

# SUNY **Rock the Vote** Campaign

*In 2004 UUP collaborated with the SUNY Student Assembly, the New York State Public Interest Research Group (NYPIRG), and Rock the Vote! to register over 20,000 students to vote in a non-partisan voter registration campaign. The winner of the Voter Empowerment Challenge, registering 1,772 new voters or 27 percent of their students, was SUNY New Paltz, which was rewarded with a concert by the Psychedelic Keyboard Trio.*

## Who?

- UUP, the SUNY Student Assembly, NYPIRG, NYSUT and Rock the Vote! have challenged the 64 SUNY campuses to register the most students to vote.

## What?

- The “SUNY Voter Empowerment Challenge” is a **non-partisan** voter registration campaign. The SUNY campus that registers the most new voters, based on percentage of their campus enrollment, will be rewarded with a campus event on or near Election Day, which will include a celebrity/artist speaker. The “SUNY Voter Empowerment Challenge” begins Monday, September 11<sup>th</sup> and concludes on Friday, October 6<sup>th</sup>.
- The Challenge will culminate with “Voter Empowerment Week,” and will feature events such as mock debates, speakers, performances by local entertainers, voter registration booths and rallies. “Voter Empowerment Week” begins Tuesday, October 3<sup>rd</sup> and ends Friday, October 6<sup>th</sup>. This year, on November 6<sup>th</sup>, we will also celebrate the 35<sup>th</sup> Birthday of the 26<sup>th</sup> amendment, which allowed those aged 18-21 to vote.
- **We need your help to organize these events.**

## Where?

- All 64 SUNY Campuses

## What can UUPers do? Chapter Presidents or their designee(s) should:

1. Contact the Student Assembly/NYPIRG leaders on campus to assist in the organization of the voter registration drive.

2. Help reserve a space on campus for the registration tables. Distribute information and recruit UUP members to register new voters and count registrations during the Challenge.
3. Organize any political events such as candidate forums or debates to coordinate with the “Voter Empowerment Week.” Contact your local media with details of scheduled events on campus.
4. Look for Press kits the first week of September.
5. Look for information packets (NYPIRG voting information documents, voter registration forms, etc.), t-shirts for organizers, and stickers the second week of September.
6. Please contact Alison Grinnell at 518-640-6600 x628, or [agrinnel@uupmail.org](mailto:agrinnel@uupmail.org), with any questions. Also, keep updated through the SUNY Rock the Vote website: [www.nyvotes.org](http://www.nyvotes.org).