BallotReady
SuperVoter
2020 Toolkit
What is a Super Voter?

Are you the person friends and family turn to for help with an upcoming election? Then you’re ready to be a Super Voter with BallotReady!

Super Voters have the potential to reach into their community and foster conversations around voting. Each member of your community should feel empowered to vote informed. Conversations around voting don’t have to be difficult, and being a Super Voter is your chance to demystify the process.

Super Voters go above and beyond in their use of BallotReady in 3 ways:

1. Talking about BallotReady with their networks
2. Sharing information about how BallotReady helps voters on Social Media
3. Choosing candidates and sharing an annotated ballot
Let’s Get Started!

Part 1: Talking about BallotReady

The first part of being a SuperVoter is to talk to friends, family members, and colleagues about the voting process.

Voting can be intimidating! There are over 95,000 candidates running for office in 2020 alone. Plenty of folks are talking about who is running for President, but local races matter too. We want you to show people who easy it is to vote all the way to the bottom of the ballot when they use BallotReady to get informed.

Talking about BallotReady could mean actively engaging others by showing them how to use the free voter guide, asking them how they plan to vote, or who they excited to vote for.

It can be as simple as talking about BalllotReady when the election inevitably comes up in conversation. If you’re feeling extra talkative, consider....
Hosting a BallotParty

Want to take the conversation even further?

Become a BallotParty Host.

This can range from a get together or group call to share our voter guide with friends, family, or colleagues. BallotParties turn preparing to vote into a fun and engaging event!

We’ll provide the tools and resources you need to make sure your attendees get informed about their individual ballots. All you need to do is get ready to host and facilitate!

https://about.ballotready.org/ballot-parties
Share! Vote! Repeat!

Part 2: Social Media Content

Because you’re a Super Voter, you have friends, family members, and followers who are ready to see your voting process from start to finish.

Creating informational social media content is a great place to start. By using your platform to talk about voting informed, you can inspire others to follow you on this journey and start a voting journey of their own.
Master Social Media

Here are ways you can create personalized content for your social media pages, to help engage your followers in this discussion:

- Share your Research Process.
  - Show your followers how you use BallotReady to find your personalized ballot.
  - Show off how you use the BallotReady Make-a-Plan to Vote tool to find your polling location or mail-in ballot drop-off point.
- Share information about the candidates
  - Take and post screenshots of
- Share your voting day routine.
  - Voting person? Show off when and where you go!
  - If voting by mail, show your #voteremote process.
  - Is there a special bagel place you stop by on the way to the polls?
- Share your Election Day swag!
  - How do you style your “I Voted” sticker or bracelet?
  - Do you have an election day outfit to show off?
  - Check out the BallotReady Shop too!
- Repost and share @BallotReady to your story and page.
Be Great, Create!

Here are just a few ideas for how to engage with Social Media followers to encourage voting and spur conversation about the upcoming election.

Ask Questions! Whether it’s in the caption to you posts, a tweet, or with the “Questions” feature on Instagram stories, asking questions is a great way to engage your audience. Post responses and comment back!

Take a Poll or Create a Voting Quiz. These are fun ways to engage and understand your audience. Tailor your response and future posts based on what you learn.

Create fill-in templates to share in your stories and posts. Followers can copy and share these. Use the ones we’ve prepared, or be creative with your own. Consider how you might use stickers, emojis, or drawings to dial up the fun!
Enhance Your Posts

Take your posts to the next level with election related hashtags to bring additional viewers to your posts:

#ballotready
#supervoter
#voteinformed
#election2020

BallotReady has also prepared a number of gif stickers for SuperVoters to use in Instagram and Snapchat stories. Just search for “ballotready” or “supervoter” when you search for a gif using Giphy.
Free to Use Graphics

- Ballot Party
- I Voted with BallotReady
- You're Invited to Ballot Party
- Vote by Mail
- I Am a SuperVoter
- VoteInformed with BallotReady
- #VoteInformed with BallotReady
Copy My Homework?

Part 3: Sharing Your Ballot

Are you often asked who you’re planning to vote for? After you’ve found your ballot with BallotReady.org, you can share who your choices. The shareable ballot makes it clear which candidate you’ve chosen and gives room for you to add in your reasoning.

The Shareable Ballot can also lead to conversations with friends and family that break down the traditional barriers around talking about politics. The Shareable Ballot is your opportunity to showcase your commitment to voting informed with BallotReady!
Sharing Your Ballot

Step One: Navigate to BallotReady.org. Enter your address and click “Let’s get started.”

Every candidate and referendum, explained.

In 2020, in addition to the presidential election, there are over 95,000 positions on the ballot.

Ballot information is now live for elections in Alabama, Alaska, Arizona, Connecticut, Florida and 11 more.

45057 Brunswick Dr, Canton, MI
45057 Brunswick Dr, Canton, Michigan, USA

powered by Google
Step Two: For some elections, like a primary, choose your party or nonpartisan.

One more thing...

The upcoming election is a primary, meaning you will be asked to vote for a candidate to advance to the general election.

By choosing your party, we can personalize your ballot to show the candidates you will see when you vote.

What if I want to view a different ballot?
You can always change the ballot you are viewing within the voter guide.

Choose your ballot

- Republican
- Democratic

Your next election is Michigan Primary Election on August 4, 2020.

Don't want to vote a party ballot? Choose the nonpartisan ballot to view nonpartisan offices and measures unaffiliated with a party.

- Nonpartisan
Step Three: Compare candidates based on their stances, issues, biography, and endorsements and save your choices as you go.
Sharing Your Ballot

Step Four: Click the green or grey “Share Ballot” on the screen. Either will do.

Step Five: Leave a comment under each candidate you chose. Also, be sure to “turn on sharing.”
Sharing Your Ballot

Step Six: At the top of the screen, select which social media platform you’d like to share your ballot with.
Step Seven: Post that ballot!

Then, encourage your friends to use BallotReady so they can vote informed on every race and referendum!
Follow and Tag BallotReady!

Thanks for being a SuperVoter!

Follow us on Social Media and tag us when you post! We’ll share out posts that we love from SuperVoters like you!

Instagram: @ballotready
Twitter: @BallotReady
Facebook: Ballot Ready
Snapchat: @BallotReady

Questions?
Contact our Team