

# Communications Tool Kit for Voter Education Champions

SEPTEMBER 2020 EDITION



Resources for Sharing Voting Information  
Presented by: San Bernardino County Registrar of Voters

**Your Ballot.**  
**✓ Vote Safe.**  
**✓ Vote Early.**



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*September 2020 Edition*

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# INTRODUCTION

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Your role as a valued voter education champion cannot be understated – and we thank you for your help to get the word out this year! While the San Bernardino County Registrar of Voters is working hard to make sure that our 1.1 million registered voters are educated about how, where, and when to vote, we know that you have great networks in place to share the information far and wide.

The 2020 COVID-19 pandemic has changed every aspect of our way of life, but the ability to vote safely and efficiently will continue despite those challenges. The San Bernardino County Registrar of Voters is committed to protecting each registered voter's right to cast a ballot safely and securely. To help voters better understand how the State of California and San Bernardino County are preparing for this Presidential General Election, we have developed this Communications Tool Kit for shared use. From social media posts, fact sheets, and more, this tool kit covers all of the need-to-know info.



- Voting options – How to vote
- Voting locations – Where to vote
- Voting period – When to vote
- Safety – Creating a safe environment for poll workers and voters
- Security – Protecting the election process and votes

This is the first of two tool kits we are sending with the next one going out in October with new and timely information!

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**Vote Safe.**  
**Vote Early.**



## INSTRUCTIONS FOR USE

You are welcome to share all of the information in this tool kit with your friends, family and colleagues. We hope the key messages (provided in multiple formats) answer questions about how, where, when to vote and clarify changes during this election.

The following sections will provide you with a description of the tool kit item we'd like you to share. Each item can also be accessed by clicking the link to Dropbox where you can then download and save the materials for your own use.

## IMPORTANT TOPICS IN SEPTEMBER 2020

There are so many important topics we need to address as we ramp up for this election. Here is a list of the messages we have identified as critical for the month of September. You'll notice these themes throughout the materials provided in the tool kit below.

- The “Your Ballot. Vote Safe. Vote Early.” Campaign has officially launched!
- You've Got Voting Options – While vote-by-mail ballots are being delivered to all registered voters, there are still a number of ways to vote.
- Updating Your Voter Registration is Key – We're encouraging voters to make sure the information they have on file is updated and correct!
- We Need the Community's Help – The Registrar of Voters team is currently scheduling virtual voter education presentations to community organizations and we're encouraging people to sign up!

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## IMPORTANT DATES IN SEPTEMBER 2020

Mark your calendar with these important dates.

- September 29 - Voter Information Guide mailing begins

## TOOL KIT CONTENTS

The following materials have been created for distribution during the month of September.

- Frequently Asked Questions
- Voter Education Infographic
- Social Media Posts and Graphics
- Templated Newsletter Articles

## FREQUENTLY ASKED QUESTIONS

The document addresses all of the important questions about mail-in ballots and other vote methods, voter and poll worker safety, ballot security, and more. Click link below to view Frequently Asked Questions.



## VOTER EDUCATION INFOGRAPHIC

The infographic below visually demonstrates all of the important information about mail-in ballots and other vote methods, voter and poll worker safety, ballot security, and more.



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## SOCIAL MEDIA POSTS AND GRAPHICS

The following social media content calendar has been created so that you have a full library of posts to share with your network throughout the month of September.

Before getting started with posting, please consider these helpful tips.

- Use your voice – While it is important the key information remains unchanged, we know that your audience wants to hear from you! We encourage you to adapt the posts so they are authentic to your organization.
  - Tag the Registrar of Voters – Let us know you are sharing our info by including our social media handles in the post.
  - ROV Facebook - @SBCountyElections
  - ROV Instagram - @sbc\_elections
  - ROV Twitter - @sbc\_elections
  - County of San Bernardino Facebook - @SanBernardinoCounty
  - Use hashtags – Enhance post visibility by incorporating key election hashtags.
- 
- **#SBCountyCounts**
  - **#VoteSBCounty**
  - **#VoteSafeVoteEarly**
  - **#YourBallotYourVote**
  - **#YourVoteCounts**
  - **#Vote2020**
  - **#votebymail**
  - **#2020election**
  - **#myelectionsgateway**
  - **#ballottrax**
  - **#WheresMyBallot**
  - **#VoteReady**
  - **#BeHeardNovember3rd**

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## SOCIAL MEDIA POSTS

### Sample Post #1

**Copy:** The pandemic has changed our lives in so many ways, but not the ability to vote safely and efficiently. Visit [www.SBCountyElections.com](http://www.SBCountyElections.com) for everything you need to know leading up to the election. #VoteSBCounty #VoteSafeVoteEarly

Click below for Sample Post #1 social media image content.



### Sample Post #2

**Copy:** To receive a vote-by-mail ballot, you must be a registered voter! Already registered? Make sure to confirm your voter status and check that all your information is up-to-date today! The deadline to register is October 19! #VoteSBCounty #VoteSafeVoteEarly

Post Link: <https://www.sbcountyelections.com/VoterRegistration>

Click below for Sample Post #2 social media image content.



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### Sample Post #3

**Copy:** Want to help your organization learn more about changes in this year's election? We can help. We are offering virtual Voter Education Community Presentations to organizations throughout the County. Contact ROV personnel at (909) 387-8300 or [votesbcounty@westboundcommunications.com](mailto:votesbcounty@westboundcommunications.com) to schedule yours today!

Click below for Sample Post #3 social media image content.



### Sample Post #4

**Copy:** We're making sure voting is safe this election. All registered voters in California will receive a vote-by-mail ballot for the 2020 election, making the option to vote from home easy! Voters will also have the choice to visit early vote sites, drop-off their ballot or even visit polling places on #Election Day. #YourBallotYourVote #VoteSBCounty #VoteSafeVoteEarly

Click below for Sample Post #4 social media image content.



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### Sample Post #5

**Copy:** Knowledge is power. Here are some facts you may not have known about vote-by-mail ballot voting for this year. We're making it easier and safer. #VotebyMail #VoteSBCounty #VoteSafeVoteEarly

Post Link: [FAQS](#)

Click below for Sample Post #5 social media image content.



### Sample Post #6

**Copy:** Are you passionate about the electoral process? The County of San Bernardino is recruiting poll workers! Follow the link below to learn how to become a poll worker and how to apply. #VoteSBCounty #VoteSafeVoteEarly

Post Link: <https://www.sbcountyelections.com/ElectionWorkers.aspx#what>

Click below for Sample Post #6 social media image content.



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### Sample Post #7

**Copy:** Your voter information. All in one spot. San Bernardino County’s “My Elections Gateway” has your personalized election information, including everything from your registration info, sample ballot, drop off maps, polling places, and more. Follow the link below to sign-in to today!

#VoteSBCounty #VoteSafeVoteEarly

Post Link: <https://www.sbcountyelections.com/VoterRegistration/MyElectionGatewayInfo.aspx>

Click below for Sample Post #7 social media image content.



### Sample Post #8

**Copy:** Wondering how voters and poll workers will stay safe this election? Rest assured! Multiple COVID-19 safety measures will be implemented! From PPEs to serious sanitization protocols, we’re covered!

#VoteSBCounty #VoteSafeVoteEarly

Post Link: [Learn More www.sbcountyelections.com](https://www.sbcountyelections.com)

Click below for Sample Post #8 social media image content.



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### Sample Post #9

**Copy:** Have a question about the Presidential General Election? We are just a call or click away. Contact ROV personnel at (909) 387-8300 or [Communications@rov.sbcounty.gov](mailto:Communications@rov.sbcounty.gov). #VoteSBCounty #VoteSafeVoteEarly

Click below for Sample Post #9 social media image content.



### Sample Post #10

**Copy:** High School Voter Education Weeks are happening September 14-25! You're never too young to learn about the voting process – and turning 18 means you get to act on the coolest civic duty we have. We're partnering with local high schools to educate first-time voters. Click here for the voter education tool kit! #VoteSBCounty #VoteSafeVoteEarly

Post Link: [TOOL KIT](#)

Click below for Sample Post #10 social media image content.



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### Sample Post #11 \*Monday, September 14

**Copy:** 50 days until Election Day! Is your voter registration status up to date?  
#VoteSBCounty #VoteSafeVoteEarly

Post Link: <https://www.sbcountyelections.com/VoterRegistration.aspx>

Click below for Sample Post #11 social media image content.



### Sample Post #12

**Copy:** #NationalVoterRegistrationDay! What should you do? Check your voter registration information! Make sure you're registered and that your name and mailing address are up to date: #VoteSBCounty #VoteSafeVoteEarly

Post Link: <https://www.sbcountyelections.com/VoterRegistration.aspx>

Click below for Sample Post #12 social media image content.



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### Sample Post #13

**Copy:** Keep an eye out! Voter Information Guides will be sent out for mailing in late September to all registered voters in San Bernardino County.

#VoteSBCounty #VoteSafeVoteEarly

Click below for Sample Post #13 social media image content.



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## TEMPLATED NEWSLETTER ARTICLES

Do you have an organizational newsletter? If so, we invite you to share the following articles with your network.

Article #1:

### **Voter Education Campaign Launched in San Bernardino County to Help Navigate Changes for Upcoming Election**

Due to COVID-19 impacts, the State of California has enacted a series executive orders and legislation to help ensure that this election is accessible, secure and safe for all voters.

As a result, there are a number of changes that voters will experience statewide and at the county level. To help voters better understand how, when and where to vote in the 2020 Presidential General Election, San Bernardino County Registrar of Voters (ROV) has launched the “Your Ballot. Vote Safe. Vote Early.” public education campaign.

This education campaign is designed to make it easier for the county’s 1.1 million registered voters to be informed of the changes and participate in the voting process with an emphasis on voting safely and early. The good news is that every voter will still have the opportunity to choose how they want to vote this election – vote-by-mail, ballot drop-off locations, early vote sites, and polling places will all be options.

Key components of the campaign include:

- Education materials in multiple languages that meet the needs of the diverse populations in the county
- Virtual presentations with civic, political, community, business, and nonprofit organizations
- Social media efforts across multiple platforms
- Advertising on television cable, radio, print, and billboards
- Working with news outlets to get accurate and timely information out to voters

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An important first step of the public education campaign took place in late August in which a series of focus groups provided input on how to best educate our San Bernardino County voters, in particular new and low propensity voters, and encourage participants to serve as champions of voter education. Participation from community is important for the County to have a collaborative voter education process. We are grateful to the feedback we received and will remain in close communication with these groups leading up to the election.

On the media front, ROV has already participated in local print and broadcast news opportunities throughout July and August. Continuing to participate in these efforts is important in helping voters better understand the changes this election.

In September, San Bernardino County residents will begin to see the rollout of the voter education campaign through advertising efforts online, in print, on air and outdoor spaces. A communications toolkit about how, when and where to vote this election will also be posted on the ROV website and shared this month with voter education champions throughout the entire county.

To learn more, we invite you to visit ROV online at [www.sbcountyelections.com](http://www.sbcountyelections.com). To schedule a presentation or receive a toolkit of voter education materials, email your request to **[votesbcounty@westboundcommunications.com](mailto:votesbcounty@westboundcommunications.com)**.

#### Key Dates to Remember

Late September – Voter Information Guide mailed to registered voters

October 5 – Vote-by-mail ballots delivered to the U.S. Postal Service to be mailed out to registered voters

October 6 – Ballot drop-off sites open

October 26-30 – Early vote sites open

October 31 to November 3 – Polling places open

November 3 – Election Day

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Article #2:

## **Calling All Community Organizations! Sign-Up for a Virtual Presentation About What's New for This Election in San Bernardino County**

With a number of changes going into effect this election on how, when and where registered voters will be able to vote, the San Bernardino County Registrar of Voters (ROV) is offering virtual presentations to community groups so they can be informed and prepared for what's new.

ROV began meeting virtually with community groups in August and will continue through October 24. This online approach allows ROV and its extended outreach team to safely and conveniently connect with voters throughout all corners of the County.

Topics covered in the presentation include:

- What's new for California voters
- What these changes mean for San Bernardino County voters
- How we're keeping voters and poll workers safe
- How we're ensuring the security of your ballot
- Details of Voter Education Program campaign
- How to get involved and get the word out
- Key resources to tap
- Question and Answer session

\*If you have a request to cover another election topic, please inform us ahead of time so we can integrate it into the presentation

Presentations are for groups and we encourage at least five to 15 people for each presentation – and can accommodate up to 100 attendees. Presentations are also tailored to fit within an organization's recurring meeting timeslot or as a standalone meeting. ROV is open to participating in early morning or evening affairs and also has the capability to present information in both English and Spanish. If a request is made to present information in a different language, please let us know in advance so that we can accommodate the request.

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To learn more, we invite you to visit ROV online at [www.sbcountyelections.com](http://www.sbcountyelections.com). To schedule a presentation or receive a toolkit of voter education materials, email your request to [votesbcounty@westboundcommunications.com](mailto:votesbcounty@westboundcommunications.com).

Thanks, and remember, it's "Your Ballot. Vote Safe. Vote Early."

Article #3:

### **Is Your Voter Registration Up to Date?**

#### **Find Out Now to be Ready to Vote This Election**

Do you know if you are registered to vote? Have you moved recently, changed your name or need to update your political party preference? Now is the time. With the election fast approaching, it's more important than ever to make sure your voter registration is up to date.

The San Bernardino County Registrar of Voters (ROV) makes it easy to check your voter registration status and get personalized election information all in one place through the My Elections Gateway online application. Simply visit the ROV website and click on the My Elections Gateway icon. Fill in your name, date of birth, home address, and you'll be on your way to getting important information about this election.

In addition to confirming your voter registration status, you'll be able get details about your Voter Information Guide, access the ballot drop-off and early vote site locations, learn about how to track your vote-by-mail ballot, and voting history, to name a few things.

To learn more, we invite you to visit ROV online at [www.sbcountyelections.com](http://www.sbcountyelections.com). To schedule a community presentation with ROV or receive a toolkit full of informative voter education materials, email your request to [votesbcounty@westboundcommunications.com](mailto:votesbcounty@westboundcommunications.com).

Thanks, and remember, it's "Your Ballot. Vote Safe. Vote Early."

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# Communications Tool Kit: October 2020 Edition

LIKE WHAT WE PROVIDED HERE? THERE'S MORE TO SHARE.



The Communications Tool Kit for Voter Education Champions: October 2020 Edition will be posted on the ROV website and emailed to all voter education champion organizations the last week of September.

Thank you again for your support!  
And remember, it's "Your Ballot. Vote Safe. Vote Early."

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