



VOTER REGISTRATION STATION GUIDE

What is the Spark the Vote Retailer Partnership Program?

Spark the Vote is a voter registration and mobilization drive intended to leverage our public-facing retail networks to promote the Get Out the Vote effort through in-store and online customer engagement. Retailers post their QR Code signs in a visible area upon which that area is designated a Voter Registration Stations.

What are the Benefits of Participating in the Retail Partnership Program?

Spark the Vote's Retail Partnership Program is an excellent opportunity for your business to stand out as a good corporate citizen by helping to lift the voices of the communities you serve, and by empowering your employees to support positive social change. From an operational standpoint, it's very simple for retailers to implement. STV Voter Registration Stations are a touchless, contactless, COVID-safe way to engage customers and Get Out the Vote!

How do I implement an STV Voter Registration Station?

STEP #1:

- [Option 1] Download and print the QR Code sign at your office or dispensary.
 - Link to graphic files: _____
- [Option 2] Order pre-printed signs from [here](#).

STEP #2

Display signs in high visibility locations in your shop.

- Suggestions; External facing windows by front entry, waiting area, next to register.
 - Consider using frames or stand-up sign holders that you may have from other promotions.
 - Highlight the registration fliers like an ad for a new product. Get people excited about registering!

Please contact Ben Bradley at Ben@sparkthevote.org or Matthew Waldron at Matthew@join-ccpc.org with any questions



NEXT STEPS:

DISPLAY SIGNS

Attached is a single-page file with the scannable QR code. For the best results, print the file as a full or half page. Additional file sizes available as needed.

The sign should be displayed wherever you feel it will receive the most traction and engagement. Some partners have stationed them in the public waiting area. There are a few examples in the retail deck.

PROMOTING

Once the Voter Signs are displayed, we encourage our partners to share their engagement with the GOTV Campaign, guiding individuals *to register to vote, be educated, and follow local elections.*

Be sure to take photos of the displays and use the hashtag #SparkTheVote, allowing us to share your participation with our network.

As mentioned, your location will be added on our national map and distributed in our press release, set for early October. When you are able, please provide us with an approved company logo to be included.

Please contact Ben Bradley at Ben@sparkthevote.org or Matthew Waldron at Matthew@join-ccpc.org with any questions