

VotER Civic Health Initiative

MGH Center for Social Justice and Health Equity collaborated with [TurboVote](#) to launch an online voter registration platform called VotER. Our partners include over 130 hospitals and clinics, thousands of healthcare professionals across the US, and nonpartisan civic organizations.

VotER is inviting Community Health Centers serving urban and rural communities to participate in a pilot program. There is a \$5000 honorarium for rural CHCs.

We use nonpartisan, non-interruptive site-based and digital resources to increase voter registration among patients.

••••• SITE-BASED •••••

VotER offers a **touchless** site-based setup that includes a set of posters designed to excite patients about registering to vote, a sign, stickers, and handouts.

SMS short codes and **QR codes** on posters allow patients to register quickly and easily.

Site-based resources are available in English and Spanish.



••••• DIGITAL •••••

Hi Dawn this is Mary from 14th St Health Center. Did you know our health center can now help you get registered to vote? Register to vote on your phone at [vot-er.org/pchc](#) OR if you are already registered request a mail in ballot at [vot-er.org/mailin](#).

Thank you. This is awesome.

VotER leverages preexisting SMS/text platforms (like CareMessage and Medumo) to engage patients in the voting process. We provide **prewritten messages** (with tracking links) that CHCs can send to patient phones after they have opted in to receive non-healthcare specific texts. We will send a **maximum of 3 text messages**.

To learn more about what this form of collaboration looks like, check out this press piece highlighting the VotER digital program (<https://rb.gy/9c2qzj>). Visit our CHC webpage to read our best practices guide created in partnership with NACHC (<https://vot-er.org/CHC/>).

••••• INTERESTED? •••••

Pilot partners should meet the following criteria:

- ✓ Have an interest in helping patients get registered to vote or get their mail in ballots in the lead up to the November election
- ✓ Have the ability to send SMS/text reminders to patients

Note: This service is provided at no cost to the participating institution.

CHCs that have more than 1 rural site may qualify for a \$5000 honorarium for participating.

If you're interested in joining VotER's civic health initiative, **please fill out this 2-minute form:**

<https://rb.gy/b2qxa8>

Contact us: janiam@vot-er.org Site: [Vot-ER.org](#)

Visit us on social media:



@Vot_er_org