

GENERAL ELECTION TOOLKIT



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WELCOME TO YOUR TOOLKIT

Hello! Welcome to the Kelly E. Samuel Ethnic Cultural Center's General Election Campaign Toolkit. We are excited that you or your student organization are taking part in civic engagement and encouraging and educating your community about voting in the 2020 General Election.

This toolkit is put together by the Kelly ECC's Civic Engagement Team. The purpose of the toolkit is to provide an outline for those interested in starting their own civic campaign for the 2020 General Election with the ECC. Within this toolkit, you will find examples of what an election campaign may look like and the ECC's Civic Engagement Team's own 2020 General Election Campaign timeline! You will also find additional information that will help with building your campaign tools, student engagement, and more.

Congratulations on starting your campaign! We can't wait to see what your campaign looks like!

**This toolkit will be updated periodically as this campaign progresses and as new civic campaigns are introduced at the ECC.

IMPORTANT GENERAL ELECTION DATES

September 29

First presidential debate

October 7

Vice-presidential debate

October 15

Second presidential debate

October 16

Start of an 18-day voting period (through Election Day). Ballots are mailed out and Accessible Voting Units (AVUs) are available at voting centers.

October 22

Third and final presidential debate

October 26

Online and mail registrations must be received 8 days before Election Day.

November 3

Deadline for Washington State voter registration or updates (in person only).

November 3

General Election

ECC GENERAL ELECTION TIMELINE

Week 1: 9/20-9/26

This week we will focus on the incoming first-year students.

- Thur. ⇒ Voter Registration

Week 2: 9/27-10/3

- Tues. 9/29 ⇒ Online Event: First presidential debate
- Thur. ⇒ Introduce an Overview of the Campaign + Toolkit

Week 3: 10/4-10/10

- Wed. 10/7 ⇒ Online Event: Vice-presidential debate
- Thur. ⇒ Why Voting in the General Election is Important + Electoral College + Absentee Voting + My Vote Matters Video

Week 4: 10/11-10/17

- Mon. 10/13 ⇒ Voter Education Knowledge Test!
- Thur. 10/15 ⇒ Online Event: Second presidential debate
- Fri. 10/16 ⇒ Ballots are mailed out in WA + Start of 18 day voting period

Week 5: 10/18-10/24

- Mon. 10/20 ⇒ Introduce the Voting Challenge + Bingo
- Thur. 10/22 ⇒ Online Event: Third and final presidential debate

Week 6: 10/25-10/31

- Mon. 10/26 ⇒ Deadline to register or update your registration online or by mail + General Election Watch Party Announcement
- Thur. 10/29 ⇒ Why Are YOU Voting in the General Election?

Week 7: 11/1-11/7 **Election Week******

- Sun. 11/1 ⇒ Voting Period Countdown 2 more days
- Mon. 11/2 ⇒ Reminder about Voting Challenge + 1 more day!

- Tues. 11/3 ⇒ Deadline for Washington State voter registration or updates (in person only) + General Election Watch Party

EXAMPLE:

2020 WA PRIMARY ELECTION

Week 1



Week 2

Washingtonians don't have to choose between their health and their vote

2020 WA
State Primary:
August 4th



#EccVote2020

Voter Education Edition

What is on the Washington Primary Ballot?

- Statewide Executives (such as Governor)
- US Representatives
- State Legislators
- Supreme Court Justices
- Superior Court Judges
- Some local offices (such as County Commissioners)

The Primary does not include
President/Vice President

Adapted from Secretary of State <<https://www.sos.wa.gov/elections/current-election-information.aspx>>

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Voter Education Edition

5 Reasons Why Voting in the Primaries is Important

- 1 It's a great way to learn more about the candidates
- 2 You get to participate in a national conversation
- 3 You can learn all about those down-ballot races
- 4 You'll be able to shape your party's national platform
- 5 Voting strengthens our democracy

Adapted from Ben & Jerry's <<https://www.benjerry.com/whats-new/2020/02/state-primary-voting>>

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Week 3

Voter Registration

Are You Eligible to Vote?

To register to vote, you must be:

- A citizen of the United States
- A legal resident of Washington State
- At least 18 years old by Election Day
- Not disqualified from voting due to a court order
- Not under Department of Corrections supervision for a Washington felony conviction

Adapted from the Washington Secretary of State - <https://www.sos.wa.gov/elections/voter-eligibility.aspx>

#EccVote2020

Voter Registration

Check/Register/Update Your Information to Vote in WA State at <https://voter.votewa.gov/WhereToVote.aspx>

The last day for online registration to vote in the WA Primary is July 27!

The screenshot shows the 'VoteWA' website interface. At the top, it says 'VoteWA' with a logo. Below that is a navigation bar with 'Register to vote | My voting information'. A yellow banner reads 'Register, update, and learn what's on your ballot. Click Submit.' The form fields include: 'First Name:' (text input), 'Last Name:' (text input), 'Date of Birth:' (dropdown menu with 'mm/dd/yyyy' format), 'Clear' (button), and 'Submit' (button).

Adapted from VoteWA - <https://voter.votewa.gov/WhereToVote.aspx>

#EccVote2020

Voter Registration

What is Absentee Ballot?

Absentee voting (aka "mail-in voting" and "by-mail voting") is conducted by mail-in ballot before the day of Election Day. All states will mail a ballot to voters if certain conditions are met. The voter may return the ballot in person or by mail. Some states will let voters apply for an absentee ballot in person before Election Day and then vote the ballot that same day.

- Seventeen states require voters to provide an excuse for voting by absentee ballot.
- Twenty-eight states and the District of Columbia offer no-excuse absentee voting.
- Five states have elections that are held by mail-in ballot.



Adapted from <https://www.vote.org/absentee-voting-rules/>

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Voter Registration

Fortunately for Washington State...

Absentee ballots will automatically be sent to all registered voters.

If you need your ballot sent somewhere other than your usual address, request an absentee ballot.

Eg. You're out of the state or country but you're a WA State registered voter



Adapted from <https://www.vote.org/absentee-voting-rules/>

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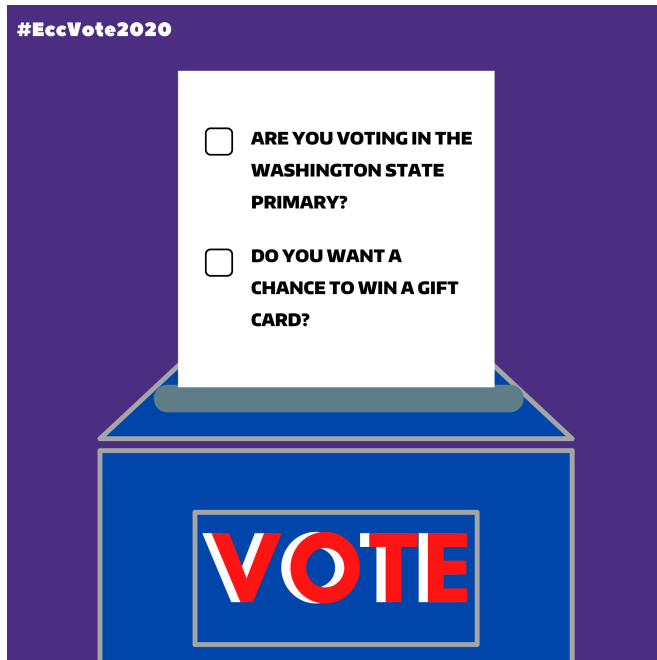
Voter Registration

Request for your absentee ballot at <https://absentee.vote.org>

The screenshot shows the 'absentee.vote.org' website. The header says 'Get Your Absentee Ballot' with a sub-header 'This will take 2 minutes'. The form fields include: 'First name*' (text input), 'Last name*' (text input), 'WHERE ARE YOU REGISTERED TO VOTE?' section with 'Street address*' (text input), 'Apartment' (text input), 'City*' (text input), 'State*' (dropdown menu), and 'ZIP code*' (text input), 'Date of birth*' (dropdown menu), 'Email address*' (text input), and 'Cell phone number' (text input). A red 'Continue' button is at the bottom. Below the form, there is a disclaimer: 'You will receive occasional emails from Vote.org. You can unsubscribe at any time. You will receive recurring text messages from Vote.org. If you provide your cell phone number. Message and data rates may apply. Text STOP to opt out. Text HELP for more info.' At the bottom, it says 'Overseas and military voters should visit Overseas Vote Foundation', '+ Add this tool to your website', 'Terms Privacy Contact Security', and 'Powered by Vote.org'.

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Week 4



EVENT REGISTRATION


- Rules and Eligibility—
 - Must be a current UW student
 - Student ID #
 - Submission of dropping voting ballot picture/video by August 4th at 8:30 PM
 - One submission per voter
- Submission Details—
 - The submission form will be available through the ECC LinkTree and sent out through email as well
 - All submissions will be added directly to a Google form/sheet
 - Winners will be chosen through a random number generator
 - [Link](#) to the Submission form (Note, this link leads to the primary election submission. NOT the upcoming general election)

Week 5


Voter Education

How Vote By Mail Works


All eligible voters are sent a ballot at least 18 days before election. Mailing address can be anywhere in the world!





Marked ballot is put in a security envelope or sleeve.



The security envelope/sleeve is put in a return envelope and signed.



Ballots have a pre-paid postage and are returned through the mail or at ballot drop boxes. If mailed, must be postmarked by Election Day. Drop boxes open until 8 p.m. on Election Day.



Voters can check ballot statuses online.

New ballots can be requested or printed, but will cancel any previously issued ballot and still need to be signature verified.


Adapted from the Washington Secretary of State - https://www.sos.wa.gov/elections/faq_vote_by_mail.aspx

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Voter Education

How Vote By Mail Gets Processed


Envelopes are scanned and marked as "Received" in the VoteWA system, then sorted by precinct and district.




Signatures are checked against voter registration records. Voters are contacted before processing if signature is missing or doesn't match voter registration record.




Envelopes are opened and security envelope/sleeve is removed.




Second staffer removes ballot from security envelope/sleeve for processing.




Ballots are reviewed for potential scanning issues like torn corners, then scanned and securely stored.



Scanners are not connected to any form of network or internet.



Ballots continue to be processed, cured, and tabulated until certification.



Adapted from the Washington Secretary of State - https://www.sos.wa.gov/elections/faq_vote_by_mail.aspx

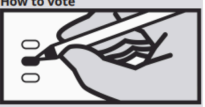
#EccVote2020

Voter Education

How To Fill Out Your Ballot

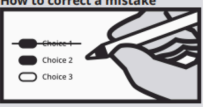
Instructions

How to vote



Completely fill in the oval next to your choice.

How to correct a mistake



To make a correction, draw a line through the entire choice.

You then have the option of making a different choice by completely filling in another oval.

Optional write-in

To add a new candidate, fill in the oval next to the write-in line and print the name on the write-in line.

Adapted from King County - <https://www.kingcounty.gov/depts/elections/elections/current-elections/media/elections/elections/2020/08/sample-ballot.pdf#page=1>

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Week 6

ONLY **29.54%** OF REGISTERED VOTERS CASTED THEIR BALLOT IN THE 2019 WA Primary

I voted.
Will you?



**2020 WA State Primary:
August 4th**



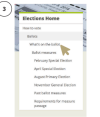

#EccVote2020

Voter Education

WA PRIMARY CANDIDATES

Want to learn more about the candidates you will be voting for in the 2020 WA State Primary?

Check out their statements at info.kingcounty.gov

- 1 
- 2 
- 3 
- 4 

*Candidates include those running on the federal, state, and district level


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Voter Education

Where to return your ballot? Ballot Drop Boxes or By Mail


Ballot Drop Boxes

- No stamp required!
- Ballot must be returned to a ballot box by 8 PM on Election Day



By Mail

- No stamp needed to return your ballot!
- Acceptable through U.S. Postal Service (USPS)
- Your ballot must be postmarked by Election Day
- Tip: Drop your ballot in the mail by the Friday before Election Day to make sure it gets postmarked in time to be counted



Adapted from King County <https://www.kingcounty.gov/9626/elections/how-to-vote/ballots/returning-my-ballot.aspx>

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Voter Education

Where to find your nearest Ballot Drop Box Location

Visit our bio for a list of locations near you!



Did you know?
The north side of Schmitz Hall has a King County Ballot Drop Box



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5 DAYS LEFT

★ ★ ★

8.04.2020

WA STATE PRIMARY ELECTION & WA PRIMARY ELECTION VOTING CHALLENGE ENDS

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DUTIES OF OFFICES 2020 WA PRIMARY

DEFINITIONS AND DUTIES OF KEY SEATS
LISTED IN ORDER ON YOUR BALLOT

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US Representative

DEFINITION:
A.K.A. a congressperson. They are elected for a 2-year term in the House of Representatives to serve their specific congressional district. This is a partisan office.

DUTIES:
The Senate and House have equal responsibility for making all laws necessary for the operation of government

Governor

DEFINITION:
The head of the executive branch at the state level, oversees that laws are faithfully executed, and serves as an agent of communication with other states and the federal government. This is a partisan office.

DUTIES:
Makes appointments; Reports annually to the Legislature on affairs of the state; Submits a budget recommendation; May veto (reject) legislation passed by the Legislature

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Lieutenant Governor

DEFINITION:
Similar to the vice presidential duties, they act as governor if the governor is removed from office or is unable to perform the duties of the office. This is a partisan office.

DUTIES:
Acts as Governor if the Governor is unable to perform the official duties of the office; Presides over the state Senate

Secretary of State

DEFINITION:
The state's chief elections officer, chief corporation officer, and supervisor of the State Archive. This is a partisan office.

DUTIES:
Provides elections oversight; Files and verifies initiatives and referenda; Publishes the state voters' pamphlet; Registers and licenses corporations, limited partnerships, trademarks, and charitable organizations; Collects and preserves state historical records

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State Treasurer

DEFINITION:
The state treasurer serves as a chief custodian of each state's treasury and as the state's head banker. This is a partisan office.

DUTIES:
Manages and disperses all state funds and accounts; Responsible for the safekeeping and interest on all state investments; Accounts for and makes payments of interest and principal on all state bonded indebtedness; Maintains a statewide revenue collection system

State Auditor

DEFINITION:
Oversees every public dollar spent by the state. Local governments are held accountable and compile with the audits. This is a partisan office.

DUTIES:
Conducts independent financial, accountability, and performance audits of all Washington State governments; Conducts investigations of state employee whistleblower assertions about state agencies; Investigates reports of fraud, waste, and abuse

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Attorney General

DEFINITION:
The state's chief legal officer. They serve as legal counsel to the governor, members of the legislature, state officials, state agencies, and boards and commissions. This is a partisan office.

DUTIES:
Serves as state's legal counsel; Enforces consumer protection statutes; Provides information on consumer rights and fraudulent business practices

Commissioner of Public Lands

DEFINITION:
The elected head of the Washington State Department of Natural Resources. The office protects and manages the nearly 5 million acres of public land in Washington State. This is a partisan office.

DUTIES:
Oversees Department of Natural Resources; Manages 5 million acres of forest, agricultural range, tidal, and shore lands of the state

#EccVote2020

Superintendent of Public Institutions

DEFINITION:
Head of the state educational agency and the State Board of election, they oversee the total state kindergarten through twelfth grade public education program. This is a non-partisan office.

DUTIES:
Certification of teaching personnel; Approval and accreditation of programs; Appointment of state and local funds; Assistance to school districts' school improvement areas

Insurance Commissioner

DEFINITION:
Oversees consumer protection and regulates the overall insurance industry. This is a partisan office.

DUTIES:
Regulates insurance companies doing business in Washington; Licenses agents and brokers; Reviews policies and rates; Examines the operations and finances of insurers; Handles inquiries and complaints from the public

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State Senator

DEFINITION:
Part of the legislative branch (upper chamber) of the state government, state senators, serve staggered 4-year terms. Each district elects one senator, but there are only 29 out of 49 seats up for election this year. This is a partisan office.

DUTIES:
Confirms appointments made by the governor; Enacts or rejects legislation affecting public policy in the state; Provides for the levy and collection of taxes and other revenue; Appropriates funds

State Representative

DEFINITION:
Part of the legislative branch (lower chamber) of the state government, state representatives serve 2-year terms. Each district has 2 representatives, and all 98 seats are up for election this year. This is a partisan office.

DUTIES:
Enacts or rejects legislation affecting public policy in the state; Provides for the levy and collection of taxes and other revenue; Appropriates funds

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SOURCES

Adapted from King County Elections <King County Official Local Voter's Pamphlet>

Adapted from @impactivistproject <<https://www.instagram.com/pjCCw6PggFKla/>>

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Post Caption:

!! The WA Primary is in 5 days
!!

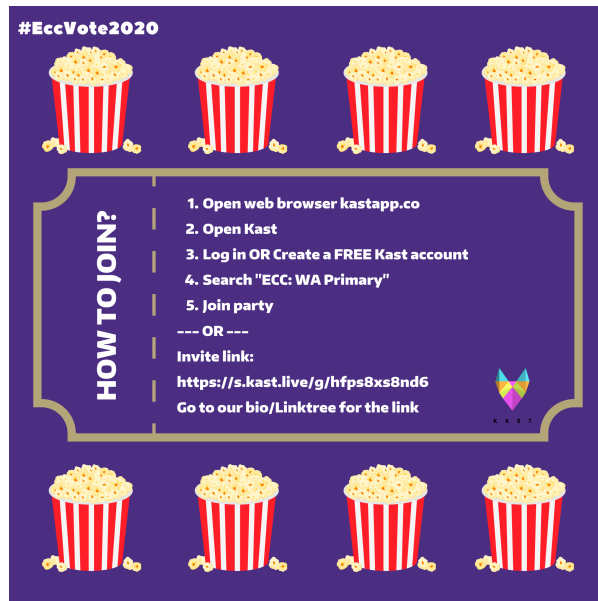
Not sure what the positions on the ballot are? 🤔

Want to learn more about the duties each position of office has? 🤔

✅💡 Check out our Duties of Offices graphic! Learn more about what you are voting for! 💡✅

#EccVote2020

Week 7



Post caption:

🎉📺 Join the ECC for our WA Primary Election Watch Party 📺🎉

We will be broadcasting the WA State Primary Election results on Primary Day, August 4th. Students are encouraged to join and engage with each other in a respectful and safe space.

➡️ Join us here: <https://s.kast.live/g/s1ekgzc455>

To join, click on the link above. You must sign into or create a free Kast account to join!

✅ Engagement Conduct

- Be respectful to other viewer
- Be mindful of other viewers
- Use appropriate language (no profanity, name-calling)

#EccVote2020

ADDITIONAL INFORMATION

Washington Administrative Code

The Washington Administrative Code (WAC) contains the current and permanent rules and regulations of state agencies. Like legislation and the Constitution, regulations are a source of primary law in Washington State. It is important to be cognizant WAC for your General Election campaign as a department or student organization of UW. The University of Washington is established as a public institution of higher education, funded by state appropriations (tax support). This means that the UW and its departments and student organizations must conduct under WAC. Information regarding UW and WAC can be found here: <https://apps.leg.wa.gov/wac/default.aspx?cite=478>.

Specifically for RSO's, the University's policies can be found here: <https://hub.washington.edu/sao/rso-policy-guide/>. For further questions or concerns on campaign content and events, contact your RSO advisor.

In addition, under state ethics law, the University of Washington employees may not use University facilities, phones, computers, or computer systems (such as email and the internet) for campaign purposes. Further information on use of public resources for campaigning purposes can be found here: <https://itconnect.uw.edu/work/appropriate-use/public-resources-campaigning/>.

Accessibility

Accessibility means that your campaign is not limited to a specific audience and the contents can be used, read or viewed by all students. Here are some things that the ECC's Civic Engagement team have implemented in their campaign.

⇒ Use multiple social media platforms + email

Some students may only use one social media platform while others may use a different platform. There are also students that do not use any social media

platform at all. Sharing your campaign on multiple platforms ensures that students using any platform will be able to view your content.

⇒ Use alternative text in your posts.

Students using a screen reader will hear the alternative text (also known as "alt text") read aloud when encountering an image on a webpage. The purpose of alt text is to describe images to visitors who are unable to see them. Alt text is especially helpful for visually impaired students but can be appreciated by all students. Many social media platforms offer this tool.

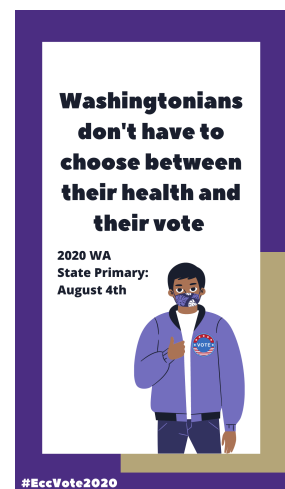
Example:

Alt text: Voter with a "I voted" sticker on their jacket with a thumbs up. The message stresses that Washingtonians don't have to choose between their health and their vote.

The 2020 WA State Primary is on August 4th.

For more information about media accessibility, visit

<https://www.washington.edu/accessibility/web/>.



Tips for Planning and Organizing

Planning the contents of your campaign ahead of time will make a smoother run and organized campaign. Here are some things that the ECC's Civic Engagement team have implemented in their campaign:

⇒ Map out a timeline of the campaign

A timeline will consist of what content will be pushed out, where the content will be pushed out, and when the content will be pushed out. Details of what the content will be may also be included. See the [ECC General Election Timeline](#).

⇒ Organize what resources will be used

Research what resources and sources are needed for your campaign content. Keeping a list of these resources will help with citing as well.

⇒ Create your content ahead of time

Creating content ahead of time will allow content to be drafted, looked over, edited, and ready to go by the time it is scheduled to be posted. This also allows time for additional content to be created.

⇒ Follow similar campaigns

Following similar campaigns may help you with content inspiration and ideas. There are many amazing civic engagement organizations and social media pages to follow that can help you in creating your content.

Tracking Engagement

Many social media platforms have analytics and insight tools for users to evaluate engagement on their post/page.

Using this data can help you understand and decide

- The best day/time to release your content
- The number of users who saw your post
- The number of users who commented on your post
- The number of users who liked/favorite/reposted your post

Keeping a record of your engagement will help you plan for better campaigns in the future because you and your team will have an idea of expectations and what works best!

List of Resources

- Instagram is good starting point to research what other pages are doing to engage people about voting related content
- Using social media to search up keywords and tags (eg. #vote, #primaryelection, etc)

- Reposting/sharing other pages or RSO's posts that were civic engagement-related
- Use government pages (usually nonpartisan)

The following resources can provide reliable, up-to-date, and non-partisan information on voting.

- King County <https://www.kingcounty.gov/services/voting-elections.aspx>
- Secretary of State <https://www.sos.wa.gov/elections/>
- VoteWA <https://voter.votewa.gov/WhereToVote.aspx>
- Vote.org
- WABus <http://www.washingtonbus.org/>

List of Resources Used to Create our #EccVote2020 Campaign (in the order of our timeline)

- What is on the Washington Primary Ballot?
<https://www.sos.wa.gov/elections/current-election-information.aspx>
- 5 Reasons Why Voting in the Primaries is Important:
<https://www.benjerry.com/whats-new/2020/02/state-primary-voting>
- Eligibility: <https://www.sos.wa.gov/elections/voter-eligibility.aspx>
- How to Check/Register/Update your information to vote in WA:
<https://voter.votewa.gov/WhereToVote.aspx>
- Absentee ballot info: <https://www.vote.org/absentee-voting-rules/>
- Request to get your absentee ballot: <https://absentee.vote.org/>
- How Vote By Mail works:
https://www.sos.wa.gov/elections/faq_vote_by_mail.aspx
- How Vote by Mail gets Processed:
https://www.sos.wa.gov/elections/faq_vote_by_mail.aspx x How to fill out your Mail in Ballot:
https://www.kingcounty.gov/depts/elections/elections/current-elections/~/_media/depts/elections/elections/2020/08/sample-ballot.ashx?la=en
- Washington Primary Candidates
<https://info.kingcounty.gov/kcelections/Vote/contests/candidates.aspx?eid=21>
- Where to return your ballot? /Ballot Drop Boxes or By Mail:
<https://www.kingcounty.gov/depts/elections/how-to-vote/ballots/returning-my-ballot.aspx>
- List of Ballot Dropboxes in King County
<https://www.kingcounty.gov/depts/elections/how-to-vote/ballots/returning-my-ballot/ballot-drop-boxes.aspx>

ZOOM BACKGROUNDS

In need of a new zoom background AND want to promote registering to vote? Check out our #ECCVOTE2020 Zoom backgrounds!

Click on this link to be directed to the backgrounds:

<https://drive.google.com/drive/folders/1GbKYI5p4mS260Qm2MWsWi7IFme5LygbO?usp=sharing>

