisis
- Planned methods of voter contact, including social media, online/virtual, and traditional methods
- Description of how the unique URL will be integrated into the voter contact methods

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

Key information to include:

- Overview of training and method of delivery
- Details of how key voter registration requirements and relevant laws are included in training

- Description of volunteer organizational structure
- Description of quality assurance program structure
- Timeline of quality assurance processes and turnaround time for turning in paper forms to counties

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