



Poll Worker Quick Tips: Recruitment



Poll Worker Quick Tips is intended to provide election officials with sample suggestions to support poll worker efforts. More information about poll workers can be found at www.eac.gov.

General Recruitment

- Conduct a baseline of poll worker recruitment year-round. Increase resources as an election approaches.
- Have applications always available, including on the election office’s website.
- Develop a set of evergreen recruitment materials that include how to sign up to be a poll worker with items such as web content, social media posts, newsletter blurbs, mailing inserts, and flyers that can be used by the election office and other community partners. Refresh these materials periodically. Community-based organizations can use your materials and serve as trusted messengers to their communities about volunteering as a poll worker.
- Have a standard presentation about volunteering as a poll worker that could be delivered by election staff to community groups, associations, organizations, businesses, service groups, etc. who have an interest in serving.
- Reach out to your current pool of poll workers and ask them to reach out to their networks. Provide them with easy to share messaging.
- Media campaigns can be effective. This may include unpaid efforts such as press releases, articles, and PSAs as well as paid media advertising including in print, radio, TV, online, even bus or shopping cart ads.
- Participate in national poll worker recruitment efforts such as the EAC’s National Poll Worker Recruitment Day and Help America Vote Day: eac.gov/help-america-vote



Targeted Recruitment

- **College Students**
 - When residency laws permit participation, recruit college students by building relationships with college contacts, including administrators and professors.
 - Urge college contacts to share poll worker opportunities with students via listservs, school portals, and other platforms.
 - Ask college contacts if they can provide service credit for students.
 - Additional ideas can be found in the EAC’s A Guidebook for Recruiting College Poll Workers: eac.gov/sites/default/files/2023-06/EAC_College_Guide_Report.pdf



○ **Bilingual**

- When recruiting, specify the language needs.
- Produce translated recruitment materials and use them for outreach, including to target-language media.
- Engage your current bilingual poll workers and ask them to reach out to their networks.
- Pay an additional stipend for bilingual poll workers.
- Recruit high school and college students, as younger people are more likely to be bilingual than the general population.



○ **Government Employees**

- Request the jurisdiction’s executive send a notification to department heads and/or employees encouraging service as a poll worker, with supervisor approval.
- Ask your jurisdiction to provide paid leave for employees serving as poll workers.
- Reach out to associations of retired government employees and teachers.

○ **High School Students**

- Build relationships with school contacts including administrators, teachers, and student groups. Reach out regularly.
- Host a campus poll worker recruitment event in partnership with school contacts.
- Work with school administrators to provide service credit for students.



○ **Professional Licensees**

- Reach out to associations of licensed professionals.
- In some states, licensees (for example, attorneys) may be able to receive continuing education credits for their service as a poll worker.

○ **Persons with Disabilities**

- Build relationships and conduct ongoing outreach to your community’s disability agencies, Centers for Independent Living, disability rights groups, and others.

○ **Political Party Affiliated**

- In some states, political parties have poll worker recruitment responsibilities. Many states require bipartisan boards of poll workers. Share general recruitment information and materials with local political party leadership and ask them to distribute them to their networks through various channels.



For more ideas, check out the EAC’s award winners for Best Practices in Recruiting, Retaining, and Training Poll Workers eac.gov/election-officials/eac-national-clearinghouse-awards-information

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