**VOTE411 PR and Marketing Toolkit**

**2019 Primary Elections**

1. Election & Vote411 Key Dates
2. Press Release Template
3. Radio PSA Template
4. Social Media Post Templates and Calendar– Facebook, Twitter
5. Nextdoor Post Templates
6. Images for Instagram, Paid advertising and Postcard

**ELECTION & VOTE411 KEY DATES**

**AUGUST PRIMARY ELECTION**

**June 21** – **Primary Election** **Candidates Invited** to participate in Vote411 (**Please note:** Primary candidates only include races where there are three or more candidates running – candidates running in two-candidate or single-candidate races will not be invited or included until after the primary election is certified)

**July 3 – Vote411 goes live for Primary Candidates only**

**June 22 –** Military and Overseas ballots mailed for the August Primary Election

**July 19** – August Primary Election 18-day voting period begins – ballots drop

**July 29** – Deadline to receive new registrations and voter updates online and by mail for the Primary Election

**August 6 – Primary Election, Ballots due by 8pm** (also Deadline for new registrations and voter updates in-person for the Primary Election)

**August 23** – Deadline for Secretary of State to certify Primary results

**NOVEMBER GENERAL ELECTION**

**August 24 – Primary Election Winners and all other General Election Candidates Invited to participate in Vote411**

**September 21** – Military and Overseas ballots mailed for the November General Election

**September 24** – National Voter Registration Day

**October 18 – Vote411 goes live for General Election (all candidates)**

**October 18** – November General Election 18-day voting period begins – ballots drop

**October 28** – Deadline to receive new registrations and voter updates online and by mail for the General Election

**November 5 – General Election, Ballots due by 8pm** (also Deadline for new registrations and voter updates in-person for the General Election)

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**[INSERT DATE]
FOR IMMEDIATE RELEASE**

**YOUR VOICE MATTERS! INFORM YOUR VOTE.
The League of Women Voters stands by its legacy, empowering voters with non-partisan, balanced information to help them make informed ballot decisions.**

**[YOUR LOCAL LEAGUE COUNTY] –** As Centennial celebrations of the 19th Amendment kick off around the country, the League of Women Voters aims to shed light on how far we still have to go to empower all people with equitable voting rights and access to claim them. Equal access to the ballot has not yet been achieved in this country.

One of many barriers to a confident, informed and timely vote is finding balanced and impartial information. It’s hard to know what information to trust.

The League tenaciously preserves its non-partisan legacy and empowers all voters with tools and resources to make informed ballot decisions. In this time of misinformation, cynicism and fear on all sides, the League aims to serve as a beacon of balance and trust.

**VOTE411.org is the League’s online voter guide that is unbiased, relevant, and easy to use.** Type in your address and get information on the candidates and issues that you will find on your personal ballot, including Candidate answers to questions posed by local Leagues on the challenges facing their local communities.

Election information is available now through November 6th (when ballots are due) and will be available through election certification.

**About the League:** The League of Women Voters is a nonpartisan political organization. We encourage the informed and active participation of citizens in government. The League acts in support of, or in opposition to, selected governmental issues which its members have studied. It does not support or oppose candidates, factions or political parties. League members, as individuals, are urged to work in the political party of their choice. To protect the League's nonpartisanship policy, guidelines regarding the political activities of the Board of Directors are reviewed frequently.

vote411.org
lwvwa.org **[LOCAL LEAGUE CONTACT INFORMATION]**

**PSA FOR RADIO TEMPLATE**

**Your voice matters! Inform your vote. Use VOTE411.org to help you make important ballot decisions in the August Primary election.** VOTE411.org is a non-partisan online voter guide from the League of Women Voters. It offers balanced and relevant information on candidates and issues on voters’ ballots, including answers to questions by candidates on issues facing your local community. And it’s easy to use – type in your address and see everything that you’ll find on your personal ballot.

Information is available now through the election – August 6th (when ballots are due).

**FACEBOOK/TWITTER POST TEMPLATES**

**These can be shared by official Local League channels and you can also distribute to your League members to share via their personal profiles if they wish to. We have included calendar dates for posting if you wish to use them.**

**Please link all posts to** [**www.Vote411.org**](http://www.Vote411.org)

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| --- | --- | --- |
| **Date** | **FACEBOOK**Copy and Paste text to Post | **TWITTER**Copy/Paste text to Post 240-character limit – including spaces |
| **July 19**Post Theme: ballots in the mailDon’t forget to link each post to [www.vote411.org](http://www.vote411.org) | Primary Election Ballots are in the mail heading your way! Do you know how you’ll be voting? Use VOTE411.org to inform your vote.VOTE411.org is an online, non-partisan voter guide from the League of Women Voters. Simply type in your address and get rich, balanced information about the candidates and issues that will be on your personal ballot.  | Primary Ballots are in the mail! Do you know how you’ll be voting? Use VOTE411.org from the League of Women Voters, a NON-PARTISAN VOTER GUIDE |
| **July 23**Post Theme: what it will be like to vote with Vote411 (they will have just received their ballots – so made this the longest most in-depth post)Don’t forget to link each post to [www.vote411.org](http://www.vote411.org) | Sit down with your ballot, a cup of something comforting and your computer – VOTE411.org offers balanced information on every issue and candidate on your ballot. Learn how candidates will tackle the issues that are important to your community – in their own words. Get perspectives on issues from both sides.Make informed decisions as you cast your ballot and feel confident when you drop it in the mail.VOTE411.org is an online, non-partisan voter guide from the League of Women Voters. Simply type in your address and get rich, balanced information about the candidates and issues that will be on your personal ballot.  | Sit down with your ballot, a cup of something comforting and VOTE411.org – make informed decisions and feel confident when you drop your ballot in the mail. Use VOTE411.org from the League of Women Voters, a NON-PARTISAN VOTER GUIDE |
| **July 26**Post Theme: easy to useDon’t forget to link each post to [www.vote411.org](http://www.vote411.org) | It doesn’t have to take hours of research to cast an informed vote. VOTE411.org makes it easy to find balanced information in one place. Simply type your address and find information about just the candidates and issues that are on your personal ballot.VOTE411.org is an online, non-partisan voter guide from the League of Women Voters.  | VOTE411.org makes it easy to find balanced info. Simply type your address and find info about just the candidates and issues that are on your personal ballot. Use VOTE411.org from the League of Women Voters, a NON-PARTISAN VOTER GUIDE |
| **August 2**Post Theme: feeling overwhelmed – trust Don’t forget to link each post to [www.vote411.org](http://www.vote411.org) | Overwhelmed by information coming at you from all sides? Not sure who or what to trust as you cast your vote? VOTE411.org is the League of Women Voters’ voter guide, designed to be rigorously non-partisan and a source of balanced information for all voters. Hear all candidates respond, in their own words, to community-sourced questions about the issues you care about most. Find information you can actually trust so you can feel informed and confident when you cast your vote.  | Overwhelmed by information and not sure what to trust? Make an informed and confident vote with VOTE411.org from the League of Women Voters, a NON-PARTISAN VOTER GUIDE |
| **August 5**Post Theme: procrastinationDon’t forget to link each post to [www.vote411.org](http://www.vote411.org) | Tomorrow is the last day to get your ballot in the mail and your vote matters! If you’ve been procrastinating because you don’t know how to vote, VOTE411.org can help you make an informed decision.VOTE411.org is an online, non-partisan voter guide from the League of Women Voters. Simply type in your address and get rich, balanced information about the candidates and issues that will be on your personal ballot.  | Tomorrow is the last day to get your ballot in – procrastinate no further! VOTE411 can help you make an informed decision. Use VOTE411.org from the League of Women Voters, a NON-PARTISAN VOTER GUIDE |
| **August 6**Post Theme: it’s not too late!Don’t forget to link each post to [www.vote411.org](http://www.vote411.org) | It’s not too late! You can still postmark your ballot this morning or drop it in your local drop box by 8pm.Use VOTE411.org for any last-minute ballot casting to help you get balanced information on all candidates and issues in one, easy to use place.VOTE411.org is an online, non-partisan voter guide from the League of Women Voters. Simply type in your address and get rich, balanced information about the candidates and issues that will be on your personal ballot.  | It’s not too late! VOTE411.org offers balanced info on all candidates and issues in one place. Use VOTE411.org from the League of Women Voters, a NON-PARTISAN VOTER GUIDE |

**NEXTDOOR POST TEMPLATES**

**Note – official channels will not be able to post these. Please distribute to local league members and encourage them to use as starting points. Nextdoor posts are effective when they reflect the voice and the tone of the individual and sound like they come from a member of the community – not from an official template. Best practice would be to include a local issue or candidate that the community will care about in the post.**

**Post for July 20**

Neighbors – Ballots are in the mail and you should receive them any day! There are important issues and candidate decisions to be made **[INSERT ISSUE OR TIGHT CANDIDATE RACE]** – please take some time and VOTE!

If you’re looking for non-partisan, balanced information on each candidate and issue, the League of Women Voters has an online voter guide – VOTE411.org.

It’s super easy to use – just type in your address and it will show you balanced information on every item on your ballot, including candidate answers on how they will tackle challenges facing our community.

**Post for July 26 – August 3**

Neighbors – ballots are due August 6th by mail or in our local ballot drop box **[IDENTIFY ADDRESS OF BALLOT DROP BOX]**. There are some important issues and candidate decisions to be made – for example: **[INSERT ISSUE OR TIGHT CANDIDATE RACE]** Please take some time to be part of that decision!

If you’re looking for non-partisan, balanced information on each candidate and issue, the League of Women Voters has an online voter guide – VOTE411.org.

It’s super easy to use – just type in your address and it will show you balanced information on every item on your ballot, including candidate answers on how they will tackle challenges facing our community.

**IMAGES**

**SQUARE IMAGES FOR INSTAGRAM AND PAID ADVERTISING**

**The jpeg images sent along with this document may be used for Instagram posting (official channel or encourage league members to post on their own accounts!) or to submit for any paid advertising you want to do – newspapers, event programs, community newsletters, etc.**

**POSTCARD IMAGES FOR PRINTING OR OTHER POSTING**

**We have square images perfect for Instagram/paid advertising and a front and back of a Voter Information postcard that could be used for posting or printing.**