



# 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!



**Maggie Ollove**

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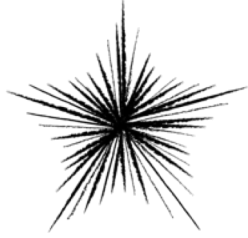
**Josh Simon Goldman**

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Boulder County  
mwozniak@bouldercounty.org



# Center for Technology and Civic Life (CTCL)

Using technology to improve how  
local government and  
communities interact

@helloCTCL

[www.techandciviclife.org](http://www.techandciviclife.org)



Center for  
Civic Design

# The Center for Civic Design (CCD)

Democracy is a design problem!  
We work to ensure voter intent  
through design.

@CivicDesign

[www.civicdesign.org](http://www.civicdesign.org)

[civicdesign.org/projects/roadmap/](http://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](http://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**

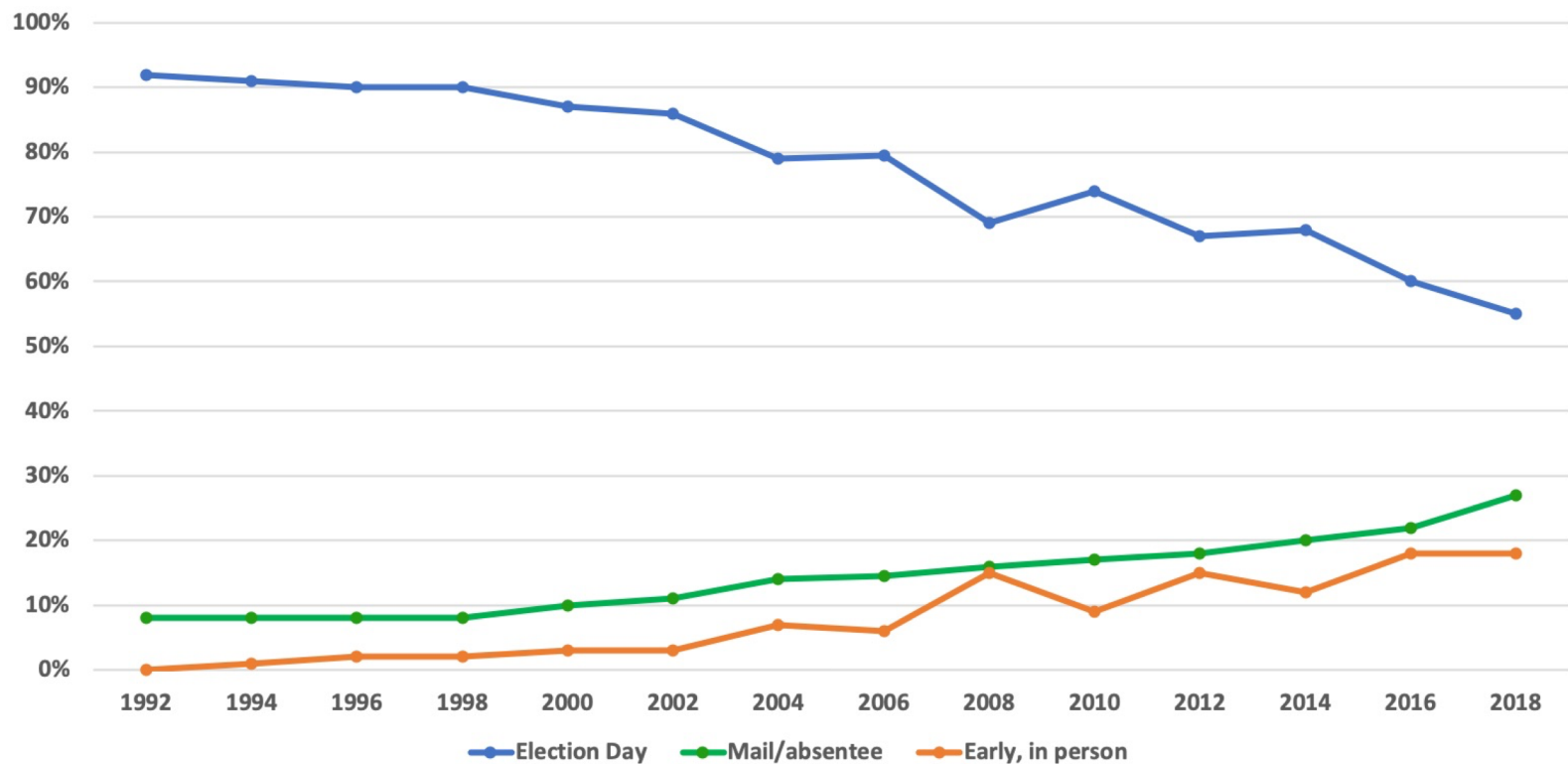
Spotlight on supplementary  
materials



# 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

## Percentage of US electorate versus choice of voting method



Sources: 1992-2016:: MIT Election Lab. 2018: PEW Research

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

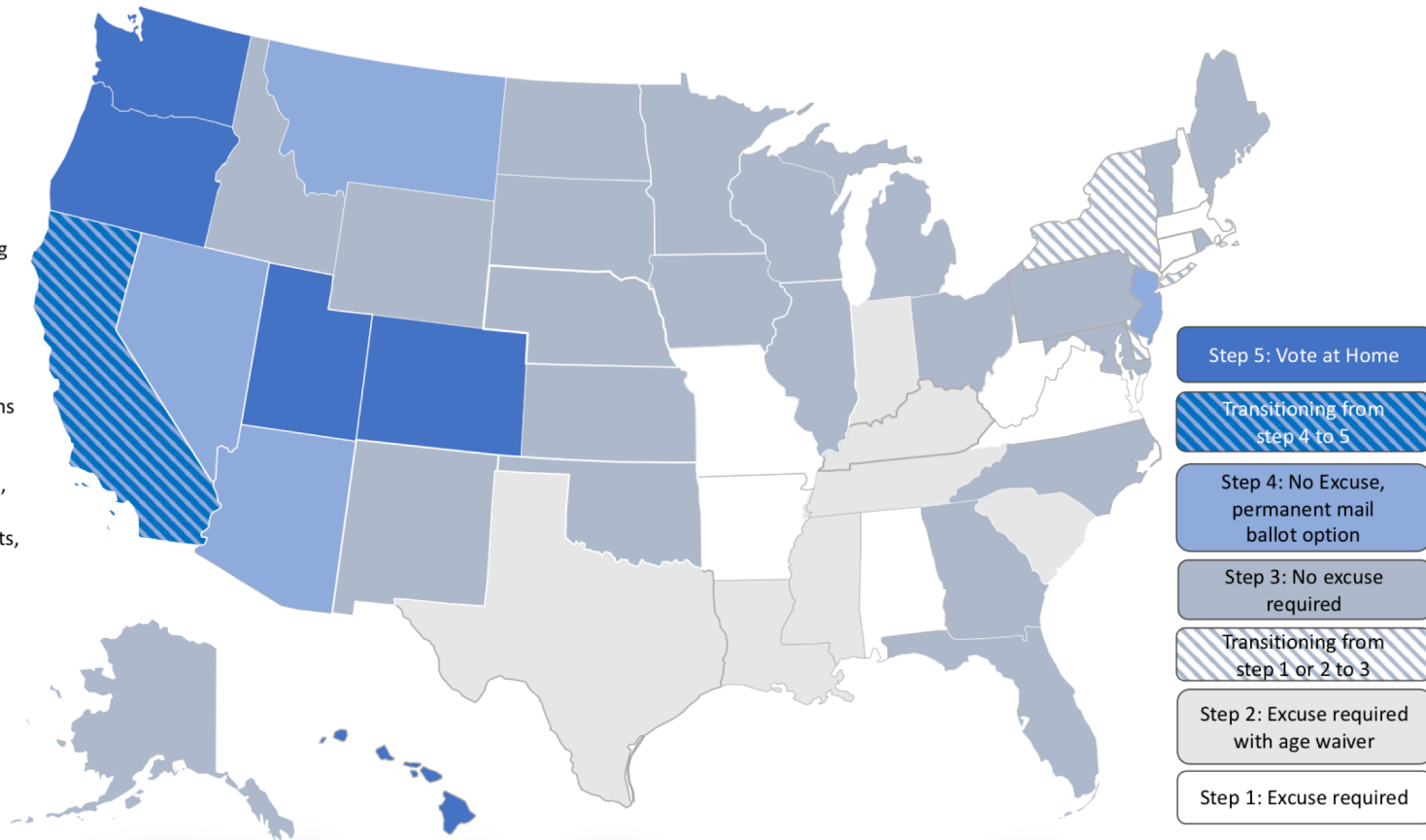
**OH** sends absentee request forms to all 8M voters, for some elections

**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

## Vote at Home Status by State – January 2020



# Why make changes?

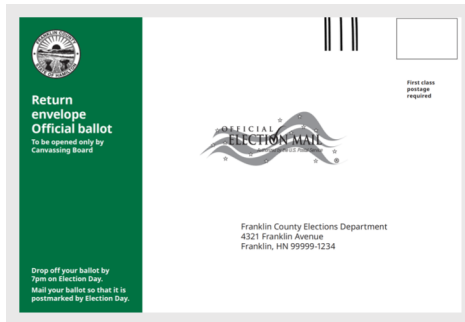
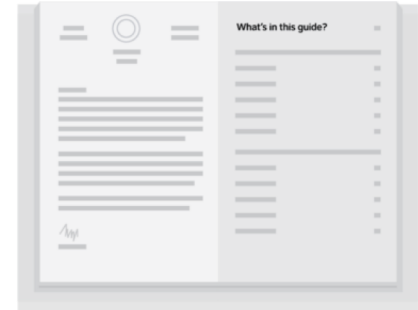
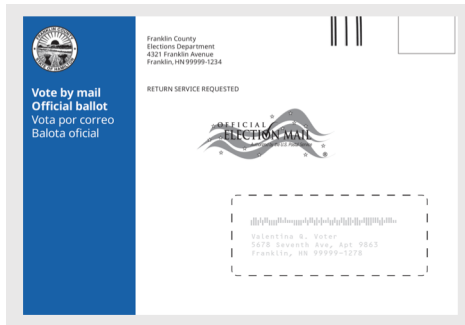
Best practices for supplementary materials help:

- 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: how to mark the ballot

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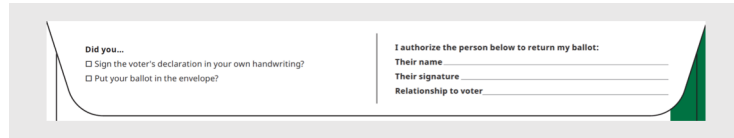


Ballots should be action-oriented, simple, and stand alone.

- 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



Did you...

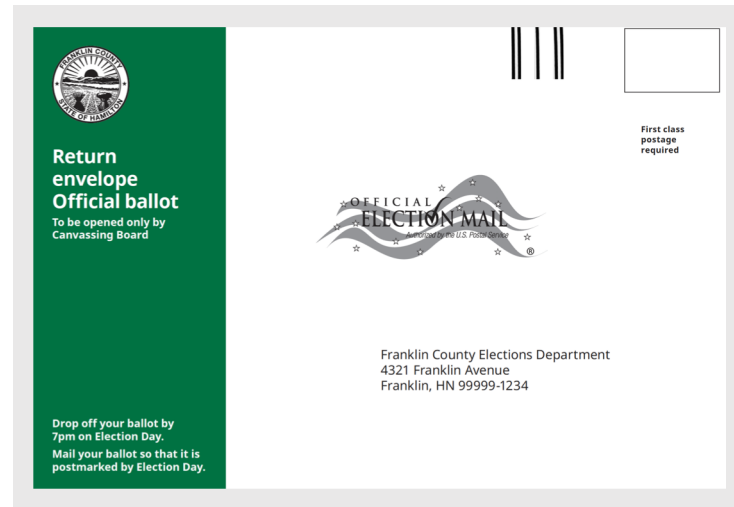
- ☐ Sign the voter's declaration in your own handwriting?
- ☐ Put your ballot in the envelope?

I authorize the person below to return my ballot:

Their name \_\_\_\_\_

Their signature \_\_\_\_\_

Relationship to voter \_\_\_\_\_



**Return envelope**  
**Official ballot**  
To be opened only by  
Canvassing Board

**Drop off your ballot by**  
7pm on Election Day.  
Mail your ballot so that it is  
postmarked by Election Day.

Franklin County  
ELECTION MAIL  
Official U.S. Postage

Franklin County Elections Department  
4321 Franklin Avenue  
Franklin, HN 99999-1234

First class  
postage  
required

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

# Inserts: a little more detail

**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](http://www.yourcounty.gov/elections)

[elections@yourcounty.gov](mailto:elections@yourcounty.gov)

111-222-3333

Fax: 111-222-6666

**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 78¢ 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

**Know your voting rights**

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


# Inserts: a little more detail




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 [www.yourcounty.gov/elections](http://www.yourcounty.gov/elections)

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## How to vote

### General Election


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[Know your voting rights](#)

## 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

**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...

PEEL AND WEAR PROUDLY!



### Drop Box Location

Winn Alley at 5<sup>th</sup> St.  
(Between the Library and Our Office)

Open 24 hours a day  
Until 8 pm Election Day!

Smile and wave at the camera



### Your Polling Place Location is:

535136  
80288

292

Dunne Park  
600 West St  
Hollister, CA 95023



Is this polling place accessible?

Yes

00561101201100018005100000292148022



## Voting Kit

Primary Election

Tuesday, June 5, 2018

INS VBMO-E

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 on the back page of this Insert

What if I need more help? Contact us.



[www.sbcvvote.us](http://www.sbcvvote.us)



831-636-4016 / 877-777-4017



[sbcvvote@cosb.us](mailto:sbcvvote@cosb.us)



**San Benito County Department of Elections**  
440 Fifth Street, Room 205, Hollister CA 95023

## How to vote by mail

A



Use your **Facsimile Sample Ballot** as a vote-by-mail Mark your Ballot



Remove the Stub from the **Facsimile Sample Ballot**



Put your ballot into the **purple envelope**

B

### Read & Complete the Return Envelope



#### SIGN

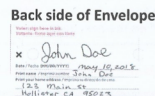
next to the "X" in the **Red Box**

#### DATE

Print the date you signed

#### NAME & ADDRESS

Print your name & home address



C

### Deliver your completed ballot



Take it to the **Election Office Drop Box**



Mail it, NO Postage Required



Hand deliver it to the **Department of Election** (or any **Polling Place** on Election Day)

## 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 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 can tell the difference between the two. If you drop them 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, only the **polling place ballot** will be counted.

**Voting twice is a crime!**

### Early Voting Office Hours:

Monday-Friday 8 am – 5 pm (except holidays)  
Saturday June 2<sup>nd</sup> & Sunday June 3<sup>rd</sup> 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 5<sup>th</sup> 7 am – 8 pm

**Department of Elections Contact Information:**

See **BACK** of this Insert →



## VBM package: inserts


# Inserts: a little more detail

MONT-ES/0054 0605 552 0 MILOS FAX-ES

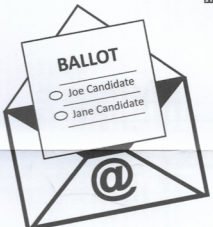
**RECEIVE YOUR BALLOT BY E-MAIL**

Simply go to  
[www.RegisterToVote.ca.gov](http://www.RegisterToVote.ca.gov)  
 and complete the registration form.

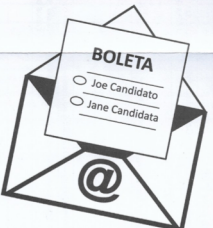
Remember to enter a valid Military or Overseas address and rank "EMAIL" as your first choice of delivery.



PEEL AND WEAR PROUDLY  
DESPEINDE Y USE CON ORGULLO



**BALLOT**  
☐ Joe Candidate  
☐ Jane Candidate



**BOLETA**  
☐ Joe Candidato  
☐ Jane Candidata


**RECIBA SU BOLETA POR CORREO ELECTRÓNICO**

Simplemente visite  
[www.RegisterToVote.ca.gov](http://www.RegisterToVote.ca.gov)  
 y complete la forma de registro.

Recuerde usar una dirección válida militar o en el extranjero y seleccionar "EMAIL" como su primera opción de entrega.

MONT-ES/0054 0605 539 0 INS ALL-ES

Our office has moved to:  
 Nuestra oficina se ha mudado a:  
 1441 Schilling Place – North Building, Salinas CA 93901



PEEL AND WEAR PROUDLY  
DESPEINDE Y USE CON ORGULLO

**STATEWIDE DIRECT PRIMARY ELECTION**  
June 5, 2018  
**ELECCIÓN PRIMARIA ESTATAL DIRECTA**  
5 de junio de 2018

**WHERE CAN I DROP OFF MY VOTED BALLOT? ¿DÓNDE PUEDO DEVOLVER MI BOLETA VOTADA?**  
 Return your voted ballot at any one of the locations listed below during their business hours.  
 Su boleta votada puede ser devuelta en cualquiera de los siguientes sitios durante sus horas de oficina.

**Option 1 – Return your voted ballot between May 7<sup>th</sup> – June 5<sup>th</sup>, 2018**  
**Opción 1 – Devuelva su boleta votada entre el 7 de mayo y el 5 de junio del 2018**

Monterey County Health Department	1270 Natividad Rd., Salinas
Monterey County Government Center	1 <sup>st</sup> Floor, 168 W. Alisal St., Salinas
Gonzales City Hall	147 Fourth St., Gonzales
Soledad City Hall	248 Main St., Soledad
Greenfield City Hall	599 El Camino Real, Greenfield
King City – City Hall	212 S. Vanderhurst Ave., King City
Sand City – City Hall	1 Pendergrass Way (Sylvan Way), Sand City
Monterey City Hall	580 Pacific St., Room 6, Monterey
Carmel-By-The-Sea City Hall	Monte Verde St., Between Ocean & 7 <sup>th</sup> Avenues, Carmel-by-the-Sea
Del Rey Oaks City Hall	650 Canyon Del Rey Blvd., Del Rey Oaks
Marina City Hall	211 Hillcrest Ave., Marina
Pacific Grove City Hall	300 Forest Ave., Pacific Grove
Seaside City Hall	440 Harcourt Ave., Seaside
Castroville Library	11160 Speegle St., Castroville
Prunedale Library	11762 Moro Rd., Salinas
Monterey Public Library	625 Pacific St., Monterey

**Option 2 – Return your voted ballot or vote in person between May 7<sup>th</sup> – June 5<sup>th</sup>, 2018**  
**Opción 2 – Devuelva su boleta votada o vote en persona entre el 7 de mayo y el 5 de junio del 2018**

Monterey County Elections Office	1441 Schilling Place – North Building, Salinas, CA 93901
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**Option 3 – Return your voted ballot to any official voting location in California on Election Day June 5<sup>th</sup>, 2018.**  
 See list of Monterey County locations on reverse.  
**Opción 3 – Devuelva su boleta votada en cualquier sitio oficial de votación en California el día de la Elección, junio 5 del 2018. Vea la lista de sitios en el condado de Monterey al reverso.**



## VBM package: inserts

# Inserts: a little more detail



### 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](http://www.yourcounty.gov/elections)



[elections@yourcounty.gov](mailto:elections@yourcounty.gov)



111-222-3333



Fax: 111-222-6666

## 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 78¢ 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

**Know your voting rights**

## 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.**

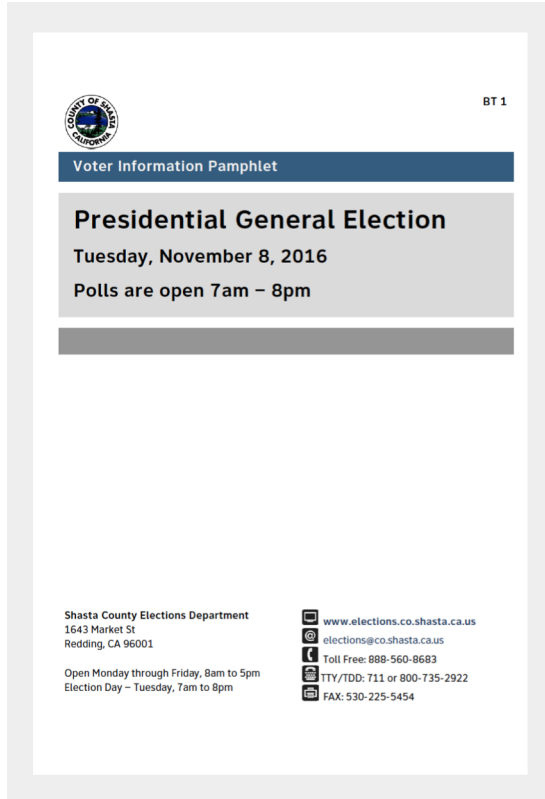
### You have the right to:

- 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.

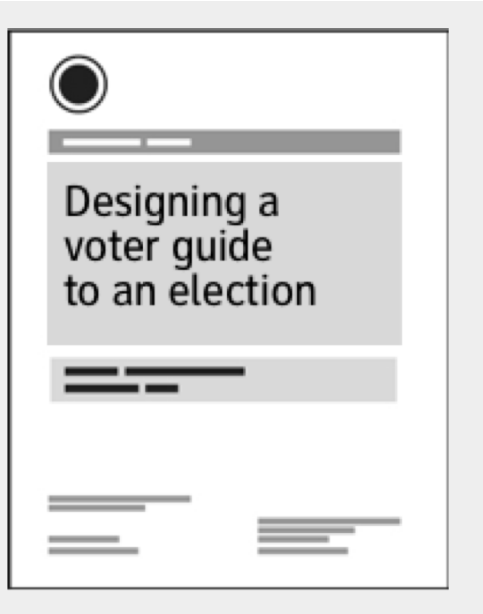
# Voter guides: fill gaps

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



# 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



Franklin County Voter Information Guide

**General Election**  
**Tuesday, November 6, 2012**  
Polls open from 7am to 8pm

**Bite:** shortest possible information.

### 3 ways to vote

3



#### Vote by mail

Request a vote-by-mail ballot by **October 29**.

Return it by mail, drop it off at one of the secure ballot drop-off locations, or deliver it on **November 6** to any polling place.

Vote-by-mail ballots must be received at the elections office or a polling place by 8pm on **November 6**.

For more details, [see Page 4](#).

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



#### How to vote by mail

##### You can vote by mail before Election Day

To vote by mail, you have to request a ballot. Then you can mark the ballot and send it back or drop it off at any polling place.

##### How to get your vote-by-mail ballot

You can request a vote-by-mail ballot starting on **October 7**.  
You must request a vote-by-mail ballot by **October 29**.

You can:



Go to [www.franklinvotes.org](http://www.franklinvotes.org) and request a vote-by-mail ballot.

-OR-



Send a letter with your signature that includes your address and where to send the vote-by-mail ballot:

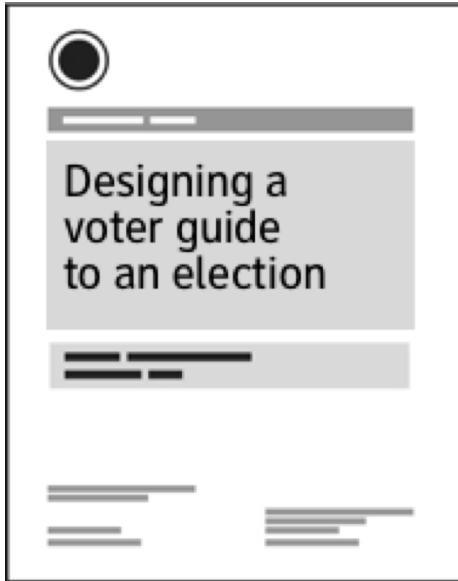
**Registrar-Recorder/County Clerk**  
**4321 Franklin Avenue, Franklin, CA 99999**

After you apply to vote by mail, you will receive your ballot within ten business days.

##### How to return your vote-by-mail ballot

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

# Voter guides: layered information



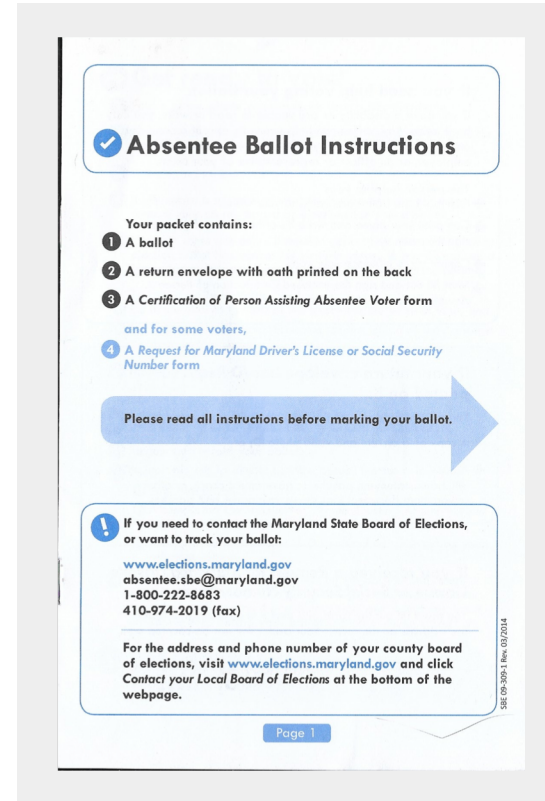
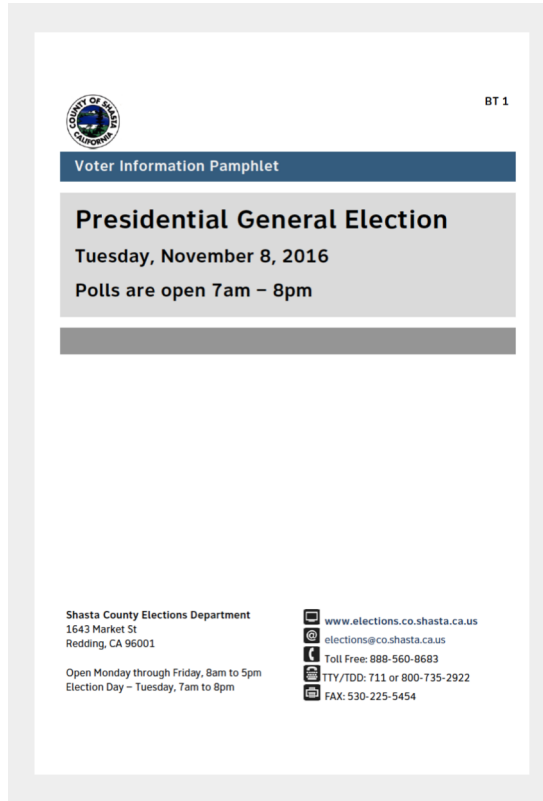
Organize content to help voters find and understand the information.

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

### What's in this guide?

#### Ways to vote

Voter Bill of Rights	2
3 ways to vote	3
What offices are on the ballot for this election?	4
Accessible voting	5

#### What's on the ballot for this election?

Who are the candidates?	7
Paid candidate statements	8
U.S. Representative, District 1	
State Assembly, District 1	
Pacheco Union School District	
Redding City Council	
Local ballot measures	11
H – Shasta, Tehama, Trinity Joint Community College District	
D & E – City of Redding	See separate insert

### Ways to vote

Voter Bill of Rights	2
3 ways to vote	3
What offices are on the ballot for this election?	4
Accessible voting	5

## 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.

**Governor**  
*Gobernador*

There are 27 candidates for Governor. You can choose only 1.  
*Hay 27 candidatos para Gobernador. Sólo se puede votar por uno.*

☐ **AMELIA EARHART**  
Party Preference / *Preferencia de Partido* NONE  
Pilot  
*Piloto*

☐ **HOWARD HUGHES**  
Party Preference / *Preferencia de Partido* NONE  
Aerospace Engineer  
*Ingeniero Aeroespacial*

- The YES and NO are side by side at the end of each Proposition & Measure.

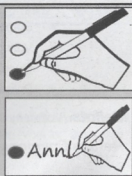
☐ YES / *SÍ*    ☐ NO / *NO*

#### Instructions to Voters:

To vote, completely fill in the oval to the left of your choice. Use a blue or black ink pen to mark your ballot. NO RED INK.

If you make a mistake, ask for a new ballot.

To vote for a qualified write-in candidate, write the person's name in the write-in space and fill in the oval.



### Party Endorsements


Office	American Independent	Democratic	Peace and Freedom
Governor	John H. Cox	None	Gloria Estela La Riva
Lieutenant Governor	David R. Hernandez	None	Gayle McLaughlin
Secretary of State	Mark P. Meuser	Alex Padilla	C.T. Weber
Controller	Konstantinos Roditis	Betty T. Yee	Mary Lou Finley
Treasurer	Jack M. Guerrero	Fiona Ma	Kevin Akin
Attorney General	Steven C. Bailey	None	None
Insurance Commissioner	Steve Poizner	Ricardo Lara	Nathalie Hrizi
Board of Equal. Dist. 2	None	None	None
US Senator	Erin Cruz	None	John Thompson Parker
US Congress District 20	None	Jimmy Panetta	None
State Senate District 12	None	Anna Caballero	None
State Assembly District 30	None	Robert Rivas	None

Only the above noted political parties filed endorsements with San Benito County.



# Voter guides: writing headings as questions

**Need Assistance?**

**Accessible Voting**

The Department of Election strives to ensure that all polling places are accessible for voters with disabilities on Election Day.

Voters with a disability may participate in our vote-by-mail program or they may request to use our new ballot marking devices, located in our office during early/weekend voting and at each polling place on Election Day.


The new accessible ballot marking device allows voters with various disabilities to effectively vote, review and cast a paper ballot in a private and independent manner. These devices offer the following:

- 21" touch screen for visual ballot review and ballot marking
- Accessible ballot marking interface (both audio and visual)
- Assertive input devices for accessible ballot navigation and ballot marking, including an ATI (Audio-Tactile Interface), sip & puff, and paddles

**Early Voting:** Begins, Monday, May 7<sup>th</sup> / 8 am-5 pm *(except holidays)*

**Weekend Voting:** June 2<sup>nd</sup> & 3<sup>rd</sup> / 9 am – 3 pm

**Election Day Voting:** Tuesday, June 5<sup>th</sup> / 7 am-8 pm

**Transportation**


San Benito County Express


831-636-4161


[www.sanbenitocountyexpress.org](http://www.sanbenitocountyexpress.org)

**Language support or need additional help?**

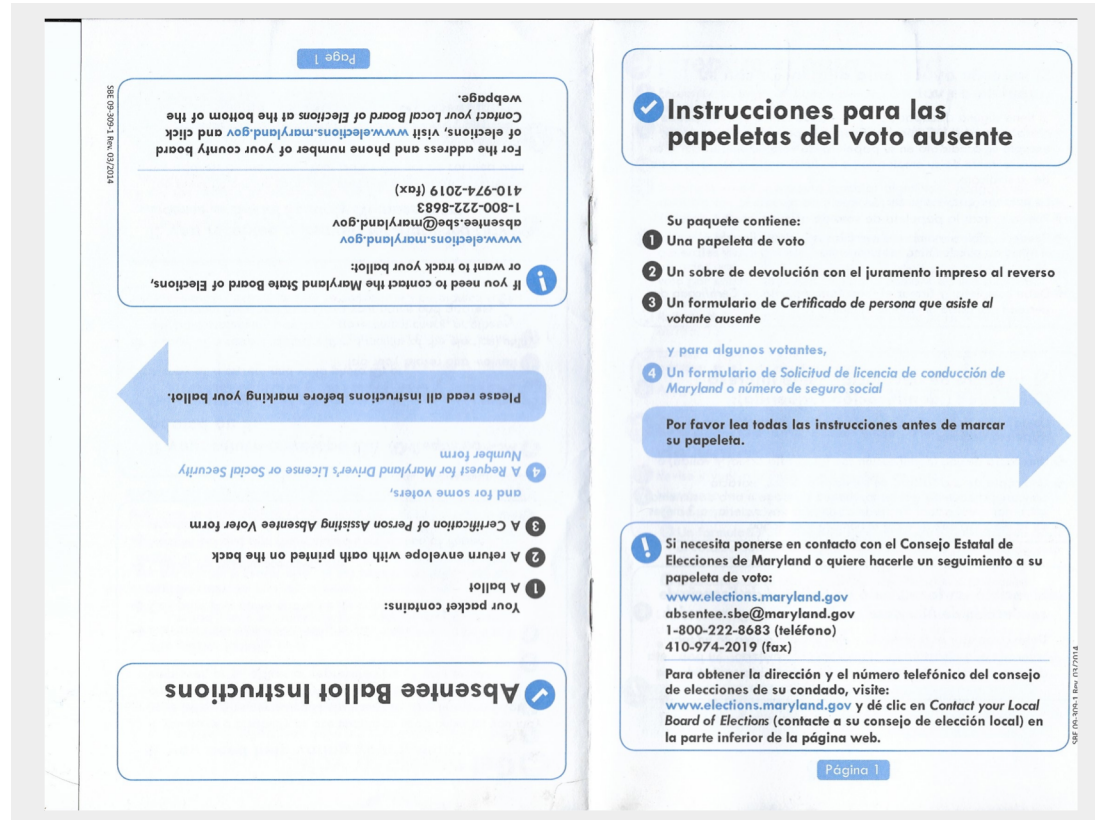
**Department of Elections**  
440 Fifth Street, Room 205  
Hollister, CA 95023

 [www.sbcvote.us](http://www.sbcvote.us)

 [sbcvote@cosb.us](mailto:sbcvote@cosb.us)

 831-636-4016 / 877-777-4017

# Voter guides: multiple languages



# VBM package: voter guides

## Pocket guide for voters

**Bring your photo ID**

You need to show your photo ID whenever you vote in person. If you get to the polling place without photo ID, you will have to vote on a provisional ballot.

**Acceptable forms of identification**

- Virginia driver's license
- Virginia DMV-issued photo ID
- United States passport
- Employer-issued photo ID
- Virginia Voter Photo ID card
- Other U.S. or Virginia government-issued photo ID
- Student photo ID issued by a school, college, or university located in Virginia
- Tribal enrollment or other tribal photo ID

If you don't have one of these, you can get a **free** Voter Photo ID at any Virginia voter registration office, including on Election Day!

### Deadlines

**October 17th:**  
Register to vote, or update your address.

*If you move, your polling place will change. Be sure to update your voter registration address every time you move.*

**November 1st:**  
Request that an absentee ballot be mailed to you.

**November 5th by 5pm:**  
Vote an absentee ballot, in person, at your local voter registration office.

**November 8th:**  
Election Day — polls open 6am to 7pm.

**?** Find out more at [vote.virginia.gov](http://vote.virginia.gov) or (800) 552-9745 or TTY 711.

PG-NOV16

**At the polls on Election Day**

November 8th, from 6am until 7pm  
Polls are open on Election Day whenever you vote in person.

**Look up your polling place:**

- On the web: [vote.virginia.gov](http://vote.virginia.gov)
- Call the Virginia Department of Elections at (800) 552-9745

**You may qualify to vote early at the voter registration office. Learn more at [vote.virginia.gov](http://vote.virginia.gov)**

**September 23rd until November 5th**

**By mail, as an absentee voter**

Request an absentee ballot by November 1st, online at [vote.virginia.gov](http://vote.virginia.gov). Return it by mail, deliver it to the voter registration office, or drop it at your polling place on Election Day.

### Ways to vote

## Pocket Guide for Voters

### Commonwealth of Virginia General Election 2016

[vote.virginia.gov](http://vote.virginia.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 or write 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.*

### 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 [vote.virginia.gov](http://vote.virginia.gov) to learn more and request your absentee ballot.

#### On Election Day

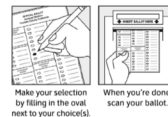
 There are accessible voting systems at each polling place.

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.

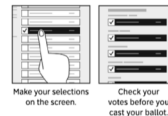
Get help reading or writing from an election officer or your own helper.

### How to mark a ballot

#### To vote on a paper ballot:



#### To vote on a touchscreen:



### Voter rights

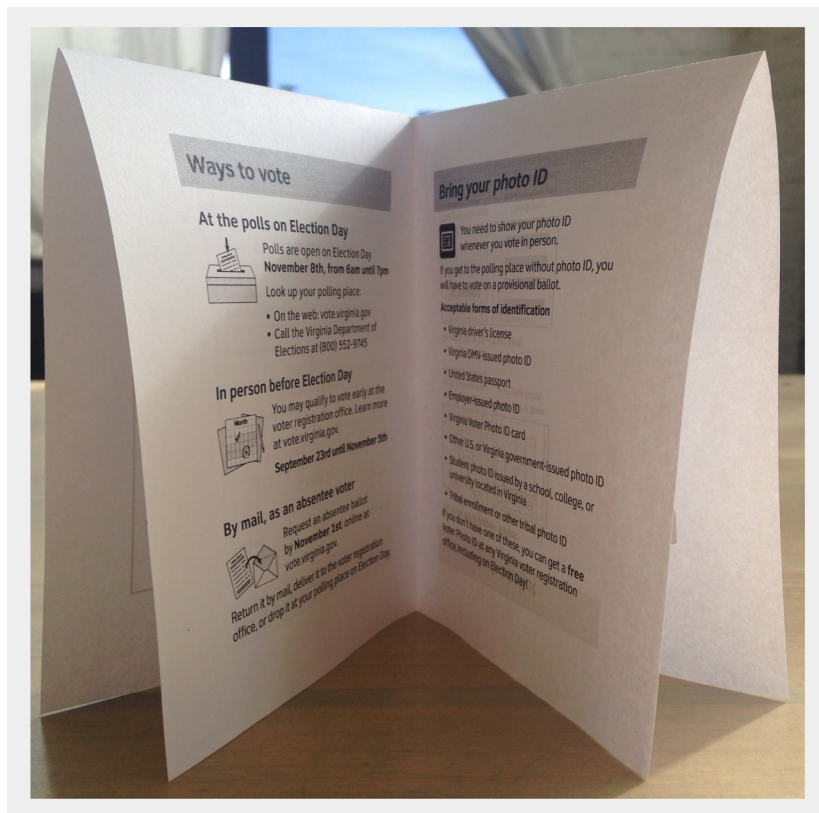
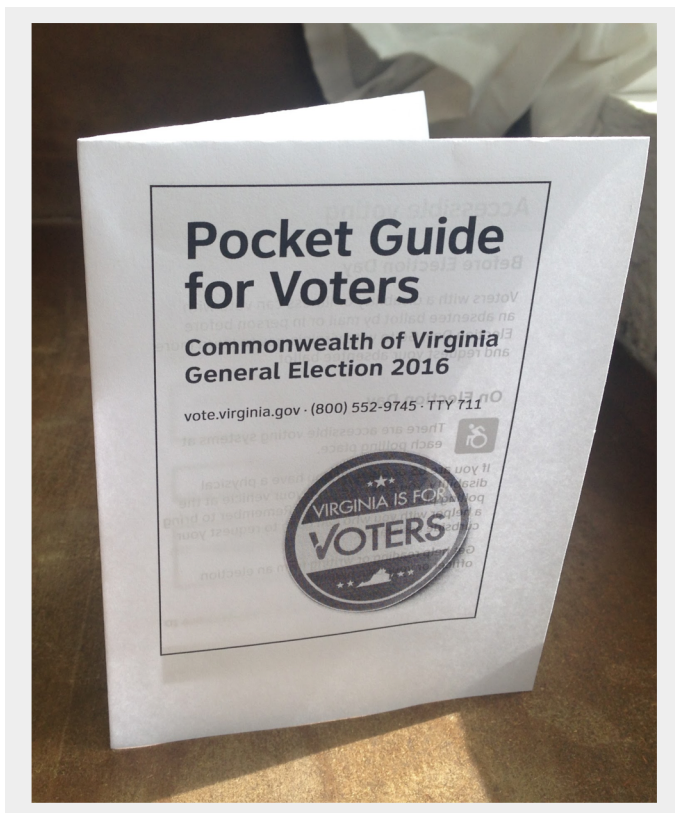
You cannot be denied the right to vote if you are legally qualified to do so.

#### 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

**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** Power of Attorney not acceptable  
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

462B020549

0214013254

0214013254

KELLY ROBIN SMITH  
1234 PLEASANT ST  
REDDING CA 96001-1234

1234

Precinct 000001  
Ballot Type 14


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.


# 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** Power of Attorney not acceptable  
I certify under penalty of perjury under the laws of the State of California that the contents of this application are true and correct.  



 Precinct 0000261  
0214013254 Ballot Type 14

☒ **Your polling site:**  
  
NEW LIFE CENTER  
10582 OLD OREGON TRL  
REDDING CA 96003  
  
 **Accessible:**  
Usable  
  
  
45ZB020549  
  
\*\*\*\*\*AUTO\*\*5-DIGIT 96099  
KELLY ROBIN SMITH  
1234 PLEASANT ST  
REDDING CA 96001-1234  
  
  
  
0214013254  
  
13254  
  


Best practices for preparing supplementary materials | 41



# Outreach campaigns: reach voters

**BUN IN  
THE OVEN?**

**VOTE ABSENTEE**

Reason  
Code 2C

*Expectant Dads can  
vote absentee too!*

★ **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



@ PWC Office of Elections

**vote.virginia.gov**



# 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!*

**★ 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

@ PWC Office of Elections  
[vote.virginia.gov](http://vote.virginia.gov)

**Leaving Town ON VACATION?**

**VOTE ABSENTEE**

Reason Code 1D | *Bring Photo ID to Vote Absentee*

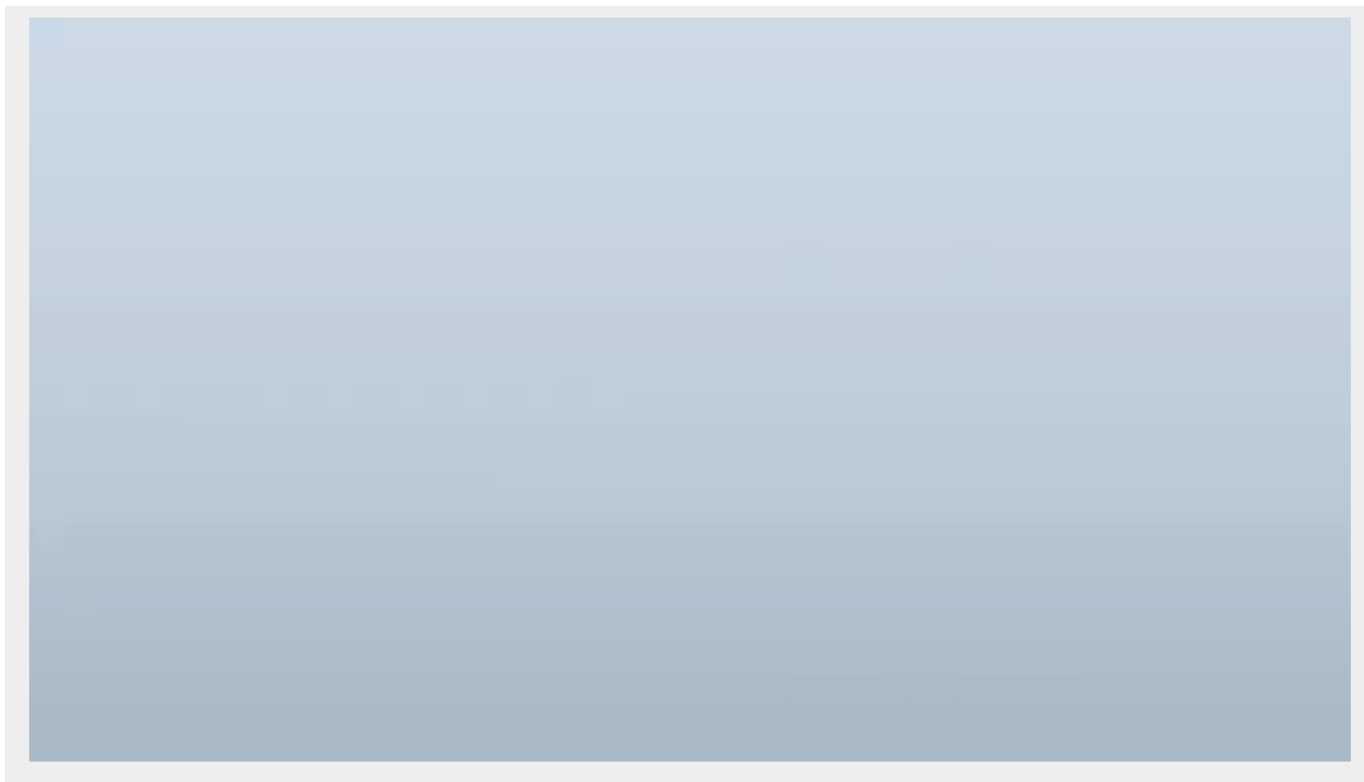
**★ Did you know?**  
In Virginia, by law, voters are entitled to vote by absentee ballot and these absentee ballots must be counted by Officers of Election on Election Day.  
Virginia Code Chapter 24.2-700

@ PWC Office of Elections  
[vote.virginia.gov](http://vote.virginia.gov)

VBM package: outreach campaign

# Outreach campaigns - Rochester Hills, MI

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## Voter websites: add legitimacy

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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.

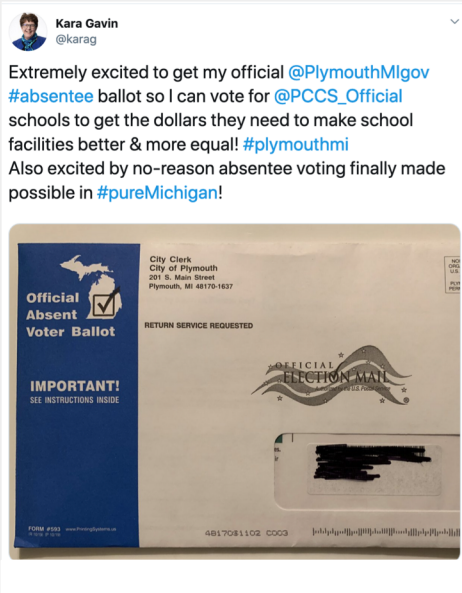
## Voter websites answer voters' top questions

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- 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?

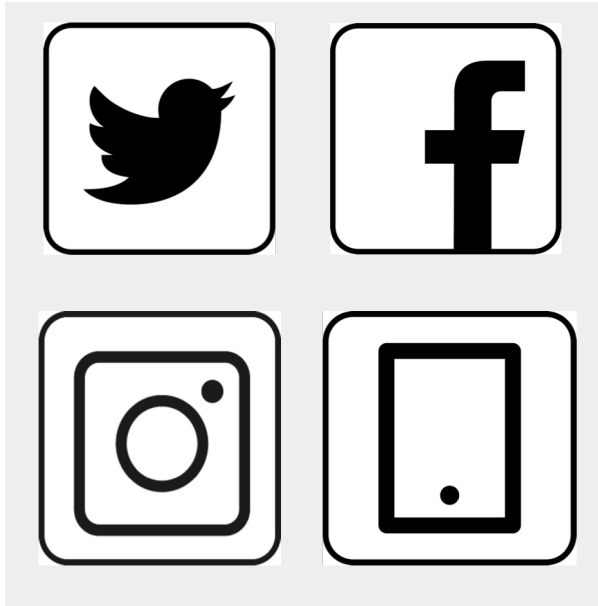
## VBM package: social media

# Social media: an opportunity for dialogue



## Social media: creates conversation

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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

### Your signature is missing on your vote-by-mail ballot envelope

The Santa Cruz County Elections Department received your vote-by-mail ballot envelope without your signature. For your ballot to be counted, we must get your signature.

You may either come to our office and sign your ballot envelope as soon as possible, but no later than 5pm June 15, 2016 or submit the *unsigned ballot envelope statement* below. (Elections Code §3019)

Read these instructions carefully before completing the statement. Failure to follow these instructions may cause your ballot not to count.

1. Complete the statement below and make sure you sign your name.
2. Use one of the following methods to return your statement:
  - Mail the statement to Santa Cruz County Elections, 701 Ocean St., Room 210, Santa Cruz, CA 95060 so that it will reach us no later than 5pm, June 15, 2016.  
Make sure you have sufficient postage. You may also deliver the statement to our office or have someone else deliver it for you.
  - FAX the statement to 831-454-2445 no later than 5pm, June 15, 2016.
  - Deliver the statement on Election Day to a polling place in Santa Cruz County by 8pm, Tuesday, June 7, 2016 or
  - Drop the statement off on Election Day in a designated ballot drop box in Santa Cruz County by 8pm, Tuesday, June 7, 2016.

### Unsigned ballot envelope statement

I, \_\_\_\_\_, am a registered voter of Santa Cruz County, State of California.

I do solemnly swear (or affirm) that I requested and returned a vote-by-mail ballot, and that I have not and will not vote more than one ballot in this election. I understand that if I commit or attempt any fraud in connection with voting, or if I aid or abet fraud or attempt to aid or abet fraud in connection with voting, I may be convicted of a felony punishable by imprisonment for 16 months or two or three years. I understand that my failure to sign this statement means that my vote-by-mail ballot will be invalidated.

#### Voter's Signature:

<b>X</b>	Date: _____
----------	-------------

If the voter cannot sign his/her name, have the voter make a mark in the box above and then the witness signs here: \_\_\_\_\_

#### Address where you live in Santa Cruz County:

Number & Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Santa Cruz County Clerk/Elections • 831-454-2060 • [info@votescount.com](mailto:info@votescount.com) • [www.votescount.com](http://www.votescount.com)

## 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.

# 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 5pm on Nov. 16, 2016.



## Return by mail

You may mail the Unsigned Ballot Statement and it must be received by our office by 5 p.m. 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.



# USPS flyer: updating key partners

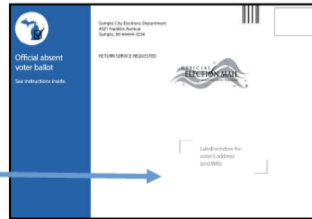


## There's a new look in 2020 for ballot mail envelopes in Michigan

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

# Planning a Voter Outreach Campaign

## Internal External

- 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!**

## Case study - Boulder County Elections

# 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

# 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)

## Layer on:

- Targeted language communication - website & social media & more
- Paid Media: Social media, Bus/stall ads, Desktop/mobile, Pandora, YouTube

## 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

## 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.

**FREE! TAKE ONE!**

**50+ ADULTS Plus Marketplace**

CONNECTING LOCAL BUSINESSES WITH THE 50+ PLUS COMMUNITY

October 2016 • Volume 22 • Issue 1

**Boulder County**

**25th Anniversary**

**LONGMONT MUSEUM OPENS FIRST-OF-ITS-KIND LOWRIDERS EXHIBITION**

This fall, the Longmont Museum to the lowrider scene. In the Museum's new exhibit, visitors can see the right side of a Lincoln Town Car, showing the progression of lowriders from rural to urban, and from humble beginnings to the high-end custom scene.

Lowriders are a form of art that has been around for over 200 years. They are a mix of American and Mexican culture, and they are a reflection of the American dream.

The exhibit is a celebration of the lowrider community and the art that has been created over the years. It is a must-see for anyone who is interested in the history of the lowrider scene.

**Elections in Boulder County**

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.

**2016 Election Dates**

- October 13: Ballot in the mail
- October 14: Drop off your ballot
- October 15: Election Day

**Check your mail**

Check your mail for your ballot. If you do not receive a ballot, contact the Boulder County Clerk's Office at 303.441.7742.

**Drop off your ballot**

Drop off your ballot at the Boulder County Clerk's Office or at a designated drop-off location.

**Election Day**

On Election Day, go to the polls to cast your ballot. The polls are open from 7 a.m. to 7 p.m.

**CU Presents The**

**Lowrider**

A celebration of the lowrider community and the art that has been created over the years. It is a must-see for anyone who is interested in the history of the lowrider scene.

**Health Fair**

September 24, 2016

12:00 PM - 5:00 PM

Location: Boulder County Clerk and Recorder's Office

**Support and Expansion**

Dr. Lyons Family 9HealthFair

September 24, 2016

12:00 PM - 5:00 PM

Location: Boulder County Clerk and Recorder's Office

**Substance Abuse**

September 24, 2016

12:00 PM - 5:00 PM

Location: Boulder County Clerk and Recorder's Office

**Boulder County**

**County Commissioners' Public Meetings & Hearings**

**THIS WEEK**

**TUESDAY, SEPTEMBER 20**

**9:30 a.m.** Land Use Department  
Public Hearing: Docket B0RC-16-001, Minor Amendments to the Boulder County Building Code

**10:30 a.m.** Business Meeting

**11:00 a.m.** Community Services Department  
Public Meeting: Head Start monthly report

**11:15 a.m.** Mountain View Fire Protection District  
Public Meeting: Presentation on the State of the District

**Don't wait for November. Get Election Ready Now!**

- Check your voter registration - all active voters get a ballot in the mail! Make sure your address is current. This is especially important if you have moved in the last year or if you haven't voted for a few years. Ballots are mailed beginning Oct. 17.
- Sign up to track your ballot. Sign up now for Ballot Track to receive messages by email, text, or phone when your mail ballot has been printed, mailed, and received back by Boulder County Elections.

Visit [www.BoulderCountyVotes.org](http://www.BoulderCountyVotes.org) to check your voter registration and to sign up for Ballot Track.


**And maybe even be a part of Boulder County's Elections...**

Working for the Boulder County Elections Division is a great opportunity to participate in the election process, support your community, and earn a little extra money. Hiring now! Visit [www.BoulderCountyVotes.org](http://www.BoulderCountyVotes.org) to learn more.



## Case study - Boulder County Elections

# Examples of Posters & Palm Cards



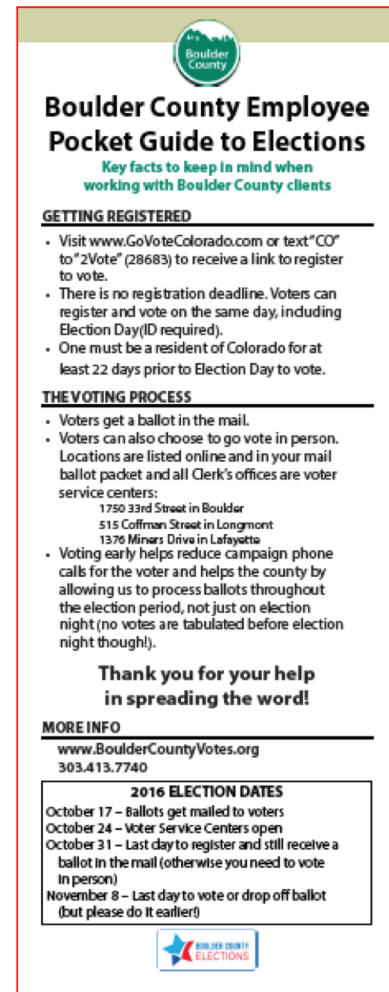
**Elections in Boulder County**

Everything you wanted to know!  
(in 5 minutes!)

2016 Employee Elections Presentation

Unlisted

145 views • Oct 6, 2016



**Boulder County**

### Boulder County Employee Pocket Guide to Elections

Key facts to keep in mind when working with Boulder County clients

#### GETTING REGISTERED

- Visit [www.GoVoteColorado.com](http://www.GoVoteColorado.com) or text "CO" to "2Vote" (28683) to receive a link to register to vote.
- There is no registration deadline. Voters can register and vote on the same day, including Election Day (ID required).
- One must be a resident of Colorado for at least 22 days prior to Election Day to vote.

#### THE VOTING PROCESS

- Voters get a ballot in the mail.
- Voters can also choose to go vote in person. Locations are listed online and in your mail ballot packet and all Clerk's offices are voter service centers:
  - 1750 33rd Street in Boulder
  - 515 Coffman Street in Longmont
  - 1376 Miners Drive in Lafayette
- Voting early helps reduce campaign phone calls for the voter and helps the county by allowing us to process ballots throughout the election period, not just on election night (no votes are tabulated before election night though!).


**Thank you for your help in spreading the word!**

#### MORE INFO

[www.BoulderCountyVotes.org](http://www.BoulderCountyVotes.org)  
303.413.7740

**2016 ELECTION DATES**



October 17 – Ballots get mailed to voters  
October 24 – Voter Service Centers open  
October 31 – Last day to register and still receive a ballot in the mail (otherwise you need to vote in person)  
November 8 – Last day to vote or drop off ballot (but please do it earlier!)



## Case study - Boulder County Elections

# Examples of Posters & Palm Cards

### NEW VOTER CHECKLIST



#### STEP 1 CONFIRM YOU CAN VOTE

- You must be a U.S. citizen; 18 years old or older at the time of the next election.
- A Colorado resident for at least 22 days before the election.
- Must not be serving a sentence of confinement, detention, or parole for a felony conviction.

#### STEP 2 REGISTER TO VOTE ONLINE NOW!

Visit [www.GoVoteColorado.com](http://www.GoVoteColorado.com) or text "CO" to "2Vote" (28683) to receive a link to register to vote.

#### STEP 3 VOTE YOUR MAIL BALLOT OR GO VOTE

All active voters in Colorado are sent a ballot in the mail. Follow the voter instructions included in the mail ballot packet. Or, to vote in person, locations are listed in the mail ballot packet or online.

#### STEP 4 RETURN YOUR MAIL BALLOT - EARLY!

Mail your ballot back or drop it off at over a dozen locations throughout Boulder County. Or, vote in person by November 8.


Visit [www.BoulderCountyVotes.org](http://www.BoulderCountyVotes.org) or call 303.413.7740 for more information.

#### 2016 ELECTION DATES

October 17	Ballots get mailed to voters
October 24	Voter Service Centers open (visit a location if you would like to vote in person)
October 31	Last day to register & still receive a ballot in the mail (otherwise you need to vote in person)
November 8	<b>ELECTION DAY</b> Last day to vote or drop off ballot by 7:00 pm (but please do it earlier!)

Colorado does NOT have a registration deadline. You may register and vote through Election Day.

CONNECT • ENGAGE • VOTE



## 2016 ELECTION READY STEPS

### STEP 1: REGISTER OR CHECK YOUR REGISTRATION.

Text "CO" to "2Vote" (28683) to register or check your voter registration or visit [www.BoulderCountyVotes.org](http://www.BoulderCountyVotes.org).


### STEP 2: VOTE / RETURN YOUR BALLOT.

Ballots are mailed mid-October. Return your mail ballot or vote in-person early! Locations included in your mail ballot packet or online.

#### VOTER TIP

Sign up at our website with **BALLOT TRACK** to receive text, email, or voice messages when your mail ballot has been printed, mailed, and received back by Boulder County Elections.

Follow us to receive the latest voting news:  
Twitter: @BoCoClark Facebook: @BoulderCountyClark



#### 2016 ELECTION DATES

**OCT 17 - BALLOTS GET MAILED TO VOTERS**


**OCT 24 - VOTER SERVICE CENTERS OPEN**  
Visit a location if you would like to vote in person. Valid ID required.

**OCT 31 - LAST DAY TO REGISTER...**  
and still receive a ballot in the mail


**NOV 8 - ELECTION DAY**  
Last day to vote or drop off your ballot by 7 p.m. But please do it earlier!

#### QUESTIONS?

[www.BoulderCountyVotes.org](http://www.BoulderCountyVotes.org)  
303-413-7740 Vote@BoulderCountyVotes.org



\*Colorado DOES NOT have a voter registration deadline. You may visit a Voter Service Center to register and vote on the same day. Valid ID required (see online for options).



## 2016

### ELECTION READY STEPS


#### STEP 1

REGISTER OR CHECK YOUR REGISTRATION.  
Text "CO" to "2Vote" (28683) to register or check your voter registration or visit [www.BoulderCountyVotes.org](http://www.BoulderCountyVotes.org).

#### STEP 2

VOTE / RETURN YOUR BALLOT.  
Ballots are mailed mid-October. Return your mail ballot or vote in-person early! Locations included in your mail ballot packet or online.

Follow us to receive the latest voting news:  
Twitter: @BoCoClark Facebook: @BoulderCountyClark



#### QUESTIONS?

[www.BoulderCountyVotes.org](http://www.BoulderCountyVotes.org)  
303-413-7740 • Vote@BoulderCountyVotes.org

### ELECTION DATES

**OCTOBER 17**  
BALLOTS GET MAILED TO VOTERS.

**OCTOBER 24**  
VOTER SERVICE CENTERS OPEN.  
Visit a location if you would like to vote in person. Valid ID required.

**OCTOBER 31**  
LAST DAY TO REGISTER...  
and still receive a ballot in the mail.

**NOVEMBER 8**  
**ELECTION DAY**  
Last day to vote or drop off your ballot by 7 p.m. But please do it earlier!

#### VOTER TIP



Sign up at our website with **BALLOT TRACK** to receive text, email, or voice messages when your mail ballot has been printed, mailed, and received back by Boulder County Elections.

\*Colorado DOES NOT have a voter registration deadline. You may visit a Voter Service Center to register and vote on the same day. Valid ID required (see online for options).


Best practices for voter education materials | 60

## Case study - Boulder County Elections

# Examples of Social Media



 **Boulder County Clerk and Recorder**  
Sponsored ·  Like Page

First-time voter? Register today. Colorado voters get mailed their ballots.




**Registration Info & More**  
Learn about registering to vote in Boulder County. First-time voter and student voting information.

[WWW.BOLDERCOUNTYVOTES.ORG](http://WWW.BOLDERCOUNTYVOTES.ORG) [Learn More](#)

 **Boulder County Clerk and Recorder**  
Sponsored ·  Like Page

Daunted by the election process? Don't be. Register & your ballot is mailed to you.



**Registration Info & More**  
Learn about registering to vote in Boulder County. First-time voter and student voting information.

[WWW.BOLDERCOUNTYVOTES.ORG](http://WWW.BOLDERCOUNTYVOTES.ORG) [Learn More](#)

 **Boulder County Clerk and Recorder**  
Sponsored ·  Like Page

Election Ready? Colorado voters are mailed ballots. Register or check your registration.



**Registration Info & More**  
Learn about registering to vote in Boulder County. First-time voter and student voting information.

[WWW.BOLDERCOUNTYVOTES.ORG](http://WWW.BOLDERCOUNTYVOTES.ORG) [Learn More](#)

## Case study - Boulder County Elections

# Examples of Paid Media

<b>BOULDER COUNTY ELECTIONS</b>	<b>BOULDER COUNTY ELECTIONS</b>	<b>BOULDER COUNTY ELECTIONS</b>
		
<b>Voters Get Ballots in the Mail!</b>	<b>Be Election Ready</b>	<b>Check your Voter Registration</b>
<b>TAKE ACTION</b>	<b>Register to Vote!</b>	<b>Or Register!</b>
<b>TAKE ACTION</b>	<b>TAKE ACTION</b>	<b>TAKE ACTION</b>

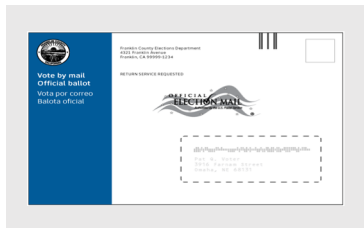


<b>ELECTION READY STEPS</b>		 <b>BOULDER COUNTY ELECTIONS</b> CONNECT ENGAGE VOTE 
<b>STEP 1 REGISTER</b>	Text <b>"CO"</b> to <b>"2Vote"</b> (28683) to register or check your voter registration.	
<b>STEP 2 VOTE/RETURN</b>	Ballots are mailed mid-October. <b>Return your ballot or vote in-person early!</b>	
<b><a href="http://www.BoulderCountyVotes.org">www.BoulderCountyVotes.org</a> • 303-413-7740</b>		
Colorado does not have a voter registration deadline. <b>Election Day is November 8.</b>		

# Boulder County Elections - Pandora



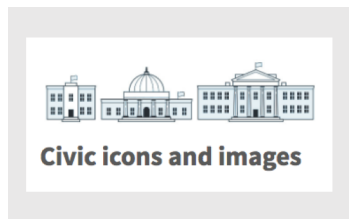
# Resources



## VBM workbook

Layouts and design guidelines

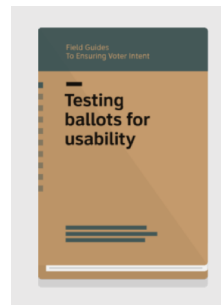
<https://civicdesign.org/fieldguides/104-designing-vote-at-home-envelopes/>



## Civic icons and images

Visual resources for election materials

[electiontools.org/tool/civic-icons-and-images/](https://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

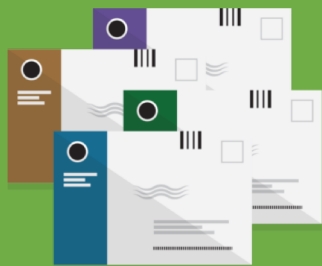
Layouts and design guidelines

<https://civicdesign.org/fieldguides/>

# How can we help?

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

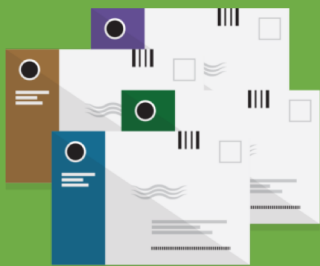
Reach out to Maggie at CCD: [maggie@civicdesign.org](mailto:maggie@civicdesign.org)



## Q&A

- What practices will be useful to you?
- Any questions about today's topics?
- What additional support would be helpful?





**See you on Thursday!**

## **Integrating low-cost tracking and reporting tools**

Thursday, February 20th

2:00 pm – 3:00 pm EST

**Register: [techandciviclife.org/vote-at-home](https://techandciviclife.org/vote-at-home)**