

## External Client Emails

An email from leadership, such as an Executive Director, board member, or CEO sends an important message to staff, volunteers and clients about how much your nonprofit values voting and civic participation. It encourages individuals to make their voice heard and provides helpful election information.

### Content

Typical content will include a short reason why voting is important and information that helps people vote such as a reminder of your “time to vote” policy or information about casting your ballot on or in advance of Election Day. For a one-stop-shop resource on information around voting and the Jefferson Votes initiative head [here](#) or check out our toolkit of more resources.

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### Sample #1 Provide a Reminder to Register to Vote and Vote

#### Timing: One month prior to the election

**Subject Line:** Register to Vote for the Upcoming Election

Dear Friends of [Organization Name],

We at [Organization Name] are asking members of our network who are eligible to [register to vote](#). If you’ve already registered, now is a great time to check that your voter registration is up to date at your current address.

As a staff, we have a goal of 100% of eligible staff registered to vote by the week of [insert date], and we are asking you to join us in our efforts in order to increase the voter engagement of [insert community].

Join us in our efforts to get [your community] on the map and in elected officials’ ears through the power of voting. The last day to register is 15 days before the election, [insert date], and the election is [insert date]. See you at the polls!

Sincerely,

[Insert Name of Sender]

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### Sample #2 Provide a Reminder to Vote and Helpful Voting Information

#### Timing: A couple days before the election

**Subject Line:** Make Your Voice Heard Tuesday, November [X] – helpful voting information

Dear Friends of [Organization Name],

As you are likely aware, there is an important election Tuesday, November [X] for [insert offices and ballot measure].

We depend on elected officials to support our communities and the issues important to us [insert one or two]. We encourage you to cast your ballot. Polls are open [insert time]. If you need help finding your poll, check with the [Pennsylvania State Board of Elections](#).

If you want to vote by a [mail-in ballot](#), request a mail ballot from the Pennsylvania State Board of elections at least 15 days before the election, [insert date].

Thanks again for your service to [our nonprofit/local community] and for being a voter! Should you have any questions, contact – [insert name and email of someone on staff- who can help folks navigate voting concerns].

Signed,

[Insert Name of Sender]

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Source: [Nonprofit VOTE](#), [Community Votes](#) and [Jefferson Votes](#)