



VOTE411 PR and Marketing Toolkit

2020 Primary Election

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Election and Vote411.org Key Dates

August 2020 Primary Election

June 22: Candidates invited to participate in Vote411.

July 10: Vote411.org goes live in Washington state.

July 17: Ballots mailed and 18-day voting period begins.

July 27: Online and mail voter registrations due today.

August 4: Election Day: Ballots and in-person registration due by 8 p.m.

JUNE

s	m	t	w	t	f	s
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
Candidates Invited to VOTE411						
28	29	30				

JULY

s	m	t	w	t	f	s
			1	2	3	4
5	6	7	8	9	10	11
VOTE411.org goes live						
12	13	14	15	16	17	18
Ballots Mailed						
19	20	21	22	23	24	25
26	27	28	29	30	31	
Online, Mailed Voter Registration Due						

AUGUST

s	m	t	w	t	f	s
						1
2	3	4	5	6	7	8
Election Day: Ballots, In-Person Registration Due						
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Press Release Template



[INSERT DATE]

FOR IMMEDIATE RELEASE

League of Women Voters provides safe options for voter registration, candidate information

During this time of uncertainty, rely on the League of Women Voters for unbiased information in a safe format. Visit the League's one-stop website for voter information, Vote411.org, without ever stepping outside your home.

During the COVID-19 pandemic, you might feel uncomfortable meeting candidates or registering to vote in person. Visit the League of Women Voters' Vote411.org to register to vote and learn about candidates on your ballot — without facing crowds.

Just type in your address on Vote411.org to see on your personal ballot. Candidates answer questions about your local community in their own words. Fill out your ballot while you visit Vote411.org for a quick and easy vote. Information is available through Primary Election Day, Tuesday, Aug. 4, when ballots are due by 8 p.m.

Today may seem unpredictable, but the League of Women Voters has remained a constant for balance and trust in elections for the past century. Count on the League of Women Voters' Vote411.org as your safe and reliable election source.

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]

Radio PSA Template

Your voice matters. Inform your vote. Use VOTE411.org to help you make important ballot decisions in the August 2020 Primary Election. VOTE411.org is a nonpartisan online voter guide from the League of Women Voters. Vote411.org 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 Primary Election Day, Aug. 4, when ballots are due.

Social Media Post Templates

Copy and paste the text for each of the corresponding dates to the designated social media site. Some posts involve attaching images. The title of the image is posted under the date column. Social media posts can be shared by local Leagues as well as League members on their personal profiles. Local Leagues typically have Facebook, Twitter or Instagram accounts. Nextdoor accounts are only held by members. Nextdoor is a social media site designated by neighborhoods, whereas Facebook, Twitter and Instagram users can connect to anyone they follow or friend. For Nextdoor posts, select the “general” category, with the subject “Election.” The highlighted sections indicate how to tailor posts to your specific local election. Instagram posts must include images, so text-only posts are left blank under the Instagram column. Feel free to edit posts to fit your needs and remember to link posts to Vote411.org.

Date	<u>Facebook</u>	<u>Twitter</u> <i>240-character limit including spaces</i>	<u>Nextdoor</u> <i>Subject: Election</i>	<u>Instagram</u>
<p>July 10</p> <p><i>Virtual Information Can Keep You Safe</i></p>	<p>Don't compromise your health to #vote in the primary. #Register to vote and learn about #candidates and issues at www.VOTE411.org, without leaving your house.</p> <p>#VOTE411.org is an #online, nonpartisan #voter guide from the League of Women Voters.</p>	<p>Learn about the upcoming #election without leaving your house on VOTE411.org, League of Women Voters' NONPARTISAN #VOTER GUIDE</p>	<p>You don't have to compromise your health to vote in the primary. Register to vote and learn about candidates and issues in [insert town, city, county or state] on VOTE411.org, without leaving your house.</p> <p>VOTE411.org is an online, nonpartisan voter guide from the League of Women Voters.</p>	
<p>July 17</p> <p><i>Ballots Mailed</i></p>	<p>#Primary #ballots are in the mail. #DYK how you'll #vote? Use www.VOTE411.org to decide.</p> <p>#VOTE411.org is an #online, nonpartisan #voter guide from the League of Women Voters. Type in</p>	<p>#Primary #ballots are in the mail. #DYK how you'll #vote? Use VOTE411.org, League of Women Voters' NONPARTISAN #VOTER GUIDE</p>	<p>Primary ballots are in the mail. How will you vote for [insert local candidate race or issue]? Use VOTE411.org to decide.</p> <p>VOTE411.org is an online, nonpartisan voter guide from the</p>	

	your address for balanced information about the candidates and issues on your ballot.		League of Women Voters. Type in your address for balanced information about the candidates and issues on your ballot.	
July 20 <i>Image:</i> VOTE411_Text_Primary2020	Visit www.VOTE411.org and #vote today. #LWV	Visit Vote411.org and #vote today. #LWV	The primary election for [insert town, city, county or state] is underway. Visit Vote411.org and vote today.	Visit Vote411.org and #vote today. #LWV
July 27 <i>Voter Registration Deadline for Online and Mail</i>	Today is the last day to register to #vote online or through the mail. Visit www.VOTE411.org to register and learn about the #candidates and issues on your #ballot. #Candidates use their own words to explain their objectives. Varied viewpoints are given on issues.	Last day to register to #vote online or through the mail. Visit VOTE411.org to register, learn about the #candidates and issues on your #ballot. #LWV	Today is the last day to register to vote online or through the mail. Visit VOTE411.org to register and learn about the candidates and issues on your ballot in [insert town, city, county or state]. #Candidates like [insert candidate name or race] use their own words to explain their objectives. Varied viewpoints are given on issues like [insert issue].	
July 31 <i>Image:</i> VOTE411_Photo_Primary2020	Visit www.VOTE411.org and #vote today. #LWV	Visit Vote411.org and #vote today. #LWV	The primary election for [insert town, city, county or state] is underway. Visit Vote411.org and vote today.	Visit Vote411.org and vote today. #LWV

<p>August 3</p> <p><i>Election Day is Tomorrow</i></p>	<p>Tomorrow is the last day to turn in your #ballot and your vote matters! Make an informed decision with www.VOTE411.org.</p> <p>#VOTE411.org is an #online, nonpartisan #voter guide from the League of Women Voters. Type in your address for balanced information about the candidates and issues on your ballot.</p>	<p>Tomorrow is the last day turn in your #ballot. Make an informed decision with Vote411.org from the League of Women #Voters, a NONPARTISAN #VOTER GUIDE</p>	<p>Tomorrow is the last day to turn in your ballot and your vote matters in [insert town, city, county or state]! Make an informed decision with Vote411.org.</p> <p>VOTE411.org is an online, non-partisan voter guide from the League of Women Voters. Type in your address for balanced information about the candidates and issues on your ballot.</p>	
<p>August 4</p> <p><i>Election Day</i></p>	<p>It's not too late! You can still drop your #ballot in the [insert street or area] drop box by 8 p.m.</p> <p>www.VOTE411.org is an #online, nonpartisan #voter guide from the League of Women Voters. Type in your address for balanced information about the candidates and issues on your ballot.</p>	<p>It's not too late! Visit VOTE411.org for balanced info on #candidates and issues, then #vote. VOTE411.org, from the League of Women #Voters, is a NONPARTISAN #VOTER GUIDE</p>	<p>It's not too late! You can still drop your ballot in the [insert street or area] drop box by 8 p.m.</p> <p>VOTE411.org is an online, nonpartisan voter guide from the League of Women Voters. Type in your address for balanced information about the candidates and issues on your ballot.</p>	

Images

The images labeled “VOTE411_Text_Primary2020” and “VOTE411_Photo_Primary2020” can be posted on social media sites or in paid advertising in publications such as newspapers, event programs and community newsletters.

The front and back of the Vote411 postcard can be printed and mailed, while the front and back of the Vote411 handout can be printed and disseminated at events or public places.