

2021 ELECTIONS

*Using your influence
to make an impact.*

WE CANNOT THANK YOU ENOUGH for everything you did to encourage record-breaking voter participation in 2020. We know there are no big federal elections this year (and that you may be tired after last year!) but we wanted to remind you that there are still LOTS of local and statewide elections this Fall. Turnout in local elections is usually devastatingly low -- even though these races have a huge impact on people's daily lives.

We hope you will consider spreading the word about the 2021 elections and encourage voters to: figure out whether there is a local election they should vote in and when it is; register to vote, request a ballot, find their polling place; or work the polls. As nonpartisan civic engagement experts, we know it's hard to know what you can do to help the most people -- and who to partner with to do it. We've created this guide to share the most important things you can do to help voters make their voices heard in 2021.

WITH GRATITUDE,

– Ashley Spillane, Co-Author of the Harvard Ash Center Case Study *Civic Responsibility: The Power of Companies to Increase Voter Turnout*

01 Find Your Local Election

The Need

Make sure people know when their local elections are taking place.

The Timing

Anytime before November.

Why It Matters

There are crucial local and statewide elections being held across the country this year, but the timing and deadlines vary greatly by location and can be confusing to follow.

What You Can Do

Follow these nonpartisan accounts and share content about upcoming elections:

 @iamavoter  @CivicAlliance

02 Promote Voter Registration

The Need

Make sure voters are registered at their current addresses before deadlines.

The Timing

September 28 - National Voter Registration Day

Why It Matters

Millions of eligible voters are still unregistered because of a crucial information gap: they don't know they need to register, don't know the deadlines, or find the process confusing. Voters may need to register or update their registration for reasons such as moving to a new address, turning 18, becoming a citizen, or changing their names, but many are unaware of this need and miss deadlines in their states that prevent them from voting.

What You Can Do

- Share online registration tool link: www.nationalvoterregistrationday.org
- Model good behavior and update your own voter registration
- Share that it takes 2 minutes or less to register
- Remind people they have to be registered at their current address

Social Media

#NationalVoterRegistrationDay #VoteReady

 @natlvoterregday  @NatVoterRegDay

Graphics can be downloaded [here](#).

03 Get 866-OUR-VOTE on Everyone's Speed Dial

The Need

Help voters get answers to questions about voting and report problems.

The Timing

September 28, October 23, November 1-2

Why It Matters

Voting legislation has seen major state and federal action in 2021, causing election rules to change in real time across the country. Voters will have questions; we need to make sure they know who to call or text for answers.

What You Can Do

- Share the voter hotline website: <https://ourvoteline.org>
- Include the 866-OUR-VOTE phone number in all election-related posts
- Share that it's normal to have questions about voting and any questions you've had

Social Media

#866OurVote  @866ourvote  @866OurVote

Graphics can be downloaded [here](#).

04 Share Early Voting Options

The Need

Make sure voters know they have options to vote safely, securely, and at their convenience.

The Timing

October 23 - Vote Early Day

Why It Matters

The ability to vote early — either by mail or in person — is crucial for voters who want to protect their health and shorten lines at polling locations. The rules vary state- to-state, but voters will begin early voting as soon as the last week of September.

What You Can Do

- Share early voting rules look-up tool: www.voteearlyday.org/how-to
- Share polling place look-up tool: www.gettothepolls.org
- Model good behavior and vote early — request an absentee ballot

Social Media

#VoteEarlyDay  @voteearlyday  @VoteEarlyDay

Graphics can be downloaded [here](#).

05 Thank Your Election Day Heroes

The Need

Celebrate the election administration teams, poll workers, and others around the country who help ensure voters can cast their ballots securely and successfully.

The Timing

November 1 - Election Hero Day

Why It Matters

Election workers have worked tirelessly to overcome unprecedented challenges amidst a global pandemic, shifting rules, and attacks on election integrity. Join business leaders, elected officials, nonprofits, and people from around the country in celebrating these heroes of our democracy and thanking them for their hard work.

What You Can Do

Post on social media, thanking election heroes in your community for powering our democracy.

Social Media

#ThankYouElectionHeroes

 @electionheroday  @electionheroday

Graphics can be downloaded [here](#).

06 Support Voters Stuck in Long Lines

The Need

Feed hungry people at crowded polling locations to encourage them to stay and make their voices heard.

The Timing

November 2 - VA and NJ statewide Election Day, in addition to a number of local elections. *Please note: Pizza to the Polls delivers food to local elections year-round, so you can post anytime for an election!*

Why It Matters

We saw voters wait in line for hours to vote in some districts in 2020. To encourage voters to stay at crowded polling places, send food their way!

What You Can Do

- Donate a few pizza deliveries at polls.pizza/donate
- Encourage followers to report long lines to Pizza to the Polls at polls.pizza

Social Media

#PizzaToThePolls

 @PizzaToThePolls  @pizzatothepolls

Graphics can be downloaded [here](#).

Messaging That Works



Stress that it doesn't take long.

You can register to vote online in 2 minutes or less!



Apply some social pressure.

There are no off years in democracy! Don't miss out on making your voice heard in local elections that will directly affect your community. Don't forget: no one will know who you voted for, but it is public record whether or not you vote.



Recommend making a plan.

Research shows that people who make a plan to vote are more likely to do so. Think it through specifically: When will you vote? How will you get there? Are you going with anyone else?



Empathize with feeling overwhelmed.

It's ok to feel like you don't know enough – especially about local elections. Take a few minutes to look up your local elections, where to vote, and who is on the ballot.



The people we elect work for us.

Voting is our way of holding them accountable. We are literally deciding whether to re-hire or fire our representatives.

Additional Ways to Get Involved

While social media is an effective way to engage with voters right now, we should note that there are other ways to get involved – both virtually and in-person. Webinars, town halls, and in-person activations at polling locations are just a few examples of innovative ways to make a difference.

To learn more, visit civicresponsibility.org.

If you need help developing a more in-depth engagement strategy, or want to be connected to grassroots groups in key states, we are happy to assist: hello@civicresponsibility.org

Partner Organizations

We created a (noncomprehensive) list of organizations you can partner with to execute your 2021 voter engagement effectively, below. We are happy to provide further information on any organizations of interest, or make introductions where necessary.

[BallotReady](#)

[Civic Alliance](#)

[Democracy Is Good for Business](#)

[Election Hero Day](#)

[Get To the Polls](#)

[How to Vote](#)

[I Am A Voter.](#)

[Influence Change](#)

[More Than A Vote](#)

[National Voter Education Week](#)

[National Voter Registration Day](#)

[Pizza to the Polls](#)

[Power the Polls](#)

[Time To Vote](#)

[TurboVote](#)

[Vote America](#)

[Vote Early Day](#)

[The Voting Information Project](#)

[When We All Vote](#)

[866-OUR-VOTE](#)