



Board of Elections

The Wake County Board of Elections operates in one of the fastest growing counties in the United States. With over 1 million residents and over 730,000 registered voters, the Wake County BOE is constantly looking for innovative solutions to better serve the voters of Wake County.

The Wake County BOE staffs and trains thousands of election officials to work at 206 Election Day polling places and up to 25 early voting sites. For any given election, the Wake County BOE utilizes 2,000 – 3,000 election officials.

In 2011, the Wake County BOE implemented the *Vote to Volunteer* program to recruit election officials. This recruitment program is vital to keep pace with the county’s increasing voter population and to ensure voters have a smooth, time efficient, and positive voting experience.

The *Vote to Volunteer* program is a simple and easily replicable process to improve election official recruitment. The *Vote to Volunteer* buck slip (see image below) is included in each voter mailing the Wake County Board of Elections sends to new and current voters at a cost of \$0.025 per buck slip.

VOTE TO VOLUNTEER ★★★★★

When you go vote, the person helping you is a dedicated volunteer committed to the election process. They are front-line representatives of the Board of Elections office. These individuals are active voters, serving their community and local government with pride. It is a long day and a lot of work; but without our volunteers, we could not make democracy work.

If you, a family member, or a friend would like to get paid to be an election official during Early Voting or on Election Day, please apply online or complete the attached form to GET INVOLVED.

APPLY ONLINE www.wakegov.com/elections/getinvolved

Benefits

- Make extra money
- Make a difference
- Strengthen your community
- Learn new skills
- Meet new people

Name: _____
 Address: _____
 Phone: _____
 Email: _____

Please fill out form and send to:
 Wake County Board of Elections
 ATTN: Precinct Staffing Team
 PO Box 695
 Raleigh, NC 27602

Or send via email or fax:
 elections@wakegov.com
 Fax: (919) 856-5864
 Or apply online:
 www.wakegov.com/elections/getinvolved

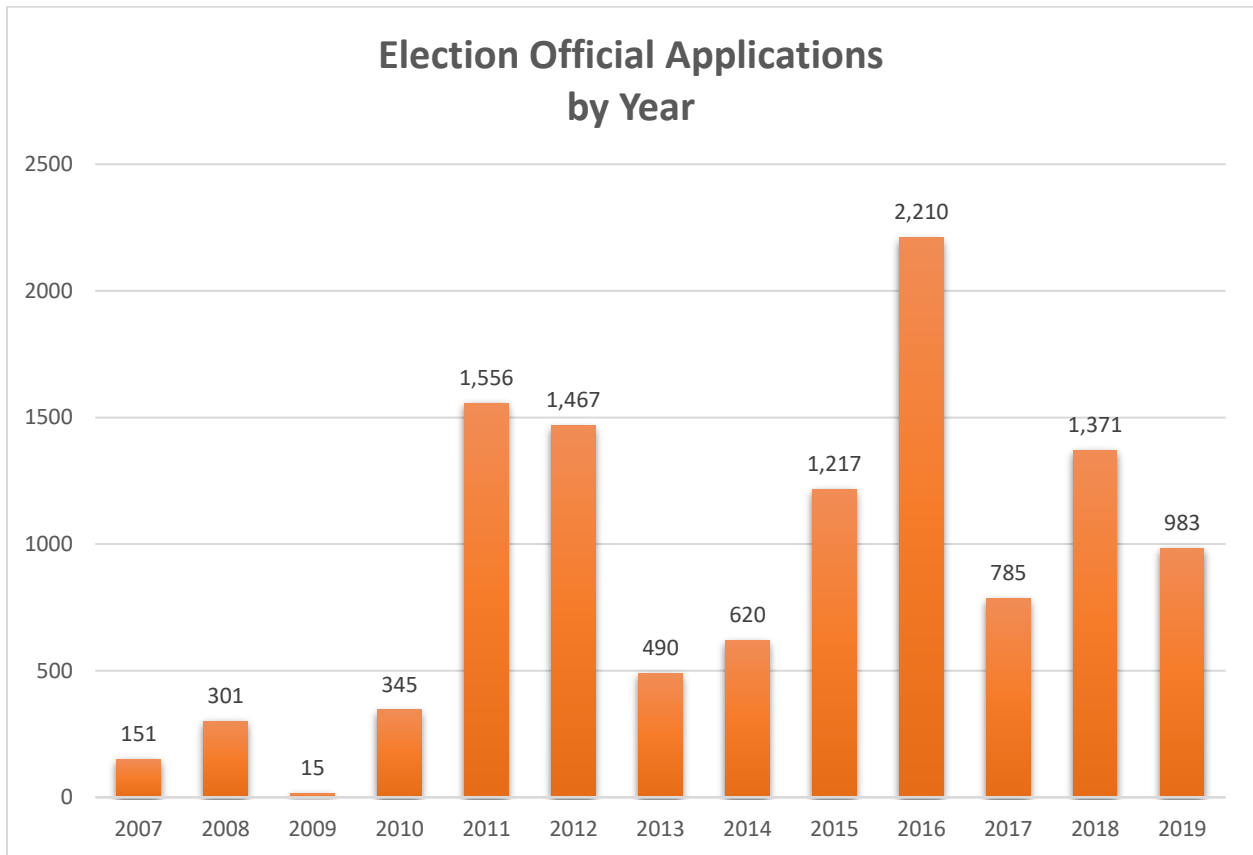




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Interested volunteers can complete the fields on the buck slip and submit it to the BOE via mail, e-mail or fax. The buck slip also promotes the Wake County BOE’s online application for election officials. In addition to sending the buck slip in voter mailings, we have partnered with the Wake County Revenue Department to include the buck slip in the Revenue Department’s annual tax revenue mailing that is sent to each Wake County resident.

Since we began including the *Vote to Volunteer* buck slip in voter mailings in 2011, the number of election official applications we receive has skyrocketed – see chart below.





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The *Vote to Volunteer* program has streamlined our election official recruitment efforts, allowing staff to focus on other items, such as election official training, implementation of new voting equipment at precincts, public records requests and potential changes in election processes due to law changes. Ultimately, these horizon issues will require major changes to our funding structure, but with our proactive election official recruitment efforts, we will be able to avoid some of these potential costs.

Furthermore, the increase in election officials has allowed us to improve our election official staffing practices. With more election officials to call upon, we are able to staff election officials at polling places closer to their home. In most cases, we do not send an election official further than 7 miles from their home. This convenience is beneficial for numerous reasons:

- Election officials are more likely to represent the community they are working in
- Cost-savings for the BOE by using more election officials in their “home” precinct
- Election officials appreciate working close to home, which leads to them coming back for future elections

The *Vote to Volunteer* program has also helped us fight a problem every election board in the country struggles with – election official attrition. Election officials tend to be older and are impacted more by health issues, age, transportation problems, etc. Knowing this, it is vital for election boards to continually recruit new elections officials to keep pace with attrition.



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After implementing the *Vote to Volunteer* program, we soon realized the volume of election official applications we were receiving would lead to changes in our business practices. While we already tracked incoming applications, we did not track other metrics, such as election official attrition, inbound phone calls, training class attendees, etc. We began tracking some of these data points in 2014 to provide data to County Management to back up requests for new staff positions and increased funding.

The data has proved that the *Vote to Volunteer* program has drastically helped us keep pace with attrition. In fact, since 2014, we have gained a net total of 4,420 election officials. This gain allows us to staff more election officials per polling place, and more importantly, we are able to staff a robust “STAR” (Support Trained And Ready) Team.

The STAR Team consists of election officials who attend training but will not get an official polling place assignment until the week prior to Election Day. We use election officials on the STAR Team to replace election officials who tell us they are no longer able to work on Election Day. With our increased pool of election officials, we typically assign 300-500 election officials per election to comprise our STAR Team. The value of having 300-500 emergency election officials on standby is incalculable when staffing 206 polling places. We staff our STAR Team with election officials all throughout the county so that when we do call upon a STAR Team official, he/she typically has to travel less than 5 miles to their polling place assignment. You can watch a short video explaining our STAR Team at the following link: [STAR Team Video](#)



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Award Criteria

- **Innovation**

- Wake County's *Vote to Volunteer* buck slip is the first of its kind in North Carolina. Our buck slip is sent to new voters, current voters, and all Wake County taxpayers. This provides us the opportunity to reach a large pool of potential volunteers, as well as highlighting the openness and transparency of elections. New and current voters are able to learn about the opportunity of becoming an election official, which improves voter confidence.

- **Outreach Efforts**

- The *Vote to Volunteer* program has tremendous reach. Any Wake County resident who registers to vote or updates their registration will receive a *Vote to Volunteer* buck slip in the mail along with their new/updated voter registration card. Our partnership with the Wake County Revenue Department furthers our outreach to every taxpayer in the county.



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- **Sustainability**

- The *Vote to Volunteer* buck slip is a simple but effective method of reaching potential election officials. Once the initial buck slip was developed, we have only had to update it one time. Further, the *Vote to Volunteer* program is self-sufficient, as it requires no additional staff resources. Once the buck slip is created, the only additional work needed is to print the slips and include them in future voter mailings.

- **Cost-effectiveness**

- Each buck slip costs \$0.025 making it an extremely cost-effective method to recruit election officials. The buck slips are included in required voter mailings, so there are no additional postage fees. The buck slips have been extremely successful in recruiting election officials, which allows staff to focus on other priorities. Lastly, a larger pool of election officials to call upon means that election officials are able to be assigned to polling places near their homes, which often means election officials are assigned to work in their home polling place. Election officials assigned to work outside of their home polling place are paid an additional \$15. A larger pool of election officials translates to fewer officials being needed to work outside of their home polling place, which saves the county money.



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- **Replicability**

- Any election office could easily replicate the *Vote to Volunteer* program. Once the initial buck slip is created, the program requires little to no maintenance, other than including the buck slip in voter mailings. The buck slip is also very low cost, making it a viable program for small and large election offices. Other election offices could also benefit from working with other departments, such as Tax/Revenue, to include the buck slip in county-wide mailings.

Positive Results

- The results from the *Vote to Volunteer* buck slip have been tremendous. As depicted in the chart on page two, the number of election official applications have increased dramatically since we began including the buck slips in our voter mailings. We know that word of mouth is one of the most effective methods of election official recruitment. Including the buck slip in voter mailings not only gives us the opportunity to impact the person receiving the buck slip, it also opens the door for the person to share the information they received with their friends, neighbors, and co-workers.