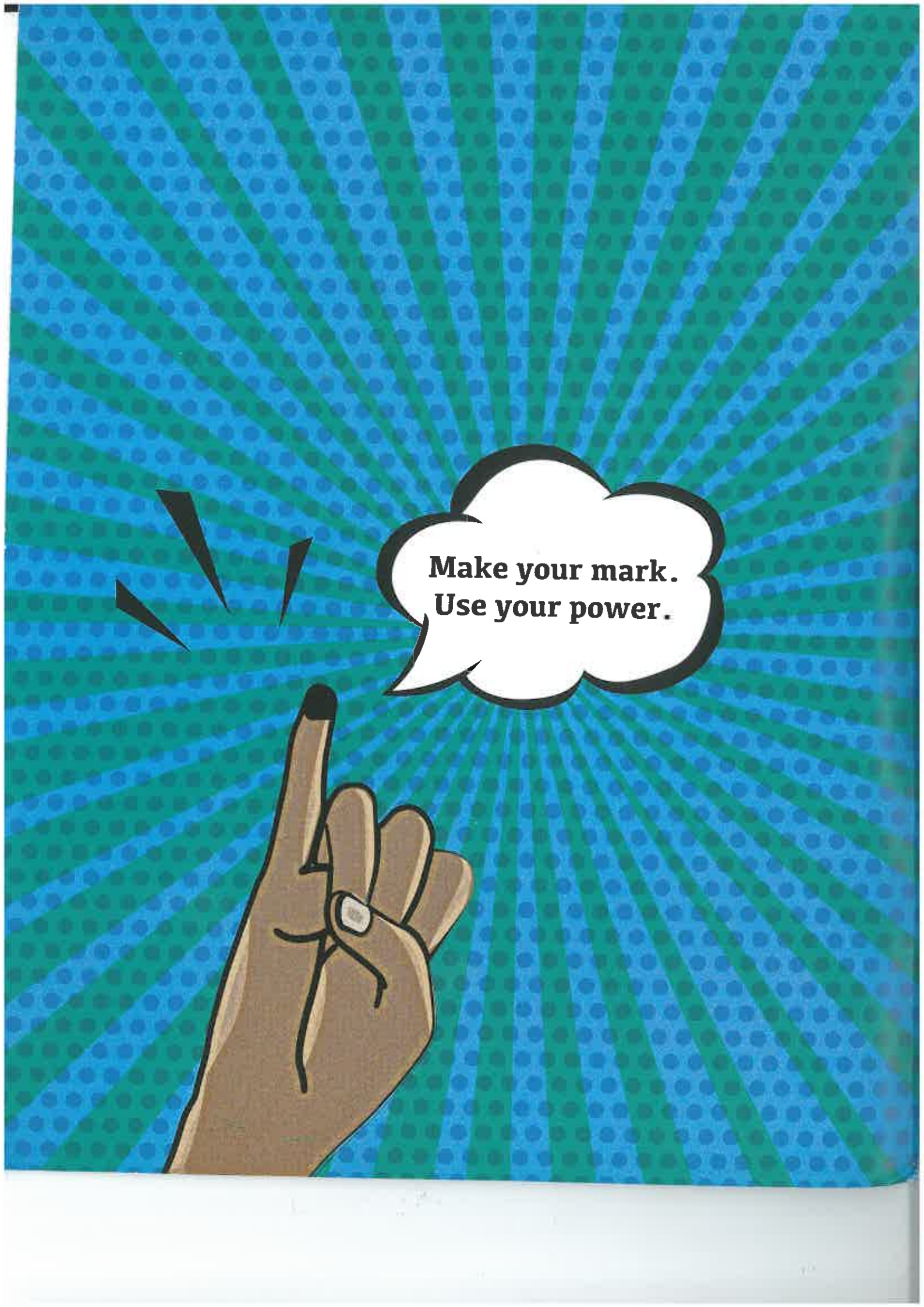


YOUTH VOTER ENGAGEMENT TOOLKIT

YOUR VOTE IS POWERFUL

A stylized illustration featuring a hand with a ring pointing upwards. A speech bubble contains the text 'Make your mark. Use your power.' The background consists of radiating lines in shades of green and blue, with a dotted pattern. A starburst of three black triangles is positioned to the left of the speech bubble.

**Make your mark.
Use your power.**

YOUTH VOTER ENGAGEMENT TOOLKIT

Developed by:

**International Foundation for Electoral Systems (IFES)
2017**



**International Foundation
for Electoral Systems**

MAKE YOUR VOICE HEARD!

This Voter Engagement Toolkit is a simple and friendly information pack developed to help you mobilize and engage your peers and friends to play an active role in the General Election in 2017 and beyond.

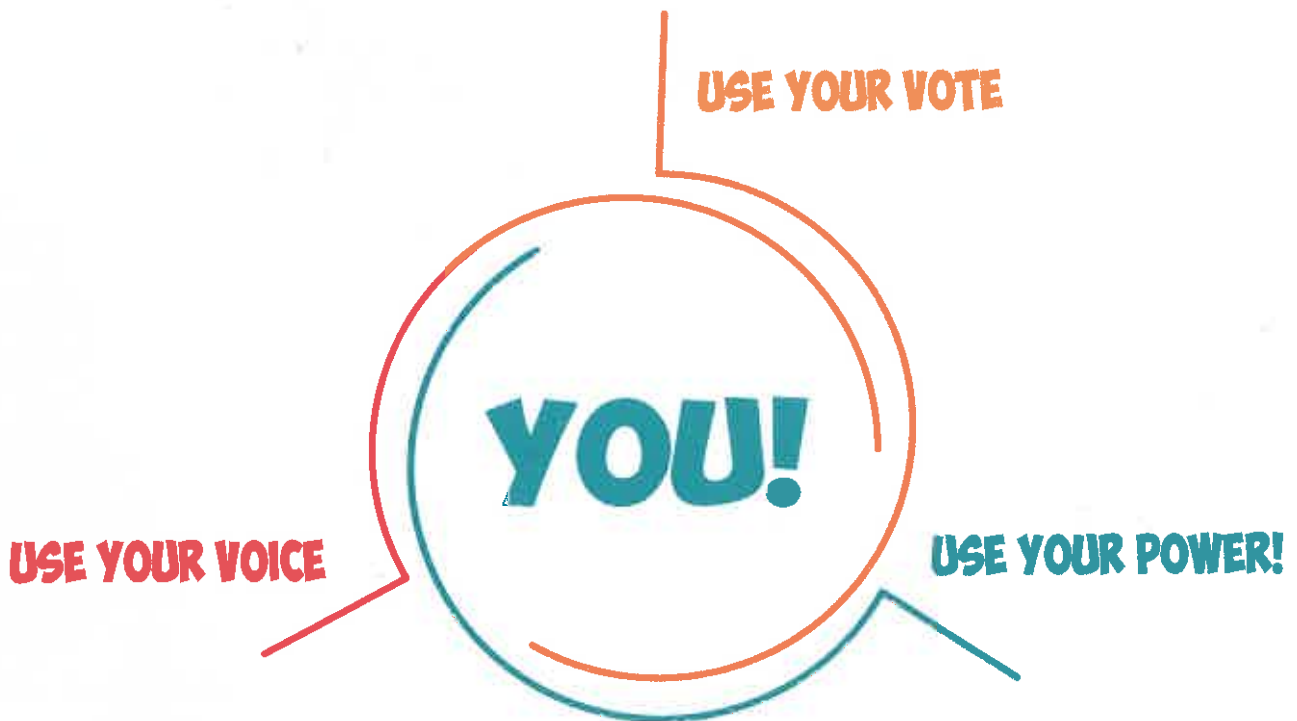
Your vote is powerful! Your vote gives you a voice and power to determine your future. With your vote, you can elect leaders who will help you to build a better future.

Don't forget that your vote will decide your

destiny. If you don't vote, you'll have no right to complain if the people elected don't deliver on ballot measures.

Play to your strength – take full advantage of your power – and use your vote to make your voice heard, and to choose the future that you want.

Don't try to do it alone! The more the number of your friends that participate in elections, the more powerful your voices will be.



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*Be Informed
Be Involved
Make a difference*



INFORMATION IS POWER!

You have the power to influence and determine your destiny through active and informed participation in the electoral process.

A stylized illustration of a hand in a blue sleeve reaching out towards the right. The hand is rendered in black outlines with some grey shading on the fingers. The sleeve is a solid blue color. The background is a light beige with some abstract shapes and a dark grey circular element at the bottom center.

Building on efforts to enhance youth participation in deciding their destiny, this youth engagement toolkit provides timely and accurate information to young voters in Kenya.

Not only does the toolkit explain why your vote matters, it also outlines how young people in Kenya can participate in elections, and make a difference.

The toolkit explains the best techniques for getting young people to participate in elections in Kenya. The kit provides simple information on how to involve your peers and colleagues in the electoral process.

The toolkit discusses ways to plan and successfully implement a youth voter engagement forum. Also, the text gives insights on electoral laws and processes, and tips on ways to engage with candidates and identify leaders who can address the needs and concerns of the young Kenyans.

1. LET'S VOTE



SEVEN TIPS FOR REACHING YOUNG VOTERS

Promote youth voter registration. This can be in your home community and on campus

- Get updated lists of youth voters. Did you know that there are some 8.6 million voter between 18 and 29 currently registered? That is close to half of all registered voters. That gives young people a lot of electoral power.
- Talk about issues relevant to the young
- Keep youth voters informed and engaged in the process. Build some excitement and fun around election activities
- Go to young people's spaces
- Use media and new technology strategically. This could include designing materials that will be attractive to your friends and peers

8.6 MILLION

VOTERS BETWEEN 18 AND 29 CURRENTLY REGISTERED. THAT IS CLOSE TO HALF OF ALL REGISTERED VOTERS. THAT GIVES YOUNG PEOPLE A LOT OF ELECTORAL POWER.

KEEP YOUTH VOTERS INFORMED AND ENGAGED IN THE PROCESS. BUILD SOME

EXCITEMENT AND FUN

AROUND ELECTION ACTIVITIES



TIPS FOR EFFECTIVE MESSAGING TO GET YOUNG PEOPLE TO VOTE

- i. Be Clear
- ii. Make the message Complete
- iii. Be Positive
- iv. Make the message Short
- v. Be Simple
- vi. Make messages relatable to youth needs i.e. education, employment

PRINCIPLES OF GOOD VOTER EDUCATION

- Conduct Voter Education in accordance with the laws
- Provide information that encourage citizens to vote
- Guide young people on how to engage in elections
- Ensure non-partisanship in the provision of Voter Education
- Encourage participants to share their views and experiences
- Remember, there are two kinds of Voter Education. The first (Motivational) covers why you should vote. The second (Procedural) identifies the when, where, and how of voting and what's on the ballot. Both are important, but you have to convince young people WHY they should vote before they will be interested in the "how to".

WHAT CAN YOU DO?

- Register to vote
- Understand voting information
- Encourage your peers to register and to vote
- Use online platforms to reach others

- Organize or participate in a youth engagement events
- Join Campus Ambassadors

CAMPUS AMBASSADORS (CAs)

If you are reading this Youth Voter Engagement Toolkit, you are a Campus Ambassador.

Campus Ambassadors are a diverse community of committed young people trained on youth voter engagement, and strives to connect with their communities to encourage young people to participate in elections.

Spread the information, and encourage other young people to reach out to others. We are building a movement of informed young voters

Join us if:

- i. You are active and engaged
- ii. If you know that your vote matters
- iii. If you are young

We'll be organizing Campus Engagement Events across the Campus in different counties. Don't Miss It

To become a Youth Vote Ambassador:

- You must be passionate about mobilizing young people to vote
- You must be willing to organize youth engagement events in accordance with this toolkit
- You need to contact any organization listed at the back of this toolkit, and inquire about how to become a Campus Ambassadors
- Apply to become a Campus Ambassador

*To become a Youth
Vote Ambassador,
be passionate about
mobilizing young people
to vote*

2. YOUR VOTE MATTERS

WHY VOTE?

- ✓ The progress that you are looking for is on the ballot
- ✓ To elect a leader who will address your needs and concerns
- ✓ To choose your representative
- ✓ To build a better future
- ✓ Your vote is your voice

WHY YOUTH VOTES MATTER

1. Nearly 80 per cent of the Kenya's population comprises people aged 35 and below
2. 50% per cent of the registered voters are aged between 18 and 29 (Approx. 8.6m)
3. With those numbers, young people's votes can make a difference

SOME OF THE INITIATIVES TO GET YOUTH TO VOTE

- Door-to-Door youth engagement
- Online information sharing
- Community outreach activities
- Building partnership
- Campus events
- Music, Arts and Sports events

SOME PRIORITIES FOR YOUTH

Through the ballot, young people can elect leaders who prioritize the needs of young people, including:

- 👍 Creation of employment opportunities
- 👍 Accessibility to HELB loans
- 👍 Fighting against corruption
- 👍 Affordable healthcare
- 👍 Access to education, skills and vocational training
- 👍 Affordable housing
- 👍 Participation in Nation-building



Through the ballot, young people can elect leaders who prioritize the needs of young people

3. PLANNING A YOUTH VOTER ENGAGEMENT EVENT

Examples of youth voter engagement events and activities

- i. Voter Turnout events
- ii. Candidates forums
- iii. Community and groups outreach
- iv. Panel Discussions
- v. Workshops
- vi. Music, Arts and Sports events



△ CHECK LIST: DESIGNING A VOTER ENGAGEMENT EVENT

- ✓ Set concrete and attainable goals
- ✓ Choose your target audience
- ✓ Select appropriate opportunities for youth voter engagement
- ✓ Create a specific timeline for the event
- ✓ Develop an internal and external communication plan
- ✓ Notify relevant authority i.e. Campus Administration
- ✓ Choose a suitable facilitator
- ✓ Advertise widely and in the right places
- ✓ Enlist volunteers to help with the event
- ✓ Establish ways to involve the youth
- ✓ Identify resources and assistance required for the event

REQUIREMENTS FOR A YOUTH VOTER ENGAGEMENT EVENT

- Registration of participants
- Approvals for the event
- Sponsors and Partners
- Venue
- Materials for the event

PROMOTIONAL ACTION AND MATERIALS

- i. Internet/Social Media platforms
- ii. Youth influencers
- iii. Phone ringtones
- iv. Community forums
- v. Radio, Television and Newspapers advertisements
- vi. Flyers
- vii. Posters

BUILDING PARTNERSHIPS FOR YOUTH ENGAGEMENT EVENTS

Five key principles to build effective partnerships for youth engagement event:

- a. Be direct and intentional
- b. Think ahead
- c. Inspire and Influence
- d. Create a community
- e. Think Long-term



CHECK LIST: ORGANIZING AN EFFECTIVE YOUTH VOTER ENGAGEMENT IN CAMPUS

Before event	During event	After event
<ol style="list-style-type: none">i. Invite participantsii. Engage Campus administrationiii. Have you advertised the event?iv. Is the venue bookedv. Do you have the youth engagement toolkit?vi. Are there any materials to give to the participantsvii. Engage partners, campus administration and volunteers	<ol style="list-style-type: none">i. The registration form has been completedii. Confirm if there are any partners participatingiii. What are the critical pieces of information that need to be sharediv. Is essential information and messages displayedv. Time schedule managementvi. Event facilitatorvii. Live social media engagements to get reactions and comments	<ol style="list-style-type: none">i. What are the key concerns for continued engagementii. Activity reportsiii. Evaluation reportsiv. Post event discussions on social mediav. Encourage feedback on issues covered and/or not covered

DO'S AND DON'TS FOR ORGANIZING A YOUTH VOTER ENGAGEMENT EVENT

▲ Do's

- ✓ Be friendly
- ✓ Use peer-to-peer learning
- ✓ Understand the Youth Voter Engagement Toolkit
- ✓ Understand electoral laws, calendar and requirements
- ✓ Know the non-partisan guidelines for voter education
- ✓ Identify ways to involve participants
- ✓ Book venue
- ✓ Advertise your event
- ✓ Make registration forms
- ✓ Make the engagement exciting and fun
- ✓ Invite your local community Election officials

▲ Don'ts

- ✗ Use wordy messages and materials
- ✗ Use young people only as recipients
- ✗ Be too formal



4. REGISTER TO VOTE



REQUIREMENTS TO REGISTER TO VOTE

- A Kenyan citizen who has attained the age of eighteen years
- A National Identity Card or valid Kenyan passport

VOTER REGISTRATION

The Independent Electoral and Boundaries Commission (IEBC) will deploy:

Biometric Voter Registration (BVR) Kits which captures; Fingerprints, facial biometrics together with information such as name, sex, date of birth, address, ward and county. These kits are called the Kenya Integrated Elections Management Systems (KIEMS) for voter verification, voter identification and results transmission. PS: the technology to be used during election may change from an election to another depending with the law.

HOW TO REGISTER

An eligible voter must:

- 👍 Appear in person for registration at a designated registration centre of choice
- 👍 Present original identification documents
- 👍 Fill out form A with required registration details
- 👍 Be issued with an acknowledgment slip

VOTER REGISTRATION ACKNOWLEDGEMENT SLIP

Upon registration, you will be issued with a voter registration slip with the following details:

- ✓ Name,
- ✓ Elector's number,
- ✓ ID/Passport No.
- ✓ Registration centre,
- ✓ Polling Station,
- ✓ The name of the ward, constituency and County where you are registered as a voter.

Note: The acknowledgement slip is not a requirement for voting

VOTERS LIST

The IEBC maintains a Principal Register of Voters that contains the names of all voters segregated into polling station, ward, constituency, county and diaspora.

HOW TO VERIFY YOUR REGISTRATION STATUS

You can verify your registration status at any polling station within your county assembly ward.

WHAT IF I HAVE AN ANOMALY WITH MY REGISTRATION STATUS

You can fill in the relevant claim form at your registration centre and the registration officer will assist you in updating the anomaly.

5. KNOW YOUR CANDIDATE

ABOUT ELECTIVE POSITIONS

There are six elective positions:

- i. The President (elected with their Deputy)
- ii. The Member of the National Assembly
- iii. One woman elected to the National Assembly by voters in each county
- iv. The Governor (elected with their deputy)
- v. The Senator
- vi. The Ward Representative

PARTY PRIMARIES

- i. Political parties are required to conduct their primaries in accordance with electoral laws and IEBC nomination rules
- ii. Party primaries are a good opportunity for voters to identify candidates for the General Election

INDEPENDENT CANDIDATES

Any person is eligible to run as an independent candidate for election if the person is not a member of any registered political party, and satisfies the requirements of election laws.



ANY PERSON IS
ELIGIBLE TO RUN AS AN
INDEPENDENT CANDIDATE
FOR ELECTION

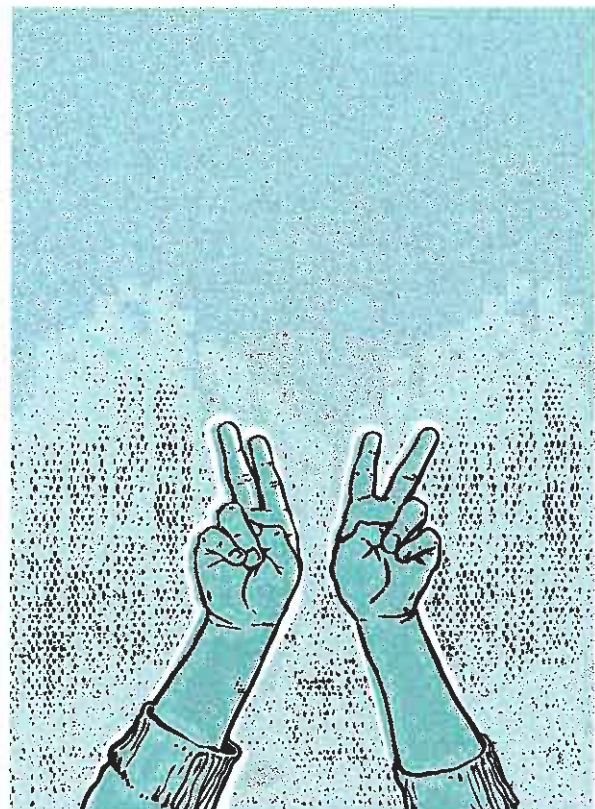
△ CHECK LIST: DESIGN AND HOLD A CANDIDATE FORUM

A candidate forum provides an opportunity for young people to learn more about elections, candidates and issues. It is really useful to allow young people to speak to the aspirants. Below is a checklist of things to consider when conducting a candidate forum: The following checklist aims at helping you organize the most successful forum possible.

- ✓ Set concrete and attainable goals and objectives
- ✓ Identify discussion issues and provide the speakers with clear instructions about what you want them to discuss and the time allocated to each candidate
- ✓ Choose your target audience
- ✓ Create a specific timeline for your event
- ✓ Develop an internal and external communication plan
- ✓ Choose an effective moderator
- ✓ Advertise the event
- ✓ Enlist volunteers
- ✓ Consider ways to involve the youth
- ✓ Identify resources and assistance that you require for your event
- ✓ Ensure non-partisanship
- ✓ Which Candidate(s)
- ✓ Participants
- ✓ Neutral moderator
- ✓ Use media and social media to engage and raise issues

△ CHECK LIST: POLITICAL ASPIRANTS SHOULD HAVE:

- ✓ A clear understanding of the needs and concerns of the youth
- ✓ Demonstrated leadership and commitment to youth development.
- ✓ A commitment to vision and values-based leadership.
- ✓ Identify with progressive ideas that promote development.
- ✓ A commitment to serve and to be held accountable by young people
- ✓ A commitment to fight corruption and tribalism
- ✓ Personal qualities - respectful, responsible and responsive
- ✓ Abide by the constitutional and electoral requirements



6. SIMULATION ACTIVITY

Simulation is a role-play performance by participants. The performance represents an existing or a possible experience, some character or a real situation. Simulations you could run include:

- Registration simulations, walking participants through the use of the biometric kit
- Polling station simulations walking participants through the process

POLLING STATION DOS AND DON'TS

▲ Dos

- ✓ Mark your choice on the ballot paper clearly, by marking an 'X' in the box next to your choice.
- ✓ Deposit your ballot paper into the ballot box before leaving the Polling Station
- ✓ Ask for assistance from election officials if you are unsure about voting procedures
- ✓ Election officials can explain to you the voting procedures, but not how to make your choice
- ✓ Voting is secret

▲ Don'ts

- ✗ Mark outside the box. Otherwise your vote becomes invalid.
- ✗ Take any ballot paper out of the Polling Station
- ✗ Use your phone or take photographs within the Polling Station
- ✗ Bring bags as bags will be subjected to security checks at the entrance of the Polling Station and that may slow down the process

FIRST TIME VOTERS-VOTING PROCESS

Step 1: Register to Vote

Step 2: Research and understand your candidates

Step 3: Know the Issues

Step 4: Verify your registration status

Step 5: Find Your Polling Station

Step 6: Cast Your Ballot

STEP 7: AWAIT ELECTION RESULTS

- ✓ Get a ballot paper for the different elective positions
- ✓ Use a your pen to fill in the box of your choice on the ballot
- ✓ Mark an X in the box of your choice
- ✓ Double check your choices
- ✓ Fold the ballot
- ✓ Put the marked ballots in the respective ballot boxes

8. THE VOTERS' PASSPORT

The Voter's Passport is another support material for you that you can give to all those you interact with in your role as Campus Ambassador. Please make sure that you know it's contents and that you give them to all those you make contact with.



ELECTIONS IN KENYA-LEGAL FRAMEWORK

2010 Constitution

I. SOVEREIGNTY OF THE PEOPLE

The Constitution of Kenya - the supreme law of the republic, recognizes citizens' sovereign power, and aspirations to elect a government of their choice.

Chapter 1 (2)

The people may exercise their sovereign power either directly or through their democratically elected representatives.

Chapter 1 (3)

Sovereign power under this Constitution is delegated to the following State organs, which shall perform their functions in accordance with the Constitution—

- a. Parliament
- b. Legislative assemblies in the county governments
- c. The national executive
- d. Executive structures in the county governments
- e. The judiciary
- f. Independent tribunals

II. BILL OF RIGHTS

Article 38 (2)

Every citizen has the right to free, fair and regular elections based on universal suffrage and the free expression of the will of the electors.

Article 38 (3)

Every adult citizen has the right, without unreasonable restrictions, -

- i. To be registered as a voter
- ii. To vote by secret ballot in any elections or referendum

Independent Electoral and Boundaries Commission (IEBC) 2011 Act

1. The Act provides for the operations, powers, responsibilities and functions of the Commission to supervise elections and referenda at County and National government levels
2. The Commission is responsible for conducting or supervising referenda and elections to any elective body or office established by the Constitution, and any other elections as prescribed by an Act of Parliament and, in particular, for—
 - i. Continuous registration of citizens as voters
 - ii. Regular revision of the voters' roll
 - iii. Delimitation of constituencies and wards in accordance with the Constitution
 - iv. Regulation of the process by which parties nominate candidates for elections
 - v. Settlement of electoral dispute, including disputes relating to or arising from nominations, but excluding election petitions and disputes, subsequent to the declaration or election results
 - vi. Registration of candidates for election
 - vii. Voter education
 - viii. Facilitation of the observation, monitoring and evaluation of elections
 - ix. Regulation of the amount of money that may be spent by or on behalf of candidate or party in respect of any election
 - x. Development and enforcement of a code of conduct for candidates and parties contesting elections
 - xi. Monitoring of compliance with the legislation required by Article 82 (1) (b) of the Constitution relating to nomination of candidates by parties
 - xii. Investigation and prosecution of electoral offences by candidates, political parties or their agents pursuant to Article 157 (12) of the Constitution
 - xiii. Use of appropriate technology and approaches in the performance of its functions and
 - xiv. Such other functions as are provided for by the Constitution or any other written law

ELECTIONS ACT 2011 AND REVISED 2012

The Election Act provides for the conduct of elections to the office of the President, the National Assembly, the Senate, county governor and county assembly; to provide for the conduct of referenda; to provide for election dispute resolution and other connected purposes

Article 3

1. An adult citizen shall exercise the right to vote specified in Article 38 (3) of the Constitution in accordance with this Act
2. A citizen shall exercise the right to vote if the citizen is registered in the Principal Register of Voters

THE ELECTION LAWS (AMENDMENT) ACT 2016

- i. The Act introduces a framework for the recruitment of IEBC Commissioners, while laying the platform for the orderly exit of the office holders.
- ii. Allows the IEBC to come up with a manual system of identifying voters and transmitting results, complementary to the electronic tallying system

VOTER REGISTRATION (ELECTIONS ACT 2012-SECTION 5)

“Any citizen of Kenya who has attained the age of eighteen years and holds a national identity card or a Kenyan passport, shall be registered as a voter upon application”



How can young people engage beyond E-day?
How do we keep young people's hopes alive beyond elections

MORE INFORMATION

On the 2017 General Elections

www.iebc.or.ke

On Peaceful Participation

www.cohesion.or.ke

On Youth Voter Engagement

www.ifes.org

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ANNUAL PLANNER

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January		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
February					1	2	3	4	5	6	7	8	9	10	11	12	13
March					1	2	3	4	5	6	7	8	9	10	11	12	13
April	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
May			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
June						1	2	3	4	5	6	7	8	9	10	11	12
July	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
August				1	2	3	4	5	6	7	8	9	10	11	12	13	14
September							1	2	3	4	5	6	7	8	9	10	11
October	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
November					1	2	3	4	5	6	7	8	9	10	11	12	13
December							1	2	3	4	5	6	7	8	9	10	11

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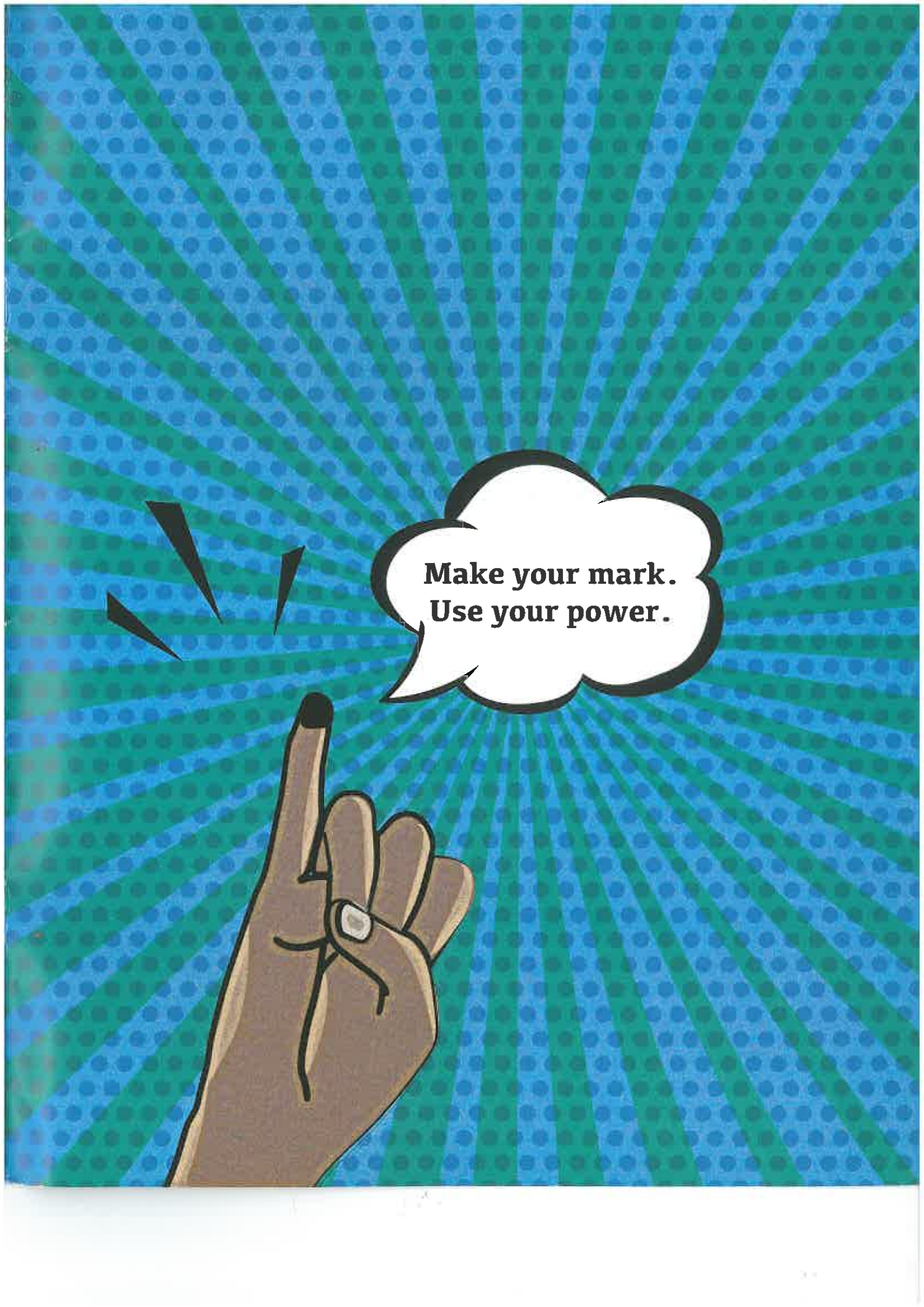
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The image features a stylized illustration. In the lower-left foreground, a brown hand is shown with the index finger pointing upwards. A simple ring with a clear stone is on the ring finger. In the center-right, a white speech bubble with a black outline contains the text "Make your mark. Use your power." in a bold, black, sans-serif font. To the left of the speech bubble, there is a black starburst graphic consisting of three sharp, triangular points. The background is a vibrant pattern of alternating green and blue rays radiating from the center, overlaid on a blue background with a white dot pattern.

**Make your mark.
Use your power.**

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