



JEFFERSON VOTES

TOOLKIT

View this toolkit and additional resources online at:
<https://jeffersoncollaborative.org/our-resources/jefferson-votes/>



JEFFERSON VOTES TOOLKIT



TABLE OF CONTENTS

	PAGE
Introduction of Jefferson Votes	2
The Jefferson Votes Initiative	2
Voter Engagement Champions	2
Purpose of Toolkit	3
Jefferson Votes Partners	4
Election FAQs.....	4
Jefferson Votes: Voter Engagement Resources	5
Educational Opportunities & Election Guide	5
Reminders to Vote & Pledge Cards.....	6
Poster Samples.....	6
Sample Emails and Letters	7
Social Media Graphics	7
Additional Voter Engagement Resources	9
Voter Engagement Educational Materials	9
Voter Registration Materials	9
Poster, Social Media, and Sticker Samples	10
Election Security & Data	13
Voter Misinformation	13



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INTRODUCTION

What is the Jefferson Votes Initiative?

The objective of the Jefferson Votes initiative is to inspire Jefferson area residents to participate in the election process, leveraging local organizations as trusted community resources to:

1. Strengthen Collaborative organizations in the Jefferson community to increase voter registration and participation.
2. The Jefferson community is confident, comfortable, and informed about the process of voting.
3. Regional interest and enthusiasm in civic engagement rises and continues.

Who are Voter Engagement Champions?

Nonprofit organizations serve as trusted resources for community members to strengthen their voice through voter engagement. The Jefferson Collaborative is excited to provide targeted, nonpartisan resources and training around voter engagement as part of the Jefferson Votes initiative. Voter Engagement Champions are key partners within the Jefferson Votes initiative. These organizations have agreed to participate in nonpartisan voter engagement efforts through a multitude of activities including voter engagement trainings, material distribution, communications, and event hosting. If your organization is interested in becoming a Voter Engagement Champion, please fill out the Jefferson Votes: Voter Engagement Champion Form pictured below and located at <https://jeffersoncollaborative.org/our-resources/jefferson-votes/voter-engagement-toolkit/>.

Jefferson Votes: Voter Engagement Opportunities

1) About Your Interest in Jefferson Votes

Regional organizations serve as trusted partners for the community coalition to strengthen their non-partisan voter engagement. The Jefferson Collaborative is excited to provide targeted, nonpartisan resources and training around voter engagement as part of the Jefferson Votes initiative. These organizations have agreed to participate in nonpartisan voter engagement efforts through a multitude of activities including voter engagement trainings, material distribution, communications, and event hosting. If your organization is interested in becoming a Voter Engagement Champion, please fill out the Jefferson Votes: Voter Engagement Champion Form pictured below and located at <https://jeffersoncollaborative.org/our-resources/jefferson-votes/voter-engagement-toolkit/>.

Complete this form to indicate your interest and return to the Community Engagement Manager at Jefferson Regional Foundation, Empty Years at jefferson@jeffersoncollaborative.org

Name: _____
Title: _____
Organization: _____
Email: _____
Phone: _____

I am interested in the following opportunities:

☐ Attending training sessions for more information about voter engagement opportunities

☐ Having this form with bulletin board posted in my organization to encourage voter engagement

☐ Having voter engagement materials for my organization and social media

☐ Distributing and offering (helping with) voter registration drive(s)

☐ Agreeing to a print piece from your organization for the Jefferson Votes Campaign

☐ Agreeing to a Voter Engagement Champion (complete the below)

2) Sign Up: Voter Engagement Champion

Is your organization ready to take the next step in your voter engagement efforts? Because a Voter Engagement Champion is filling in this section of the form and returning to Community Engagement Manager, Empty Years at jefferson@jeffersoncollaborative.org. Your organization can provide your or multiple ways to encourage voter engagement and become a Champion. We need all of these before we will be able to share more information and ways to engage throughout the coming months and months. Jefferson Votes will also share about and model!

Organization: _____
Representative(s) Name: _____
Representative(s) Email: _____
Representative(s) Phone: _____

What is the purpose of this toolkit?

The [Jefferson Votes](#) Toolkit is one piece of the nonpartisan initiative created by the Jefferson Regional Foundation and the 100+ member strong Jefferson Community Collaborative. The Jefferson Collaborative is excited to provide targeted, nonpartisan resources and training for nonprofit organizations in the Jefferson area. Within this Toolkit, you will find ready-to-use materials specifically created for the Jefferson Votes initiative to help organizations with voter engagement efforts. Included are also from voter engagement resources from Nonprofit VOTE, National Voter Registration Day and the Pennsylvania Department of State.

The Jefferson Votes initiative is supported by the following partners:

Jefferson Regional Foundation

Jefferson Regional Foundation has provided nearly \$20 million in grant awards to around 120 different community organizations in the area since it was funded in March 2013 as part of the affiliation agreement for Jefferson Hospital to become part of the Allegheny Health Network. The Foundation is dedicated to grantmaking in the South Hills and Mon Valley areas of Pittsburgh to address the social determinants of health. It operates three major grant cycles a year and also distributes minigrants, all of which focus on the following priorities:

- Health and Wellness
- Diversity, Equity and Inclusion
- Workforce and Economic Opportunity
- Civic Engagement and Policy Work
- Early Childhood and Youth Development
- Capacity Building

The Foundation also hosts an annual conference called the Jefferson Forum, staffs the 100+ member Jefferson Community Collaborative and a series of community conversations called Around the Table South. The Foundation values its role as a convener and shares local data and information including Community Snapshots and reports. For more information visit www.jeffersonrf.org or call 412-990-7111.

The Jefferson Community Collaborative

Hosted and staffed by the Jefferson Regional Foundation, the Jefferson Community Collaborative a network of community-serving organizations who are committed to working together to improve community life in Pittsburgh's South Hills and lower Mon Valley. The Collaborative has become a membership of 100+ community-based organizations and an incubator for powerful ideas, a tool for capacity building, and a facilitator of group action on broad community aspirations. In addition to holding five member meetings each year, the Jefferson Community Collaborative hosts monthly action teams, and houses an online resource guide called the Jefferson Community Directory.

- Mission: To bring together change-makers to positively impact the health & vitality of communities south of Pittsburgh.
- Vision: To create agile, healthy, and sustainable communities for diverse populations throughout the Jefferson region.

For more information visit www.jeffersoncollaborative.org or call 412-990-7115.

The Voter Engagement Task Force

The Voter Engagement Task Force was originally formed from the participants of the Jefferson Community Collaborative's Civic and Policy Engagement Action Team. The team set the vision, objectives, and goals for the Jefferson Votes Initiative. Some of the key elements that this group worked on included the Jefferson Votes website, Jefferson Votes Toolkit, and planning around our educational workshop series. Thank you to all the members of the Voter Engagement Task Force for their time and insights.

Election FAQs

Who can vote in PA?

1

- 1) Individuals who have been citizens for at least 1 month
- 2) Individuals 18 years or older who have been a resident of PA and the district at least 30 days prior to the election
- 3) Some individuals with a criminal status or history may qualify to vote. Refer to vote.pa.gov for more information on these criteria.

2

Register to vote! Voter registration takes 5 minutes and can be done online at vote.pa.gov, in person at the Allegheny County election offices or through the mail.

3

Know your candidate. Visit the candidate's website for their political positions. Campaign [finance information](#) and [past voting records](#) are available to the public.

4

Voting is secure and easy. There are several safeguards to making voting accessible and secure: new voting systems, post-election audits, layered set of protections, strategic data sharing, collaboration and communication, ongoing training.

November 8, 2022 is the General Election

- Polls are open **7 A.M. – 8 P.M.**, and if you are in line at **8 P.M.** you can vote
- Last day to register to vote: **October 24, 2022**
- Last day to request a mail-in or absentee ballot: **November 1, 2022**

For more information, refer to the [Jefferson Votes website](#) or any of the following resources:

- Vote.pa.gov
- Congress.gov
- Bolderadvocacy.org
- Nonprofitvote.org
- Ballotpedia.org
- Vote411.org
- Ballotready.org

Jefferson Votes: Voter Engagement Resources

There are many ways that you and your organization can participate in voter engagement within your community. Incorporate voter education in your organization's programming, events, and communications. Be sure to keep voter resources on-site at your organization. Below are Jefferson Votes resources that have been developed to use in conjunction with your voter engagement efforts. These resources are all available to download at <https://jeffersoncollaborative.org/our-resources/jefferson-votes/>.

1. **Share valuable voting tips with the Jefferson Votes Election Guide:** The Election Guide is perfect to share as a handout at your organization or during a specific event or program. The guide can also easily attach to an email or other communications around voting. It is a great resource for information around polling locations, researching candidates, and the role of elected officials. The Jefferson Votes Election Guide is available to download at <https://jeffersoncollaborative.org/our-resources/jefferson-votes/voter-engagement-toolkit/>. Please also encourage individuals to visit our webpage for additional information about the voting process in Pennsylvania.



2. **Voter Pledge Cards work as effective reminders!** Voter pledge cards are an effective way to remind voters in your community to vote and increase voter turnout on election day. Constituents take physical copies of the Voter Pledge card to place on their mirror or refrigerator – anywhere that they look often to remind them to vote and the reasons that voting is important. This is a great resource to have available at a desk or share during in person events or programming. This pledge card is available to download at <https://jeffersoncollaborative.org/our-resources/jefferson-votes/voter-engagement-toolkit/>.



3. **Communicate the importance of voting with Jefferson Votes Posters:** Putting up physical posters is a great way to remind individuals to vote. This simple act serves as a reminder for individuals to vote and serves as an indicator that your organization values voting as a civic duty. A community that votes is a healthy community. Print and hang these posters up on-site or provide copies for your constituents to take and use for their own purposes. Like the Election Guide and Voter Pledge, this is a great resource to share during in person events or programming for your organization. Keep these materials on-site at your organizations or as an add-in to your daily programming or special events. These posters can also be shared on your social media and website. These templates are available to download at <https://jeffersoncollaborative.org/our-resources/jefferson-votes/voter-engagement-toolkit/>.



4. **Promote the value your organization places on voting with sample emails to staff and constituents:** As trusted community resources, sharing information about registering to vote and voting with your staff, volunteers, and constituents relays the importance your organization places on this civic duty. Download two sample emails for both internal staff/volunteer communications and external communications with community members. These templates are available to download at <https://jeffersoncollaborative.org/our-resources/jefferson-votes/voter-engagement-toolkit/>.

Internal Staff Email

As 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 voting 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.

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 Colleagues,

We at [Organization Name] are asking all our staff and volunteers who are eligible to [register to vote](#). If you're already registered, now is a great time to check that your voter registration is up to date at your current address.

Nonprofit organizations and their staff serve as trusted resources for community members to strengthen their voice through voter engagement. As the staff and volunteers of our organization, we have a goal of 100% of eligible staff registered to vote by the week of [insert date].

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]

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 Colleagues,

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

We depend on elected officials to support our issues, services, and funding. It makes a difference if we can say our staff and community are voting.

External Client Email

As 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 voting 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.

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're 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 to make 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]

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 office and ballot measure].




We depend on elected officials to support our community 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](#).

5. **Promote Voting on Social Media with Jefferson Votes sample content:** Social media is a powerful tool to engage and share messaging with a large audience. Take a look at these Jefferson Votes social media graphics and content for easy sharing or as inspiration for your own graphics and messaging! These graphics are available to download at <https://jeffersoncollaborative.org/our-resources/jefferson-votes/voter-engagement-toolkit/>.

Facebook Content

	
<p>Learn more about your voting options here → https://jeffersoncollaborative.org/our-resources/jefferson-votes/ and be sure to register by October 24 to vote in the November General Election!</p>	<p>What's important to you this election season? Learn more about your voting options here → https://jeffersoncollaborative.org/our-resources/jefferson-votes/. You can register to vote in less than 5 minutes or sign up to receive a mail-in ballot at vote.pa.gov.</p>

Instagram Content

	
<p>Do you have a question about ballot measures or where to vote? Learn more about your voting options here → https://jeffersoncollaborative.org/our-resources/jefferson-votes/ and don't forget to register to vote by October 24th!</p>	<p>Everyone has a different reason for voting. What's yours? Share your reason for voting below and don't forget to vote on election day, November 8th! Learn more about your voting options here → https://jeffersoncollaborative.org/our-resources/jefferson-votes/.</p>
	<p>Registering to vote takes 5 minutes online! Be prepared this election season. Learn more about your voting options here → https://jeffersoncollaborative.org/our-resources/jefferson-votes/. Register by October 24th to vote in the November 8th election.</p>

Twitter Content

	
<p>The 2022 General Election is on November 8th. Learn more about your voting options here → https://jeffersoncollaborative.org/our-resources/jefferson-votes/.</p>	<p>What's on the ballot? Where should you vote? Learn more about your voting options here → https://jeffersoncollaborative.org/our-resources/jefferson-votes/.</p>

Sample Web Banners



Additional Voter Engagement Resources

Voter Engagement Educational Materials

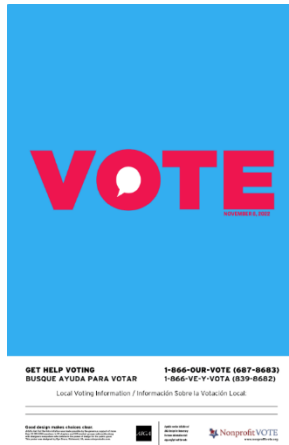
- Webinar: [Making a Voter Engagement Plan in 2022](#) (PowerPoint & Video – Nonprofit VOTE)
- Webinar: [Staying Nonpartisan Guidelines for 501c3 Voter Engagement Activities](#) (PowerPoint and Video – Nonprofit VOTE)
- Guide: [Working with Candidates on a Nonpartisan Basis](#) (PDF – Nonprofit VOTE)
- Guide: [Hosting a Candidate Forum: A Step-by-Step Nonprofit's Guide to Planning, Publicizing and Hosting a Candidate Forum](#) (PDF – Nonprofit VOTE)
- Blog: [What Nonprofit Staff Can Say About Local Elections](#) (Blog – Nonprofit VOTE)
- Checklist: [Permissible Election Activities Checklist](#) (PDF – Nonprofit VOTE)
- Webpage: [Accessibility Voting](#) (Webpage – Pennsylvania Department of State)

Voter Registration Materials

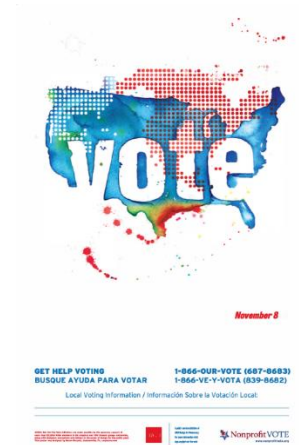
- Checklist: [Voter Registration Checklist and Tips for Active Tabling](#) (PDF – Nonprofit VOTE)
- Guide: [Conducting a Voter Registration Drive in Pennsylvania](#) (PDF – National Voter Registration Day)
- Guide: [Get Out the Vote Phone & Text Banking Directions & Scripts](#) (PDF – Nonprofit VOTE)
- Guide: [Nonprofits and Ballot Measures](#) (PDF – Nonprofit VOTE)

Poster, Social Media, & Sticker Samples

- Posters: [Printable 2022 Election Posters](#) (PDFs – Nonprofit VOTE)



[Download Poster 1](#)



[Download Poster 2](#)



[Download Poster 3](#)



[Download Poster 4](#)

- Guide: [Using social media to Promote Voting](#) (PDF – Nonprofit VOTE)
- Stickers: [Nonprofit Sample Stickers](#) (Word Document & PDFs – Nonprofit VOTE)



Download [English](#) Translation



Download [Spanish](#) Translation



Download [English](#) Translation



Download [Spanish](#) Translation

- Graphics: [Sharable Graphics, Memes, Gifs, etc.](#) (Misc. - National Voter Education Week)
 - *Some of the following examples are shared below to download, but the webpage includes many more options.



[Download Graphic 1](#)



[Download Graphic 2](#)



[Download Graphic 3](#)



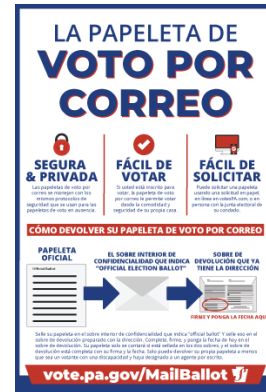
[Download Graphic \(Set\) 3](#)



- Toolkit: [Ready to Vote Toolkit](#) (Misc. - Pennsylvania Department of State)
 - *Some of the following examples are shared below to download, but the webpage includes many more options.
 - Posters & Flyers
 - Web Banners
 - Newsletter Content
 - Social Media Posts
 - Videos



Download [English](#) Poster (PDF)



Download [Spanish](#) Poster (PDF)



Download [English](#) Web Banner (PNG)



Download [Spanish](#) Web Banner (PNG)



Download [English](#) Graphic (PNG)



Download [Spanish](#) Graphic (PNG)



[Download English Video: Mail-In Voting in PA](#)



[Download Spanish Video](#)

Election Security & Data

- Webpage: [PA Department of State Election Security Information](#) (Webpage – PA DOS)
- Webpage: [US Cybersecurity & Infrastructure Security Agency](#) (Webpage – CISA)

Misinformation

- Webinar: [Nonprofits, Nonpartisan & Misinformation - What Nonprofits Can \(and Should\) Say about the Election](#) (Video – Nonprofit VOTE)
- Guide: [Guide to Responding to Misinformation](#) (Webpage & PDF – Ideas42)