
Vote 2016 Outreach Resources

Vote 2016 provides nonpartisan voter resources to engage and inform employees, customers, members and other audiences. The program's goals are to promote mnvotes.org as an online resource, help eligible Minnesotans register and vote, and make Minnesota the nation's leader in voter turnout.

EMPLOYEE COMMUNICATIONS

Customize brief [emails](#) to encourage Minnesota employees to register and vote. Timing: Sept. 27; Nov. 1.

NATIONAL VOTER REGISTRATION DAY, SEPTEMBER 27

Organizations, celebrities, civic groups and others will promote nonpartisan voter registration across the nation on this day — an ideal time for companies to promote registration nationally on social media and their website to employees, customers and general public.

- **September 27, National Voter Registration Day**

What's that sound? It's voters all across the country registering on National Voter Registration Day! [Check your registration status and register](#) in your state. bit.ly/1TRKaRj

WEBSITE



Drive your website visitors to online voter registration and education information by posting this 400 x 296 online cube ad on your website. Link the ad to mnvotes.org. Right click on image and select 'save as' to download.

PRINT AND ONLINE RESOURCES

Share voter guides by printing copies, ordering a quantity, and posting on social media, email and websites.

- [Vote 2016 Window Cling](#)
Promote voter registration on doors/windows at businesses and retail locations. [View and order a quantity](#) for your locations.
- [Voter 2016 Overview Card](#)
Highlights key election dates, eligibility requirements and voter tools at mnvotes.org. [View and order a quantity](#).
- [Voter Factsheets](#)
One-page guides answer the most-asked voter questions. [View and order a quantity](#).

SOCIAL MEDIA

Customize and brand these postings for your social media platforms and website to encourage voter participation among Minnesota employees, customers and other audiences. Customize postings and links for a platform as needed. On Twitter, use #mnvotes as a hashtag for the following posts; use additional hashtags as desired.

- **September 23, Absentee Ballots Are Available**
Save time on Election Day—vote early by mail or in person. bit.ly/1t1uiF8 #mnvotes
- **October 11, One Week to Voter Pre-Registration Deadline**
Save time on Election Day by registering to vote in advance at mnvotes.org. Deadline is Oct. 18! bit.ly/1Zjsodu #mnvotes
- **November 1, One Week to Election Day**
You can register to vote at your polling place on Election Day. Find your polling place and see what you'll need to register. bit.ly/1t6jk1L #mnvotes

GRAPHICS

Copy and paste the graphics below to support postings on websites and social media.



VIDEOS

Share the following short, animated videos by social media, email and websites.

- ["Vote Early, Vote Absentee!"](#) (1 minute 30 seconds) or at bit.ly/1RRCfS3
Overview of voting early by mail or in person. A resource for those who want to save time on Election Day. Timing: Sept. 19.
- ["It's Election Year, Minnesota!"](#) (2 minutes) or at bit.ly/1UjTtZO
Overview of Minnesota's voting process for first-time voters and new residents. Timing: Oct. 3.
- ["Let's Get Ready to Vote!"](#) (30 seconds) or at bit.ly/1X1fOBw
Overview of voter tools at mnvotes.org. A resource for the last weeks before Election Day. Timing: Oct. 25.

If you have questions about these resources,
contact Dennis Smith, Office of the Minnesota Secretary of State, at dennis.smith@state.mn.us or (651) 201-1356.