

Social Media Content Examples: USPS Representative Images for Nov 2022 and Feb 2023 Elections



Email Script Writing Example:

Subject: Civic Education and Engagement Opportunity for ASB clubs!

Hi [Insert Preferred First Name],

I'm Emma White, Snohomish County Elections Division's new Outreach Specialist. One of my main responsibilities is increasing community civic awareness and elections education among our high school students (our soon-to-be eligible voters!)

This February 14th is a local special election and the students at [Insert High School Name] are geographically among the group of current and future voters to be impacted by this election.

Because of this, **we'd like to invite members of interested ASB clubs and even sports teams to become civically engaged on a personal level!** Attached to this email is a pdf of two related invitations:

- The first is a non-partisan invitation to take a group field trip to tour our elections processing facility during an election week.
- The second is a non-partisan invitation for the ASB clubs to run their own elections pre-registration drive during 2023

Would you be willing to share these invitations with the individual ASB faculty in charge of supervising each club?

It would be awesome if each advisor could introduce these civic engagement opportunities to the clubs and teams. Doing so would give students the unique option to choose to

- learn about how their voices matter in elections
- see local elections up close and in action
- and actively participate in their own civic education through teaching others how to pre-register

All of the above can positively impact how they view and participate in local government and community long term.

If you have any questions for me (or requirements I'd need to meet before such information is distributed) please reach out and let me know! I'm here to work with the public, listen to needs and concerns, and do what I can to best educate and empower all voters in Snohomish County, including our youth, on behalf of the Elections Division.

I hope to hear back soon from you.

Thank you so much!

Invitational Flyer Example

Service Project Opportunity: Run a Voter Pre-Registration Drive!

#WeLoveOurFutureVoters

Snohomish County Elections Division is reaching out to you, our high school ASB sports teams and club members, to **invite you to run a voter pre-registration drive at your school in 2023!**

Every young US citizen in WA State between the ages of 16-17 is eligible to pre-register to vote prior to turning 18.

Research shows that **one of the most impactful strategies that influences a person to be a repeat election participant is for their peers to simply ask them to register to vote.**

Please consider hosting a voter pre-registration drive during

- a lunch period
- an upcoming sports home game
- other school events

Your unique community reach and social influence as leaders in your school is critical for empowering your peers to make a measurable difference in future local government policy decisions!

Our Elections Outreach Specialist Emma White is ready to support you by providing resources, visiting your team or club to teach you how to successfully run a drive, and answering all your questions about the elections process and being a #futurevoter!

Reach out using the contact info below to learn more about participating in this leadership and service opportunity!

Contact Information:

emma.white@snoco.org
425.262.2047



Snohomish County Elections
A Division of the Auditor's Office

Project Proposal Writing Excerpts:

DEVELOPING AN LATINX OUTREACH CAMPAIGN TO LAUNCH IN 2024

BACKGROUND:

Spanish speakers and Latino identifying citizens are our second largest demographic in Snohomish County, WA. Even so, they are vastly underrepresented in the numbers of voter registration and elections participation.

PROPOSED ACTIONS:

In preparation for the 2024 presidential election year, during 2023 we should preemptively:

- Determine a campaign theme, develop materials, draft a release calendar, budget with coordination with the Auditor Communications Officer.
- Be writing copy, workshopping messages, translating copy into Spanish
- Develop a Spanish web landing page that connects with a QR code on our distributed outreach materials
- Be connecting with local Latino leadership and community representatives to gain insights, support, and volunteers for materials development and refinement
- Prep press releases for print, web, and radio
- Schedule an interview or two with news stations about it
- Prepare Latino/Spanish geared registration drive kits for community volunteer distribution
- Coordinate an official launch to implement all of the above once 2024 rolls around.

WHY:

By promoting civic participation through educational and instructional materials in Spanish, as well as intentionally seeking out relationships within the latino community to establish motivational and mobilizing dialogue, it is our hope that we can increase transparency and accessibility of our elections process.

PROS:

- Networking in the Latino community will establish a trustworthy relationship that we can build upon in the future to energize the Latino vote.
- This campaign can serve as a blueprint for future campaigns with different languages and identities
- Latino community members previously spoken to are excited to hear that the Elections Department wants to include them and values them. Our actions will encourage the belief that Latinos belong in Snohomish County and that their influence matters to our communities and government.
- Applicable to all ages and distributable in all communicating mediums
- There are plenty of free guides, materials, tutorials, and media kits we can use for inspiration during the development process

CONS:

- This will require a lot of time, effort, manpower, and budget to plan
- Community relationships still need to be established
- Our Language Access Plan and chosen translation vendors haven't yet been decided upon.

PROGRESS IN Q4 2022:

- A diverse list of media outlets has been collected for contacting news writers about: future press releases, interviews, and articles to be shared with Spanish-speakers and latinx community members
- Met with Sam Samano on 12/14 to discuss networking with many local Latino leadership in Snohomish County. Through Sam's contacts being introduced in 2023, hopefully Latino industry leaders in education, social work, business, non-profits, and city governments will become resources for engaging our Latino communities. In January 2023, Sam also will be introducing our Outreach specialist to the Marysville Latino business committee.
- Started attending the Latino Leadership Network zoom meetings in December 2022. It has already been beneficial for networking and community promotion of the SnoCo Elections department outreach priorities to local and state Latino gamechangers, such as Samano.

SCHOOL VISITS SPECIFICALLY TO WORK WITH TEENS WITH SPECIAL NEEDS AND LEARNING ABILITIES

BACKGROUND:

During the November 2022 General Election, Cheryl Burkhead, a local paraeducator with the Arlington School district and resident of Stanwood, proposed the idea of having in person visits with high school special education and transitioning education classrooms to personally lead students through the processes and importance of registering to vote, how to fill out ballots, and how to successfully cast their ballots.

PROPOSED ACTIONS:

- Connect with a local school district or individual high school(suggestion: Arlington or Stanwood) to discuss possibility of piloting a special education future voter engagement program.
- Work alongside district/school educators and para-staff to workshop a flexible presentation/activity/lesson that is appropriate for the accessibility needs of their particular students.
- Schedule a day for in-person visit of Elections Outreach Specialist to class(es) to work through the elections lesson and process tutorial at the student's pacing.
- Post-lesson, have a round-table discussion (or survey) with school staff about their perspective on what worked, what didn't, what suggestions they may have for future attempts.

WHY:

We'd accommodate civic learning needs of our future voters with disability accessibility needs. Oftentimes, youth with accessibility needs are disenfranchised due to limited efforts to support them being independent with their civil participation. We can step up and be a prominent force for

overcoming this systemic barrier and provide the encouragement, resources, and knowledge students receiving specialized education need to be fully integrated into elections participation.

PROS:

- We'd be providing civic learning opportunities to a student demographic that is largely ignored by civil discourse yet is significantly impacted by policy.

CONS:

- This will be a time intensive labor of love, with lots of intercommunication with educators, para-educators, parents, and elections staff to ensure that scheduling, staffing, and lesson materials and presentation are flexible enough to meet individualized student needs.

PROGRESS MADE IN Q4 2022:

- As of 12/27/22, secondary outreach through email has been made to Cheryl Burkhead asking to have a meeting in early 2023 to discuss ideas.

Writing and Graphic Design Example: Draft of a SnoCo. themed Informational Brochure



IMPORTANT DATES

Special Election
on **2/14/2023**

Special Election
on **4/25/2023**

Primary Election
on **8/1/2023**

General Election
on **11/7/2023**

Ballots due back
before 8pm on an
election day.



Phone

+425-388-3444



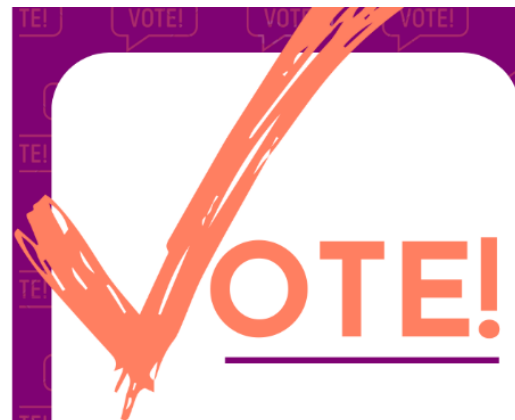
Mail

elections@snoco.org



Address

3000 Rockefeller Ave M/S
505 Everett, WA 98201



**YOUR GUIDE TO
VOTING IN
SNOHOMISH
COUNTY
ELECTIONS**

2023 edition



Snohomish County Elections
A Division of the Auditor's Office

MAIL-IN AND EARLY VOTING ELECTIONS

We've run elections with a mail-in ballot system since 2006! Time has proven that this is the most secure, accessible, and convenient way for our voters to both register and vote.

VOTING ACCESSIBILITY

Everyone can **vote from home with our mail-in ballot system!** This is especially important for voters with mobility concerns and disabilities because of the increased autonomy to privately and independently vote.

We also maintain accessible voting sites to provide accommodative technology when a voter may need specialized aid to receive, read, and mark their ballot.

The locations of sites can vary by election. Contact us to learn about which location is closest to you!

SECURITY

As soon as you mail in your ballot or put it in an approved drop box, we keep a **detailed chain-of-custody record** to ensure we always know where a ballot is and which government employees have handled it at any given point in time.

CONVENIENCE

You have the flexibility to **cast your ballot early!** Mail it in or drop it off in an official drop box **up to two weeks before an election day!**

REGISTERING TO VOTE: ONLINE OR IN PERSON?

Up to 8 days before an election, you can register as a voter online at www.VoteWA.gov! You also always have the option to register in person at our county office or a temporary Accessible Voter Registration Site.

● WHO QUALIFIES?

Everyone who's a US Citizen, a WA resident, 18 or older, and not currently serving a felony sentence, has the right to vote. 16-17 year olds can pre-register to vote and will automatically become a voter upon turning 18.

● BEING A SNOCO VOTER!

Once registered, we will send you ballots for all Federal, State, and County elections as well as applicable local elections. Make sure to **keep your residential and mailing addresses up to date in VoteWA.gov!**

● WHY VOTE?

We the people are served best (represented more accurately) when we make clear to our government what we and our community actually need. We guide the direction of change through individual and collective voting!