



DIGITAL COMMUNICATIONS AND OUTREACH TOOLKIT

Get Out & Vote campaign for the Latinx/Hispanic Communities in Washington

A toolkit for partners to engage community members about the importance of voting during the general elections.

PREPARED BY:

Washington State Commission on Hispanic Affairs



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INTRODUCTION

Voting is the most effective way to make your voice heard on the issues that matter most to you. Don't like the direction the country is headed in? **Vote**. Don't feel like politicians are listening to you? They will if you **vote**. Want representatives that are from your community, and share your values? It starts with **voting**.

Hispanics/Latinxs are a huge and growing voting bloc, and if we all come out to the polls to flex our power, there's nothing to stop us from having a reflective, inclusive, and accountable government. It all starts with registering to vote. The Washington State Commission on Hispanic affairs continues striving to improve public policy development and the delivery of government services to the Hispanic community. This year is the year of opportunity and of unprecedented challenges. It's the year of coronavirus (COVID-19), Economic Recession, Census 2020, Racial Justice, and it's the year of the Presidential Elections. It is the year of Impact and Change.

As we work on behalf of the well-being of our community, like so many of you, we are also adapting to the current COVID-19 situation so that we can adhere to public health guidelines while fulfilling our mission. We will continue to think of creative ways to support, empower, and elevate the voice of our community. We are ready to adapt and adjust as needed. We strongly recommend the transition to digital and earned media engagement strategies that will allow our organization and partners to continue to train and provide critical information to our community members, stakeholders, and elected and appointed officials.

We would like to give a special thank you to the Pierce County Auditor's Office, this campaign would have not been possible without their support and talent. It is through partnerships and collaborations that we become a stronger and more vibrant community. To all the partners that make use of this tool kit and resources, thank you. Together we can motivate our community to vote.

With gratitude,

The Commission on Hispanic Affairs

VOTING SAFELY DURING THE COVID-19 PANDEMIC

The COVID-19 (coronavirus) pandemic has many people rightly worried about going out to vote in during the elections. But we can't let this situation silence our voices — if anything, this crisis magnifies the need for accountable leadership that is responsive to the needs of our communities.

We want you to participate in the political process *and* stay safe and healthy. Here are ways to do both.

The safest way to vote right now is to vote by mail (also called absentee voting).

- All states offer some form of voting by mail. Many states with upcoming primaries are expanding their vote-by-mail options or automatically mailing all registered voters an absentee ballot during the pandemic. For other states, you may need to request your absentee ballot.
- Arizona, DC, Florida, Georgia, Hawaii, Idaho, Illinois, Iowa, Kansas, Maine, Maryland, Michigan, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, South Dakota, Utah, Vermont, Wisconsin, and Wyoming do not require an excuse to vote by mail. Alabama, Delaware, Indiana, Virginia, and West Virginia are allowing no-excuse vote-by-mail for 2020 primary elections. **That means you can — and should — request your absentee ballot right now >>**
- Arkansas, Connecticut, Kentucky, Louisiana, Massachusetts, Mississippi, Missouri, Rhode Island, South Carolina, Tennessee, and Texas do require an excuse to vote absentee. However, many states include illness, disability, childcare, caregiving for a relative, or school or work commitments as excuses. **If you fit into any of the allowable excuse categories, we recommend you request your absentee ballot >>**
- Colorado, Hawaii, Oregon, Utah, and Washington have universal mail-voting. Every registered voter receives a ballot in the mail. You do not have to request an absentee ballot in those states. California will automatically mail every registered voter a ballot for the Nov. 3, 2020 general election.
- Alaska, Wyoming, and Nevada are voting entirely by mail for the 2020 primary. We expect other states will follow, we will keep this space updated.

If you can't vote by mail, try to vote early.

- Early voting allows you cast your vote in person when there are fewer crowds and lines. Many states have some period of early voting (sometimes called in-person absentee voting).
- You do not need an excuse to vote early, you only need to go to an early voting location when it is open to cast your ballot.
- Even if you avoid crowds, you should follow COVID-19 hygienic procedures including washing your hands before and after voting, wiping down any voting equipment you use before and after you use it, and maintaining a six-foot distance from poll-workers and other voters.
- **See if your state offers early voting, and when those dates are >>**

If you vote on Election Day, follow COVID-19 hygienic procedures.

- Try to vote at a time of day when your precinct is less likely to be crowded. This is often early morning or mid-afternoon.
- Maintain a six-foot distance from other voters and poll workers, including if you're waiting in line to vote.

- Wash your hands for 20 seconds before and after voting. Use an alcohol-based hand-sanitizer if you can't wash your hands right away.
- Avoid touching your face with unwashed hands.
- Wipe down any polling equipment you use before and after you use it with anti-bacterial wipes.
- Some polling places will offer curbside voting, where you can vote from your car. Call your county election administrator ahead of time to see if they offer curbside voting.

KNOW YOUR VOTING RIGHTS

You have rights as a voter! People who want to silence your vote and your voice may try to violate these rights — that's why it's important you know what your rights are as a voter.

- If you are in line when the polls close, they must let you vote. This is law so don't leave before you cast your ballot.
- If you are at your polling place and they say you are not on the list, it is your right to request a provisional ballot. It is then the job of your state election officials to figure out what went wrong at your polling place and if your vote was actually counted or not. This will not only ensure that your vote is counted but that your rights are not being encroached upon.
- It is against federal law to use intimidation to pressure someone into not voting. If you are being harassed, you can report it to the election protection hotline by calling 1-866-OUR-VOTE or 1-888-VE-Y-VOTA.

In addition to knowing your rights, it's a good idea to familiarize yourself with common voter suppression tactics. Remember — if our votes didn't matter, they wouldn't be trying so hard to silence us.

- Purging people from the rolls happens when states "unregister" voters who haven't voted in a few years. If you haven't voted in more than two years, check your registration status. You may need to re-register if you have been removed from the rolls.
- Voter ID laws, which require voters to present certain form of ID before they can vote, are one of the oldest forms of voter suppression in the US. The laws are designed to keep low income people and people of color from voting. Some people don't have the resources to get one of the approved forms of ID in a timely manner or pay for one at all. This is an unnecessary deterrent that does much more harm than good. This is truly solving a nonexistent problem because as numerous studies have found voter fraud only occurs between 0.0003 percent and 0.0025 percent votes cast. You have a better chance of being struck by lightning than seeing someone impersonate another voter!
- Early voting is a great way to get more people to the polls by giving them more options to vote than just on election day. Early voting is particularly popular with people who work more than one job, work hourly shift work, are in school, or have childcare needs. Some states try to restrict early voting as a way of keeping these people from voting.

MESSAGING AND FACTS

Why vote?

- **Vote for your future.** Worried about climate change? Thinking about how you'll pay off your student loans? Hoping you'll have health insurance when you need it? Vote for leaders that are committed to solving these problems for you and for future generations.
- **Vote for your community.** Latinx communities tend to face particularly challenging issues: racial profiling by law enforcement, gentrification and housing affordability, unsafe workplaces, segregated public schools, immigration raids. These issues will only be addressed equitably when Latinx voices are at the table. That means turning out to vote, and supporting candidates that understand the community and the issues we all face.
- **Vote for those who can't.** Most of us know someone whose immigration status doesn't allow them to vote. But they still deserve a voice in our government. If you are eligible to vote, vote for those who can't but need leaders who care about them.
- **Because if you don't, others will.** Maybe you're not that into politics but guess what? Your boss is. Your landlord is. Your insurance company is. And every day they're using political power to keep your pay low, raise your rent, and deny you coverage. When you don't vote, decisions will get made that affect you, but you won't have a say.

Washington's Eligible Voter Latinx/Hispanic Population Washington Facts

Total Population
7,536,000

Eligible to vote
5,359,000

Latinx Population
970,000 or 12.9%

Eligible to vote
411,000

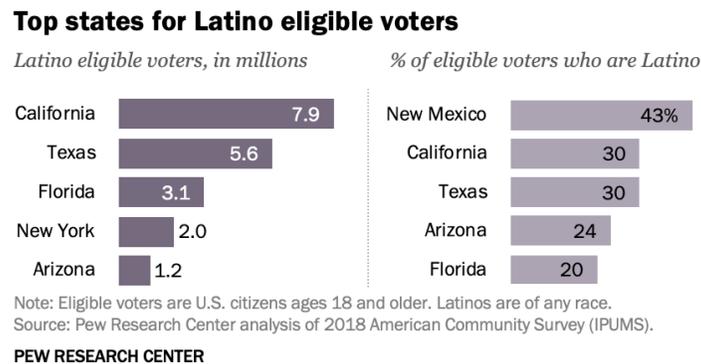
Eligible voter Latinx share
7.7%

- The Hispanic population in Washington is the 12th largest in the nation. About 858,000 Hispanics reside in Washington, 1.6% of all Hispanics in the United States.
- Washington's population is 12% Hispanic, the 15th largest Hispanic statewide population share nationally.
- There are 334,000 Hispanic eligible voters in Washington—the 12th largest Hispanic statewide eligible voter population nationally. California ranks first with 6.9 million.
- Some 7% of Washington eligible voters are Hispanic, the 17th largest Hispanic statewide eligible voter share nationally. New Mexico ranks first with 40%.
- Some 39% of Hispanics in Washington are eligible to vote, ranking Washington 35th nationwide in the share of the Hispanic population that is eligible to vote. By contrast, 80% of the state's white population is eligible to vote.

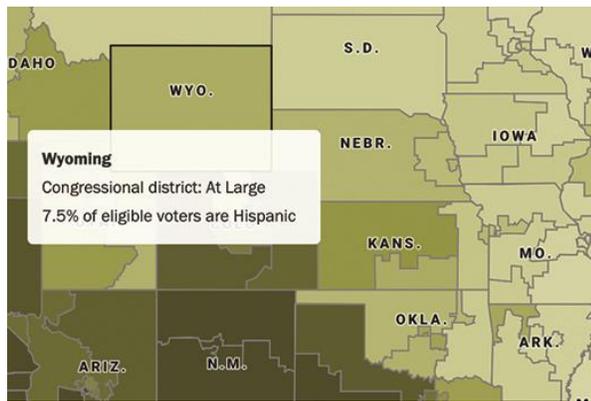
National facts

- Latinxs are expected for the first time to be the nation's largest racial or ethnic minority in a U.S. presidential election, with a record 32 million projected to be eligible to vote.

- Latinxs/Hispanics will account for 13.3% of all eligible voters.
- The number of Latinx/Hispanic eligible voters is still far below the 60 million Latinxs/Hispanics that live in the country.



- Two-in-three Latinxs eligible voters live in just five states. California alone holds roughly a quarter of the nation’s Latinx electorate, with 7.9 million Latinx eligible voters. Texas is second with 5.6 million, followed by Florida (3.1 million), New York (2.0 million) and Arizona (1.2 million).
- Latinxs make up the highest share of eligible voters in New Mexico (43%). The other top states are California (30%), Texas (30%), Arizona (24%) and Florida (20%).
- Texas’ 20th Congressional District is home to 359,000 Latinx eligible voters, the highest number of any congressional district in the country. Texas’ 16th, 34th and 23rd districts, and Florida’s 26th District, round out the top five, each with at least 321,000 Latinx eligible voters.

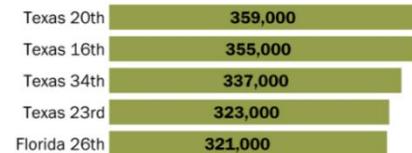


Texas congressional districts have some of the nation's largest Hispanic populations

Congressional districts with the largest number of Hispanic eligible voters



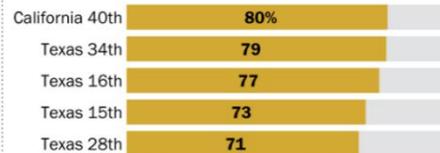
Number of eligible voters who are Hispanic



Congressional districts with largest Hispanic shares among eligible voters



Share of eligible voters who are Hispanic



Note: Eligible voters are U.S. citizens ages 18 and older. Latinos are of any race.
Source: Pew Research Center analysis of 2018 American Community Survey (IPUMS).

PEW RESEARCH CENTER

Explore the data

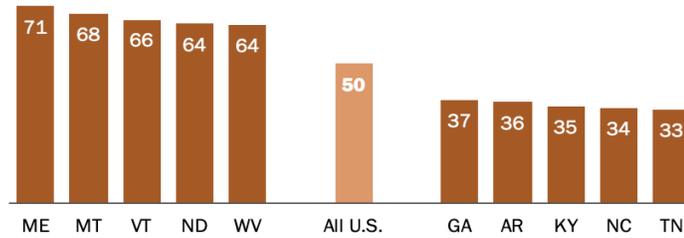
Explore [interactive maps and tables](#) showing key characteristics of Latinx voters and overall eligible voter population in all 50 states and the District of Columbia, as well as in 414 of the nation's 435 congressional districts.

- California's 40th District has the nation's highest share (80%) of Latinx among its eligible voter population. Texas is home to the next four highest districts, where at least seven-in-ten eligible voters in each are Latinx: the 34th District (79%), 16th District (77%), 15th District (73%) and the 28th District (71%).
- In 26 congressional districts, Latinxs represent at least half of all eligible voters. Most are in California (11 districts) and Texas (eight districts). Florida (25th, 26th and 27th districts), Arizona (3rd and 7th districts), New York (15th District) and Illinois (4th District) also are home to congressional districts that meet this threshold.
- Only about half of the nation's 60 million Hispanics are *eligible* to vote – the smallest share of any racial or ethnic group. While the Hispanic population has grown rapidly in recent decades, many are not

eligible voters. More than other racial or ethnic groups, many [Hispanics are young](#) (18.6 million are under 18 years old) or non-citizen adults (11.3 million, more than half of whom are unauthorized immigrants).

Only half of U.S. Latinos are eligible to vote

% of eligible voters among Latinos, by states with highest and lowest shares



Note: Eligible voters are U.S. citizens ages 18 and older. Latinos are of any race.

Source: Pew Research Center analysis of 2018 American Community Survey (IPUMS).

PEW RESEARCH CENTER

- The share of the Hispanic population that is eligible to vote varies greatly by state. About 71% of Maine’s Hispanic population is eligible to vote, as is 68% of Montana’s, the highest shares in the country. Among states with the [largest Hispanic populations](#), about half or more of Hispanics are eligible to vote in Florida (56%), California (51%) and Texas (50%). The two states with the lowest shares of eligible voters among their Hispanic populations are North Carolina (34%) and Tennessee (33%).

COMMUNICATIONS ACCOUNTS

We encourage all partners to use the Get Out & Vote campaign hashtags – **#salyvotawa** and **#votolatinxwa** – across their social media accounts.

The Commission will track tweets and Instagram posts using the **#salyvotawa** hashtag. Please remember to keep all posts nonpartisan and positive as we work to educate the Latinx community about the importance of self-response during this critical time.

A selection of sample social media posts and graphics that partners can utilize to engage community members during the COVID-19 situation is available in the resources section of this toolkit.

WEBSITE

<https://www.cha.wa.gov/2020-elections-get-out-vote-campaign>

Partners and organizations can access an array of tools and resources in English and Spanish, including fact sheets, timely updates, and communications and promotional materials.

FACEBOOK

@hispaniaffairswa

<https://www.facebook.com/HispanicAffairsWA>

The Commission's Facebook page engages users by making them aware of timely news, including developments around COVID-19. Make sure to promote this page, ask your supporters to join, and share your Facebook Live events.

INSTAGRAM

@salyvotaWA

<https://www.instagram.com/SalyVotaWA/>

The Commission will share graphics and photos of people, organizations, and elected and appointed officials who participate in our voter registration outreach digital campaign using the **#salyvotawa** hashtag in their Instagram posts.

TAKE ACTION

Social Media

With much of our outreach work shifting to the online and digital space, our presence on social media platforms is critical. We need your help in spreading the word about the importance of registering to vote and voting in the upcoming November elections.

You can take action by posting or tweeting about how community members can participate in the upcoming elections but registering online, by mail or in person don't forget to use the **#salyvotawa** hashtag and one of our COVID-19-focused graphics.

We have included sample social media post language and graphics for your use in the partner resources section of this document.

Post Message Ideas

Voter Registration

- Your vote matters. That's why it's important you're registered! Register to vote online in less than 5-minutes at VoteWa.gov. Thanks for being a proud Washington State Latinx Voter! **#salyvotawa**
- Registering to vote is easy! Head to VoteWa.gov now to register online. Need assistance? Call 253-798-VOTE (8683)
- Hey Pierce County! We want you to vote. You can register to vote online in less than five minutes. Hurry over to VoteWa.gov and register to vote online today. **#salyvotawa**

November 3 General Elections

- Don't delay! You can mark and return your ballot as soon as you receive it in the mail. You can return your ballot for free using USPS mail or a ballot drop box. Visit votewa.gov to learn more or find a drop box near you.
- Get out and vote - NO EXCEPTIONS. Set a reminder on your calendar so you don't forget to return your ballot. **#salyvotawa**
- Have questions or need assistance for the November 3, 2020 General Election? Visit votewa.org for more information.
- Hey Latinxs in Washington! We want you to vote. You can register to vote online in less than five minutes. Don't delay if you want to vote in the November 3, General Election. The deadline for online voter registration or mail-in is October 26, 2020. Hurry over to VoteWa.gov and register to vote online today. **#salyvotawa**

Update Your Voter Registration

- It's important to verify that your voter registration profile is up-to-date. Login to VoteWa.gov and double-check your registration status, address and contact information. Thanks for being a proud Latinx Voter! **#salyvotawa**

Community Outreach

During this time of uncertainty, it is vital to reassure the community-at-large that our organizations stand ready to continue our work to ensure every eligible Latinx voter is registered to vote and votes during the upcoming general elections in November.

By sending an e-blast (sample language included in partner resources) to partners and stakeholders about the importance of voting amid the COVID-19 situation, you can do your part to educate community members about the various options they have to register to vote.

Participating in the elections is our right and the most powerful way to impact the future of this country.

Online and Telephonic Events

Like most organizations across the country, we have shifted our work in the field from in-person convening to digital and telephonic engagement strategies. Now, more than ever, we know how important it is to continue to provide timely information to our networks and trainings to our partners, stakeholders, and elected and appointed officials.

Engage Local Media

If you or a partner organization has a good relationship with local press in your community, especially Spanish-language radio and television, you can reach out to let them know that you are available to serve as a resource for timely and accurate information regarding voter registration amid the COVID-19 situation.

During this time, our primary goal is to encourage the Latinx community to register to vote, inform themselves of the power their vote has and be prepared to vote in November. By providing information regarding how households can register to vote now, you can help ensure that press in your area are reporting factual information and educating the community about the importance of voter registration. Additionally, you can also ask that television and radio stations record in-kind public service announcements (PSAs) that encourage the community to get out and vote by registering online, by mail or in person.

Sample Social Media Post #1



Do your part to prevent the spread of #COVID19! Wash your hands for at least 20 seconds.

Your vote matters. That's why it's important you're registered! Register to vote online in less than 5-minutes at VoteWa.gov. Thanks for being a proud Washington State Latinx Voter! ✓

3 ways to register:

Online 
Votewa.gov

In person at your local county auditor's office 

Or by mail, or paper form. 
#salyvotawa



Haga su parte para evitar la propagación de #COVID19! Lávese las manos durante 20 segundos. ?

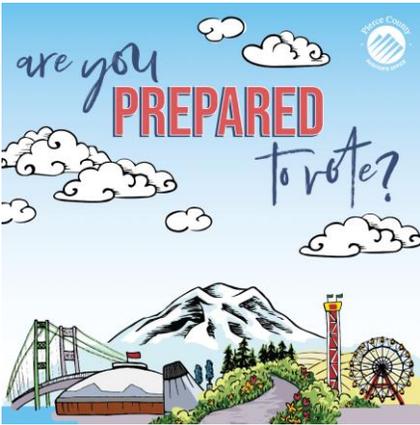
Su voto importa. Es importante que esté registrado para votar. Regístrese para votar en línea en menos de 5 minutos en VoteWa.gov. ¡Gracias por ser un orgulloso votante latinx del estado de Washington!

3 formas de registrarse:

- ✓ Por internet 
 - Votewa.gov
- ✓ En persona en la oficina del auditor de su condado local 
- ✓ por correo.  #salyvotawa

Además, no se olvide de responder al censo.

Sample Social Media Post #2



Now that you're staying home practicing social distancing, why update your registration? ✓

3 ways to register:

Online 
Votewa.gov

In person at your local county auditor's office 

Or by mail, or paper form 
#salyvotawa



Ahora que estás en casa practicando el distanciamiento social,
¿Por qué no actualizar su registro? ✓

3 formas de registrarse:

- ✓ Por internet 
 - Votewa.gov
- ✓ En persona en la oficina del auditor de su condado local 
- ✓ por correo  #salyvotawa

Además, no se olvide de responder al censo. ✓

Sample Social Media Post #3



Hey Latinxs in Washington!

We want you to vote. You can register to vote online in less than five minutes. Don't delay if you want to vote in the November 3, General Election. The deadline for online voter registration or mail-in is October 26, 2020. Hurry over to VoteWa.gov and register to vote online today. #salyvotawa 👁️ and fill out #Census2020! ✅

3 ways to register:

Online 🖥️
Votewa.gov

In person at your local county auditor's office 🧑

Or by mail, or paper form ✉️
#salyvotawa



¡Hola Latinxs en Washington!

Regístrasen para votar en línea en menos de cinco minutos. No se demoren si quieren votar en las Elecciones Generales del 3 de noviembre. La fecha límite para el registro de votantes en línea o el envío por correo es el 26 de octubre de 2020. Visite VoteWa.gov y regístrasen para votar en línea hoy.

3 formas de registrarse:

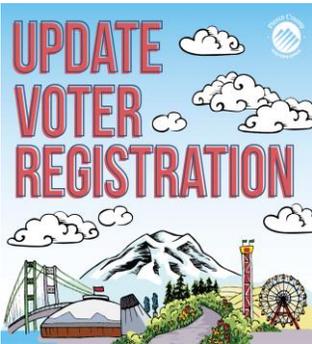
- ✓ Por internet 🖥️
 - Votewa.gov
- ✓ En persona en la oficina del auditor de su condado local 🧑
- ✓ por correo ✉️ #salyvotawa

👁️ no se olvide de responder al censo.

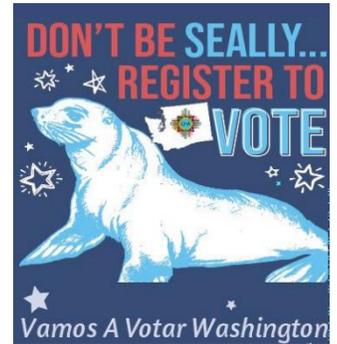
Additional Graphics

Below you will find links to graphics in both English and Spanish that can be used for outreach purposes.

OPTION 1 - Update Registration



OPTION 2 – Don't Delay



OPTION 3 – Youth Votes



OPTION 4 – Abuelito Votes



Option 5 – Latinxs Vote



OPTION 6 – Mail it in



