Best practices for preparing supplementary materials

Center for Tech and Civic Life
Center for Civic Design
National Vote at Home Institute

February 18, 2020
Why we’re here
Our objectives
Objectives

You will be able to:

- Prioritize the info you want to communicate to those voting by mail
- Adapt best practices for including inserts alongside mail ballots
- Plan clear online resources for voter education about vote-by-mail
Agenda

- Introductions and housekeeping
- Context and overview
- Vote by mail package basics
- Inserts, guides, websites, and notices
- Case study: Boulder, CO
- Resources to remember
- Q&A
Hello, there!

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Using technology to improve how local government and communities interact

@helloCTCL
www.techandciviclife.org
The Center for Civic Design (CCD)

Democracy is a design problem!
We work to ensure voter intent through design.
@CivicDesign
www.civicdesign.org
civicdesign.org/projects/roadmap/
Vote at Home

The National Vote at Home Institute is dedicated to ensuring the security of our elections and putting voters' needs first by advancing vote at home practices.

www.voteathome.org
Housekeeping

- Use chat to communicate
- Update your screen name: Josh (Chicago, IL)
- Mute your audio if you aren’t speaking
Context and overview
Spotlight on supplementary materials
Context and Overview

- Voting by mail is an increasingly common practice in localities across the US
- Practices range across states
- Design best practices increase efficiency while improving the voter experience
- Statute and requirements shift often
States with blended policies in the Step 3 – 4 – 5 range.

UT 100% VAH in 2019
HI 100% in 2020
CA targeting 2022/24

NE has 11 counties on 100% VAH for 2020

ND has 30 counties using 100% mailed-out ballot voting

OH sends absentee request forms to all 8M voters, for some elections

MI, MN & PA have a permanent absentee list, but periodically send request forms, not ballots, to voters

AL, KS, & WI offer permanent absentee status to voters with disabilities

DC offers Step 4 to its voters
Why make changes?

Best practices for supplementary materials help:

- answer voters questions
- get signatures in the right place by the right person
- get ballots back on time
- get ballots in the right place
- get envelope packages through the mail system
- reduce strain on office staff
Big picture
How to bring it all together
Design solutions for voting at home

Find VAH workbook here: https://electiontools.org/tool/pocket-voter-guide-template/
Big picture

Creating a complete package

In the package
• Ballots
• Instructional inserts
• Privacy sleeves
• Voter guides
• I voted stickers

Before/after the election
• Websites
• Cure approaches
• Postcards
• Notices
• Voter education materials
Creating a complete package

- Friendly + informative
- Layered information
- Self-referential
- Plain language
- Consistent
- Accurate
- Visual
What goes in a vote by mail package?
Designing the basics
Ballots should be action-oriented, simple, and stand alone.

- Tell the voter **how to mark the ballot**.
- Include instructions on how to request a new ballot, and how voters may write in a candidate.
- Include information that will prevent voters from making errors.
VBM package: envelope

Envelopes: who, what, when, where

VBM envelopes should be easy for USPS, EOs, and voters to use.

- What goes in the envelope
- When to return the ballot
- Where and how to return the ballot
- Contact info for more details
What supports vote by mail voters?

Sending other materials to help voters vote
VBM inserts answer voters’ questions and communicate changes.

- Describes changes to voting process
- Offers additional languages
- Refers to other materials
- Reinforces information and/or provides more detail than on envelope
- Answers FAQs
- Doubles as privacy sleeve
Common topics:

- Dropbox or election office location(s)
- Options for returning ballot
- Last date for using USPS
- Help voters know their rights
- Accessibility information
- Links to information online

VBM package: inserts

Inserts: a little more detail
VBM package: inserts

Inserts: a little more detail

NOTE: If you choose the convenient Vote-by-Mail option, complete the official purple return envelope, which is also your Vote-by-Mail application and enjoy the “I Voted by Mail” sticker.

Look what’s new...

Voting Kit
Primary Election

Tuesday, June 5, 2018

You might have noticed a few changes:

1. Your Voter Information Guide came in the blue envelope with your Facsimile Sample Ballot.
2. The Voter Information Guide and Voting Kit are printed separately in two languages. (1 English & 1 Spanish)
3. You mark your vote by filling in the oval to the left of the candidate of your choice.
4. If you vote-by-mail, NO Postage is Required.

New Voting Option

You have the option to vote at your polling place on Election Day, or you can convert your Facsimile Sample Ballot to a vote-by-mail ballot. See “How to vote by mail” on the next page.

Your Polling Place Location is:

What if I need more help? Contact us.

www sbvote.us
831-636-4016 / 877-777-4017
sbvote@cosb.us
San Benito County Department of Elections
440 Fifth Street, Room 205, Hollister CA 95023

Questions & Answers

What if I want to go to the Polls, instead of voting by mail?
You will need to go to your assigned polling place, which can be found on the back of this page.

Can I just drop this Sample Ballot into the Ballot Box?
NO. The Sample Ballot becomes a Vote-by-Mail Ballot ONLY when it is sealed inside a completed purple Official Return Envelope. If you go to the polling place to vote, you must use the Polling Place Ballot.

Can I bring this Sample Ballot into the Voting Booth with me? YES. You can use it as a guide to mark your polling place ballot.

What if I put both my Sample Ballot and Polling Place Ballot in the Official Polling Place Ballot Box?
We will tell the difference between the two. If you drop both into the ballot box, ONLY the polling place ballot will be counted.

What if someone votes by mail & then goes to the Polling Place to vote?
• If the list of voters at the polls shows a Vote-by-Mail Ballot has been received, the voter will not be issued a ballot. If the voter believes this to be an error, they may vote a provisional ballot.
• If the list of voters at the polling place does not show a Vote-by-Mail ballot has been received, the voter will vote a polling place ballot.
• If a Vote-by-Mail is received after the list of voters is printed, and they vote at the polls, the only polling place ballot will be counted. Voting twice is a crime!

Early Voting Hours:
Monday-Friday 8 am – 5 pm (except holidays)
Saturday June 2nd & Sunday June 3rd 9 am – 3 pm

Drop Box Hours:
24 hours / 7 days a week until 8 pm Election Day

Election Day Office & Polling Place Voting:
Tuesday, June 5th 7 am – 8 pm

Department of Elections Contact Information:
See BACK of this insert
VBM package: inserts

Inserts: a little more detail
VBM package: inserts

Inserts: a little more detail

How to vote
General Election
Tuesday, November 6, 2018

You have 2 options to return your ballot.

Vote by Mail
Mail your ballot so that it is postmarked by Election Day, November 6, 2018
Put 78c postage on the envelope

In person
You can drop your ballot of at our Election Office.
The election office is open: 9:00am – 5:00pm Monday – Friday
Visit us at:
78 Washington Avenue
High Bridge, Nj 99999

Mark, seal, and sign your ballot

1. Mark your ballot
   • Follow the directions on the ballot.

2. Seal your ballot
   • Check that you have the Return Envelope with your name on it.
   • Put your ballot into the envelope.
   • Only 1 ballot in each envelope.
   • Seal the envelope.

3. Sign the envelope in front of a witness.
   • Ask someone to observe you sign your envelope.
   • Date and sign your name on the back of the envelope in ink.
   • Print your name and voter registration address.
   • Have your witness sign and date the envelope.

Made a mistake?
If you make a mistake you can get a replacement ballot.
Call 222-555-1212 before Election Day or visit our Election Office

Know your rights

You cannot be denied the right to vote if you are legally qualified to do so.

You have the right to:
• Vote if you have been registered at your current address at least 22 days before Election Day.
• Ask any election officer for help.
• Be shown how to mark and cast your ballot.
• Ask for a new ballot if you want to change your vote before you cast it.
• A provisional ballot if you have no photo ID with you or your name doesn’t appear on the voter list and you believe it should.
• Bring your small child into the voting booth.
• Vote if you are in line by 7:00pm when the polls close.

Deadlines
You must postmark your ballot inside of your envelope by Election Day, November 6, 2018.

If you do not, bring your ballot and envelope to our election office by 8pm on election day.

Need help? Get in touch!
Your County Elections Office
78 Washington Avenue
High Bridge, Nj 99999
www.yourcounty.gov/elections
elections@yourcounty.gov
111-222-3333
Fax: 111-222-6666
VBM package: voter guides

Voter guides: fill gaps

Voter guides can be used to fill civic literacy gaps.

- Who/what is on the ballot.
- How to mark the ballot
- Where and when to vote.
- Explain voters’ rights
VBM package: voter guides

Voter guides: layered information

**Bite:** gives key information to take action.

**Snack:** Might be enough to satisfy, or tempt someone to go further.

**Meal:** Follows on a bite or snack. After a meal, who wants more?
VBM package: voter guides

Voter guides: layered information

Bite: shortest possible information.

Snack: Might be enough to satisfy, or tempt someone to go further.

Meal: Follows on a bite or snack. After a meal, who wants more?
Voter guides: layered information

Organize content to help voters find and understand the information.

Successful voter guides:

- Makes a good first impression
- Starts with a roadmap
- 1 page = 1 topic
- Write headings as questions
- Include multiple languages
VBM package: voter guides

Voter guides: useful first impression
VBM package: voter guides

Voter guides: starts with a roadmap

<table>
<thead>
<tr>
<th>What’s in this guide?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ways to vote</td>
<td></td>
</tr>
<tr>
<td>Voter Bill of Rights</td>
<td>2</td>
</tr>
<tr>
<td>3 ways to vote</td>
<td>3</td>
</tr>
<tr>
<td>What offices are on the ballot for this election?</td>
<td>4</td>
</tr>
<tr>
<td>Accessible voting</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What’s on the ballot for this election?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Who are the candidates?</td>
<td>7</td>
</tr>
<tr>
<td>Paid candidate statements</td>
<td>8</td>
</tr>
<tr>
<td>U.S. Representative, District 1</td>
<td></td>
</tr>
<tr>
<td>State Assembly, District 1</td>
<td></td>
</tr>
<tr>
<td>Pacheco Union School District</td>
<td></td>
</tr>
<tr>
<td>Redding City Council</td>
<td></td>
</tr>
<tr>
<td>Local ballot measures</td>
<td>11</td>
</tr>
<tr>
<td>H – Shasta, Tehama, Trinity Joint Community College District</td>
<td></td>
</tr>
<tr>
<td>D &amp; E – City of Redding</td>
<td></td>
</tr>
<tr>
<td>See separate insert</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ways to vote</th>
<th></th>
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</tr>
<tr>
<td>Accessible voting</td>
<td>5</td>
</tr>
</tbody>
</table>
VBM package: voter guides

Voter guides: 1 page = 1 topic

The Ballot Looks Different!

You might have noticed a few changes with the look of the ballot:

- There are ovals to the left of the candidate’s names.
- The YES and NO are side by side at the end of each Proposition & Measure.

Party Endorsements

<table>
<thead>
<tr>
<th>Office</th>
<th>American Independent</th>
<th>Democratic</th>
<th>Peace and Freedom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governor</td>
<td>John H. Cox</td>
<td>None</td>
<td>Gloria Estelé La Riva</td>
</tr>
<tr>
<td>Lieutenant</td>
<td>David R. Hernandez</td>
<td>None</td>
<td>Gayle McLaughlin</td>
</tr>
<tr>
<td>Secretary of</td>
<td>Mark P. Meuser</td>
<td>Alex Padilla</td>
<td>C.T. Weber</td>
</tr>
<tr>
<td>State</td>
<td>Konstantinos Roditis</td>
<td>Betty T. Yee</td>
<td>Mary Lou Finley</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Jack M. Guererro</td>
<td>Fiona Ma</td>
<td>Kevin Akin</td>
</tr>
<tr>
<td>Attorney General</td>
<td>Steven C. Bailey</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Insurance</td>
<td>Steve Poizner</td>
<td>Ricardo Lara</td>
<td>Nathalie Hino</td>
</tr>
<tr>
<td>Commissioner</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Board of</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Equal Dist. 2</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>US Senator</td>
<td>Em Cruz</td>
<td>None</td>
<td>John Thompson Parkar</td>
</tr>
<tr>
<td>US Congress</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>District 20</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>State Senate</td>
<td>None</td>
<td>Anna Caballero</td>
<td>None</td>
</tr>
<tr>
<td>District 12</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>State Assembly</td>
<td>None</td>
<td>Robert Rivas</td>
<td>None</td>
</tr>
<tr>
<td>District 30</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

Only the above noted political parties filed endorsements with San Benito County.
VBM package: voter guides

Voter guides: writing headings as questions
VBM package: voter guides

Voter guides: multiple languages

Instrucciones para las papeletas del voto ausente

Su paquete contiene:
1. Una papeleta de voto
2. Un sobre de devolución con el juramento impreso al reverso
3. Un formulario de Certificado de persona que asiste al votante ausente

Para algunos votantes,
4. Un formulario de Solicitud de licencia de conducción de Maryland o número de seguro social

Por favor lee todas las instrucciones antes de marcar su papeleta.

Abstente Ballot Instructions

Please read all instructions before marking your ballot.

1. Akrwbleu lekzeri. iBioleu gi 998t89
2. Abstente Ballot Instructions. Loopleu gi 998t89
3. Abstente Ballot Instructions. Loopleu gi 998t89
4. Abstente Ballot Instructions. Loopleu gi 998t89

If you need to contact the Maryland Board of Elections:
- www.elections.maryland.gov
- absentees.sbe@maryland.gov
- 1-800-222-8683 (teléfono)
- 410-974-2019 (técnicos)

For the address and phone number of your county board of elections, visit:
www.elections.maryland.gov y dé clic en Contact your Local Board of Elections (contácte a su consejo de elección local) en la parte inferior de la página web.
Pocket guide for voters

VBM package: voter guides

Pocket guide for voters

Commonwealth of Virginia General Election 2016
voteguide.vr.gov (800) 552-9745 TTY 711

What to expect at the polls

When you arrive, Election Officers will be there to help you:

Check in:
Say your name and address. Show your acceptable photo ID.

Get your ballot:

Check your ballot. Does it include all contests for your district?

Go to the voting booth and vote your ballot.

If you are not on the voter list or if you didn’t bring a photo ID, an election officer will direct you to vote provisionally.

How to mark a ballot

To vote on a paper ballot:

Make your selection by filling in the oval beside the candidate or position you want to vote for. Include other options if you want to vote them as well.

To vote on a touchscreen:

Mark your selection on the touchscreen. Check your ballot vote before you cast your ballot.

Accessible voting

Before Election Day
Voters with a disability or illness can vote with an absentee ballot by mail or in person before Election Day. Go to voteguide.vrgo.gov to learn more and request your absentee ballot.

On Election Day
There are accessible voting systems at each polling place.
If you are 65 or older, or you have a physical disability, you can vote from your vehicle at the polling place on Election Day. Remember to bring a helper with you who can go in to request your curbside assistance.
Get help marking or writing from an election officer or your own helper.

Voter rights

You cannot be denied the right to vote if you are legally qualified to do so.

You have the right to:
• Vote if you have been registered at your current address at least 22 days before Election Day.
• Ask any election officer for help.
• Be shown how to mark and cast your ballot.
• Ask for a new ballot if you want to change your vote before you cast it.
• A provisional ballot if you have no photo ID with you or your name doesn’t appear on the voter list and you believe it should.
• Bring your small child into the voting booth.
• Vote if you are in line by 7:00pm when the polls close.

Find pocket guide template here: https://electiontools.org/tool/pocket-voter-guide-template/
Pocket guide for voters
What supports vote by mail voters?

Educating through multiple formats
VBM package: voter notices

Voter notices: give info + invite action

Voter notices can do a variety of things.

- Tell the voter why they are getting the notice.
- Give information first.
- Ask for information.
- Emphasize the action the voter needs to take.
VBM package: voter notices

Voter notices: give info + invite action

General Election: November 4, 2014 — Polls open from 7am to 8pm

Do you want to vote by mail?
Return this application by mail or at the Elections Office by October 23, 2014.
Address where you are registered to vote:
1234 PLEASANT ST
REDDING CA 96001-1234
Mail my ballot to: [ ] Same as above [ ] OR
Street
City State ZIP
Phone
If you want to vote by mail in every election, initial this box. You will get your ballot by mail for every election in which you are eligible to vote.
Voter: sign here
I certify under penalty of perjury under the laws of the State of California that the contents of this application are true and correct.

Your polling site:
NEW LIFE CENTER
10582 OLD OREGON TRL
REDDING CA 96003
Accessible: Usable

0214013254

***************AUTO**5-DIGIT 99099
KELLY ROBIN SMITH
1234 PLEASANT ST
REDDING CA 96001-1234
VBM package: outreach campaign

Outreach campaigns: reach voters

Did you know?
In Virginia, by law, voters are entitled to vote by absentee ballot and these absentee ballots must be counted by Officers of Election on Election Day.

Virginia Code Chapter 24.2-700

Reason Code 2C | Expectant Dads can vote absentee too!

@ PWC Office of Elections
vote.virginia.gov
VBM package: outreach campaign

Outreach campaigns: reach voters

FIRST RESPONDER?
VOTE ABSENTEE

Reason Code 1F
As a first responder, you don’t have to be scheduled to work on Election Day – you can vote in advance!

@ PWC Office of Elections
vote.virginia.gov

Did you know?
In Virginia, by law, voters are entitled to vote by absentee ballot and these absentee ballots must be counted by Officers of Election on Election Day.
Virginia Code Chapter 24.2-790

Leaving Town ON VACATION?
VOTE ABSENTEE

Reason Code 1D
Bring Photo ID to Vote Absentee

@ PWC Office of Elections
vote.virginia.gov

Did you know?
In Virginia, by law, voters are entitled to vote by absentee ballot and these absentee ballots must be counted by Officers of Election on Election Day.
Virginia Code Chapter 24.2-790
VBM package: outreach campaign

Outreach campaigns - Rochester Hills, MI
VBM package: election website

Voter websites: add legitimacy

Election websites have consistent, helpful, easy to find information.

- Links to the page with the right information.
- Shares consistent information.
- Answers voters’ questions wherever they are in the process.
VBM package: election website

Voter websites answer voters’ top questions

● What is on the ballot?
● **How do I get an absentee or mail ballot, and when is it due?**
● Where do I vote?
● Who is in office now?
● How do I register to vote?
VBM package: social media

Social media: an opportunity for dialogue

Extremely excited to get my official @PlymouthMigov absentee ballot so I can vote for @PCCS_Official schools to get the dollars they need to make school facilities better & more equal! #plymouthmi
Also excited by no-reason absentee voting finally made possible in #pureMichigan!

32 likes
linda_cover Insert Ballots Here.. I VOTED 😊 just do it. 😊
#vote #votetovote #votebymail #votebymailballot #!!

102 likes
beth_goodfellow Dropping off my vote-by-mail ballot today cuz I’ll be on the road on election day!
Everybody VOTE!! 😍 #vote #votebymail #ballot #election #midterms #useyourvoice #VOTE

17 likes
adare___ Good luck @berniesanders #votebymail #vote #primaries
3 days ago
VBM package: social media

Social media: creates conversation

Social media has real time information and updates

- Links to more information.
- Shares consistent, accurate, and timely information.
- Sets a friendly, authoritative tone.
- Posts reminders.
- Refers to other materials.
VBM package: cure letters

Cure letters: solve a problem

Cure letters are a safety net for when signatures are not complete.

- Tell voters the problem.
- Describe the solution.
- Give the form.
- Explain the options and details for taking action.
VBM package: cure letters

Cure letters: solve a problem

**Return at Polls**
You may drop off your Unsigned Ballot Statement by 8 pm on Election Day, Nov. 8, 2016 at any polling location or ballot drop-off box in Los Angeles County.

**Return in person**
You may come to our office to sign your original Vote by Mail ballot envelope or return the Unsigned Ballot Statement by 5 pm on Nov. 16, 2016.

**Return by mail**
You may mail the Unsigned Ballot Statement and it must be received by our office by 5 pm on Nov. 16, 2016.

**Return by fax**
You may fax your Unsigned Ballot Statement to the Vote by Mail Section at (562) 462-2354 or (562) 868-0861 by 5 pm on Nov. 16, 2016.
VBM package: stakeholder updates

USPS flyer: updating key partners

There’s a new look in 2020 for ballot mail envelopes in Michigan
Help us get ballots delivered to the voters and back to the clerk’s office – quickly and accurately.

Blue envelopes are for delivery to voters

- The new envelopes are smaller and color coded, blue goes to the voter.
- The delivery address is clearly labeled on the front.
Case study
Keeping voters informed in Boulder
Case study

Boulder County Elections

- Planning a Voter Outreach Campaign
- Sample outreach checklist
- Message Platforms & Vehicles
  - External
  - Internal
- Examples of communication & outreach used for 2016 - our first Presidential election as a mail ballot state
Case study - Boulder County Elections

Planning a Voter Outreach Campaign

- Identify your partners:
  - City communication staff
  - City Clerks
  - Other department communications staff
  - University communications staff
  - Community groups, party leaders, etc.
- Build contact lists - Emails, phone numbers
- Develop your “outreach checklist” - aka list of asks
  - Contact them **then/or**
  - Email what you would like them to do / what they agreed to!
- Get leadership buy-in (especially for internal employee communications)
  - Elected officials (commissioners, supervisors, etc.)
  - Dept heads

**Goal:**
Identify your external & internal message platforms & vehicles

Oh, and do you have a budget? Get creative!
Outreach checklist - 2016

- Presentation by Clerk or Election staff member possible?
- Place article in Newsletter (or more frequent email communications?)
  - Timing of placement
  - How long should it be
  - Image/photo
- Sharing of social media posts?
  - Should I tag you? Send a link?
  - Do you/can you follow us?
- Other physical mailings we could provide insert to?
- Event attendance / tabling
- Posters & palm cards - areas to place? How best to get to you/get up?
- Website button linking to our page?
- Other ideas for us on reaching the community
Case study - Boulder County Elections

Identifying your Message Platforms & Vehicles - External

**Do on your own:**
- Website / County Calendar
- Voter Email Program
  - Active
  - Inactive
  - Undeliverable ballot
- Social media: Twitter; FB; Instagram
- Nextdoor posts
- Community Presentations & Tours + Event pages (FB, RSVP pages)
- Newspaper Guest Columns (op-eds)

**Partner Buy-in / some assistance:**
- Article for city newsletters & other outlets (provide to your parties)
- Posters & Palm Cards – Every county lobby, city halls, Rec Centers, Libraries
- City Council (school boards too) Presentations / City Council Memo
- City Public Access TV
- Commissioners Newspaper box / City Talk box
- University Emails / Dorm (digital) posters

**Layer on:**
- Targeted language communication - website & social media & more
- Paid Media: Social media, Bus/stall ads, Desktop/mobile, Pandora, YouTube
Case study - Boulder County Elections

Identifying your Message Platforms & Vehicles - Internal

- Intranet homepage daily stories
- Intranet website page for elections for employees
  - Created a 5 minute video about elections for employees
- Bi-monthly county newsletter
- #All Employee Email
- Staff meetings - share same video as above
- Distribution of “Employee Pocket Guide to Elections”
Case study - Boulder County Elections

Examples of Presentation / City/Partner Newsletter

Community Presentation teaser:

A lot has changed in Colorado since the last presidential election. Boulder County Clerk and Recorder Hillary Hall will present an overview of Colorado’s unique election model and what has changed since 2012 – hint: everyone gets a ballot in the mail and there are no voter registration deadlines (though some key registration requirements). The presentation will provide you with the high level information you need to become your very own neighborhood elections information expert.
Case study - Boulder County Elections

Examples of Posters & Palm Cards
Case study - Boulder County Elections

Examples of Posters & Palm Cards
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Examples of Social Media

![Social Media Example 1](image1)

![Social Media Example 2](image2)

![Social Media Example 3](image3)
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Examples of Paid Media

-- Helps voters get ready for the election --

ELECTION READY STEPS

STEP 1 REGISTER
Text “CO” to “2Vote” (28683) to register or check your voter registration.

STEP 2 VOTE/RETURN
Balloots are mailed mid-October. Return your ballot or vote in-person early!

www.BoulderCountyVotes.org • 303-413-7740

Colorado does not have a voter registration deadline. Election Day is November 8.
Resources

VBM workbook
Layouts and design guidelines
https://civicdesign.org/fieldguides/104-designing-vote-at-home-envelopes/

Civic icons and images
Visual resources for election materials
electiontools.org/tool/civic-icons-and-images/

Usability testing toolkit
Tools for getting feedback from voters, poll workers, and other users.
https://electiontools.org/tool/usability-testing-kit/

Voter guide workbook
Layouts and design guidelines
https://civicdesign.org/fieldguides/
How can we help?

- Answer questions
- Provide feedback and support for integrating best practices

Reach out to Maggie at CCD: maggie@civicdesign.org
What practices will be useful to you?

Any questions about today’s topics?

What additional support would be helpful?
Integrating low-cost tracking and reporting tools

Thursday, February 20th
2:00 pm – 3:00 pm EST

Register: techandciviclife.org/vote-at-home