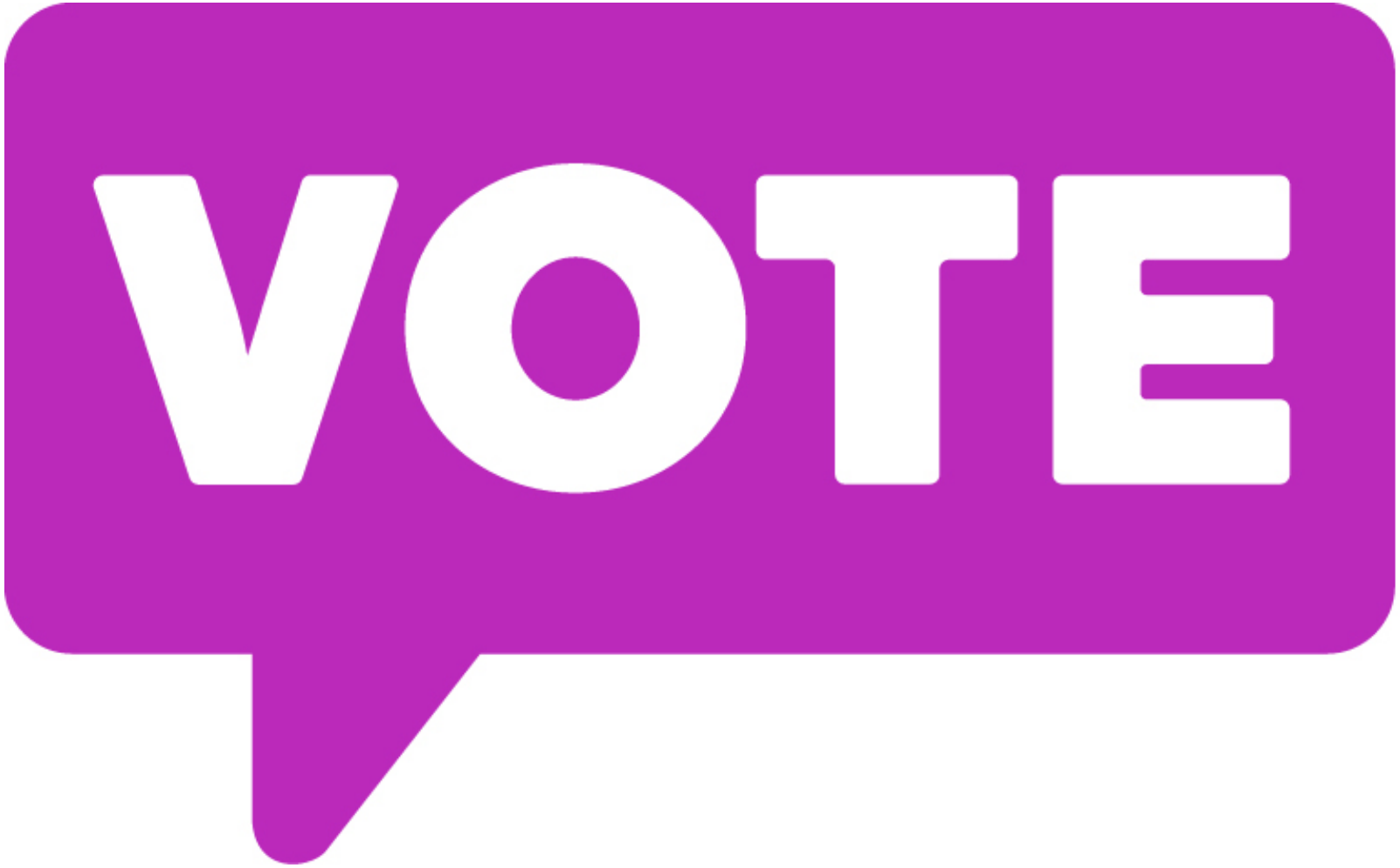


# 411

Promotion

General Election 2020

Amy Smith

# VOTE411 Brand Standards and Logo Files

- https://www.lwv.org/league-management/brand-standards/vote411-brand-standards-and-logo-files
- This document is organized to assist you in identifying how to use the logo in both digital and print mediums. In both applications, the standards address requirements pertaining to the following:
- logo design
- logo colors
- impermissible variations
- production tips

VOTE 411

ELECTION INFORMATION YOU NEED

# VOTE411.org Widgets and QR codes

- https://www.lwv.org/league-management/elections-tools/vote411org-widgets-and-qr-codes

# Promotion ideas

- Social media with graphics and hashtags
  - Develop your own specific hashtags for your League
  - Encourage League members to share and like posts
  - Encourage partner organizations to share
- Voter fact sheet to post around town as a flyer and as a PDF on social media.
  - Also partnered with the mayor’s office to have it printed in color and inserted into utility bills.
- Write editorial about Vote411 for your local newspaper and call into local radio shows.
- Hand out small cards with instructions for using Vote411.

# 2020 Election Season Social Media Materials

- https://www.lwv.org/league-management/talking-points-templates/2020-election-season-social-media-materials
- You may also use all the photos on the LWV Flickr site.
- **Please feel free to tailor these messages to fit the elections in your community**, as well as to promote the specific activities your League is carrying out this election season.
- In addition to this content, share information about the elections events you'll be hosting. **Don't forget to take photos of your events and use those in your posts as well!**
- **Sample Posts** with graphics and hashtags
  - **Note:** Hashtags help your content enter into larger conversations and garner visibility. Hashtags are most successful on Twitter, and should be used sparingly on Facebook. You should use the hashtag #2020Election—and please consider tagging @LWV, @LWVEdFund, and/or @VOTE411!
  - **You should also use local hashtags specific to your state or community's elections.** For example, #FlaPol or #CAvote. Look on Twitter to see what other folks in your state or area are using!

# Sample Posts – Voter Registration

- The officials you vote into office determine policies on immigration reform, jobs, health care, education and more. Voting is your chance to choose and to weigh in on the issues that matter most to you—take a moment to register to vote now! Vote411.org/register
- We each have the power to increase voter turnout. Register to vote & help others register, too! Vote411.org/register
- Not sure if you're registered to vote? Visit VOTE411.org/register to learn how to check your registration.
- Registering to vote is the first step to participating in our election. Interested in setting up a voter registration drive? Learn how in our blog: http://bit.ly/2QkhlDe
- Help ensure all Americans have an opportunity to participate in the upcoming pivotal elections. Ask your friends and family if their voter registration is up to date, consider volunteering with your local League, and share VOTE411.org with your networks.
- Are you registered to vote? Make sure your voice is heard! Visit vote411.org/register for more info.
- First-time voter? We've got you covered! Take a look at the @VOTE411 checklist: https://vote411.org/first-time-voter-checklist

# Sample Posts – Voter Education

- Wondering who will be on your ballot this Election Day? Visit VOTE411.org & enter your address to see the candidates and issues on your ballot.
- [STATE]'s early voting deadline is [DATE]! Visit VOTE411.org to learn the rules and get ready to vote.
- Who's on your ballot? Where is your polling place? What do you need to bring with you on #ElectionDay? If you can't answer one or more of these questions, we've got you covered! Head to VOTE411.org for all of your voting and election info.
- Getting the voting and #electionday info you need is easy. Go to VOTE411.org, enter your address, and we'll do the rest.
- Get ready to vote! Don't hit the polls uninformed, check out VOTE411.org to see your personalized ballot.
- Confused about election rules and regulations in [STATE]? VOTE411.org has the answers.
- Election Day is just around the corner! It's not too late to visit VOTE411.org to get ready to vote: find your local voting rules, polling place hours, and who will be on your ballot.

# Sample Posts – Get Out the Vote

- Voting is your chance to take control of the future of your family and your community. Don't let anything keep you from voting—help make democracy work!
- Election Day is just [X] days away and we have all the info you need to hit the polls!  Spread the word to help make sure that your friends & family have everything they need to vote! VOTE411.org
- We're counting down, and #ElectionDay is just days away! Are you ready to vote? Visit VOTE411.org now to view your personalized voter guide, check your local polling hours & get all the information you need to vote on Tuesday!
- Every single vote matters. RT to remind your friends to vote on [DATE].
- Voting is your chance to stand up for what matters most to you. Get all the info you need to vote at VOTE411.org

# FIRST TIME VOTER? WE'VE GOT YOU COVERED.

We've taken the guesswork out of voting for the first time. Follow our checklist and get prepared to go to the polls.

**www.vote411.org/first-time-voter-checklist**

ARE YOU
REGISTERED
TO VOTE?
Make sure your voice is heard!
VOTE 411
www.vote411.org/register
Brought to you by the League of Women Voters Education Fund

# ADD VOTING TO YOUR TO-DO LIST

- GROCERY SHOPPING ✓
- LAUNDRY ✓
- **MAKE A VOTING PLAN** ○

LEARN MORE AT VOTE411.ORG

VOTE 411
ELECTION INFORMATION YOU NEED

Be
informed.
Vote
informed.
VOTE 411
ELECTION INFORMATION YOU NEED

VOTE
We each have the power to increase voter turnout.
Make sure your friends and family are registered to vote.
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INFORMING
VOTERS.
EMPOWERING
PEOPLE.
Election Information You Need
VOTE 411

INFORMING VOTERS. EMPOWERING PEOPLE.
Election Information You Need

VOTE
SAN GABRIEL
CENSUS
VOTE
¡VOTE!
LWV
WOMEN POWER THE VOTE
YOUR VOTE COUNTS
PASADENA
YAY!
¡HAGASE CONTAR
2020 CENSUS
VOTE

(re) introducing VOTE411

# BE INFORMED. VOTE INFORMED.

VOTE411 is committed to continuing to provide voters with “one-stop-shop" nonpartisan information for both general and state-specific elections.

**www.vote411.org**

Brought to you by the League of Women Voters Education Fund

VOTE 411

Be informed. Vote informed.
YOUR VOTE MATTERS
VOTE 411
ELECTION INFORMATION YOU NEED

VOTE 411
ELECTION INFORMATION YOU NEED
Be informed.
Vote informed.
VOTER REGISTRATION INFORMATION
BE READY TO MAKE YOUR MARK
Pre-register at 16 & NOW!
VOTER REGISTRATION

ELECTION
INFORMATION
YOU NEED

ELECTION
INFORMATION
YOU NEED

# Voter Fact Sheet to be inserted into utility bills by partnering with the Greencastle mayor's office

## ★ VOTE ★
## Putnam County 2020
### Countdown to the Election

***Are you Registered to Vote?***

- **Register to vote:** in the Voter Registration Office, second floor, Putnam County Courthouse; call 765-655-1538, or online: https://indianavoters.in.gov/ until **Oct. 5, 2020**.
- **Confirm your voter registration:** https://indianavoters.in.gov/

***Ways you can vote:***

- **Absentee voting by mail**; request a ballot online: www.in.gov/sos/elections/ Email: voterregistration.putnam@airhop.com or call 765-655-1538 request must be received by **October 22, 2020.** Confirm the status of your absentee ballot: Email: voterregistration.putnam@airhop.com or call 765-655-1538.
- **Absentee, (Early) In Person voting:** On the second floor of the Putnam County Courthouse, Greencastle, Indiana, beginning **October 6, 2020.**
- **Election Day:** Vote at one of eight (8) voting centers in Putnam County on **November 3, 2020**. (See below)

# Voter Fact Sheet

**Saturday, September 19, 2020**

- **DEADLINE** for county election board to mail absentee ballots to voters who have already filed an approved application with Voter Registration Office.

**Monday, October 5, 2020**
***VOTER REGISTRATION ENDS***

**Tuesday, October 6, 2020 - Nov. 2, 2020**

- **First day to cast an Absentee (Early) vote in Person:** second floor, Putnam County Courthouse- **8:00 a.m.**to **4:00 p.m.** Monday through Friday. **8:00 a.m.** to **3:00 p.m.**, Saturday, October 24th and October 31st.

- **A voter must provide a government-issued photo ID before casting a ballot in-person.**

**Thursday, October 22, 2020**

- **DEADLINE**, by 11:59 p.m., for the Voter Registration Office to receive an absentee ballot application from an applicant requesting delivery of a ballot by mail. Applications may be submitted to the Voter Registration Office; second floor, Putnam County Courthouse, in person or by mail, fax or email. (See above)

**Tuesday, November 3, 2020**
***GENERAL ELECTION DAY***

- **Deadline at noon** for the voter registration office to receive absentee-by-mail ballots.

**Polls are open 6:00 a.m. to 6:00 p.m., local time.**

**Voting Centers:**

- Putnam County Courthouse
- Cloverdale American Legion
- Reelsville Fire Department
- Bainbridge Community Building
- Floyd Township Fire Department
- Putnam County Fairgrounds
- Greencastle American Legion
- Wellspring Christian Church

- **A voter must provide a government-issued photo ID before casting a ballot in-person.**

**Tuesday, November 17, 2020**

- **DEADLINE**, by noon, for a candidate to file a verified recount or contest petition.

**Visit https://www.vote411.org/ for important voter information about the candidates.**

GREENCASTLE LWV LEAGUE OF

VOTE 411

# VOTE411 Press Release Template

- Leagues can use this template to inform the media and the public about VOTE411 ahead of elections.
- Write into local newspapers.
- https://www.lwv.org/league-management/talking-points-templates/vote411-press-release-template
  - General Election Template

VOTE 411

ELECTION INFORMATION YOU NEED

# Call into local radio shows

- https://www.lwv.org/league-management/communications/talking-points-templates
- Language and best practices state and local Leagues are encouraged to use for public outreach when working on LWVUS priority issues.

# Myra Abbot – Crawfordsville made small cards that instructed people how to utilize VOTE411