

**2017 Third District  
Voter Registration, Education, and Mobilization (VREM)  
Committee Plan**

**VREM RATIONALE:**

Every Chapter within the Third District of Omega Psi Phi Fraternity, Incorporated is required to make a concerted effort to conduct a Voter Registration, Education, and Mobilization (*VREM*) program each year. Encouraging participation in the voting process to elect state and local government officials is critical to moving our country forward, and the Men of Omega can have a great impact within our communities and country at large in facilitating this participation.

Omega Men have always answered the call regarding civic duties, including most notably voter registration. Our tradition in civic involvement traces back to our founding founders and we must continue our efforts in this regard to help shape the future of our local and state communities and, ultimately, of our country.

**OBJECTIVE:**

As a Mandated Program of Omega Psi Phi Fraternity, Inc., we intend to conduct non-partisan VREM activities and events designed to increase registered voters and increase educational awareness among citizens within the Third District. Additionally, the District through its Chapters will undertake a mobilization campaign by providing transportation to the polls on Election Day for those citizens who may require such assistance to vote.

**GOALS:**

The goal of the 2017 effort is to register 250 new voters (per graduate chapter) and 100 new voters (per undergraduate chapter), and obtain the information needed to assist with the transportation needs of registered voters in the service area. To realize this goal, we intend to utilize a multi-tiered approach, including for example distributing informational and voting registration literature at school events (games, meetings, graduations, etc.). See discussion of Voter Registration Drives below.

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**IMPORTANT DATES TO REMEMBER:**

6/13/17	<b>June Primaries - Governor, Lt. Governor, House of Delegates, and Local offices</b>	<p><b>Note: Each Graduate Chapter must develop a Calendar for its own service area that includes all local and state offices on the November 2017 ballot.</b></p> <p>See who is on your local ballot using our <a href="#">online lookup tool</a> or view the <a href="#">candidate lists</a>.</p>
11/7/17	<b>General Election and Special Elections (VA Governor, Lt. Governor and Attorney General)</b>	<p>Deadline to register to vote, or update an existing registration, is <b>Monday, October 16, 2017</b></p> <p>Deadline to request an <i>absentee ballot to be mailed to you</i> is 5:00 p.m. <b>Tuesday, October 31, 2017</b>. Your request must be received by your Registrar by 5:00 p.m.</p>

To VOTE on Tuesday, November 7, 6:00 a.m. - 7:00 p.m. (General Election)

Register/Update Address by: *Monday, October 16, 2017*

Request Absentee Ballot by mail by: *5:00 p.m. Tuesday, October 31, 2017.*

Request Absentee Ballot by appearing in person by: *5:00 p.m. Saturday, November 4, 2017*

Can't make it on Election Day?

Request Absentee Ballot by mail by: *5:00 p.m. Tuesday, October 31, 2017.*

Request Absentee Ballot by appearing in person by: *5:00 p.m. Saturday, November 4, 2017*

**VIRGINIA DEPT OF ELECTIONS WEBSITE:**

<http://www.elections.virginia.gov/>

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**VOTER REGISTRATION DRIVE GUIDELINES:**

**First Task to Register Voters: Get Certified to Register Voters**

- <http://www.elections.virginia.gov/registration/registration-drives/index.html>

Each chapter is asked to have at least five to ten certified Brothers to lead the registration efforts. At least one certified Brother must be at each event and/or perform training for other chapter members.

Brothers may complete this training one of three ways:

1. Instructor led, classroom training offered by SBE or contact Garry Ellis ([garry.ellis@sbe.virginia.gov](mailto:garry.ellis@sbe.virginia.gov));
2. Instructor led, classroom training at local voter registration offices. Please contact your local voter registration office for more information; or
3. To complete the training on-line.

**LOCAL CHAPTER VREM CHAIRMEN:**

As VREM is a Mandated Program, each Chapter within the Third District must have a VREM Committee and Chair of the Committee. The Chair of the Chapter VREM Committee will be a member of the 2017 Third District VREM Committee.

**VREM COMMITTEE PLANS:**

Each local Chapter will design and develop a VREM Implementation plan and submit no later than July 15, 2017. Plans will be submitted to the Third District VREM Sub-Committee Chair (Jarvais Wilson – [jarvais\\_wilson@hotmail.com](mailto:jarvais_wilson@hotmail.com)) and Third District Social Action Chairman (Harvey Woodson – [hlwoodson@aol.com](mailto:hlwoodson@aol.com)) no later than July 15, 2017.

**TRAINING FOR VREM CHAPTER COMMITTEE MEMBERS:**

Once the local Chapter VREM Committee Chair has completed training, he should conduct the training for other Brothers who wish to be a part of the local VREM Committee or ensure that the Brothers have completed the online training BEFORE any voter registration drives take place. There are strict guidelines, and Omega Psi Phi must be in compliance with the new regulations pertaining to voter registration drives.

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**ESTABLISH ADVERTISING EFFORTS:**

- Public Awareness Advertising
- Social media, Facebook, Twitter, etc.
- Flyers, brochures, and other print media
- Word of Mouth
- Churches
- Colleges and Universities
- High Schools

**ESTABLISH ELECTION DAY COORDINATORS:**

To ensure smooth mobilization, a General Election Day coordinator from each local Chapter should be available to assist in the event that any concerns regarding VREM occur.

**ESTABLISH PARTNERSHIPS with Local Established Organizations:**

**Urban League** - [nvul.org](http://nvul.org), [urbanleaguerichmond.org](http://urbanleaguerichmond.org), [nvl.iamempowered.com](http://nvl.iamempowered.com), [ulhr.org](http://ulhr.org)

**NAACP** - [naacp.org](http://naacp.org)

**VA Democrats** – [vademocrats.org](http://vademocrats.org)

**VA Republicans** – [Virginia.gop](http://Virginia.gop)

**Door –To – Door Campaign**

The Door-to Door Campaign is designed to solicit volunteers to go door-to-door on Election Day to encourage potential voters to exercise their right to vote. It will be incumbent upon the chapters to solicit the volunteers and execute the door- to-door campaign. Partner with local Democratic and Republican groups within your regions. Contact your local parties offices or visit VA Democrats ([vademocrats.org](http://vademocrats.org)) and VA Republicans ([virginia.gop](http://virginia.gop)) for event details.

**Social Media Blitz**

The social media blitz is designed to get a major buzz around Election Day by sending out emails, tweets, Facebook posts, and text messages regarding Election Day and exercising the right to vote. This can be extremely effective among our younger brothers and undergraduates.

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**Voter Registration Drives**

Voter registration drives are a tried and proven method for engaging people in the political process. It will be the responsibility of all chapters to have a registration table at any and all functions held by the chapters within the 3<sup>rd</sup> District during this very important election season. In addition, voter registration campaigns should be established at places frequented by potential registrants, including for example:

- Barbershops
- Grocery Stores
- Churches
- Shopping Plazas
- Colleges and Universities
- High School programs and sporting events
- Car Wash Fundraising Events

Please make sure that you gain the proper approval from management of the facilities before you establish VREM drives at their place of business.

**OMEGA PSI PHI PRESENCE AT THE POLLS:**

It is encouraged that each Area within the Third District has at least 2 Brothers serve as Election Officers within their precinct. This will provide a greater awareness of the voting process and give Omega Psi Phi public presence throughout the entire day at the polls.

Fraternally submitted,

Brother Jarvis Wilson  
Third District Social Action Committee  
Sub-Chairman, Voter Registration, Education, and Mobilization