



MEMBER TOOLKIT



MASSACHUSETTS
SENIOR CARE
ASSOCIATION



VOTE 2022 Campaign: Voter Registration Drives in Long Term Care Facilities

July 2022

Dear Mass Senior Care Member,

Massachusetts Senior Care Association is pleased to launch the **Vote 2022** campaign to ensure the long term care community has the opportunity to vote in the upcoming elections. At the November 8, 2022 Election, Massachusetts voters will elect a new Governor, Lt. Governor, Attorney General, constitutional officers, members of Congress and local elected officials.

Many of our residents have participated in elections throughout their lives and view voting as an important civic obligation. **Ensuring that long term care residents can exercise their constitutional right to vote is of utmost importance.** According to the [CMS QSO-21-02-NH](#), Nursing homes should have a plan to ensure residents can exercise their right to vote, whether in-person, by mail, absentee, or other authorized process.

In addition, under CMS Requirements of Participation, §483.10(b) Exercise of Rights. The resident has the right to exercise his or her rights as a resident of the facility and as a citizen or resident of the United States. §483.10(b)(1) The facility must ensure that the resident can exercise his or her rights without interference, coercion, discrimination, or reprisal from the facility. §483.10(b)(2) The resident has the right to be free of interference, coercion, discrimination, and reprisal from the facility in exercising his or her rights and to be supported by the facility in the exercise of his or her rights as required under this subpart.

To assist your facility in Vote 2022, please review the Vote 2022 Member Toolkit and Mass Senior Care staff is available to help with voter registration and completing absentee ballot applications for residents and staff. **In order for Mass Senior Care to best support voter registration efforts at your facility, please complete this [Participation Form](#) by 7/15.** We will be scheduling voter registration drives in long term care facilities in the Summer, so your timely response is greatly appreciated.

If you have questions or need additional information, please contact Will Schena at wschena@maseniorcare.org or 781-693-8238. Thank you for your participation!

Sincerely,

Tara M. Gregorio
President

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Questions?

If you have any questions or need help, please contact **Will Schena** at Mass Senior Care Association.

Email: wschena@maseniorcare.org

Telephone: 781-693-8238

Tips for Getting Out the Vote

Coordinating a Voter Registration Drive at your facility is the most effective way to register residents and/or staff to vote and ensure they have the opportunity to participate in the upcoming 2022 Elections.

Coordinate a Successful Voter Registration Drive

- Coordinating a voter registration drive at your facility is the most effective way to register residents and/or staff to vote. First, choose a date, time and location.
- Promote your voter registration drive event by downloading the [Voter Registration Drive Event Poster](#) (PDF Fillable Form). Distribute the poster to residents and staff and hang the poster in high-traffic areas of the facility.
- Prepare for the voter registration drive for residents by [checking voter registration status](#), creating a list of residents who will need room visits, and having certain personal information readily available such as last 4 digits of their SSN and last address s/he was registered to vote at.
- If you need a list of residents who are registered to vote at your facility's address, contact the [local town/city elections office](#) to help you.
- On the day of the voter registration drive, set up an area with tables, pens, clipboards and a laptop or tablet.
- For long-term residents who are a new voter or have moved to your facility but registered to vote elsewhere, a *Mail-In Voter Registration Form* and *Absentee Ballot Application* would need to be completed. Mass Senior Care staff is available to assist by visiting your facility. Return the completed forms to the local town/city elections office.
- If you need additional forms, contact Mass Senior Care. We are working with the Secretary of State's Election Division to ensure you have an ample supply.
- For staff who have a Massachusetts RMV issued ID or driver's license, s/he can [register to vote online](#).
- In 2022, Vote-by-Mail applications will be mailed in July and September to every voter who hasn't already requested a mail-in ballot for the fall elections. These applications will be pre-addressed to your local election office and postage pre-paid.

Invite Candidates to Your Facility

- After the voter registration drive, invite the candidates to tour the facility and meet residents and staff. It's a great opportunity to learn more about the candidate and for the candidate to better understand vital long term care services. A template invitation letter for candidates is available on Page 7 to help you make this request.

Media and Community Outreach

- Share photos and information about the Candidate's Forum or visit with Mass Senior Care and local press. A template press release is available on Page 8.

Voter Registration Drive Poster

Promote your voter registration drive event by downloading the [Voter Registration Drive Event Poster](#) (PDF Fillable Form). Distribute the poster to residents and staff and hang the poster in high-traffic areas of the facility.



The poster features a patriotic design with a blue border containing white stars and a red border with white stripes. At the top center is a circular logo with the word "VOTE" in white and "2022" below it, set against a background of stars and stripes. The main text is centered and reads: "VOTER REGISTRATION DRIVE" in bold black, followed by "STAFF, RESIDENTS, AND FAMILY MEMBERS ARE WELCOMED!" in blue. Below this are three fields for event details: "DATE:", "TIME:", and "LOCATION:", each followed by a horizontal line. A red rectangular box contains the text "MAKE YOUR VOTE COUNT THIS ELECTION!" in white. At the bottom, a paragraph of text provides additional information about the event.

VOTE 2022

VOTER REGISTRATION DRIVE
STAFF, RESIDENTS, AND FAMILY MEMBERS ARE WELCOMED!

DATE: _____

TIME: _____

LOCATION: _____

MAKE YOUR VOTE COUNT THIS ELECTION!

If you are not registered or have recently changed addresses, and would like to vote in the September 6th Primary Election and the November 8th General Election, please join us at our Vote 2022 Registration Drive. If you will be unable to make it to the polls, we will also have Absentee Ballot Applications to help get your vote out.

Important Information for Vote 2022

Vote 2022 Campaign Logo

- [Download Graphic](#)



Registration Deadlines and Election Dates

- State Primaries: Tuesday, September 6, 2022
 - State Primaries Voter Registration Deadline: August 27, 2022
- State Election: Tuesday, November 8, 2022
 - State Election Voter Registration Deadline: October 29, 2022

Voter Resources

The Secretary of State's Elections Division has additional voter resources that may be helpful.

- [Online Voter Registration System](#)
- [Find My Election Information](#)
- [Check Voter Registration Status](#)
- [2022 Primary Candidates](#)
- [Upcoming Elections](#)

Invite Candidates to Your Facility

After the voter registration drive, invite the candidates to tour the facility and meet residents and staff. It's a great opportunity to learn more about the candidate and for the candidate to better understand vital long term care services. A template invite letter for candidates is available to help you make this request.

Sample Letter to Candidates

[PUT ON FACILITY LETTERHEAD]

Dear Candidate,

I am writing to you on behalf of (facility), located in your district. We would like to invite you to tour our facility on (date) to discuss quality nursing facility care.

We would love for you to meet our staff, residents, and families so we can help you understand what we do and the services we provide to members of your community. We greatly appreciate your consideration, and if you would like to schedule a visit contact (contact)

Thank you again for your consideration, and we hope to hear from you soon.

Sincerely,

Media and Community Outreach

Share photos and reach out to Mass Senior Care and your local media outlets to share your Vote 2022 campaign participation. For assistance with media outreach, please contact Will Schena at wschena@maseniorcare.org. A sample press release template is available below to share the news with your community.

Sample Press Release

[PUT ON FACILITY LETTERHEAD]

For Immediate Release

Contact: [Name, Title], [Facility's Name], [Phone Number]

Include Event Photos

[Skilled Nursing & Rehabilitation Facility] hosted [CANDIDATE] for a Candidates' Forum/Tour on [Date]. Staff, residents, and family members had an opportunity to meet [CANDIDATE] to discuss priorities including... and state funding for quality nursing facility care and workers.

With the upcoming state election approaching, [FACILITY] is ensuring every eligible voter has the opportunity to exercise his or her right to vote. The Vote 2022 Campaign is helping residents of long-term care facilities with voter registration, obtaining mail-in ballots, and hosting candidates to meet with individuals who work and live in nursing facilities across the Commonwealth.