



VOTER OUTREACH
INSPIRING CIVIC
ENGAGEMENT –
“PROJECT V.O.I.CE”

PROJECT V.O.I.C.E

Voter Mobilization Manual

- ▶ Rivers State University – Civic Action Unit (2025)
- ▶ Nonpartisan Civic Education Initiative

- ▶ Transforming Students into Active Democratic Citizens
- ▶ 30,000+ RSU Student Voters | 10 Operational Modules
- ▶ Electoral Act 2022 Compliant

Philosophy of the Vote – From Subject to Citizen

- ▶ • Sovereignty belongs to the people (1999 Constitution Sec.14)
- ▶ • The voter is the employer; politicians are employees
- ▶ • Voting is democratic accountability
- ▶ • Apathy surrenders power to organized interests
- ▶ • Your vote is legal protection for your future

Legal Framework – Electoral Act 2022

- ▶ • INEC conducts elections (Sec.153 Constitution)
- ▶ • Real-time electronic transmission of results (Sec.162 EA 2022)
- ▶ • BVAS ensures biometric accreditation
- ▶ • IReV portal enables public result verification
- ▶ • Legal literacy protects your vote

Your Rights & Electoral Offences

- ▶ Your Rights:
 - ▶ • BVAS accreditation
 - ▶ • Secret ballot
 - ▶ • Observe counting & see results posted
 - ▶ • Record announcements

- ▶ Electoral Offences:
 - ▶ • Vote buying
 - ▶ • Violence & ballot snatching
 - ▶ • Result alteration

Strategic Mapping & Targeting

- ▶ • Treat RSU as a youth super-constituency
- ▶ • Segment voters: Green (Ready), Amber (Blocked), Red (Apathetic)
- ▶ • Map polling units & student residences
- ▶ • Use ward-level turnout data
- ▶ • Mobilization with data = impact

PVC Lifecycle Management

- ▶ Stage 1: Registration (CVR)
- ▶ • Stage 2: Transfer to campus polling unit
- ▶ • Stage 3: PVC Collection (most common failure)
- ▶ • Organize structured PVC collection drives
- ▶ • No PVC = No Vote = No Influence

Persuasion & Digital Mobilization

- ▶ The AIDA Persuasion Model: AIDA is a fundamental communication model originally developed for marketing but powerfully applicable to civic mobilization. It describes the psychology journey a person must travel before taking action and provide a framework for designing messaging that guides them through each stage.
- ▶ AIDA Model:
 - ▶ • Attention
 - ▶ • Interest
 - ▶ • Desire
 - ▶ • Action
- ▶ Digital Mobilization: Nigeria students spend an average of 4-6 hours daily on social media platforms. This is not a distraction from civic engagement, it is an opportunity.
- ▶ Use WhatsApp, TikTok, X, Instagram for civic education
- ▶ Convert online engagement into physical voting

Ground Operations & Election Monitoring

- ▶ Face-to-face mobilization is most effective
- ▶ • LCRP Model: Listen, Connect, Request, Plan
- ▶ • Work in teams; ensure safety
- ▶ • Observe counting & document EC8A results
- ▶ • Partner with accredited civil society observers

Overcoming Suppression & Post-Election Accountability

- ▶ Overcome Suppression:
 - ▶ • Verify information
 - ▶ • Group movement strategy
 - ▶ • Report intimidation & offences

- ▶ Post-Election:
 - ▶ • Use FOI Act 2011
 - ▶ • Track representatives
 - ▶ • Monitor budgets & promises
 - ▶ • Democracy continues after voting

THANK YOU!