

**civic
alliance**

2022 Midterm Elections Toolkit

Overview, Key Elections,
and Messaging

OBJECTIVE

We created this toolkit to help Civic Alliance member companies:

- Champion the importance of the 2022 midterm elections
- Understand the landscape and lingo of midterm elections
- Support audiences' understanding of the elected positions on their ballot
- Direct employees/customers to key resources to support participation

Democracy is only as strong as our commitment to participate in it.

As we reflect on the 2020 and 2021 election cycles, our largest lesson is this: our democracy is only as strong as our commitment to participate in it. General confusion over the past two years has been elevated due to a variety of factors, including the continuing pandemic, differing and changing election rules from state to state, and deliberate attempts to deceive or otherwise misinform the public. **As we make our way into the 2022 midterm elections, ensuring community members have access to accurate, nonpartisan information about how to participate in our democracy will be more important than ever.**

MAKING THE CASE

Scaling Corporate Engagement in 2022

As a trusted communicator, companies have a unique opportunity to amplify the importance of civic participation and to provide their audiences with messages that inspire engagement. The factors most likely to inhibit voter participation this year include lack of information or misinformation on voting laws, not knowing how or where to register or vote, needing transportation to or assistance with voting, uncertainty about the impact of a vote, and conflicts over scheduling. In 2022, companies can build on their momentum from the 2020 presidential elections and 2021 local elections, scaling their efforts to further expand and encourage civic participation in the midterms.

It's time to break new records

The November 2018 election is widely recognized for its high voter turnout. Census Bureau data points to an 11% increase over 2014 midterm elections turnout. Could we see a similar increase between 2018 and 2022? Let's break new turnout records in 2022, together.

WHAT ARE THE MIDTERMS?

Midterm elections are federal elections for members of Congress held halfway between presidential elections. During the midterms, the entire United States House of Representatives and one-third of the United States Senate are up for election.

About the 2022 Midterm Elections

In the United States, midterm elections take place two years after the presidential election and always take place in an even year. As in every midterm election, in 2022, all 435 seats in the United States House of Representatives will be voted on. 34 seats in the 100-member Senate (members serve six-year terms) are on the ballot, along with the governorships in 39 states. Thousands of other state and local elections will also be held this year. Notably, this will be the first election affected by the redistricting following the 2020 census.

Midterms offer the opportunity for Americans to reflect on the first half of the current administration's term. In voting for Congressional seats, voters can impact which party

controls each chamber of Congress, which has a huge impact on what is heard and passed by this governing body.

Who are you voting for?

This year, voters will have the chance to elect representatives to the U.S. House of Representatives, to the U.S. Senate, and to many local and state positions. To learn what will be on the ballot in your state, visit Ballotpedia's [Sample Ballot Lookup](#) Tool.

U.S. Representatives

Also referred to as a congressman or congresswoman, each representative serves a two-year term and is elected by the people of their specific congressional district. Representatives introduce bills and resolutions, offer amendments, and serve on committees. The number of representatives with full voting rights is 435, and the number of representatives per state is proportional to the population of each state.

All 435 seats in the United States House of Representatives will be voted on in 2022.

U.S. Senators

The United States Senate consists of one hundred members—two senators from each of the 50 states—who serve six-year, overlapping terms. Senators propose, author, and vote on federal legislation that touches upon all aspects of U.S. domestic and foreign policy. Senators provide advice and consent on executive nominations and treaties and conduct oversight of all branches of the federal government.

34 seats in the 100-member Senate will be voted on in 2022. You can find the list of states hosting elections for the Senate [here](#).

Other State & Local Offices

State and local governments are responsible for policies that deeply impact citizens within their borders. This includes most education issues, like what kids learn in school, statewide standardized tests, and the overall school budget. States are also responsible for setting certain tax levels, and determining how revenue will be spread out across the state. In 2022, thousands of state and local elections will be taking place around the country. According to [Ballotpedia](#), 88 of the country's 99 state legislative chambers will hold regularly-scheduled elections in 2022. Elections in those 88 chambers represent 6,166 of the country's 7,383 state legislative seats (84%).

To learn which elections are taking place in your state, check

Don't forget: 36 states will host gubernatorial elections in 2022. These state-wide elections will likely garner a similar level of attention to the federal House and Senate races. You can find the list of states and territories hosting elections for Governor [here](#).

your [secretary of state's website](#).

Primary Election vs. General Election

This year, American voters will have the chance to cast their vote before Election Day (November 8) in primary elections. When it comes down to it, primaries are voters' opportunity to select the candidates that will represent their parties. Despite the importance of these elections, turnout during primaries is historically *much* lower than during the General Election. By encouraging your employees to cast their vote in their primary election, you are helping your community more holistically select their representatives. The [format of primary elections](#) varies by state, only increasing the need for clear communication to stakeholders about how to participate.

Primary Elections

A primary election determines which candidates from each party will be on the general election ballot. Depending on your state, you may have to be registered with a political party to vote in the primary.

To learn more about primary elections, visit [Ballotpedia](#).

General Elections

The general election determines which candidates get elected into office. You do not need to be registered with a party to vote in a general election. We will see many general elections across the nation this fall.

To learn more about general elections, visit [Ballotpedia](#).

Navigating Primary Elections

Because primary elections are often hosted by specific political parties, they can feel challenging to talk about in a nonpartisan way. Despite this, participating in primary elections is the best way for voters to select who they feel will best represent them and who they want to appear on the ballot in the general election. Here are three different approaches to engage in primary elections while remaining nonpartisan:

1. Send a note to all employees in early 2022, championing participation in upcoming primary elections nationwide and encouraging employees to check their registration status and look up their election.*
2. Set a standard schedule, like the first of the month, to reach out to employees to remind them about upcoming elections generally, or state by state, based on your employee footprint.

3. Send specific messaging to employees based on their location with an update for every primary.

***Unsure of where to start?**

Consider sending an email at the beginning of the year to ALL US-based employees, encouraging them to sign up for [TurboVote](#) election reminders. Once they sign up, they'll receive email and text notifications about every election they are eligible to participate in. You'll be empowering employees with the information they need to get started, while maintaining your ability to focus on geographically relevant elections. See email template for members to use at the end of the toolkit.

Recent Changes to Elections: What You Need to Know

As voters update their voter registration and prepare to cast their vote ahead of the 2022 November election, they may find that the rules around how to register and how to vote in their state have changed. Redistricting along with recent legislative changes in many states will create a need for Member companies to help educate voters on new rules that may impact participation this year.

Redistricting

Every ten years, states redraw district lines to adjust for population changes through a process called [redistricting](#). This means that as district lines change, residents' representation may also change. Aligned with population updates based on the census, redistricting works to ensure that the dynamic nature of our country is reflected in our democracy. Drawing representative districts strives to ensure that all communities are fairly represented, and it is a key part of the democratic process.

While the redistricting cycle typically wraps up at the end of the year the data is released (2021), COVID-19 related delays from the Census Bureau have in turn delayed many states' redistricting processes. Many states rushed to meet deadlines that require maps to be in place before 2022. Other states have extended deadlines into 2022, delaying our understanding of the overall redistricting landscape. In states where deadlines were missed entirely, there is likely to be litigation over the legitimacy of any maps that are subsequently produced, extending our uncertainty even further until the cases are resolved into and through this year.

As redistricting takes place every ten years, the lines drawn in 2021 and 2022 will directly impact the representation of Americans and the policies and decisions that will shape our lives for the next decade.

LEARN MORE>> You can learn more about redistricting and considerations for corporate engagement in our [Redistricting Toolkit](#).

GET INFORMED>> Consider taking time to confirm who your representatives are. You can share these resources with employees and external audiences to ensure they have access to this information as well.

- [Find your representatives in Congress](#).
- [Find your state representatives](#).

Recent Legislative Changes

In 2022, lawmakers and election administrators in many states are expected to work to pass and implement laws that generally strengthen elections and improve access for voters through efforts like online and automated voter registration, no-excuse mail ballots, and secure drop boxes for ballot return.

Unfortunately, it is also likely that many of the restrictive efforts that began in 2021 will continue to be pursued, including replicating Arizona's post-election review in other states, reducing funding for election administration, and removing certain forms of ID from existing voter ID statutes. Following the 2020 election, many states passed restrictive measures that are already impacting voters today. Some believe that these changes will limit access for African American, Native American, and other voters in communities of color.

GET INFORMED>> Member companies can help educate voters on new rules that may impact their participation. You can track new legislation that seeks to restrict or expand voter access at the links below.

- [Voting Rights Lab Legislative Tracker](#)
- [Brennan Center – State Voting Laws](#)

LEARN MORE>> Changes to voter ID requirements will likely be a big part of navigating the 2022 elections. Learn more about voter ID below.

A CLOSER LOOK: **VOTER ID**

Voting rights legislation often includes stipulations around voter ID. In 2021 alone, seven states—including Florida, Georgia, Texas, and more—enacted voting laws with new or increased ID barriers for voting in person or by mail, with potentially more of these laws to come in 2022. Changing elemental parts of the voting process can be disorienting for voters and can—suddenly and without notification—disqualify people who would otherwise be eligible to vote. At the same time, general confusion and intimidation stemming from voter ID laws can also deter eligible voters from participating in elections.

In 36 states, in addition to being registered, residents may need to provide specific forms of identification in order to vote. Voters might need to show photo ID at the polls, include a copy of an ID with an absentee ballot application, or enclose a copy when they return their ballot by mail. Every state has different rules, and the type of ID needed depends on where voters live. Some states require a current government-issued photo ID that includes your address and signature. Other states will accept a current utility bill or bank statement.

Companies can step in to clear up the confusion for their employees and customers. Pointing them to nonpartisan resources with updated information, especially in states with new voter ID laws, will ensure that all voters are prepared to cast a ballot that counts.

>>LEARN MORE: Find state-by-state voter ID rules from VoteRiders [here](#).

Helpful Resource: How to Vote

The elections landscape is always changing, but member companies can feel confident about sharing accurate and reliable information with customers and employees about how to register and how to vote by relying on [Howto.Vote](#).

How to Vote provides a summary of voter registration and voting rules for all 50 states and the District of Columbia. These resources can help voters review all their options, from online registration to in-person options, tailored to every state's unique rules and processes. This tool can support efforts to navigate changing state-specific rules this election cycle.

KEY DATES & DEADLINES

Key dates and deadlines vary from state to state and from election to election. It's important to ensure you have the information you need to help your employees vote in the primary and general elections this year.

Mark Your Calendars for the Upcoming Primaries

Key dates for the upcoming primary elections will be different for each state and can even change in the months leading up to the election. The same will be true for local and statewide elections this year. While it is hard to paint a comprehensive picture of the many elections coming up in 2022, below you will find a tool and a chart that will help you in identifying relevant elections for your audiences.

- [Find your state and local elections here.](#) Democracy Works is tracking 2022 elections, including information on registration dates, vote by mail deadlines, and early vote timing. The election data collected by Democracy Works goes through extensive quality assurance checks by their team of election experts. This research process is designed to identify all elections taking place in jurisdictions of at least 5,000 voters. This resource will be continuously updated as more election information becomes available, or if this data changes. Please note that this chart only looks out 30 days, so make sure to check back frequently.
- **Know your primaries.** Below you will find a chart that outlines the voter registration deadlines and the primary dates for all 50 states. These elections represent almost all registered voters in the United States. We will update this chart as primary dates are

confirmed or if dates shift. Please note that the deadlines listed below represent the earliest voter registration deadlines for the elections and may be online or in person. Visit [Ballotpedia](https://www.ballotpedia.org) for more information on local deadlines in your state.

State	Voter Registration Deadline	Primary Election Date	State	Voter Registration Deadline	Primary Election Date
Texas	January 31	March 1	Colorado*	June 20	June 28
Indiana	April 4	May 3	Illinois*	June 1	June 28
Ohio	April 4	May 3	New York	June 3	June 28
West Virginia	April 19	May 10	New York	July 29	August 23
Nebraska	April 22	May 10	Oklahoma	June 3	June 28
Kentucky	April 18	May 17	Utah*	June 17	June 28
North Carolina*	February 11	May 17	Maryland*	June 28	July 19
Oregon	April 26	May 17	Arizona	July 5	August 2
Pennsylvania	May 2	May 17	Kansas	July 12	August 2
Idaho*	April 22	May 17	Michigan*	July 18	August 2
Alabama	May 9	May 24	Missouri	July 6	August 2
Arkansas	April 25	May 24	Washington*	July 25	August 2
Georgia	April 25	May 24	Tennessee	July 5	August 4
California*	May 23	June 7	Connecticut*	August 4	August 9
Iowa*	May 23	June 7	Minnesota*	July 19	August 9
Mississippi	May 9	June 7	Vermont*	August 9	August 9
Montana*	May 9	June 7	Wisconsin*	July 20	August 9
New Jersey	May 17	June 7	Hawaii*	August 3	August 13
New Mexico*	May 10	June 7	Alaska	July 17	August 16
South Dakota	May 23	June 7	Wyoming*	August 1	August 16
Maine*	May 24	June 14	Florida	July 25	August 23
Nevada*	May 17	June 14	Massachusetts	August 17	September 6
North Dakota	N/A	June 14	New Hampshire*	August 31	September 13
South Carolina	May 15	June 14	Rhode Island	August 13	September 13
Virginia ***	May 30	June 21	Delaware	August 20	September 13
Washington D.C.*	May 31	June 21	Louisiana**	October 18	November 8

**States that allow same-day registration, including on Election Day. North Carolina and Montana allow same-day registration, but only during the early voting period.*

***Louisiana has a hybrid system, with no nominees determined prior to a November 8 all-party primary. A candidate can win an election that day by getting a majority of the vote, otherwise there is a top two runoff.*

****In 2020, Virginia enacted [HB 201](#), providing for same-day registration. This takes effect on Oct. 1st, 2022.*

*****The Supreme Court has ordered Congressional and State Senate elections to be held Tuesday, August 23rd, 2022. The Court is working to develop a new Political Calendar to reflect this primary date. [Learn more here.](#)*

Election Timeline And Tools

As seen above, voter registration and ballot request deadlines will vary widely across the nation ahead of the General Election on November 8. Below we have provided a general timeline for considering communications but we highly recommend you identify the elections you will be championing to confirm the timing.

TIMING	TOPIC	TOOL
Ongoing	Registration Learn registration options in your state Sign up for election reminders, get registration support	howto.vote turbovote.org
Ongoing	Plan to Vote Find your polling place Preview your ballot Check your voter ID laws	gettothepolls.com ballotready.org , vote411.org voteriders.org
September 20	National Voter Registration Day	nationalvoterregistrationday.org
October 28	Vote Early Day	voteearlyday.org
November 8	Election Day	gettothepolls.com

CIVIC HOLIDAYS

Member companies can help employees, customers and communities be **#VoteReady** by recognizing key civic dates and celebrating the **2022 Civic Holidays**. These dates can be incorporated into company communications calendars and integrated into key messaging to drive engagement.

The following dates represent opportunities to champion civic education and inspire participation among your audiences. We've also included details on two tentpole holidays below, and encourage you to check out [CivicHolidays.org](https://civicholidays.org) for more opportunities to celebrate.

January 25 National Poll Worker Recruitment Day	September 15–October 15 Hispanic Heritage Month
February Black History Month	September 11 National Day of Service
February 21 Presidents' Day	September 17 Constitution Day
March Women's History Month	September 20 National Voter Registration Day
May Asian American & Pacific Islander Heritage Month	October 3–7 National Voter Education Week
May 30 Memorial Day	October 28 Vote Early Day
June LGBTQ Pride Month	November Native American Heritage Month
June 14 Flag Day	November (Date TBD) Election Hero Day
June 19 Juneteenth ----- Juneteenth – July 4: Civic Season	November 8 Election Day

July 4
Independence Day

November 11
Veterans Day



Made By Us' Civic Season: Juneteenth – July 4, 2022

[The Civic Season](#) was created to celebrate and strengthen our democracy in the period between Juneteenth and July 4th, by building a meaningful moment that kickstarts year-round activity. Nationwide, young Americans will take action from learning to service, fueled by the expertise and programs of nearly 200 cultural institutions, members of Made By Us, and a dynamic online campaign. Through the Civic Season, the keepers of America's past (cultural and historical institutions) are joining forces with the next generation to help understand "how we got here," and meet this curiosity with information and inspiration for the future builders of our nation. Companies can participate in celebrating the Civic Season in many ways including brand integrations, hosting activations, or sharing civic opportunities with audiences.



National Voter Registration Day: September 20, 2022

National Voter Registration Day is a nonpartisan civic holiday that aims to help every eligible citizen get registered and ready to have a voice in our democracy. Since 2012, over 4.5 million people have registered to vote on National Voter Registration Day with 1.5 million voters registered in 2020 alone. National Voter Registration Day's multi-faceted educational and promotional activities culminate in a coordinated day of high-profile media activations and grassroots field events across every corner of our nation. The civic holiday raises awareness of registration opportunities, distributes critical voting information, and celebrates our country's democracy every year.



Vote Early Day: October 28

[Vote Early Day](#) is a nonpartisan civic holiday bringing together media companies, nonprofits, technology platforms, election administrators, influencers, and other businesses to help all eligible voters learn about their early voting options and celebrate the act of voting early. This collaborative, open-source model – similar to

Giving Tuesday and National Voter Registration Day – ensures that, each year millions of Americans take advantage of their opportunity to cast their ballot early. Voter registration is only half the story. 70% of Americans are registered to vote, but only 53% of Americans turned out in the last midterm election. This civic holiday culminates in a coordinated day of nationwide activations, engaging partners to help celebrate and raise awareness of voting early.

KEY MESSAGING AND ACTION

Action: Election Day of Service

Member companies can champion midterm elections through key messaging to their internal and external audiences. Member companies can also consider participating in the Civic Alliance's Election Day of Services initiative by:

1. Offering physical space as a polling place or ballot drop box
 - a. Companies often have lobbies, warehouses, or other facilities that could serve as a polling place or a ballot drop box location. The Civic Alliance is happy to share the basic requirements for hosting a physical voting location, and to connect you with your local elections officials to facilitate your offer.
2. Recruiting employees and customers to serve as poll workers
 - a. Through the Civic Alliance's partnership with [Power the Polls](#), companies can encourage their employees or customers to serve as poll workers. While poll worker requirements differ from state to state, companies can direct nationwide audiences to Power the Polls to learn more and to apply to serve.
3. Donating products
 - a. In 2020, companies donated much-needed PPE to poll workers and election facilities. Moving forward, companies can continue this trend by donating products that support the operations of the polls, inspire participation, and support the poll workers themselves like hand sanitizer, masks, pens, snacks, talent, etc.

Serving at the Polls in 2022

Our democracy cannot function without the people who operate elections, so serving as a poll worker or an election worker of any kind is a great act of service. We anticipate continued

shortages of poll workers across the nation in 2022, so recruitment of election workers this year will be vital. Unfortunately, this does not come without risks.

As you recruit employees and/or customers to work the polls this year, it will be important to ensure access to resources like the [Election Official Legal Defense Network](#) (ELODN) and to discuss ways they can keep themselves healthy and safe at the polls.

Who's Who of Poll Working

- A **Poll Worker** or an **Election Worker** is the official responsible for the proper and orderly voting at a polling location or an election process.
- An **Election Official** is an individual who has been elected to hold public office or candidates appointed in lieu of being elected to a public office.
- A **Poll Watcher** is a person assigned (as by a political party or candidate) to observe activities at a polling place to guard against illegal voting, fraudulent counting of ballots, and other violations of election laws.

If member companies participate in Election Day of Service and recruit through Power the Polls, you are exclusively recruiting poll or election workers to help set up, operate, and organize a polling place.

How do you participate in Election Day of Service?

The Civic Alliance helped found [Power the Polls](#), a one-stop platform to recruit poll workers nationwide. If interested in recruiting poll workers through Power the Polls, donating space to vote, or donating other products/services, you can reach out to your state or city election office or email service@civicalliance.com for support. Visit [Howto.Vote](#) or the [U.S. Vote Foundation](#) for guidance on how to contact your local election office.

Know your rights at the polls

Knowing your rights at the polls is key to making sure your voice is heard in our democracy. We encourage members to give their employees and community members the resources they need to help learn their rights.

- To report any issues experienced while voting and to receive guidance on how to safely cast your ballot, call or text the [Election Protection Hotline](#):
 - English: 1-866-OUR-VOTE / 1-866-687-8683
 - Spanish: 1-888-VE-Y-VOTA / 1-888-839-8682
- Some states require voter ID at the polls. [VoteRiders](#) provides a state-by-state guide voter ID requirements and is an important resource to share with your audiences to

ensure they can vote once they arrive at the polls. They also offer support services to anyone who may need help acquiring a voter ID. Visit their [website](#) or text/call (844) 338-8743 for assistance.

- It is a federal crime to pressure, threaten, or otherwise intimidate voters at the polls! Check out [Advancement Project's Guide on handling voter intimidation](#).

A good rule of thumb is to encourage people to ask their poll workers for assistance. If you make a mistake on your ballot or your name is not in the poll book, ask poll workers for help. They will likely provide you with a **provisional ballot**, which is a separate ballot created to ensure that voters are not excluded from the voting process due to an administrative error. These provide a fail-safe mechanism for voters who arrive at the polls on Election Day and whose eligibility to vote is uncertain. You can learn more about provisional ballots in your state [here](#).

Talking points

We encourage members to use the information within this toolkit to help encourage their employees and/or external audiences to participate in the midterm elections. You can use the following talking points in any channel to help raise awareness, build understanding about the upcoming elections, and inspire your audiences to participate.

- Every voter will have the chance to make their voice heard in 2022. Make sure you know where and when you can participate by signing up for election reminders at [TurboVote.org](#).
- Primary elections give voters the opportunity to select who they want to represent them on the ballot. Increasing participation in primaries will help us create a more representative government.
- Last midterm election saw historic participation, let's make participation a habit.
- Voting in 2022 may look different than it has in the past, due to an ongoing pandemic and recently enacted voting legislation. Educate yourself about what you need to cast your vote this fall at [howto.vote](#).
- The midterm elections will give voters the chance to make their voices heard, half-way into a presidential term.
- The people who we elect to congress on Election Day will have a big impact on what can get done—and on American life—in the coming years. Your vote will have a direct influence on the policies that affect our day to day lives.

A note on framing...

The goal of communicating about the midterm elections is to inspire participation, encourage behavior change, and excite audiences to make a difference by voting. It is important to lead with empowering messages and steer clear from language that leans into low participation or why people do not participate. Instead of pointing out those negatives, it's about creating the case for why every election matters and how much more power people have on a local level as a way of positively motivating voters to own that power.

Social Media and Messaging Toolkit

WHERE: Twitter, LinkedIn, Facebook, and Instagram
(Consider sharing broadly across your corporate, brand, CEO, executive, and employee accounts.)

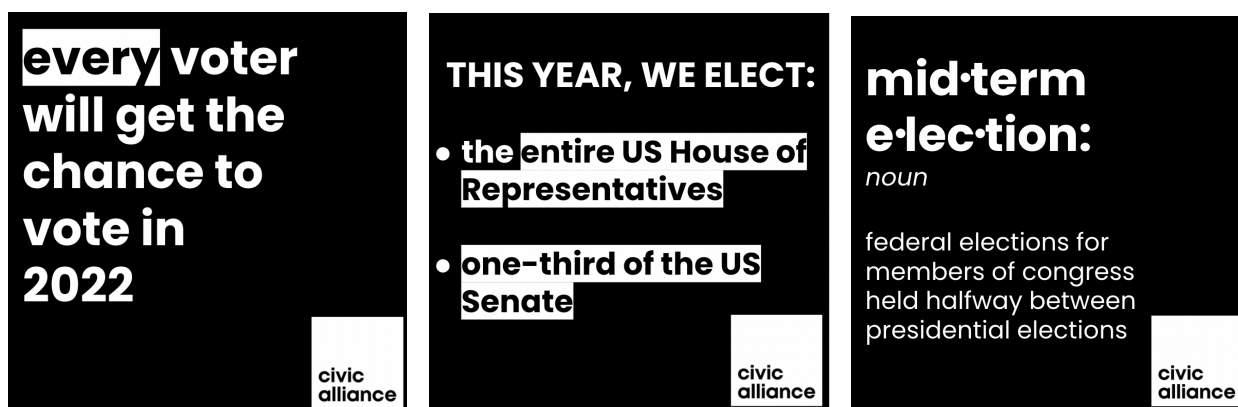
HASHTAGS: #fordemocracy
#midterms2022
#voteready

TAGS: Twitter: [@CivicAlliance](#)
LinkedIn: [linkedin.com/company/civicalliance](https://www.linkedin.com/company/civicalliance)
Instagram: Only use #fordemocracy. Please do not tag @CivicAlliance.

LINK: civicalliance.com

Graphics

Download all social media graphics [here](#). Examples include:



Customized graphics that cover local registration deadlines, early vote dates, and election day reminders can be created by using the following tools. Simply open these files and follow the instructions to customize your graphics for the following platforms:

- [Instagram](#)
- [Twitter](#)
- [Facebook](#)

Examples include:



Suggested Posts

Midterm Elections Matter

- Midterm elections matter. The people who we elect to Congress on Election Day will have a big impact on what can get done—and on American
- The November 2018 midterm election is widely recognized for its high voter turnout. Let's break the 2018 turnout record in 2022, together. It's time to

life—in the coming years.
#midterms2022 #fordemocracy

- Your vote will have a direct influence on the policies that affect our day to day lives. So get involved, participate, and elect leaders who reflect your priorities. Find your upcoming elections at <https://www.nextelections.org/> #voteready #fordemocracy
- Every American voter will have a chance to vote in an election this year. Find yours at <https://www.nextelections.org/> #midterms2022 #fordemocracy

get #voteready. #midterms2022

- All 435 seats in the United States House of Representatives and 34 seats in the United States Senate will be voted on in 2022. Who do you want to send to congress this year? It's time to get #voteready #midterms2022
- The representatives and senators who write our country's laws are decided by voters like you. Who do you want to represent you? Find your next primary election at <https://www.nextelections.org/> #voteready #fordemocracy

Registration and Vote Early Deadlines

- Registering to vote is the first step to voting. To learn how to register, visit <https://turbovote.org/> #midterms2022 #voteready
- Ensure you are ready to engage in midterm elections this year, get help with registration today at <https://turbovote.org/> #voteready #midterms2022 #fordemocracy
- Have you moved since last Election Day? Make sure you're registered to vote with your new address! Get help at <https://turbovote.org/> #VoteReady #midterms2022
- With 1000s of local elections taking place across the nation this year, it's important that no matter where you live, you register to vote. Prepare to participate! Get reminders for upcoming elections at <https://turbovote.org/>
- Midterm elections have historically low turnout in the US. Help make sure millions of voters have a voice in the midterms this year. Get reminders for upcoming elections at <https://turbovote.org/>
- Did you know that in most states you can register to vote before your 18th birthday? Find your local registration laws at <https://thecivicscenter.org/>

Primary Elections

- When you vote in primary elections, you use your civic power to determine what's on the ballot for Election Day. That's why [COMPANY] is a member of @CivicAlliance, championing participation this primary season. #midterms2022 #fordemocracy
- DID YOU KNOW: A primary election can be more competitive and more definitive than the general election? Participation is important. #primariesareimportant #midterms2022
- [COMPANY] knows voting during all elections, especially primaries, is important. Shoutout to [INSERT LOCATION] who has a primary election on [INSERT DATE]. #fordemocracy
- A primary election is often used as a way to narrow the field of candidates for an elected office. Support your candidate of choice by participating in their first race – the primary. #primariesareimportant #midterms2022
- In partisan primaries, voters select a candidate to be a political party's nominee in the general election. #primariesareimportant #fordemocracy
- On [INSERT DATE], [INSERT LOCATION] starts their selection process through primary elections. #midterms2022 #fordemocracy
- Primary elections are the first round. [INSERT LOCATION] – Vote on [INSERT DATE]! #voteready #midterms2022 #primariesareimportant
- Despite the importance of these elections, turnout during primaries is historically *much* lower than the General Election. Let's break turnout records this primary season! #primariesareimportant #midterms2022

Upcoming Fall/General Elections

- [INSERT LOCATION]: Election Day is [INSERT DATE]. Find your polling place at gettothepolls.com #voteready
- [Company] celebrates voting all year every year, and our employees are headed to the polls nationwide to cast their vote in the midterms. Shoutout to [INSERT LOCATION] who

- What's on your ballot? Prepare to participate in your elections and check what's on your ballot at ballotready.org #voteready #midterms2022
- What are your voter ID laws? Know before you go, check voterid.org #voteready #midterms2022
- [COMPANY] votes: employees are headed to the polls nationwide this year. Find your next election [here](#) #fordemocracy #midterms2022
- This is your reminder to register to vote because [INSERT DATE] is #NationalVoterRegistrationDay. Head to <https://turbovote.org/> to learn how you can become a registered voter @natlvoterregday #midterms2022 #voteready
- It's Election Day in [CITY]! That means it's time for pizza parties at the polls! Use @pizzatothepolls to send pizza to polling places with long lines. polls.pizza/report
- [COMPANY] has a [INSERT RACE] on [INSERT DATE]. #fordemocracy #midterms2022
- [COMPANY] knows how valuable voting early can be, and our employees are headed to the polls nationwide this @voteearlyday #midterms2022 #voteready
- Casting your ballot early can give you more flexibility, helps you to avoid Election Day lines, and reduces the burden on poll workers. Visit <https://www.voteearlyday.org/> to learn more on how and when you can vote early. #voteready #fordemocracy
- Vote Early Day is October 28. Make a plan and vote early by mail or in person. Learn how at <https://www.voteearlyday.org/> #midterms2022 #fordemocracy

Sample Email Copy

Below are two email templates for leaders and managers within your company to consider using to share with employees - one to tee up 2022 elections generally to be sent early in the year and one drafted for specific state election dates. Feel free to edit, add relevant details, or expound on personal reasons voting and civic participation is so important to you/your company. You may also consider including specific election details depending on your audience.

SUBJECT: 2022 Elections and [COMPANY]

Dear colleagues,

This year, **all eligible Americans will have the opportunity to vote**. We at [COMPANY] value civic participation as it not only aligns with our values, but encourages a representative and inclusive community, and a healthy democracy. We want to ensure that those of you who are interested in voting this year can and we are pleased to [launch/remind you] of our time to vote policy. [INSERT DETAILS].

Nationwide, employees will have the opportunity to vote in the midterms, which include electing all 435 seats for the House of Representatives, 34 of the 100 seats in the Senate, governors in 36 states, legislators in 88 or the country's 99 state legislative chambers, and hundreds of other local races.

We encourage all employees to **sign up with Turbovote.org** to receive notifications about every election you are eligible to participate in, and to make a plan to vote.

[Specifically for our HQ employees, **the primary for [STATE] is scheduled for [DATE]**. Register to vote or check your registration status at [STATE ELECTION WEBSITE].]

For democracy,
[NAME]

SUBJECT: [STATE]'s Voter Registration Deadline is Coming Up!

Dear Colleagues,

As you may already know, [Insert Election] is coming up on [Insert Date]. We at [COMPANY] value civic participation and want to ensure everyone who is interested and eligible is able to cast their vote. That's why we are reaching out with a reminder about upcoming voter registration deadlines in [STATE]. **The by-mail and online voter registration deadline is [INSERT DATE]**. To cast your vote in the upcoming election, check your registration status or register before this deadline.

For more information about **how to check your registration and about other ways to register and vote in [STATE]**, we encourage you to visit [How to Vote](#). This centralized resource

includes information on early voting, voting by mail, checking one's registration status, voter ID requirements, and more for all 50 states and D.C.

Happy voting,
[NAME]

Tools to Know

- **[TurboVote](#)**: TurboVote is an online platform that helps users register to vote, request a ballot in the mail, and sign up for election reminders. It's easy to use, can help individuals from all 50 states and the District of Columbia, and will be a great way for employees/consumers to check for local details and sign up for reminders. Turbovote is free to use, so share widely to empower your audience. The platform can also be customized for brand partnership.
- **[VOTE411](#)**: Launched by the League of Women Voters Education Fund, Vote411.org is a one-stop-shop for election related information, focused on providing nonpartisan information and education on ones' ballot. Share Vote411.org for an overview of ballots, including factual data on candidates in state and local races, ballot measure information, and more.
- **[BallotReady](#)**: Helping voters across the U.S. exercise their right to vote and vote informed on every race and measure on their ballot, BallotReady provides personalized nonpartisan information to voters in all 50 states. BallotReady will help voters make a plan to vote, and ensure they know when to vote and what is on their ballot with digital ballot guides.
- **[Ballotpedia](#)**: A digital encyclopedia of American politics and elections,
- **[Power the Polls \(Poll Working\)](#)**: Power the Polls is a clearinghouse of information on serving as a poll worker nationwide. Share a link to Power the Polls and your internal/external audiences can look up information on how to apply to be a poll worker in their local jurisdiction. In 2020, America faced a nationwide poll worker shortage. In 2022, due to uncertainty caused by the coronavirus, staffing shortages are expected to continue.
- **[WorkElections.com \(Poll Working\)](#)**: Providing access to accessible centralized information, workelections.com provides a solution to a main obstacle of poll worker recruitment. Encourage audiences to consider serving as a poll worker by directing them to this portal, which collects information on requirements and applications for serving in nearly all 50 states.
- **[VoteRiders \(Voter ID\)](#)**: Helping ensure employees and customers know what they need in order to vote is crucial in ensuring that votes can be cast. VoteRiders is a database on state-by-state voter ID laws and an easy reference for anyone with questions or concerns. They also offer a hotline to support voters with ID questions or issues that arise at the polls.

Ballotpedia aims to inform people by providing accurate and objective information about politics at all levels of government. Whether your audiences want to run for office, make decisions about how they'll vote or need the latest political news and analysis, from a nonpartisan source, Ballotpedia is a good tool to share.

- [**Pizza to the Polls**](#): Pizza to the Polls takes reports of long lines to vote from folks around the country and then delivers pizza from a local restaurant. Sending pizza to the polls not only fortifies voters, it cheers up poll workers and provides ways for people to give back.
- [**The Civics Center \(Youth\)**](#): The Civics Center provides voter registration information focused on first-time and young voters. The nonpartisan organization also provides free online training for students and educators who want to organize voter registration drives in high schools and offers programming to adult supporters who want to learn about high school civic engagement and help young people register to vote.