



**COMMON CAUSE**

**Illinois Automatic Voter  
Registration Campaign**

# Illinois as a Leader in Expanding Access to the Ballot

- Path towards Universal Registration for Voters
  - Online Voter Registration
  - Same Day Registration
  - Automatic Voting Registration
- Voter Identification Requirements
- Absentee Voting
- Early Voting



# Case Study: Illinois Automatic Voter Registration Campaign

- Use Reliable Information that the State Already Possesses
- Use Modern Electronic Systems to Elevate Efficiency and Security

**Move From “Opt-In” to “Opt-Out”**



## Automatic Voter Registration Key Points

- Increased Voter Participation
- Save Money
- Improve Accuracy and Security of Voter Rolls

# JUST DEMOCRACY

A graphic of a pair of scales of justice. The right pan is lower and contains a blue power button icon (a circle with a vertical line and a dot). The left pan is empty and higher.

## Strategic Challenge in 2016 Campaign

Threading the needle of an issue that inherently raises partisan political concerns in a time of extreme partisan fighting.

## Campaign Strategy in 2016 Campaign

- Rely on Democratic votes to override a veto
- Visibly court Republican support
- Recruit Republican champions where possible

## Key Tactics in 2016 Campaign

- Robust Coalition Infrastructure
- Media/Message Discipline
- Field Organizing in Swing Districts
- Inside Game



## Results of the 2016 Campaign

- Broad Bipartisan Support in Both Chambers
- Eleventh Hour Veto by Governor Rauner
- Failed Override Vote
- Introduction of Competing Republican Bill

# Campaign Strategy in 2017 Campaign

- Convince Governor Rauner to take Yes for an Answer
- Refuse to Compromise on Core Principles

## Key Tactics in 2017 Campaign

- Nurture What We Built – Maintain Coalition Infrastructure
- Cultivate Partnership with Rep. Fortner and Avoid Politicking
- Prioritize Negotiations with Gov. Rauner's Team

# Victory



# What's Next?

- AVR Implementation
- Pre-Registration for Those Under 18
- Gerrymandering
- Money in Politics

## Where are the Threats?

- Presidential Advisory Commission on Election Integrity
- Interstate Voter Registration Crosscheck Program
- Illinois Policy Institute Lawsuit Challenging Same Day Registration



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