

## Campus Sample Outreach Emails

### Email Announcing Your Vote Early Day Celebration - Campuses

*Audience: students, campus leaders, community members*

*Let the public know about your plans to celebrate Vote Early Day! Don't worry if you don't have all the details ironed out yet - this is just to get people to save the date and build excitement for your celebration. As you get closer to Vote Early Day, adapt this email and send it out again to keep your celebration fresh in your audience's minds!*

**Subject line:** Join us in celebrating Vote Early Day!

Dear [Friends/Supporters/etc],

This fall, [Campus/Student Group] is joining thousands of organizations across the country to celebrate Vote Early Day, and we want you to join us! Vote Early Day is a holiday (celebrated on October 29) with concerts, marches, educational events, and more to help voters learn about their options to cast their ballot ahead of Election Day in this year's elections. It is a movement of thousands of partners across the nation - from businesses to nonprofits to campuses - to empower Americans to vote early and make their voices heard.

To celebrate, we will be [insert your activation plans].

**Example:**

*To celebrate, we will gather outside of Kimmel Hall, the campus location for voting early and decorate the sidewalk with chalk art to draw attention to the spot! Afterwards, we'll all head into Kimmel to cast our ballot together.*

**Location:** XXXXX

**Time:** XXXXX

**Date:** October 29

[SIGN-UP LINK]

Voting early ensures that last-minute problems, long lines at the polls, voter disinformation, and confusing election laws can't stop Americans from casting their ballot. Over 220 million

Americans have options to vote ahead of Election Day by mail or in person, and we're excited to be hosting an event to help ensure people in our community have the tools they need to cast their ballot early. Learn more about Vote Early Day and find your options to vote early at [voteearlyday.org](https://voteearlyday.org).

We hope that we can count on you to join us! Sign up to join us by clicking here [\[sign-up link\]](#). We will follow up with more details closer to the day, and in the meantime please don't hesitate to reach out to [\[contact info\]](#) with any questions.

All the best,

[\[Sender Name\]](#)

## Recruiting Partners for Your Activation - Campuses

*Audience: leaders of student groups, nonprofits, businesses, and other organizations who could potentially join your activation*

*As you build your activation, bring in partner organizations from your community to expand your reach. Use this recruitment email to introduce your plans for Vote Early Day and start a dialogue for collaboration.*

**Subject line:** Partner with [Campus/Student Group] to Celebrate Vote Early Day 2024!

Hello [Name],

I'm reaching out to ask [Organization Name] to join [Campus/Student Group] in celebrating Vote Early Day this fall!

Vote Early Day is a civic holiday started by media companies, nonprofits, technology platforms, election administrators, influencers, and businesses to give voters the tools and knowledge they need to cast their ballot early in a fun and engaging way. Through this tentpole day of action, organizations across the country are coming together to help Americans vote early and celebrate our democracy.

Voting early ensures that last-minute problems, long lines at the polls, voter disinformation, and confusing election laws can't stop Americans from casting their ballot. Over 220 million Americans have options to vote ahead of Election Day by mail or in person, and we're excited to be hosting an event to help ensure people in our community have the tools they need to cast their ballot early.

This year, Vote Early Day is scheduled for October 29th, the Tuesday before Halloween. [Campus/Student Group] is joining the movement to celebrate Vote Early Day because [insert your personal reason], and we'd love to have you join us. Our plan is to [insert activation plan]. We think you'd be a great fit by helping out with [best way for them to help].

Celebrating Vote Early Day would give [Organization Name] an opportunity to [how they would benefit from the celebration and contribute to the community].

### Example:

*Celebrating Vote Early Day would give the Chemistry Student Association an opportunity to make chemistry students' voices heard in this election, expand your group's reach on campus, and be part of a nationwide celebration.*

I'll give you a call soon so we can talk more about what our collaboration could look like. In the meantime, please don't hesitate to reach out with any questions.

All the best,

[Insert Name]

## Recruiting Volunteers for Your Activation - Campuses

*Audience: your organization's members, other students, and any other potential volunteers*

*As you build your activation, reach out to volunteers for help—many hands make light work! Direct, personal contact is the best way to recruit volunteers. Use this template to introduce your plans for Vote Early Day and get volunteers to come on board.*

**Subject line:** Volunteer with [Campus/Student Group] to Celebrate Vote Early Day!

Hello [Name],

I'm reaching out because [Campus/Student Group] is celebrating Vote Early Day this fall and we'd love to have your help making it a huge success!

Vote Early Day is a civic holiday celebrated with concerts, educational events, marches, and other fun ways to help voters learn about their options to cast their ballot ahead of Election Day in this year's midterm election. It is a movement of thousands of partners across the nation—from businesses to nonprofits to campuses—to empower Americans to vote early and celebrate our democracy.

To celebrate, we will be [insert your activation plans].

### Example:

*To celebrate, we will gather outside of Kimmel Hall, the campus location for voting early and decorate the sidewalk with chalk art to draw attention to the spot! Afterwards, we'll all head into Kimmel to cast our ballot together.*

**Location:** XXXXX

**Time:** XXXXX

**Date:** October 29

We are asking volunteers to [insert volunteer duties].

### Example:

We are asking volunteers to come to Kimmel half an hour early to set up and help answer voters' questions about how to cast a ballot.

**Would you be willing to help us out?**

[SIGN-UP LINK]

When Americans vote early, they ensure that last-minute problems, long lines at the polls, voter

disinformation, and confusing election laws can't stop them from casting their ballot. Over 220 million Americans are eligible to vote ahead of Election Day, but so many—including members of our community—don't know about their options to do so. By celebrating Vote Early Day, we will ensure our friends and neighbors have the tools they need to vote early and make their voices heard.

We would love to have you join us for this celebration! If you're interested in volunteering, please sign up at [\[sign-up link\]](#). Please don't hesitate to reach out to [\[your contact info\]](#) with any questions.

All the best,

[\[Insert Name\]](#)

## Election Official Outreach - Campuses

*Audience: the staff at your local election office*

*If your activation involves bringing voters to a location for voting early—either at a ballot drop box or an in-person polling place—make sure you reach out to your local election official and let them know about your plans! Use this email template to give your election office an overview of your activation and help them prepare for Vote Early Day.*

*Don't have a site for voting early on campus? Check out [this resource](#) for working with your local election office to fix that!*

**Subject line:** [Campus/Student Group]'s Plans to Celebrate Vote Early Day on October 29

Dear [Name],

[Campus/Student Group] is planning to celebrate Vote Early Day by bringing voters in our community to cast their ballot early at [location]. I wanted to reach out to provide details about our plan, see if there are any concerns we should be aware of, and find out how we can make Vote Early Day as easy for your staff as possible.

**What:** [brief description of your activation, particularly the part that involves casting a ballot or anything else that might involve election officials]

**Who:** [Campus/Student Group] anticipates bringing XXX voters to cast their ballot

**When:** October 29 at [time frame]

**Where:** [location for voting early]

**Why:** Vote Early Day is a holiday celebrated by thousands of partners across the nation to empower Americans to vote early and celebrate the act of casting a ballot. By joining this movement, [Campus/Student Group] will provide voters in our community a fun and concrete reason to cast their ballot early. This will ensure voters have the time to overcome any potential obstacles to casting their ballot and will reduce traffic at the polls for everyone on Election Day.

We appreciate all that you do to make our democracy work. As we finalize the plans for our celebration, please let us know if there is anything we can do to make this a smooth process for your office.

You can reach out to [your contact info] with any questions. Thank you very much for your assistance!

All the best,

[Insert Name]

## October 28 | Logistics Confirmation for Volunteers - Campuses

*Audience: recruited volunteers*

*Make sure that your volunteers are ready for the big day! Follow up with a reminder, and give them any last-minute details about where to meet and what to expect.*

**Subject line:** *Final Reminders for Tomorrow's Vote Early Day Celebration*

Hi [Name],

Thank you for signing up to volunteer with [Campus/Student Group] for Vote Early Day! I'm reaching out to confirm your shift tomorrow at [time (we recommend 30 minutes to an hour before event attendees arrive)]. Here are a few more details:

**Location:** [address]

**Directions:** [include driving/parking directions and where to meet at the venue]

Volunteers will be [brief description of volunteer role and expectations].

### **Example:**

Volunteers will be responsible for helping set up and take down our table. During the event, you'll speak with voters and help them fill out their "make a plan to vote" postcards. Since the event will be outside, we ask that you come dressed for the weather. We'll provide all the materials you'll need when you arrive, and we'll do a brief training to make sure you're comfortable answering voters' questions.

Vote Early Day is a nonpartisan holiday, so we ask that you refrain from wearing any campaign materials or supporting or opposing any candidate while volunteering.

If you have any questions or are unable to make your shift tomorrow, please let us know at [your contact info].

Thank you for volunteering with [Campus/Student Group]! Your support will be key to a successful celebration, and we're grateful for your help empowering voters in our community to vote early.

See you tomorrow!

[Your Name]

## October 28 | Logistics Confirmation for Event Attendees - Campuses

*Audience: people attending your celebration*

*Send your event attendees one final reminder about your celebration! Make sure all the event logistics are easy to access.*

**IMPORTANT:** *If attendees will be casting their ballot as part of your activation, make sure they bring all the materials they will need:*

- *If your celebration is centered around a ballot drop box, remind them to bring their mail ballot with them to the event.*
- *Double check the ID requirements in your state. If necessary, remind them to bring their IDs with them to the polls. Our friends at Vote Riders have compiled a [comprehensive guide](#) for every state that you can send to your guests.*

**Subject line:** *Reminder: Tomorrow's Vote Early Day Celebration*

Hi [Name],

Thank you for signing up to attend [Campus/Student Group]'s Vote Early Day celebration! We're thrilled to have you joining us for our [type of celebration].

[brief event description]

### **Example:**

We'll be gathering outside of Kimmel Hall to decorate the sidewalk around our campus's location for voting early with chalk art. Afterwards, we'll all head into Kimmel to vote together.

### **Event Details:**

**Location:** [venue address]

**Time:** Tomorrow (October 29) at [time]

**Directions:** [include driving/public transportation/parking directions and where to meet at the venue]

**Voter Materials Needed:** [any information relevant for casting a ballot, including a reminder to bring a mail ballot or an ID as needed.]

### **Example:**

Per Wisconsin state law, **make sure to bring a photo ID with you to vote.** You can find a list of acceptable IDs [here](#).

If you have any questions, please don't hesitate to reach out to us at [your contact info]. We look forward to seeing you tomorrow!



All the best,

[Your Name]

## October 29 | Vote Early Day - Campuses

*Audience: general public, newsletter subscribers, your organization's membership*

*This email is intended to be sent out to the general public and doesn't need to be tied to a specific activation or event. Let people know about Vote Early Day and give them the tools they need to cast their ballot ahead of Election Day.*

**Subject line:** Today is Vote Early Day!

Hi [Name],

Today is Vote Early Day! Cast your ballot today and be part of a national movement to celebrate the act of voting early. You can find your options to vote today in person or by mail at [voteearlyday.org](https://voteearlyday.org).

You can continue the celebration by reaching out to your personal network:

- Text three friends and family members and remind them to cast their ballot today and join in on the fun
- Post a selfie with your "I voted" sticker online (don't forget to tag #VoteEarlyDay!) and share why voting matters to you
- Share the Vote Early Day [online voter tool](#) on your social media to help your friends and family make a plan to vote (don't forget to tag #VoteEarlyDay!)

[Campus/Student Group] is dedicated to helping every voter in our community cast their ballot this fall. When you vote early, you ensure that you have time to plan ahead for anything that might come your way and make your voice heard.

Thank you for being a voter.

All the best,

[Your Name]

## October 30 | Thank You to Volunteers - Campuses

*Audience: volunteers*

*Thank your volunteers for their hard work, and encourage them to keep the momentum going by helping their friends and family vote early too!*

**Subject line:** *Thank you for volunteering at our Vote Early Day celebration!*

Hi [Name],

Thank you for volunteering yesterday at [Campus/Student Group]'s Vote Early Day celebration! We're grateful for your time and energy – this event would not have been possible without your help.

You can continue the celebration by reaching out to your personal network:

- Text three friends and family members and remind them to cast their ballot today and join in on the fun
- Post a selfie with your "I voted" sticker online (don't forget to tag #VoteEarlyDay!) and share why voting matters to you
- Share the Vote Early Day [online voter tool](#) on your social media to help your friends and family make a plan to vote (don't forget to tag #VoteEarlyDay!)

Thank you again for the critical role you've played in this election. Your work helping voters cast their ballot has made a real difference in ensuring that every voice is heard.

All the best,

[Your Name]

## October 30 | Thank You to Event Attendees - Campuses

*Audience: people who attended your activation*

*Thank your guests for attending, and encourage them to keep the momentum going by helping their friends and family vote early too!*

**Subject line:** *Thank you for attending our Vote Early Day celebration!*

Hi [Name],

Thank you for coming to [Campus/Student Group]'s Vote Early Day celebration! We're thrilled that you had the opportunity to [cast a ballot/make a plan to vote/pledge to vote/etc].

You can continue the celebration by reaching out to your personal network:

- Text three friends and family members and remind them to cast their ballot today and join in on the fun
- Post a selfie with your "I voted" sticker online (don't forget to tag #VoteEarlyDay!) and share why voting matters to you
- Share the Vote Early Day [online voter tool](#) on your social media to help your friends and family make a plan to vote (don't forget to tag #VoteEarlyDay!)

We hope that you enjoyed the event and had fun celebrating democracy. Please don't hesitate to reach out to us at [your contact info] with any questions.

Thank you for being a voter!

All the best,

[Your Name]