

# State of Wisconsin\Government Accountability Board

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**DATE:** August 3, 2012

**TO:** Wisconsin Municipal Clerks  
City of Milwaukee Election Commission  
Wisconsin County Clerks  
Milwaukee County Election Commission

**FROM:** Nathaniel E. Robinson  
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Wisconsin Government Accountability Board

**SUBJECT:** New “Click and Mail” Voter Registration Available August 6, 2012

As you may know, G.A.B. staff has been working to develop the new “Click and Mail” voter registration program since 2010. We met with various clerk groups and updated both Clerk Associations on the status of the Click and Mail development process. After a lot of interruptions and identification of new scenarios that had to be engineered and tested and re-tested, finally, we are very excited to announce to clerks that Click and Mail will be made available to the public on August 6, 2012 as a “soft launch” (refer to the “Soft Launch” section beginning at the top of page 2).

Click and Mail allows eligible Wisconsin voters to register to vote using the Voter Public Access (VPA) website. Voters answer a series of questions to gather their voter registration information, and Click and Mail generates neatly typed GAB-131 form that the voter can mail in or drop off at their municipal clerk’s office, or at their polling place on Election Day. Click and Mail will give the voter the correct instructions on how to submit their form depending on if the voter uses Click and Mail during open registration, late registration, or on Election Day.

The voter registration information the voter enters into Click and Mail is sent to SVRS as a pending voter application, which the clerk simply processes once they receive the paper form.

Some of the benefits of Click and Mail include:

- **Fewer typographical errors** – Voters are more familiar with their own personal information and will be less likely to make typographical errors.
- **No more incomplete forms** – Voters will be required to fill out certain fields in order to proceed.
- **No data entry for clerks** – Clerks simply process the pending application instead of having to type the information in SVRS.
- **No more handwriting questions** – Click and Mail generates a neatly typed, easy to read GAB-131 form.
- **Convenience for the voter** – Voters can complete Click and Mail any time of the day or night, 365 days a year.

## **Soft Launch**

While Click and Mail is being made available to the public on August 6, **note that we do not plan to announce or promote Click and Mail until after the August election and after the upcoming training session** (explained below). This strategy is intended to give clerks time to familiarize themselves with the new processes. Voters who see the “Register to Vote” link on VPA will be able to use Click and Mail, giving clerks a chance to process some applications in advance of the public launch of Click and Mail and in advance of the training webinar so they will have a better feel of what kinds of questions to ask.

We also wanted to alleviate any confusion that could result from Click and Mail being launched during the Late Registration period. While Click and Mail can be used during Late Registration (the voter would be responsible for bringing in the voter registration application, providing proof of residence and signing in the presence of the municipal clerk), we wanted to provide as much time as possible for clerks to become comfortable with the system before we launch our public outreach campaign on this new registration functionality.

## **Clerk Use of Click and Mail**

Many clerks have inquired if they can use Click and Mail to streamline the voter registration process. Some options for Clerk use of Click and Mail include:

- Clerks can set up Click and Mail at any polling place that has internet access, to streamline Election Day registrations.
- Click and Mail can be set up in the clerk’s office for people who register to vote in person.

Voter registrations entered into Click and Mail will appear in SVRS the next day for clerks to process. Clerks can begin using Click and Mail for the August Election if they would like to.

## **Click and Mail Training Guide**

A new Training guide for Click and Mail has been posted on the G.A.B. website along with this announcement. The training guide provides step by step instructions on how to process voter applications received through Click and Mail, as well as instructions on how to fill out a Click and Mail voter application. All clerks should review the training guide so you are prepared when voters begin submitting voter registrations to your office via Click and Mail.

## **Click and Mail Training Webinar**

G.A.B. staff will also conduct training sessions for clerks on Click and Mail via a “webinar” the week of August 20. This training class is being scheduled after the August Election so that clerks can focus their time and energy now on August Election preparation. An updated communication will be posted once the webinar is scheduled and will provide clerks with the specific date and time.

Many clerks have periodically inquired about the status of Click and Mail because they have been eager to use this functionality; a new supplement to our current voter registration processes.

If you have questions about Click and Mail, please contact the Help Desk at [gabhelpdesk@wi.gov](mailto:gabhelpdesk@wi.gov), or 608-261-2028. Thank you.

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