



PARTNER TOOLKIT

Preserving democracy has always been vital, and every single person has a role to play in Making Democracy Work. This Election Hero Day, November 3, 2025, we turn the spotlight toward the election heroes who often go unseen: the poll workers, staff, and officials who safeguard our right to vote and keep democracy running.

Election Hero Day is a nonpartisan, national celebration recognizing the tremendous contributions that election officials, their staff, and poll workers make to ensure a safe, secure voting experience for all Americans.

The goal of Election Hero Day is simple: lift up and celebrate the people that live in each of our communities who run our elections and work hard to ensure all our voices are equal when we cast our ballots.

This toolkit is intended to provide you with content to show your appreciation for election heroes and amplify online!

In this toolkit, you will find:

- Ways to celebrate
- Social accounts to follow
- Messaging guidelines & FAQs
- Graphics
- Sample social copy & email draft
- Press release and LTE templates

Feel free to customize these designs and integrate them with your own branding.

Key messages:

- “Not all heroes wear capes; some safeguard our democracy.”
- “The greatest heroes are the ones you don’t see; the ones who protect our democracy.”
- Remain nonpartisan and focus on engaging all voters, regardless of party affiliation.
- Highlight the work being done in your state and community. Poll workers and election administrators are your friends and neighbors, and they’re giving a great deal of time and energy to our democratic process right now.

Ways to Celebrate:

1. Host an In-Person Celebration on November 3, 2025

→ In-person forms of appreciation are more tangible for election officials and can also drive media coverage, creating content for social media. We encourage each partner organization to design a celebration that best fits the needs of election heroes in their community. You know your community best!

→ Best Practices for In-Person Activations

- ◆ Identify the location of your local election office using VOTE411.org.
- ◆ Determine a location and time for an event thanking the election official. Events occurring during the noon hour can be easy to join for office workers!
- ◆ Contact your local elections office to express your interest in celebrating Election Hero Day. *Knowing that the day before the election is a very busy day for them and their team, ask for an appropriate point of contact on their communications team or with their city or county’s communications staff to coordinate.*
- ◆ Post photos and any news clips of your event to social media.
- ◆ Remember to send a thank you note to any organizations and/or individuals that helped organize the event.

→ Examples of In-Person Activations

- ◆ Deliver a thank-you card to a poll worker in your community
- ◆ Deliver a thank-you poster to your local election office
- ◆ Recruit a speaker and/or highlight a specific election hero in your community (see best practices below)

a. Best Practices for Speaker Recruitment and Celebrating Election Heroes In-Person

- Recruit speakers and other participants for your event. Good speakers could include county commissioners, mayors, and/or other elected officials (ideally, choose individuals who are not on the ballot this year), as well as leaders of relevant organizations.
- Identify any election heroes who can attend the celebration to be thanked and celebrated in-person, like the chief local election administrator, the longest-standing full-time election office staff member, poll workers who are working their first election, interesting pairings like parent/child or grandparent/grandchild
- Distribute a media advisory on the Thursday before Election Hero Day, followed by phone calls to local reporters to flag the event.

2. Activate Virtually on or before November 3, 2025

- Help create a moment across social media on November 3rd by using the sample social graphics and content in the section below.
- Send an email to your network(s) highlighting Election Hero Day and how your community can show appreciation to election heroes.
- Write a letter to the editor in your local newspaper sharing why your organization is celebrating Election Hero Day and how the community can get involved.

Social Accounts to Follow:

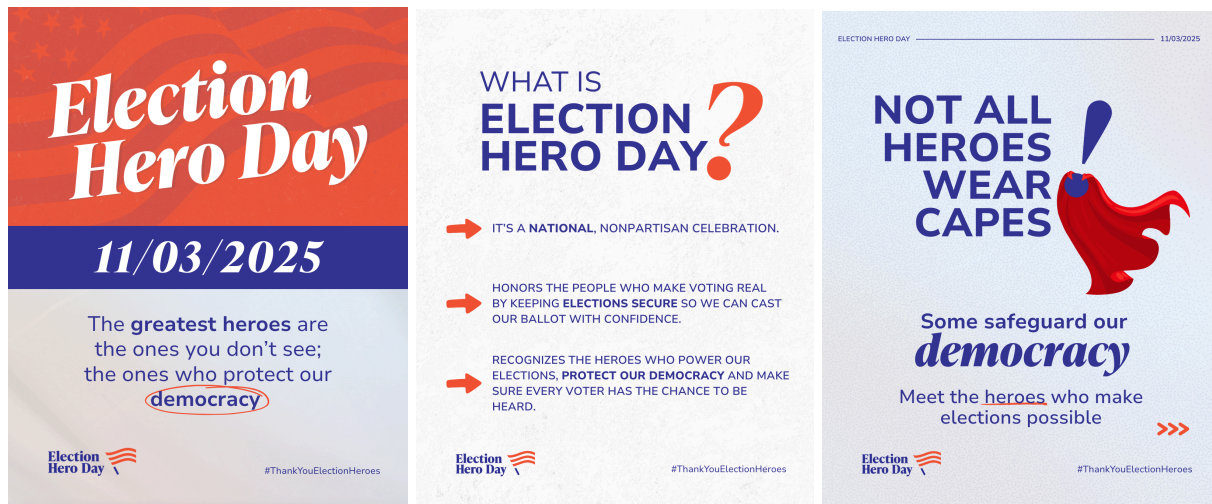
Instagram: @electionheroday

Facebook: @electionheroday

www.electionheroday.org

Graphics

[[Download graphics Here](#)]



Sample social content

- Not all heroes wear capes. Some safeguard our democracy!
#ThankYouElectionHeroes
- Election heroes are state and territorial officials, local clerks, directors, office staff, poll workers, and many more who work to ensure a safe, secure, accessible election. Join us in thanking them today! #ThankYouElectionHeroes
- Today we are celebrating Election Hero Day to recognize the tireless commitments election teams & poll workers are making to keep our democracy running. We see you and we thank you! #ThankYouElectionHeroes

- We are grateful for #electionheroes who have been steadfastly working to provide safe, secure, and accessible elections. Join us, business leaders, elected officials, nonprofits, and enthusiastic people across the US by celebrating #ElectionHeroDay. #ThankYouElectionHeroes
- Elections are community-driven. Let's thank friends, family, colleagues, and neighbors who have taken the time and effort to ensure that our elections run smoothly. #ThankYouElectionHeroes
- From printing ballots to cleaning voting booths, there are so many ways #electionheroes show up for our democracy. Thank you for doing all of the work to make sure that every vote counts. #ThankYouElectionHeroes

Sample Email

SUBJECT: Happy Election Hero Day!

Dear **[First Name/Friend]**,

Happy Election Hero Day!

Today, we celebrate the election workers, poll workers, and all other staff and volunteers who keep our elections running smoothly!

Thanks to them, we're able to **make our voices heard at the ballot box / [insert other custom language]**.

Show our Election Heroes some love by [thanking them on social media](#). They deserve recognition for all their hard work.

Fair, accessible elections are essential / [insert other custom language]. Let's shout-out our election heroes together!

Warmly [in League / custom language],

[Your name]

Press Release Template

Media Contact:

Name:

Email:

[Organization] Celebrates Election Heroes!

Event honors contributions of community members and officials who power our elections

CITY, STATE — [Organization] is marking Election Hero Day on November 3, 2025, by appreciating the people who make elections happen in **[jurisdiction]**.

Community members are invited to join us in celebrating these election heroes by **[Insert your plans – include dates, times, and RSVP information for your activation]**

[INSERT QUOTATION FROM ORGANIZATIONAL LEADER]

[INSERT QUOTATION FROM ELECTION HERO]

[Organization] is proud to celebrate Election Hero Day, alongside hundreds of organizations and businesses who are celebrating the local community members who power our elections. Election heroes are state and territorial officials, local clerks, directors, office staff, poll workers and many more, who work to ensure safe, secure, and accessible elections. Election Hero Day was first celebrated in 2020 to ensure these hardworking Americans got the support and appreciation they deserve. To learn more about Election Hero Day and how to join the movement, visit www.electionheroday.org.

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About [Organization]

About Election Hero Day

Election Hero Day is a nonpartisan, national celebration recognizing the tremendous contributions that election officials, their staff, and poll workers make to ensure a safe, secure voting experience for all Americans. Taking place on November 3, 2025 — the day before Election Day — nonprofits, business leaders, brands, public officials, and more will unite to honor the election heroes in our communities.

Letter to the Editor Template

Sample Title: Election heroes deserve our thanks

On Monday, November 3, [Organization] will join hundreds of nonpartisan organizations nationwide to celebrate Election Hero Day, a civic holiday created to uplift election officials, their staff, and poll workers ahead of Election Day.

At [Organization], we're passionate about appreciating our election heroes who ensure safe, accessible and fair elections.

On Election Hero Day, we'll be [Insert Examples of Activities or Events Here]. We're committed to showing gratitude to our community members who ensure that everyone has the opportunity to participate in our democracy.

[Insert further reasoning for why the organization believes in supporting Election Hero Day]

As you make your plan to vote, please join [organization] in saying thank you to our election heroes this election cycle.

Learn more about how you can join this civic holiday and how to join an Election Hero Day celebration in your own community at www.electionheroday.org.

FAQs

What Is An Election Hero?

- **STATE AND TERRITORIAL ELECTION OFFICIALS:** Implement election laws and policies, maintain voter registration databases, and work collaboratively with local election officials to ensure a successful voting experience for all eligible voters.
- **COUNTY/MUNICIPAL ELECTION CLERKS AND DIRECTORS:** Execute detailed election plans built in partnership with state officials. Lead all of the day-to-day operations of registration and voting for their jurisdictions and recruit poll workers.
- **ELECTION OFFICE STAFF:** Support the work of the election administrator through clerical duties, digital support, and much more. In many cases, this team is quite small, resulting in a heavy and time-sensitive workload for these workers during this critical period.
- **POLL WORKERS:** Provide on-site support to local election staff to administer a smooth voting process on Election Day and during early voting. They are responsible for everything from checking voters in to making sure voting machines are working correctly. These folks are put on the front lines of elections and will interact with hundreds of voters throughout their work.

If you have any questions, please reach out to info@electionheroday.org.