



Hispanic Media GOTV Coalition: Poll Worker Recruitment Toolkit

This toolkit includes:

- [Social media tiles about being a poll worker \[English & Spanish included\]](#)
- [Short script about why being a bilingual poll worker is important \[needs translation\]](#)
- [Message points about why being a bilingual poll worker is important \[needs translation\]](#)

Social media tiles about being a poll worker [English & Spanish included]

Social media tile #1:

English header: **Help your neighbors vote.**

English header graphic: [Link](#)

English caption/supplemental text: Poll workers play an integral role on Election Day. They do everything from helping voters understand their ballots to troubleshooting technical issues. Sign up as a bilingual poll worker today.

www.powerthepolls.org

Spanish header: **Ayuda a tus vecinos a votar.**

Spanish header graphic: [Link](#)

Spanish caption/supplemental text: Los trabajadores electorales desempeñan un papel fundamental el día de las elecciones. Tienen muchas funciones, desde ayudar a los votantes a entender sus papeletas hasta solucionar problemas técnicos. Inscríbete hoy mismo como trabajador electoral bilingüe.

www.powerthepolls.org

Social media tile #2:

English header: **Speak Spanish? Staff your local polling place.**

English header graphic: [Link](#)

English caption/supplemental text: Fair elections are an essential part of our democracy. Become a bilingual poll worker to ensure everyone in your community is able to vote—and get paid for your work. Sign up today: www.powerthepolls.org

Spanish header: **¿Hablas español? Forma parte de tu centro electoral.**

Spanish header graphic: [Link](#)

Spanish caption/supplemental text: Tener unas elecciones justas es una parte esencial de nuestra democracia. Conviértete en un trabajador electoral bilingüe para asegurarte de que todos en tu comunidad puedan votar, y recibe una remuneración por tu labor. Insíbete hoy mismo: www.powerthepolls.org

Social media tile #3:

English header: **Bilingual poll workers are needed who speak Spanish.**

English header graphic: [Link](#)

English caption/supplemental text: Support your community in the upcoming election by helping voters who speak Spanish at the polling location. Sign up to be a bilingual poll worker today: www.powerthepolls.org

Spanish header: **Se necesitan trabajadores electorales bilingües que hablen español.**

Spanish header graphic: [Link](#)

Spanish caption/supplemental text: Apoya a tu comunidad en las próximas elecciones y ayuda a los votantes que hablan español en el centro electoral. Insíbete como trabajador electoral bilingüe hoy mismo: www.powerthepolls.org

Short script about why being a bilingual poll worker is important [needs translation]

Bilingual poll workers play a critical role in making elections accessible to all voters.

Over the last three decades, the number of people in the U.S. who speak a language other than English at home has tripled. As our nation becomes more diverse, there is a greater demand for bilingual poll workers to serve different communities of voters nationwide.

Election administrators across the country are focused on recruiting the next generation of poll workers, including those who have the language skills to help voters cast their ballots without facing communication barriers. Bilingual poll workers help ensure that people can easily and confidently participate in our democracy, no matter what language they speak.

Message points about why being a bilingual poll worker is important
[needs translation]

- Bilingual poll workers help ensure that elections are accessible for all voters, no matter what language they speak.
- Over the last three decades, the number of people in the U.S. who speak a language other than English at home has tripled, from 23.5 million (about 1 in 10) to 67.8 million (about 1 in 5), per [ShareAmerica and the U.S. Census Bureau](#). With this, there is a greater demand for bilingual poll workers to serve communities of voters nationwide.
- According to [Power the Polls](#), in over 400 jurisdictions across the country, election administrators have specifically identified a need for bilingual poll workers.
- We need more bilingual poll workers who have the language skills to help voters cast their ballots without facing communication barriers.
- To sign up to be a bilingual poll worker for the 2024 election, visit powerthepolls.org.