Vote Early Day Activation & Communications Toolkit
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About Vote Early Day

Vote Early Day is a new civic holiday founded by companies, nonprofits, election administrators, and influencers to make sure Americans know about and take advantage of our options to vote early. More than 200 million Americans are eligible to vote early but the rules -- both for in-person and by-mail options -- vary widely all over the country and have been changing recently, causing confusion and preventing voters from casting their ballots.

The inaugural Vote Early Day is scheduled for Saturday, October 24th, ten days out from Election Day and on a weekend to ensure maximum participation.

Why Vote Early

Over 40% of Americans cast their ballots early in 2016, either in-person or by mail. College students, military members, and folks living abroad all regularly vote by mail before Election Day. For all of these individuals, there has never been national reminders, celebrations, or even “I voted” stickers.

When we vote early, we ensure that last minute problems will not keep us from casting our ballot and we help reduce lines at the polls on Election Day. Voting early maximizes turnout among eligible voters. But surveys indicate that many voters don’t know about all of their options.

Companies, nonprofits, and election administrators came together with the idea for Vote Early Day before COVID-19 emerged, but this event is now even more important as voting early reduces potential congestion at the ballot box, emphasizes all the options citizens already have to vote early, and ensures that no American will have choose between their health and their vote.
Our Partners

Vote Early Day is a collaborative, open-source model -- similar to Giving Tuesday and National Voter Registration Day. As a result, we rely on thousands of our partners -- nonprofit organizations, companies of all sizes, schools and colleges, artists and influencers -- to educate their communities about their options to vote early.

This is only possible thanks to our steering committee partners:
Partnership Overview

The purpose of this toolkit is to provide all of our partners with a guide to planning their Vote Early Day activations and communications. While this document provides guidance, Vote Early Day is ownerless and flexible. Run with your creative ideas!

Partnership Overview

Being an official Vote Early Day partner makes you and your organization eligible for all sorts of support from our headquarters:

- **Swag**
  All partners will receive Vote Early Day posters, stickers, buttons, information cards, and hand sanitizer. Partners who sign up by September 1 will receive swag bags in late September, while partners who sign up by September 28 will receive swag bags either in mid-October.

- **Vote Early Tech Tool**
  VoteEarlyDay.org will soon launch a great new user-friendly tool that will allow Americans to learn more about their options to vote early, either by mail or in person. This tool will also allow voters to confirm or update their voter registration, make a plan to vote, and receive election updates. Any partner interested in referring their audience to VoteEarlyDay.org is eligible to receive a unique link to use to track their impact!

- **Digital Toolkit**
  Located at toolkit.voteearlyday.org, our digital toolkit has great customizable resources to support your digital engagement. New materials will be consistently added as we approach Vote Early Day.

- **Ideas Hub**
  Check out our ideas hub on our resources page for a running list of activation inspiration.

- **Exclusive Webinars & Future Toolkits**
  We will be rolling out additional toolkits and support webinars leading up to Vote Early Day. Stay tuned to our newsletter or website for updates on these resources.
While Vote Early Day is a single major day of activation, celebrating it properly requires forethought and planning, as well as follow-through. These are the key phases -- with more details on how to take action in the pages to follow:

**Phase 1: Recruitment and Planning**
*Summer – October 14th*
- Define your organization’s goals and research your local rules.
- Recruit volunteers and other organizations to support your efforts.
- Secure a commitment from your city government or local election office to formally recognize Vote Early Day.
- Invite other peer organizations to join us in celebrating Vote Early Day!
- Don’t forget to give us a heads up so we know your plans!

**Phase 2: Public Awareness and Voter Plans**
*Sept 7 – Oct 23*
- Ensure your audience knows that they have options to vote early and announce your plans to celebrate Vote Early Day.
- Encourage voters to begin requesting mail ballots or making plans to vote early in-person.

**Phase 3: Vote Early Day Eve**
*Oct 23rd*
- Make final preparations for your activation, including social media promotion, confirmation calls, materials preparation, and media follow-up.

**Phase 4: Celebrate Vote Early Day!**
*Oct 24th*
- Mobilize voters to vote in-person, return mail ballots, and spread the word to ensure that all eligible voters know their options!

**Phase 5: Final Get Out The Vote**
*Oct 25 – Nov 3*
- Follow-up with your community to ensure all eligible voters return their mail ballots or develop a suitable plan to vote in-person

**Phase 6: Watch Returns, Thank Your Team, and Report Results**
*Nov 3 and Beyond*
- Ensure your audience knows that early votes may take a little bit longer to count.
- In the meantime, celebrate the incredible work you did, and report back on your accomplishments.
Phase 1: Recruitment & Planning

Now – October 14th
Phase 1: Recruitment & Planning
Now – October 14th

Goals:
Define your organization’s goals and research your local rules.

- Recruit volunteers and other organizations to support your efforts.
- Secure a commitment from your city government or local election office to formally recognize Vote Early Day.
- Invite other peer organizations to join us in celebrating Vote Early Day!
- Don’t forget to give us a heads up so we know your plans!

It’s never too early to start planning your Vote Early Day! The basics are simple: ask your neighbors to join in the celebration, take time to become familiar with the options to vote early in your state and community, review this toolkit and other materials available to Vote Early Day partners, and work with your co-workers or fellow volunteers to write your plan.

Recruiting Other Organizations
Vote Early Day is a great way to work with nonprofit organizations, businesses, schools and colleges, houses of worship, and other institutions. The pitch to all of these organizations is the same as what has brought you to this project:

Over 200 million Americans are eligible to vote early, but many voters don’t know about their options. When we vote early, we ensure our votes count and help prevent lines and delays on Election Day. Vote Early Day is a new event to help celebrate and raise awareness about our options to vote early.

Interested partners can sign up directly at voteearlyday.org/get-involved -- but you should feel free to work directly with anyone in your community to develop and execute your plans for Vote Early Day.

As a bonus - you can recruit your local elections office to participate in Vote Early Day or even recruit your City Council to pass a resolution or have your Mayor issue a proclamation formally recognizing Vote Early Day (See Appendix 5).
Recruiting Volunteers
No matter what kind of activity you are undertaking, you will want help! Build a core team for your Vote Early Day event to distribute the work. Here are some best practices:

- Assign Clear Roles - Your planning team will be most effective if each individual involved knows what they are responsible for.
- Not Too Big - Most activations can succeed with a planning team of 3-5 people. Don’t stress yourself by building a bigger team, although you can certainly invite more people to help!

In addition to help planning, it is likely that you may need additional volunteers to execute your Vote Early Day action. Here are some more best practices:

- Recruit twice as many people as you need to account for people dropping out.
- Confirm each committed volunteer at least twice to minimize volunteers from dropping out.
- Have a clear ask – time, date, location, and role. Volunteers committing to a specific role are far more likely to participate.
- Use your personal relationships to recruit new people.
- Emphasize the popularity of the event!
- Target people you often see volunteering or who have large networks.

Research the Rules
The rules for voting early vary across the nation and may continue to change through Election Day due to changes made by election administrators or judges to protect public health. For a one stop shop, our user-friendly technology at VoteEarlyDay.org will help any American learn about their options to vote early based on where they are registered to vote. But if you are interested in educating other voters through events or outreach, it is worth taking time to brush up on the options offered in your community.

The best place to start is the website of your Secretary of State (or other chief elections official), specifically the pages focused on Absentee Voting or Early Voting. You can find links to these sites at voteearlyday.org/how-to.

For those looking for information about all 50 states and territories, other, independent resources may supplement this information, such as vote411.org, built and maintained by the League of Women Voters, and healthyvoting.org, built specifically for 2020 by the American Public Health Association and several of their partners. Check out the resource tab on voteearlyday.org/find-resources for a few suggestions.

Finally, you can turn to the voter hotline for questions at 866-OUR-VOTE, reach out to your local election official (a list of local election offices is available at usa.gov/election-office), or contact the Vote Early Day team for support via info@voteearlyday.org.
Some questions you should try to answer in your research:

**Absentee / Mail Ballots**
- Can any registered voter in my community request an absentee ballot or must they provide an excuse? Has COVID-19 affected the list of acceptable excuses?
- When will absentee ballots be mailed out to voters?
- When would election officials suggest voters submit their request forms for absentee ballots? What is the best way to make these requests (online, by mail, by phone, by fax)?
- Are there any ID or witness requirements to vote absentee?
- How can absentee ballots be returned? Is postage paid for absentee ballots returned via mail?
- What is the deadline for a ballot to be received back by the elections office to be counted?
- What should a voter do if they lose their absentee ballot or make a mistake on it?
- The purpose of this toolkit is to provide all of our partners with a guide to planning their Vote Early Day activations and communications. While this document provides guidance, Vote Early Day is ownerless and flexible. Run with your creative ideas!

**In-Person Early Voting**
- When does early voting start and end in your community?
- What hours during the week will early voting be open?
- What locations will be offering early voting? Are all of these locations open the same days and hours?
- Can any registered voter in this town or county vote at any early voting location or do they have to vote at a specific location assigned to them?
- Are there typically slower or quieter times at early voting sites when voters can avoid lines?
- Is there an ID requirement? What is it?

Again, the user friendly technology at [https://www.voteearlyday.org/](https://www.voteearlyday.org/) will help potential voters navigate through some of the complexities with voting early.

**Review Vote Early Day Toolkits and Webinars**
During this planning process, review this toolkit, watch your email, and check out the resource tab on voteearlyday.org for additional toolkits, as well as webinars from Vote Early Day to provide additional ideas on how to maximize your Vote Early Day!
Define Your Goals & Write Your Plan
After talking to coalition partners, learning your local rules, and reading through this toolkit, you will be ready to write your plan. It’s important to remember that your plan does not need to be fancy, but just a way of helping you clarify your vision and goals and the process to execute them. **A planning template is available in Appendix #4.**

Elements of a plan:

- **Goals** - A Vote Early Day activation can have a wide range of goals, from “Educate 10,000 people about their vote early options” to “Help 10 first-time voters vote early.”

- **Focus** – Think about your focus -- is it a specific town or city, people tied together through some common bond? Is it your entire employee base? Are these people who have voted early before? What sort of activations would they be most interested in?

- **In-Person or Virtual** - Do you want to bring people together in-person or have a virtual event? For an in-person event at an early vote site or drop box, make sure to give your local election administrator a heads up and confirm that you are complying with all election rules. For a virtual event, choose a platform to connect in advance (such as Zoom, Facebook Live, Facetime, Google Meets). If your likely audience already has familiarity with one platform, it’s best to keep using that.

- **Activities** - How will you engage people during the event? What materials will you need?

- **Target Audience & Invitations** - Who will be invited? Is this a small event aimed at a close-knit circle or a public event for everyone who is interested? How will you spread the word about the event? Who will you individually invite and where will you broadcast the event?

Tools for Recruitment, Research, and Planning

Sample Social Media Announcement Posts

[Insert Organization Name] is celebrating @voteearlyday on October 24th! Over 200 million Americans are eligible to vote early -- and we want to ensure they all know about their options. You can join us by signing up at voteearlyday.org/get-involved. #VoteEarly #VoteReady

We’re excited to announce [Insert Organization Name] is planning to celebrate Vote Early Day and make sure our friends, family, and coworkers know about their options to vote early! More than 200 million Americans have the option to vote ahead of Election Day — we can make sure they stay safe AND participate. Join the #voteearly movement today - voteearlyday.org/get-involved #VoteEarly #VoteReady
Dear Friends,

I'm reaching out about a new event called Vote Early Day.

Vote Early Day was started by media companies, nonprofits, technology platforms, election administrators, influencers, and other businesses to help all eligible voters learn about their options to vote early and celebrate the act of voting early. More than 200 million Americans are eligible to vote early but rules - both for in-person and by-mail options - vary widely all over the country, causing confusion and preventing voters from casting their ballots. When Americans vote early, we reduce the risk of potential health issues associated with in-person voting, decrease lines on election day, and ensure that last-minute problems will not prevent us from casting our ballots.

Vote Early Day is a collaborative, open-source model - similar to Giving Tuesday and National Voter Registration Day. Participation is free and partners can activate however they’d like. The inaugural Vote Early Day is scheduled for Saturday, October 24th, ten days out from Election Day and on a weekend to ensure maximum participation. Check out this great video about Vote Early Day: https://vimeo.com/442229191.

[Include information about your plans]


I’ll plan to follow up soon with you by phone to discuss more.

All the best,
[Insert Name]

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Dear Friends,

Good news! I’ll be calling you soon about this exciting new project.

Many of us are looking for ways to make a difference this election year. I wanted to share with you this new project - Vote Early Day. Voting early is good for everyone -- it ensures ballots are cast and counted and also shortens lines on Election Day. Over 200 million Americans have the option to vote early, but rules are changing a lot this year and there is confusion. I’m looking for a few friends to help me plan a Vote Early Day project in [community]. Vote Early Day itself, the first in history, is October 24th. Our goal will be to ensure as many people as possible learn about their options to vote early and join us in casting their ballots.

I’ll follow-up with you soon by phone to see if you would be willing to help -- or just reply to this email!

Thank you!
Phase 2: Public Awareness & Voter Plans

September 7th – October 23th
Phase 2:
Public Awareness & Voter Plans

September 7th - October 23rd

Goals:
Define your organization’s goals and research your local rules.
- Ensure your audience knows that they have options to vote early and announce your plans to celebrate Vote Early Day.
- Encourage voters to begin requesting mail ballots, making plans to vote early in-person, or researching how they can get their mail ballots counted, either through the USPS, drop off boxes, or at county election official offices.

Roughly 1 in 3 Americans are unsure about their options to vote early or don't know that they can vote early. Our job is to ensure that all eligible voters learn about their options. During this phase of your campaign, you will raise awareness among your community about the options they have to vote early.

September 15 – Announce Vote Early Options
Ensure your audience knows that they have options to vote early and announce your plans to celebrate Vote Early Day. Encourage voters to begin requesting mail ballots or making plans to vote early in-person. This is a great day to send emails to broad lists and post to social media with specifics about the local options to vote early and encourage your audience to make a plan “now” to vote this year.

Key message for your audience: Make your plan to vote early today — whether you prefer to vote in-person or get your ballot by mail.

Voter Registration Drive Follow Up
If you have already planned a voter registration drive (maybe on September 22 - National Voter Registration Day?), Vote Early Day is a great way to follow up with everyone you engaged during your registration event.
Here’s how:
- During Voter Registration: Let folks know that they might have options to vote early which they can find at voteearlyday.org.
- After Voter Registration: Send a follow up text, social media message, or email to everyone you engaged during voter registration.

Vote Early Outreach
Through whatever channel works -- SMS, emails, direct messages, calls, in-app, Slack messages -- notify your organization’s audience of the value of voting early. Ensure they know that they can make a plan to vote early -- either in-person or by-mail -- at VoteEarlyDay.org.
Promotion on Social Media
Spread the word about Vote Early Day through videos, creative artwork, and competitions on all social media platforms. Tell the story of voting early, raise awareness, and drive traffic to our tech tool which we will be live on VoteEarlyDay.org.

Digital Communications
Through newsletters, on-air channels, online platforms, popular apps, make sure that folks are hearing stories and information about how to cast a ballot early.

USPS Deadline – October 20th
The United States Postal Service recommends October 20th as the last day to submit a mail application for an absentee ballot. This deadline is a great opportunity to encourage voters to take action.

Tools for Public Awareness and Voter Plans

Sample Outreach Script

“Hey there! I’m reaching out to folks to remind them that they might have options to vote early this election - either by mail or in person. You can learn about your options at voteearlyday.org. Can you commit to voting early through voteearlyday.org?”

If yes: “Great! Do you plan on voting early in-person or by-mail?” After October 20th, push folks to vote in person if possible.

By Mail: “Can you request your ballot today and set a reminder to submit it on October 24th”?

In Person: “When and where will you be voting?”

The United States Postal Service recommends October 20th as the last day to submit a mail application for an absentee ballot. This deadline is a great opportunity to encourage voters to take action.

If individuals have more questions about the vote early process in their community, send them the link to their local elections office webpage. A list of these pages can be found here:

https://www.usa.gov/election-office/

Sample Classroom or Office Presentation

“There are incredibly important elections taking place this November! And, millions of Americans have safe and secure options to vote early either by-mail or in-person. Voting early reduces lines on election day and ensures that you don’t have to choose between your health and civic duty. Can everyone pull out their devices and head to voteearlyday.org? Follow along to see if you have an option to vote early. Make a plan to vote early right now!”
Sample Social Media Posts

Today is the perfect day to make a plan to vote early. When you vote early, you ensure your vote is secure and help shorten lines for other voters. Learn your options at VoteEarlyDay.org. #VoteEarly #VoteReady

Voting early lets you cast your ballot while surrounded by your loved ones - either by voting at home or at an early voting site. Learn your options at VoteEarlyDay.org. #VoteEarly #VoteReady

This year, more than 200 Million Americans have options to vote early by mail or in-person. For the coming month, we’ll be celebrating voting early and making sure our community knows their options. Learn your options at VoteEarlyDay.org. #VoteEarly #VoteReady

It’s time to make a plan to vote early! Check out VoteEarlyDay.org to see your options to vote early. Request your mail ballot or make a plan to vote early in-person today. Learn your options at VoteEarlyDay.org. #VoteEarly #VoteReady

More Americans than ever are voting early. As of today, over [check Vote Early Day social and insert a number] million Americans have requested their ballots. You can join them! Learn your options at VoteEarlyDay.org. #VoteEarly #VoteReady

So much is changing this election because of the pandemic. Many states have changed their rules, allowing more Americans than ever to vote early. Learn your options at VoteEarlyDay.org. #VoteEarly #VoteReady

So much is changing this election because of the pandemic. Many states have changed their rules, allowing more Americans than ever to vote early. Learn your options at VoteEarlyDay.org. #VoteEarly #VoteReady

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Sample Social Media Post – Last Day to Request Mail Ballots: October 20th, 2020

Per USPS guidelines, today is the last suggested day to submit a mail ballot request. Go to VoteEarlyDay.org to make your request! #VoteEarly #VoteReady
Dear Friends,

More than 200 Million Americans have options to vote early ahead of election by-mail or in-person. We’re celebrating Vote Early Day on Saturday, October 24th to make sure that all Americans know their options this election season. Voting early reduces lines on election day and ensures that Americans do not have to choose between health and their civic duty. Learn more about Vote Early Day through this video: https://vimeo.com/442299191.

Find out if you have options to vote early at voteearlyday.org.

Throughout the month of October, we will be sharing information and stories about voting early. Our goals are to ___________.

On Vote Early Day -- Saturday, October 24th -- we will be ________.

All the best,
[Sender Name]
Phase 3: Vote Early Day Eve

October 23rd
Goal: Make final preparations for your activation, including social media promotion, confirmation calls, materials preparation, and media follow-up.

Key message for your audience: Go vote early!

Use Art to Market Vote Early Sites
Use street chalk and signs on electric poles or building walls to point your neighbors to their nearest polling station, ballot drop box, or mail box. Decorating the neighborhood can be a festive affair in its own right and create ample opportunity for local TV stations and newspaper photographers to capture the magic of voting early.

Absentee Ballot Parties (Real or Virtual)
See Vote Early Day on page 21!

Make Final Preparations for Vote Early Day!
Make final preparations for your activation, including social media promotion, confirmation calls, materials preparation, and media follow-up.

Tools for Vote Early Day Eve

Sample Social Media Posts

Tomorrow is Vote Early Day! Get #VoteReady by learning about your options to vote early tomorrow at VoteEarlyDay.org. #VoteEarly

We’re so excited for Vote Early Day tomorrow! Voting early ensures last-minute problems don’t stop you from voting. Learn about your options at VoteEarlyDay.org. #VoteEarly #VoteReady

You still have time to make a plan to vote on Vote Early Day tomorrow! Learn about your options at VoteEarlyDay.org. #VoteEarly #VoteReady

The inaugural Vote Early Day tomorrow is going to be historic! More Americans than ever are voting early. Learn about your options at VoteEarlyDay.org. #VoteEarly #VoteReady
Phase 4: Celebrate Vote Early Day!

October 24th
Goal: Mobilize voters to vote in-person, return mail ballots, and spread the word to ensure that all eligible voters know their options!

Key message for your audience: Go vote early!

Parties at the Polls
At an in-person early vote location or ballot return drop box, bring out a crowd and keep the energy up through music, (social distance appropriate) games, prominent signage and decoration to attract attention, and swag and food to give away.

Let your local election office know about your plans in advance.

Sign up for Vote Together for more information.

Parades to the Polls (Pedestrian)
Recruit your community to meet up outdoors within walking distance of an early vote site. Connect over breakfast burritos or pancakes, design signs, get a drum corps from the local high school, decorate signs advertising your plan to vote, and march as a group to the polls. Take an intentionally windy route through a neighborhood to raise awareness of voting.

Parades to the Polls (Cars)
Similar to the pedestrian parade, except you’ll meet up in a parking lot, decorate your cars and take a route through your city, honking horns and shouting to attract attention, ensuring your neighbors see that you plan to vote. Wrap up your parade at the polling place where your crew will you cast their ballots.

Absentee Ballot Parties (Real or Virtual)
Bring together your colleagues, family, or friends to celebrate voting early. Have a meal (if you’re meeting in-person) or catch up over video chat before discussing your ballots, finishing the process, and everyone committing to return their ballots today to a drop box or into a mail box with appropriate postage.

Digital “Couch Parties” (Video Conferencing Events)
Educate other voters about their options to vote early by pulling your team together and using phones, text messages, and social media to raise awareness about in-person voting options and ways for voters to return their ballots. Bring some friends onto a video conference software, secure a speaker to discuss voting early, and collectively, remind all of your friends, family, and community members to vote early by directing them to voteearlyday.org.
Tools for Vote Early Day Eve

Sample Email for Vote Early Day

Today is Vote Early Day! Submit your mail ballots today or head to the polls for early voting. Find out your options at voteearlyday.org.

Today, we will be _________.

All the best,
[Sender Name]

Sample Social Language for Vote Early Day

Key hashtags: #VoteEarlyDay #VoteReady

Sample Messages:

- It’s #VoteEarlyDay! If you haven’t already, take 30 seconds to find an early vote location near you then get out and make sure your voice is heard in this election. Head to voteearlyday.org to find out how.
- Want to celebrate #VoteEarlyDay but unsure how to do it safely? Find a virtual celebration near you, tag 1 (or 10) friends and remind them to #VoteEarly today, or share why you voted early this year!
- XX Americans have already voted early. Join them today in celebrating #VoteEarlyDay and visit voteearlyday.org to make your plan to vote.
- Ready to celebrate with millions of your closest friends? Drop off your ballot or head to an early vote location. Grab a selfie (if there’s no selfie, did it even happen?), and share your awe-inspiring civic prowess with the world using #VoteEarlyDay. Good vibes and socially distant partying commence.
  P.S. If you aren’t sure what your options to vote early today are, we’ve got you covered. Just head to voteearlyday.org to get #VoteReady.
- #VoteEarlyDay photos flooding your feed, giving you all the FOMO feels? Don’t worry - you too can be an early voter. Here’s how:
  ✓ Head to voteearlyday.org
  ✓ Read up on your options to vote early today
  ✓ VOTE
  ✓ Post your own celebratory #VoteEarlyDay selfie and pass on that FOMO to your friends.
• Want to #VoteEarly today but unsure about how to or where to go? We’ve got you covered:
  ✓ Head to voteearlyday.org
  ✓ Learn when/how to vote today
  ✓ Get out and vote early
  ✓ Celebrate #VoteEarlyDay with us

• Vote Early Day is here! Submit your ballots or head to the polls. Take advantage of your options at voteearlyday.org. Share pictures of you voting early with hashtags #VoteEarly #VoteReady

• Vote Early Day is here! Submit your ballots or head to the polls. Learn your options at voteearlyday.org. Share pictures of you voting early with hashtags #VoteEarly #VoteReady

• Vote Early Day is here! Submit your ballots or head to the polls. Learn your options at voteearlyday.org. Share pictures of you voting early with hashtags #VoteEarly #VoteReady
Phase 5: Final Get Out The Vote

October 25th – November 3rd
Phase 5:
Final Get Out The Vote
October 25th – November 3rd

**Goal:** Follow-up with your community to ensure all eligible voters return their mail ballots or develop a suitable plan to vote in-person.

**Tools for Final Get Out the Vote**

**Key message for your audience:** Go vote early!

**Sample Email Language**

We're in the final stretch! Already, over [insert number from Vote Early Day social media] million Americans have cast their ballots. If you already requested your mail ballot, we recommend you return it via [available local non-USPS options], which you can explore at VoteEarlyDay.org. You can also visit VoteEarlyDay.org to research all your voting options to be sure your vote counts in this historic election.

All the best,
[Sender Name]

**Sample Social Language**

We're in the final stretch! Learn your best options to return your ballot or make a plan to vote at VoteEarlyDay.org. Millions of Americans have already voted! Join us! #VoteEarly #VoteReady

Millions of Americans have already voted! Share your photos from Vote Early Day with hashtags #VoteEarly #VoteReady
Phase 6: Watch Returns, Thank Your Team, Report Results

November 3rd & Beyond
Phase 6: Watch Returns, Thank Your Team, Report Results

November 3rd & Beyond

Goals:
Define your organization’s goals and research your local rules.
• Ensure your audience knows that early votes may take a little bit longer to count.
• In the meantime, celebrate the incredible work you did, and report back on your accomplishments.

Reporting
Keep your eyes peeled for an email with a unique link to report the accomplishments of your event. We’ll be asking you to report what you accomplished on Vote Early Day to our team, including:
• # of voters reached
• # of social media impressions
• # of voters who submitted their absentee ballots
• # of voters who cast an early in-person vote

Tools for Watching Returns and Thanking Your Team

Sample Email Language

Friends --

More Americans than ever cast their ballots early -- and it appears turnout in this election was among the highest in any election ever. The process to count early votes can sometimes take longer and it places a real burden on our election officials. Our job now is to be patient while the ballots are counted.

In the meantime, we wanted to thank you for the critical role you played in this successful election. Many contests around the country are not yet called, but this election was a success for the oldest democracy in the world, where we successfully cast our ballots despite the pandemic.

All the best,
[Sender Name]

Sample Social Language

We did it! We voted early -- now we just need to be patient while they count all the votes. America can be proud that our democracy stays strong, no matter what. #VoteEarly #VoteReady
Appendix #1: Key Dates

Key Dates to Keep in Mind

September 22nd: National Voter Registration Day – sign up here.
  • Make sure your community registers to vote or checks their voter registration.

October 1st: Final Day to Sign Up For Vote Early Day Swag Bags
  • Make sure your friends and local organizations are signed up to celebrate:
    www.voteearlyday.org/get-involved

October 5th - 9th: Voter Education Week – sign up here.
  • Engage your community in learning about the history of voting, what’s on their ballot, and how they can become vote ready.

Suggested Activation Dates

After Signing On: Announce your Participation in Vote Early Day

September 1: Poll Worker Recruitment Day
  • Educate your audience about our nationwide shortage of poll workers and promote signing up as a poll worker to your community.
    • https://www.eac.gov/help-america-vote
    • https://www.powerthepolls.org/

September 15th: Vote Early Season Begins
  • Introduce Vote Early Day and options to vote early to your community; share your plans for the month.

October 6th: Prepare to Vote Early
  • Educate your community about options to vote early and make sure your community makes a plan to vote early (by requesting their mail ballot or pledging to vote early through voteearlyday.org).

October 14th: Share Your Story
  • Share your team members’ plans to vote early (through photos and videos).

October 20th: Last Day to Request Mail Ballots according to USPS
  • Push voteearlyday.org to your communities to help them request mail ballots. Share stories and photos about voting by mail.
October 24th: Vote Early Day

- Implement final activations! Encourage individuals to submit their ballots through the mail/dropboxes or to vote early in person.

November 3rd: Election Day

- Remind your community that they can still vote on election day if they have yet to vote already! Individuals can vote on election day even if they have requested a mail in ballot, but have not submitted it yet.
  - Reach out to your local election office for specific rules:
    https://www.usa.gov/election-office
Appendix #2: Activation Ideas and Planning

1. Poll Worker Recruitment & Support
2. Organizing an Event

Poll Worker Recruitment & Support
There is a nationwide shortage of poll workers across the country. We are partnering with Power the Polls to make sure that early voting election day locations are fully staffed.

Ideas for Inspiration

Provide The Day Off to Poll Workers
- Whether you are an educator or an employer, provide the day off so that individuals are freed up to work the polls.

Spread the Message & Recruit
- Integrate information about the poll worker shortage and where to sign up through communication channels. Conduct 1:1 to outreach with a team to ensure follow through.

Poll Worker Care Packages & Celebration
- Provide poll workers with snacks and personal protective equipment; celebrate and document their experience.

Phases to Making it Happen

Recruit
- Familiarize yourself with Power the Polls - powerthepolls.org
- Set a recruitment goal and sign up as a partner to track your impact.
- Determine channels: one-on-one outreach, presentations & events, social media

Support
- Allow time off for poll workers
- Ask poll workers what they might want when working. Check your local jurisdictions’ regulations to make sure the items are appropriate.
- Highlight poll workers and their experiences.
- Reach out to your local election officials to make this happen.

Key Talking Points
- Power the Polls has a great FAQ page for additional questions.
There is a nationwide shortage of poll workers. Most poll workers are over the age of 60, and due to the pandemic, these individuals are not able to work. Power the Polls is working to recruit new healthy and diverse poll workers.

- Poll worker responsibilities could include keeping polling places clean, checking in voters, or opening/counting mail ballots.
- In most places, poll workers are paid. However, hours and pay vary by election jurisdiction. In some cases, legal permanent residents can work the polls. Residency rules for poll working also vary by location. You can find all of this specific information by signing up at powerthepolls.org.

### Organizing an Event

Voters and potential voters often need something as simple as a nudge in the right direction to vote early. Exclusive content analysis on Vote Early Day’s materials reveals that voters are more likely to take advantage of their options to vote early once they learn how.

### Ideas for Inspiration:

- Visit voteearlyday.org/find-resources to find our ideas hub for more ideas.
- cividinners.com is providing a free platform and conversation guide for anyone to discuss voting early with their community over a meal. Visit their website and find the conversation labeled “Vote Early Day 2020” to host your own virtual civic dinner.
- Vote Together can help provide you a simple guide to help your communities vote early. They’ll help you host your own virtual event!
- Incorporate evergreen messaging on Vote Early Day into existing internal communication platforms with your employees. You can find sample language 17 of this document.
- Help contribute to making voting sites fun - whether they are in-person early voting sites or absentee ballot drop off boxes. Communicate with your local election officials and ask if you can incorporate chalk art around those sites, put up balloons or wacky inflatable flailing arm tube men!

### Phases to Making it Happen:

- Visit Phase 1 on Page 8 to plan an event!
Appendix #3: Messaging & Communications

By working together, we can ensure voters receive accurate, timely, and exciting information about how to vote early!

Accounts
- Twitter: @voteearlyday
- Facebook: @voteearlyday
- Instagram: @voteearlyday
- Tumblr: @voteearlyday

Coming Soon: Snap and Reddit

Hashtags
#VoteEarlyDay #VoteEarly #VoteReady

Messaging Goals
- Celebrate the act of voting early.
- Spread information about voting early.
- Drive individuals to take advantage of their vote early options through Vote Early Day’s tech tool: voteearlyday.org.
- Recruit new partners and supporters to celebrate Vote Early Day.

Tips
- Many individuals don’t know they have options to vote early. Highlight that over 200 Million Americans have options. If you are from a specific state, highlight your vote early options. Those options can be found under voteearlyday.org’s resource tab.
- Talk about the importance of voting early (see talking points below).
- Share your story of why you vote early or document your voting early experience.
- Always include a video or photo where possible!
- Always include a key call to action.
Talking Points

- More than 200 Million Americans have options to vote early either by mail or in-person.
- The rules for voting early vary across the country, causing confusion and preventing voters from casting a ballot.
- Voting early reduces lines on election day and ensures that last-minute problems do not get in the way of voters casting a ballot.
- In light of COVID-19, it’s imperative that the 2020 elections remain both safe and secure - which includes helping people learn about all the options to have to vote, so they can make the choice that is best for them.
# Appendix #4: Vote Early Day Activation Plan

**ACTIVATIONS:** List tactics to activate voters below – including dates and platforms

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**GOALS & REACH:** How many people do you aim to engage and how (e.g. email sign-ups, social media followers, event attendees, views, etc)?

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**COLLABORATION:** Who do you need to work with to succeed? (e.g. key partners, allies, coalitions, funders, media, volunteers, networks)

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**TIMELINE:** What needs to happen prior to Vote Early Day to bring this activation to life?

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Appendix #5: Vote Early Day Sample Resolution

[State / County / City] [Resolution/Proclamation] Establishing Saturday, October 24, 2020 as Vote Early Day

WHEREAS, the [State / County / City] is committed to encouraging broad voter access and citizen participation in elections among voting-eligible citizens;

WHEREAS, the [State / County / City] recognizes that many Americans fail to vote because they do not know about the different methods of voting available to them beyond Election Day (i.e. early voting, vote-by-mail, absentee, etc.);

WHEREAS, [State / County / City] recognizes the need for diverse partners such as nonprofits, libraries, businesses, colleges and universities, and more to work in the communities they serve to support citizen participation in elections; and

WHEREAS, the need for reliable and trusted public information and education on available voting methods is critical to Americans’ active participation in elections and the integrity of electoral processes;

THEREFORE, [NOW BE IT RESOLVED THAT / I PROCLAIM] the [State / County / Municipal Elections Office] shall declare Saturday, October 24, 2020 as Vote Early Day and commits to joining national efforts to support citizen participation in elections.

Adopted the xxth day of Month/2020. Expires: xxxx