VOTER'S REGISTRATION AND VALIDATION

CAMPAIGN TOOLKIT

STEP

Samahan para sa Tunay na Eleksyon sa Pilipinas

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CAMPAIGN AT A GLANCE

The 2016 Elections can make or break the Philippines. Reports of rising Gross Domestic Product (GDP) in the country — estimated to be at $272.02 billion (around P12.2 trillion) in 2013 alone — have convinced international financial services it's about time they raise the country's investment rating. With this supposed improvement of the economy, the Philippines has been named by the International Monetary Fund (IMF) as the 39th largest in the world, hinging on the country's efforts and status as an emerging economy.

And yet, the figures seem to be not enough to gain the complete trust and confidence of Filipinos themselves in their own country, which ranked 134th and scoring 2.4 out of the perfect 10 in the 2010 Corruption Perceptions Index. On top of that, public confidence weakens when employment opportunities are scarce, and infrastructure and basic services are not provided for or inadequate.

It is imperative then to choose good leaders in the 2016 Elections for positive changes to happen. Filipinos need to be reminded that participation in the electoral process — from voter registration and validation to monitoring the election count — can make significant and long-term impact on solving systemic issues that affect our daily lives.

In an effort to improve public systems and governance, Republic Act No. 10367 or An Act Providing Mandatory Biometrics Registration was passed to establish a clean, complete, permanent and updated list of voters through the adoption of the biometrics technology.

With the passage of R.A. 10367, voters who fail to validate their registration status via biometrics (positive identification of the individual such as photograph, fingerprint and signature in digital form) on or before 31 October 2015 shall be deactivated. When a voter is deactivated, he or she would be unable to vote in the 2016 National and Local Elections.

When voter registration resumed on May 2014, Director James Jimenez of COMELEC's Education and Information Department (EID) said that around 9.3 million voters were still without biometrics. In an article published end of February 2015, Dir. Jimenez was quoted as saying that there are still 4.7 million eligible voters without biometrics.

Analyzing this figure and the status quo, there will be around 1 million voters by October 31 (last day of registration) who will end up without biometrics. One million voters will be disenfranchised or will not be able to exercise their right to suffrage or vote for their chosen leaders.

In the 2010 Elections, the margin of victory between the winning presidential candidate and the second contender was less than 6 million. This difference could have been altered if only over 17 million eligible voters who did not vote during that time, exercised their right to vote. These voters could have effectively changed the country's fate in terms of governance.

The low voter turnout may have been caused by several external and personal factors for our voters: lack of information about how to go through the process, inefficiencies and issues met while undergoing registration and validation, and personal reasons like lack of resources and time to show up at the local COMELEC office or voting precinct on Election Day. Or they just lost interest in the elections and any form of civic participation all together.

Can we afford to let this happen again in the 2016 Elections?

We say no, we cannot afford to let it happen again.

We are Samahan para sa Tunay na Eleksyon sa Pilipinas (STEP), a coalition that aims to ensure anyone eligible to vote gets to do so in the 2016 Elections, considered one of the most crucial electoral events in the country.

STEP
Samahan para sa Tunay na Eleksyon sa Pilipinas

STEP envisions a Philippines where empowered citizens influence the country's future by making informed choices in a fair and truthful elections. We want our Filipino citizens to realize how important every vote is, and that together we could influence the direction our country moves toward.

Committed to fulfilling this vision are Coalition Champions of STEP, including national government agencies, local government units, and nonprofit and civil society organizations who will inform, engage and empower their constituents by leveraging on their expertise and resources.

DURATION:
June 2015 to October 2015

OVERALL OBJECTIVE
To strengthen awareness about the importance of voter registration and validation through an advocacy campaign that engages voters, mobilizes Coalition Champions, and attracts media attention

OUTPUT
- Campaign collaterals for information dissemination
- Campaign Toolkit for Coalition Champions

OUTCOME
- Increased awareness about voter registration and the electoral process among the Filipino public measured through online and offline activities
- Decreased number of voters without biometrics

STRATEGIC APPROACH

DEVELOP A KEY MESSAGE THAT INFORMS AND ENCOURAGES CITIZENS TO EXERCISE THEIR RIGHT TO VOTE

BUILD A COALITION OF KEY INFLUENCERS CALLED COALITION CHAMPIONS TO ENDORSE THE CAMPAIGN, AND LEVERAGE ON THEIR EXPERTISE AND REACH TO DISSEMINATE INFORMATION ON THE GRASSROOTS LEVEL

DEVELOP A CAMPAIGN TOOLKIT PACKAGE TO GUIDE COALITION CHAMPIONS AND OTHER CIVIC LEADERS IN IMPLEMENTING THE CAMPAIGN

MAKE USE OF DIFFERENT MEDIA TO RAISE AWARENESS ABOUT REGISTRATION AND VALIDATION AS A NECESSARY STEP IN EXERCISING THE RIGHT TO SUFFRAGE

COALITION CHAMPIONS

The STEP Coalition is formed to help realize the vision of the campaign and leverage on each Champion's network and expertise to implement the strategies. Each Champion also commits to endorse and promote the campaign to their respective networks and constituents, and their respective channels online and offline.

STEP
Samahan para sa Tunay na Eleksyon sa Pilipinas

Government

COMMISSION ON ELECTIONS (COMELEC)
www.comelec.gov.ph

COMELEC is the principal government agency tasked by the Constitution to enforce and administer all laws and regulations concerning the conduct of regular and special elections.

THE AGENCY SHALL PROVIDE THE COALITION NECESSARY DATA AND ASSISTANCE WITH ITS SPHERE OF CONTROL TO FURTHER THE EFFORTS RAISED BY THE CAMPAIGN.

NATIONAL COMMISSION ON INDIGENOUS PEOPLES (NCIP)
www.ncip.gov.ph

The National Commission on Indigenous People (NCIP) is mandated to protect and promote the interest and well being of indigenous peoples with due regard to their beliefs, customs, traditions and institutions.

NCIP SHALL PROVIDE INDIGENOUS PEOPLES WITH GUIDANCE AND SUPPORT IN VOTER REGISTRATION AND VALIDATION, INCLUDING LOCALIZING MATERIALS TO BE COMPREHENSIBLE TO THE IPS AND PROVIDING EASIER ACCESS TO COMELEC OFFICES.

DEPARTMENT OF TRANSPORTATION AND COMMUNICATION (DOTC)
www.dotc.gov.ph

The Department of Transportation and Communications is the primary policy, planning, programming, coordinating, implementing and administrative entity of the executive branch of the government on the promotion, development and regulation of a dependable and coordinated network of transportation and communications systems, as well as in the fast, safe, efficient and reliable transportation and communications services.

AS THE AGENCY MANAGING MAJOR TRANSPORTATION HUBS, DOTC SHALL ASSIST IN PLACING THE CAMPAIGN MATERIALS IN HIGH-TRAFFIC PUBLIC AREAS TO REACH AS MANY PASSENGERS AND COMMUTERS AS POSSIBLE.

DEPARTMENT OF INTERIOR AND LOCAL GOVERNMENT (DILG)
www.dilg.gov.ph

The DILG advises the President in the promulgation of policies, rules, regulations and other issuances on the general supervision over local governments and on public order and safety. It also establishes a system of coordination and cooperation among the citizenry, local executives and the Department, to ensure effective and efficient delivery of basic services to the public.

WITH ITS SCOPE OF INFLUENCE, DILG SHALL DISSEMINATE INFORMATION ABOUT THE CAMPAIGN TO ITS CONSTITUENTS IN THE LOCAL GOVERNMENT FOR THEM TO BE INFORMED OF THEIR DUTIES IN THIS CAUSE, ESPECIALLY IN THE IMPORTANCE OF VOTER BIOMETRICS AND REGISTRATION.

NATIONAL COUNCIL ON DISABILITY AFFAIRS (NCDA)
www.ncda.gov.ph

The National Council on Disability Affairs (NCDA) is the national government agency mandated to formulate policies and coordinate the activities of all agencies, whether public or private, concerning disability issues and concerns. As such, the NCDA is the lead agency tasked to steer the course of program development for persons with disabilities and the delivery of services to the sector, and is tasked to monitor the implementation of several laws to ensure the protection of PWDs' civil and political rights.

THE NCDA SHALL BE RESPONSIBLE FOR INFORMATION DISSEMINATION TO DIFFERENTLY ABLED CITIZENS, AND PROVIDE WAYS AND MEANS FOR EASIER COMPLIANCE WITH VOTER BIOMETRICS AND REGISTRATION AND APPLICATION FOR ACCESSIBLE POLLING PLACES (APP).

DEPARTMENT OF EDUCATION (DEPED)
www.deped.gov.ph

The Department of Education formulates, implements, and coordinates policies, plans, programs and projects in the areas of formal and non-formal basic education. It supervises all elementary and secondary education institutions, including alternative learning systems, both public and private; and provides for the establishment and maintenance of a complete, adequate, and integrated system of basic education relevant to the goals of national development.

DEPED SHALL PROVIDE AN AVENUE TO DISSEMINATE THE CAUSE OF THE CAMPAIGN TO THE YOUTH TO INSTILL IN THEM, AND THEIR PARENTS, THE SIGNIFICANCE OF CIVIC PARTICIPATION, THEREBY CREATING A MORE INFORMED AND ENGAGED GENERATION OF VOTERS.

Quasi-Government

UNION OF LOCAL AUTHORITIES OF THE PHILIPPINES (ULAP)

www.ulap.net.ph

ULAP's mission is to unite all member leagues, enhance their partnership with all stakeholders to attain genuine local autonomy for all LGUs, and ensure the smooth and efficient delivery of basic services to local communities for authentic and humane governance.

ULAP SHALL GUIDE LOCAL LEADERS IN IMPLEMENTING THE CAMPAIGN AND ENSURING INFORMATION AND MATERIALS REACH THEIR RESPECTIVE CONSTITUENTS.

Non-Government Organizations (NGOs)

CAUCUS OF DEVELOPMENT NGO NETWORKS (CODE-NGO)

www.code-ngo.org/home/

CODE-NGO maximizes its scale and synergy to influence public policy, provide leadership in civil society and increase the effectiveness of social development work in the country. It focuses on policy advocacy and partnership building in the public arena, as well as on developing the capacity and accountability of its member networks and affiliated organizations.

CODE-NGO SHALL ENLIST ITS MEMBER NGOS TO SPREAD THE CAMPAIGN TO THEIR CONSTITUENTS ON THE GROUND IN LINE WITH THEIR ADVOCACY FOR SOCIAL DEVELOPMENT.

LEGAL NETWORK FOR TRUTHFUL ELECTIONS (LENTE)

www.lente.ph

LENTE is the first and only non-partisan, nationwide network of lawyers, law students, paralegals and other trained volunteers engaged to do election work, while providing must-know information on election laws and punishable offenses, and voters' rights in general.

LENTE SHALL SERVE AS THE SECRETARIAT OF THE COALITION, PROVIDING THE NECESSARY MATERIALS FOR THE CAMPAIGN AND MONITORING THE COALITION'S PROGRESS AS ALL CHAMPIONS WORK TOWARDS THEIR RESPECTIVE GOALS.

SIMBAHANG LINGKOD NG BAYAN (SLB)

www.slb.ph

SLB is a non-partisan, Church-based, Jesuit-led organization and a network of religious, priests, seminarians, and lay individuals committed to the service of the Filipino Church and the Filipino People. SLB promotes Church- and Ignatian-oriented socio-political involvement and engagement through continuing education for citizenship and good governance, issue advocacy and participation in elections.

SLB SHALL DISSEMINATE INFORMATION AND MATERIALS TO ITS NETWORK WITH FOCUS ON SOCIAL AWARENESS AND CIVIC ADVOCACY AS PART OF SERVICE AND COMMITMENT TO DEVELOPMENT.

CATHOLIC BISHOPS' CONFERENCE OF THE PHILIPPINES- NATIONAL SECRETARIAT FOR SOCIAL ACTION (CBCP-NASSA)

www.nassa.org.ph

CBCP-NASSA serves as the secretariat of the Social Action Network which 85 dioceses in the Philippines constituting the Diocesan Social Action Centers (DSAC). Known as Caritas Philippines in the international sphere, its objective is to be one with the poor and the marginalized in a just and legitimate struggle for social justice and transformation.

CBCP-NASSA SHALL DISSEMINATE THE CAMPAIGN'S INFORMATION AND MATERIALS TO ITS CONSTITUENTS OF CHURCH LEADERS AND THE RELIGIOUS.

FREQUENTLY ASKED QUESTIONS

THIS SECTION SERVES AS A GUIDE FOR COALITION CHAMPIONS IN ANSWERING ELECTION-RELATED QUESTIONS.

WHO MAY REGISTER AND VOTE?

- ✓ 18 years old on or before May 9, 2016
- ✓ Resident of the Philippines for at least one (1) year
- ✓ Resident of the place he/she wishes to vote at for at least six (6) months
- ✓ Not disqualified by law

! No literacy, property, or other substantive requirement will be imposed on the exercise of suffrage.

WHAT IS REGISTRATION?

Registration refers to the act of accomplishing and filing a sworn application for registration by a qualified voter before the election officer (EO) of the city or municipality wherein he/she resides and including the same in the book of registered voters, upon approval of the Election Registration Board (ERB).

WHAT IS THE MANDATORY BIOMETRICS VOTER REGISTRATION (REPUBLIC ACT 10367)?

It is the law that requires every voter and would-be voter to have their biometrics taken to exercise their right to vote in the May 2016 Synchronized National, Local and ARMM Regional Elections. This requirement is a prerequisite for voting in the 2016 Elections and in the succeeding elections.

WHAT IS BIOMETRICS?

The quantitative analysis that provides a positive identification of an individual such as voice, photograph, fingerprint, signature, iris and/or other identifiable features captured by the Data Capture Machine.

WHAT IS VALIDATION?

Validation is the process of completing the data of registered voters who have no biometrics data or with incomplete biometrics data by capturing the same in the Voter Registration System (VRS), based on COMELEC Resolution No. 9853.

WHAT IS DEACTIVATION?

Deactivation happens when an eligible voter fails to complete his/her biometrics data in the Voter Registration System (VRS) before 31 October 2015, based on COMELEC Resolution No. 9853. A deactivated voter cannot vote in the 2016 Elections.

WHAT DOES "APP" MEAN?

It stands for Accessible Polling Places, referring to polling places that have complied with the requirements to cater to Persons With Disabilities (PWD) voters. One requirement include being located on the ground floor of the polling place.

HOW CAN PWDS, SENIOR CITIZENS AND PREGNANT WOMEN ACCESS THE APP?

- ✓ Step 1: The voter personally appears at the local COMELEC office.
- ✓ Step 2: Election Officer interviews the voter to establish identity.
- ✓ Step 3: Once identity is established, s/he must indicate type of disability, assistance needed, and willingness to vote
- ✓ Step 4: Voter must affix her/his signature in the logbook.

BY THE NUMBERS

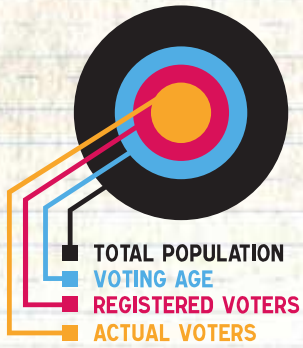
TOP 10 AREAS WITH HIGHEST NUMBER OF VOTERS WITHOUT BIOMETRICS (AS OF 4TH ERB)

AREA	VOTERS WITHOUT BIOMETRICS
DAVAO CITY - 1ST DISTRICT	82,701
DAVAO CITY - 2ND DISTRICT	58,368
BACOOR CITY, CAVITE	53,863
BINANGONAN, RIZAL	51,100
BATANGAS CITY, BATANGAS	46,581
CALOOCAN CITY - 1ST DISTRICT	45,124
TAGUIG CITY	44,182
DAVAO CITY - 3RD DISTRICT	39,901
CABANATUAN CITY, NUEVA ECIJA	37,592
PUERTO PRINCESA, PALAWAN	32,880

TOTAL: 492,292

2010

POPULATION: **92,335,113**
VOTING-AGE POPULATION: **55,719,517**
% VOTING AGE: **55.11**
REGISTERED VOTERS: **50,889,154**
ACTUAL VOTERS: **38,169,500**
ELIGIBLE VOTERS WHO DID NOT REGISTER OR VOTE: **17,550,017**
% VOTER TURNOUT: **55.11**



2016

PROJECTED POPULATION: **103,242,800**
PROJECTED VOTING-AGE POPULATION: **65,249,450**
% VOTING AGE: **63.20**

IMPORTANT DATES

REGISTRATION PERIOD
May 6, 2014 to October 31, 2015

FILING OF CERTIFICATE OF CANDIDACIES
October 12 to 16, 2015

CAMPAIGN PERIOD
2016 NATIONAL POSITIONS
February 9, 2016 to May 7, 2016
- President
- Vice President
- Senators
- Party-List

2016 LOCAL POSITIONS
March 25, 2016 to May 7, 2016
- Congressman
- Board Members
- Governor
- Vice Governor
- Mayor
- Vice Mayor
- Councilors

ELECTION DAY
May 9, 2016

Positions up for grabs

POSITIONS	NO. OF SEATS	NO. OF CANDIDATES TO VOTE
NATIONAL ELECTIONS		
PRESIDENT	1	1
VICE PRESIDENT	1	1
SENATOR	12	12
PARTY LIST	58	1
LOCAL ELECTIONS		
MEMBER, HOUSE OF REPRESENTATIVES	234	1
PROVINCIAL GOVERNOR	80	1
PROVINCIAL VICE-GOVERNOR	80	1
MEMBER, SANGGUNIANG PANLALAWIGAN	766	1 TO 7
CITY MAYOR	143	1
CITY VICE-MAYOR	143	1
MEMBER, SANGGUNIANG PANLUNGSOD	1,598	4 TO 12
MAYOR	1,491	1
VICE-MAYOR	1,491	1
MEMBER, SANGGUNIANG BAYAN	11,932	4 TO 12
ARMM ELECTIONS		
REGIONAL GOVERNOR	1	1
REGIONAL VICE-GOVERNOR	1	1
ASSEMBLYMAN	24	

CAMPAIGN COLLATERALS

The following campaign collaterals are available for dissemination as digital copies online or printed copies in COMELEC offices, public places, and other points of interest. They may be downloaded from the campaign package DVD or from this link: http://bit.ly/STEPRequestForMaterials

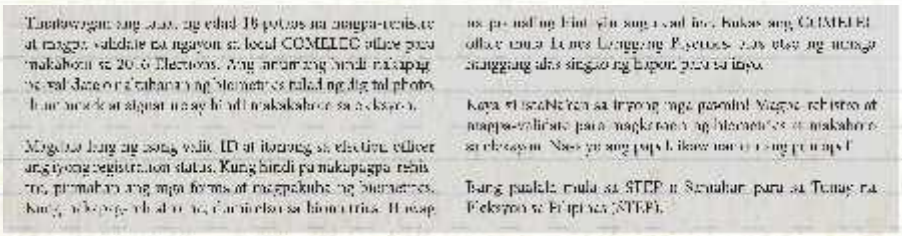
These collaterals are created and designed to highlight the importance of voter registration and validation in participating in the 2016 Elections.

MULTIMEDIA

ANIMATED VIDEO
Purpose and audience: To show a brief and simplified timeline of how power and influence shaped the country, and instill in Filipinos a sense of history and pride in the country and its future
Duration: 2 minutes, 30 seconds

RADIO AD
Purpose and audience: To illustrate the stark difference in privilege and struggles between the ordinary Filipino and the powerful, and instill hope in changing the status quo through participating in the electoral process, foremost through registering and getting validated.
Duration: 30 seconds

PUBLIC SERVICE ANNOUNCEMENT SCRIPT
Purpose and audience: To help local officials and civic leaders spread the word about voter's registration and validation through roving or stationary public announcement systems anywhere in the country.



PRINT COLLATERALS

STREAMER
Purpose and audience: To provide general information about voter registration and validation to the public exposed to the collateral
Size: 9 ft. (width) by 4 ft. (height)

BANNER
Purpose and audience: To provide information about National Voter Registration Week for different sectors, and anyone exposed to the collateral
Size: 4 ft. (width) by 9 ft. (height)

POSTER
Purpose and audience: To inform people, who visit COMELEC offices and other areas where the collateral is located, about important dates to remember for the electoral process
Size: 22 in. (width) by 36 in. (height)

BOOKMARK
Purpose and audience: To provide people a reminder about important dates and actions to take during the electoral process
Size: 2.5 in. (width) by 8.5 in. (height)

Timeline of Activities

JUNE 2015
• **June 30:** Campaign Launch

JULY 2015
• National Voter Registration Week for different sectors

AUGUST 2015
• **Dalawang Daang Libo sa Agosto**

SEPTEMBER 2015
• **September 15**: International Democracy Day

OCTOBER 2015
• **October 1 to 31**: Last call project for Voter Registration
• **October 31**: Last day for Voter Registration

NOVEMBER 2015
• **November 1 to 15**: Data consolidation, impact assessment and evaluation of the campaign

Messages and Calls to Action

FOR VOTERS

ANO BA ANG PAPEL MO?

- By voting, you exercise your right and fulfill your role in contributing to the development of the country. This is one of the more powerful ways to decide for the country — seize it. Gampanan mo ang papel mo!
- Take the first step! Register and get validated! Encourage everyone in your circle to do the same, too.
- Be proactive in knowing more about the elections and the electoral process, and share your opinions online and to family and friends.
- Ask and you shall receive — information, assistance, any help you may need! Tag the Coalition Champions when you have questions or air your grievances through #ListaNaYan.
- Learn more about candidates running for office, ask yourself: Ano'ng kaya niyang gawin? Anong gagawin niya para sa aking komunidad?

FOR LOCAL LEADERS

LET'S STEP IT UP!

- Local leaders are agents of change. You are respected and influential: use this to encourage your constituents to exercise their right to vote and fulfill their role as citizens of the country.
- Help others make the first step: Guide them on how to register and get validated. Provide the necessary information and facilities to make it happen as fast and smooth-flowing as possible.
- Use campaign collaterals wisely and make them visible in public areas like the markets, schools, church, municipal and barangay halls, transportation terminals, and others.
- Build and sustain good partnership through regular communication and transparent exchange of information with Coalition Champions.
- Cultivate an environment in your respective offices that makes voters feel welcome to inquire on any election-related issue. Be open, honest and accessible.

HOW TO GET INVOLVED

SAY-IT-FORWARD

NOTHING BEATS WORD-OF-MOUTH. SHARE #LISTANAYAN VIDEO AND CAMPAIGN COLLATERALS, AND INFORM AND ENCOURAGE YOUR CIRCLE TO DO THE SAME

LEND A HAND

CONTACT STEP SECRETARIAT AND OTHER COALITION CHAMPIONS FOR WAYS ON HOW TO VOLUNTEER FOR THE CAUSE.

BE A COALITION CHAMPION

IF YOUR ORGANIZATION BELIEVES IN THE CAUSE OF THE COALITION AND WANTS TO BE MORE INVOLVED, SEND US AN EMAIL OR GIVE US A CALL. LET'S EXPLORE HOW WE CAN COLLABORATE!

CONTACTS

STEP COALITION SECRETARIAT

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