

California Governor Recall Election Outreach Toolkit

Plain Language Messaging & Graphics for the Upcoming Election

In this toolkit, you will find content to help you get out the vote ahead of the California Governor Recall Election. Written in plain language, the messaging will help you answer questions like “what questions will be on my ballot?” and “how do I vote?” While most of the messaging is written for social media, **you can pick and choose the content you want for a wide variety of outreach methods.** We also included additional links and resources to help voters find out when and where they can vote, as well as how they can get more information about the candidates.

No outreach would be complete without graphics. That’s why we created a series of images that will help you share crucial information and tips about voting in the Recall Election. And in case you’re doing any in-person outreach, you can download and edit our *Your Vote. Your Voice.* Flyer. Use the links below to jump to each section of the toolkit:

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Created in collaboration with the [League of Women Voters of California Education Fund](#), [Asian Americans Advancing Justice](#), and [NALEO Educational Fund](#) Originally published July 30, 2021.
You can find outreach materials in more languages [here](#).

Social Media Messages

Below you can find sample social media messages designed to answer the listed questions and provide voters with relevant content about the Recall Election. The messages cover a wide range of voting topics that will help you get pertinent information to your followers based on how far away Election Day is and what they need to know to successfully vote in the Recall Election.

How does a Recall Election work?

- There will be two questions on the ballot that every eligible Californian can vote on:
 1. Do you want to recall the governor (remove him from office)?
 2. If the governor is recalled, who do you want to replace him?
- If more than 50% of voters say “no” to the first question, the governor remains in office.
- If more than 50% of voters say “yes” to the first question, the person who gets the most votes on the second question becomes the governor.
- A replacement candidate does NOT need more than 50% of the votes to win, they simply need more votes than any of the other candidates.
- You don’t need to answer both questions! You can answer just the first or second question, or both. It’s your choice.
- No matter how you answer question 1 you can still vote for a replacement candidate.

When is the California Governor Recall Election?

- The 2021 California Governor Recall Election is on Tuesday, September 14, 2021. Make sure you are registered to vote at registertovote.ca.gov
- The 2021 California Governor Recall Election is on Tuesday, September 14, 2021. Vote early! Return your ballot early by mail or by dropping it off, or vote in person: find out where at caearlyvoting.sos.ca.gov
- The 2021 California Governor Recall Election is on Tuesday, September 14, 2021. California voters will decide whether to recall the governor from office, and choose a replacement to be governor if the recall vote is successful.

When is the Voter Registration Deadline? What Do I Do If I Miss It?

- The deadline to register for the 2021 California Governor Recall Election is Monday, August 30, 2021. Register today at registertovote.ca.gov
- The deadline to register for the 2021 California Governor Recall Election is Monday, August 30, 2021. Not sure if you’re registered to vote? Check voterstatus.sos.ca.gov
- Missed the August 30 voter registration deadline? No problem! You can still vote in this election! If you missed the deadline, go to a voting location. You can register and vote on the same day – all the way up through Election Day, Tuesday, September 14.

Can I Vote if I Have a Criminal Conviction?

- In California you may vote as long as you are not *currently* serving a state or federal prison sentence.
- Once you've completed your sentence, your right to vote is automatically reinstated - even if you are on parole or probation. You just have to [register to vote](#).
- Check [here](#) for more detailed information about your right to vote.

Tweet Series

Below are Tweets you can chain together to answer the following questions in detail. To chain Tweets together, simply click the plus sign when typing your first message. That will allow you to add follow up messages without worrying about hitting the character limit. Don't worry about using every single message - you can pick and choose which ones you want to share.

How does a Recall Election work?

1. How does a Recall Election work?
2. The recall ballot will consist of 2 questions:
 - Do you want to recall the governor (remove him from office)?
 - If he is recalled, who will replace him?
3. If more than 50% of voters say "yes" to the first question, the person who gets the most votes on the second question becomes the governor.
4. Did you know that no matter how you answer question 1 you can still vote for a replacement candidate?
5. So how do we know who wins?
6. If the majority (more than 50%) of voters say "no" to the first question, the governor remains in office.
7. If the majority (more than 50%) of voters say "yes" to the first question, the governor is removed from office. The candidate with the highest number of votes will become the new governor.
8. The replacement governor does NOT need more than 50% of the votes to win, they simply need more votes than any of the other candidates.
9. If the recall is successful, the replacement will serve through the end of the current term. Governor Newsom's current term expires on January 2, 2023, and the next regularly scheduled election is on November 8, 2022.
10. Learn more about the candidates for governor on @VotersEdge votersedge.org

How do I vote?

1. All registered voters will get a ballot in the mail about a month before Election Day. You have 3 ways to vote: mail your ballot, drop it off, or vote in person.
2. Mail your ballot back early! You can fill it in and mail it back as soon as you receive it. No stamp? No problem. You do not need a stamp to mail back your ballot.

3. Mark your ballot and seal it inside the envelope provided. Don't forget to sign and date the envelope!
4. Mail your ballot back early because it must be postmarked by Election Day, Tuesday, September 14.
5. Want to drop off your ballot instead? Drop off your ballot at any voting location in your county. Some counties will also offer secure drop off locations. For details and locations check [ca early voting.sos.ca.gov](https://caearlyvoting.sos.ca.gov).
6. Want to vote in person? Find a location near you at findmypollingplace.sos.ca.gov.
7. In certain counties you can vote at any voting location. In other counties you must visit a special assigned voting location. Find out what options are available in your county: caearlyvoting.sos.ca.gov
8. At in-person voting locations you can:
 - Vote in-person.
 - Drop off your completed ballot.
 - Vote with an accessible voting machine.
 - Get help and voting materials in multiple languages.
9. Want to vote early? Some voting locations will be open before Election Day, September 14. Find an early voting location near you at caearlyvoting.sos.ca.gov.

Hashtags, Handles, and Links

Use these hashtags and Twitter handles in order to help voters find reliable information and stay connected with other partners who are getting out the vote.

- #2021CARecall
 - #CAvotes
 - #VeYVota
 - #GOTV
- #VoteSafeCA
 - #VoteCalifornia
 - @VotersEdge
 - @CAVote

The links below will help voters get all of the information they need to vote successfully. From questions about the recall, to how to get and return a ballot, to learning about the candidates, these links cover all of the essentials.

Link	Description
bit.ly/CARecallFAQs	Recall Frequently Asked Questions
voterstatus.sos.ca.gov	Check your voter registration status
registertovote.ca.gov	Register to vote
caearlyvoting.sos.ca.gov	Find drop off locations and voting locations open before Election Day
findmypollingplace.sos.ca.gov	Find your voting location
votersedge.org	Get the facts before you vote with Voter's Edge, the League of Women Voters of California Education Fund and MapLight's unbiased online ballot lookup tool

Social Media Images

You can access the sample images and more in our [social media graphic library](#). They are ready to post on Twitter, Facebook, and Instagram as soon as you download them, or you can edit them to add your logo. These images were created in Canva. If you would like the original design files to edit yourself in Canva, please email elleslie@lwvc.org.

**Download Our Recall Election
Social Media Graphics**

[Click here to access the social media graphic folder.](#)

Accessibility tip: Add *alternative text* or *alt text* to an image to help people with visual impairments access your content. [You can find alt text for all of our graphics here](#). This document also has detailed instructions for adding alt text on various social media platforms.



Flyer: *Your Vote. Your Voice.*

[This printable flyer](#) has all the basics to help you get out the vote ahead of the Recall Election. It covers what questions voters will see on their ballots, how they will receive their ballot, their options to return their ballot, and resources to learn more. The flyer is view only, but you can make a copy and add your organization's branding to help with your outreach.

**Download and Edit Your
Vote. Your Voice.**

[Click here to access the Your Vote. Your Voice. flyer.](#)