MEDIA KIT

Thank you for partnering with the County of Santa Clara Registrar of Voter's Office to help get the word out on the new voting experience for the November 3, 2020, Presidential General Election. Please find promotional verbiage that we ask that you add to your newsletters, e-mails, and distribution. This kit also contains links to How to Videos, sample social media verbiage and additional information.

Promotional Verbiage

Voting is Now Easier than Ever in Santa Clara County!

Our county will be using an exciting new voting model that makes it easier than ever to cast a ballot.

It is called the Voter’s Choice Act, and it emphasizes convenience for the modern voter. Everyone will get a ballot mailed to them automatically and that they can return in the free postage-paid envelope provided by mail, which is by far the most popular way to vote. Any voter can also place their completed ballot in one of 98 conveniently located drop-boxes. The Registrar of Voters Office will also be open for early voting beginning on October 5th through Election Day. Voters who prefer to vote in person can still do so at any of the more than 100 Vote Centers that will be open throughout Santa Clara County starting October 31st. Remember, now it is Election Day everyday between October 5th and November 3rd!

The Vote Centers will offer sanitary, in-person options for a full spectrum of services, from language and accessibility assistance to voting in person. There are electronic poll books to keep track of who has voted, and even voter registration updates all the way up through Election Day.

Take advantage of the extra time and convenience of receiving your ballot 29 days before the election with a free postage paid return envelope, no stamp, no problem! Vote safe, vote from home.

Be heard by November 3rd.

Visit sccvote.org/voterschoice or call 866-430-VOTE (8683) for more information.
How to Videos

The ROV has created five new How to Videos to help voters with the new voting experience and registering to vote. Our videos are available on our website at: www.sccvote.org/voterschoice and on our youtube channel: www.youtube.com/sccvote, and on a flash drive upon request at (408) 282-3008.

All our videos are subtitled in each of these languages: Chinese, Gujarati, Hindi, Japanese, Khmer, Korean, Nepali, Punjabi, Tagalog, Tamil, Telugu, Spanish, and Vietnamese.

The How to Videos include the following:
- How to Register to Vote
- How to Vote By Mail
- How to Vote at a Vote Center
- How to Vote a Military and Overseas Ballot
- How to Vote a Remote Access Vote by Mail

Social Media

Follow us on our social media accounts. We have an account on Facebook, Instagram, Twitter, YouTube and Next Door.

Here are some best practices for social media posts:
1. Mention Santa Clara County in your post @sccvote. Only 15 counties in California are implementing a new voting model, avoid the confusion.
2. Tag your friends and partners to increase interactions. Feel free to tag us @sccvote and we will retweet your post, share or link to your post.
3. Direct voters to our website to get more information www.sccvote.org/voterschoice.
4. Use #sccvotes, #moredaysmoreways, #sccvotecenter, #voterschoiceact #santaclaracounty

For a copy of our Social Media Toolkit please contact us at: (408) 282-3008.
Calendar of Social Media Posts and/or E-mail blasts to Copy, Paste, and Share

Week of Aug 2 – Aug 21

We are Hiring. Are you interested in working the upcoming Presidential General Election? We invite you to apply online today at www.sccvote.org/votecenterhiring.

The pay ranges from $115 on election day up to $445 for bilingual volunteers working up to 4 days. Training must be completed prior to October 17. Join us today and participate in the democratic process.

Be Heard by November 3
The election is less than 90 days away! Ballots will go out starting October 5. This means you can vote early! Register to vote www.registertovote.ca.gov or check your voter status at www.voterstatus.ca.gov.

Week of Aug 23 – Sept 11

Vote by Mail or Vote at a Vote Center
Vote by mail ballots will automatically be mailed to all registered voters in Santa Clara County 29 days before the Presidential General Election, starting October 5th.

Due to the challenges of Covid-19, we encourage voters to be safe and vote by mail. In-person voting opportunities will also be available throughout the County at our various Vote Center locations starting October 31st. If you are not sure if you are registered to vote, you can check your registration at registertovote.ca.gov.

Week of Sept 12 – Oct 3

Vote Proud, Avoid the Crowd
Skip the lines and vote from home! Every registered voter will be mailed a vote by mail ballot; there are also in-person early voting options. There are many ways to vote safely; it is your choice.

No stamp, no problem – All voters will receive a free postage paid return envelope with your vote by mail ballot. Mail your ballot today and avoid the crowds on election day!

Week of Mon, Oct 5

Vote by Mail ballots are on their way
All voters in Santa Clara County @sccvote will be mailed a vote by mail ballot. Voters in our county have #MoreDaysMoreWays to vote. Choose where, when, and how you vote. Learn more at www.sccvote.org/voterschoice #sccvote

County Voter Information Guides are on their way
Check your mailbox as our County Voter Information Guides and election materials are on their way! Every registered voter in Santa Clara County will receive election
information in the mail in whatever language they choose. Learn more at www.sccvote.org/voterschoice #sccvotes

Ballot Drop Boxes are Available throughout the County
Are you voting by mail in Santa Clara County? There are 98 drop boxes located throughout the county. Find your closest drop box near where you work, go to school, or while running errands. Do not forget to sign and return your free postage paid return envelope! For more information go to www.sccvote.org/voterschoice. #sccvotes

Oct 12 – Oct 16

Vote safe, Vote from home. All voters in California will receive a vote by mail ballot in the mail. Vote in the comfort and safety of your own home! If you have not received your ballot yet call us at (408) 299-VOTE. If you absolutely need to visit a Vote center you can find your closest vote center and vote near where you work, go to school, or while running errands starting on October 31 and choose from over 100 Vote Centers throughout the county. Learn more www.sccvote.org/voterschoice.

Oct 19 – Oct 23

Last day to register to vote. Register to Vote today at registertovote.ca.gov. If you missed the Oct 19 deadline, you could register and vote at the ROV office on Sat and Sun, Oct 24 – 25, as well as at one of 100 Vote Centers starting Sat, Oct 31. Yes, you can vote on a Saturdays & Sundays now! Find your closest vote center and #sccvotes

Oct 26 – Oct 31

Every day is Election Day Oct 31 through Nov 3. All voters in Santa Clara County should have received a ballot in the mail by now. Use your free postage paid return envelope provided, visit a vote center, or find a drop box. Find out more at www.sccvote.org/voterschoice. www.sccvote.org/voterschoice.

Vote proud, avoid the crowd. Every voter in Santa Clara county received a vote by mail ballot in the mail. Avoid the crowds and mail your ballot in today. Check your voter status at https://voterstatus.sos.ca.gov.

Vote early and avoid the lines! Voters in Santa Clara county can visit a vote center starting Oct 31 and even vote on the weekend. Find your closest vote center or drop box and vote near where you work, go to school, or while running errands. #MoreDaysMoreWays

Oct 31

It is Halloween, channel your inner superhero. What mask will you wear to the Vote Center? Over 100 Vote Centers in Santa Clara County are now open! Find your closest vote center or drop box. No tricks just treats. Treat yourself to play your role in Democracy.

Oct 25-Nov 3

All Vote Centers open countywide Oct 31 – Nov 3. Voters in Santa Clara County can vote today! Find your closest vote center or drop box and vote near where you
work, go to school, or while running errands. #MoreDaysMoreWays #sccvotecenter

Learn more www.sccvote.org/voterschoice.

**Vote early and skip the line!** Drop off your ballot at any ballot drop box or vote in-person at any vote center in Santa Clara County this weekend. Learn more www.sccvote.org/voterschoice.

**Avoid the lines on Election Day and vote today!** Visit any vote center in Santa Clara County or drop off your ballot with your signed return envelope at a ballot drop box (no postage needed).

**Sun, Nov 1**

It’s Sunday! Get your weekly To-Do List started, **Vote today.** Visit any vote center in Santa Clara County while you are out running errands. Find your closest vote center or ballot drop box at www.sccvote.org/voterschoice.

**Mon, Nov 2**

**Didn’t register to vote? It’s not too late.** Register and vote at any vote center in Santa Clara County. Find your closest vote center or ballot drop box. #sccvote #MoreDaysMoreWays

**Avoid the lines tomorrow and vote today!** Don’t wait. Visit any vote center in Santa Clara County or drop off your ballot. #sccvotes #MoreDaysMoreWays

**Don’t delay, Vote today. Visit any vote center in the county or find your closest ballot drop box.** Find your closest vote center or ballot drop box. @sccvote. #sccvotes #MoreDaysMoreWays

**Tuesday, Nov 3 - Election Day!**

**It’s Election Day!** Bring your friends, family, partners, co-workers, or any other eligible voter and visit any vote center in the county to register and vote the same day. All vote centers are open until 8:00 p.m. Today is the last day to Vote. Be heard by Nov 3. Find your closest vote center or drop box. #sccvotes #MoreDaysMoreWays #sccvotecenter

**Not registered to vote? No problem.** Visit the ROV office anytime, or any vote center in @sccvote to register and vote the same day. All vote centers are open until 8:00 p.m. Find your closest vote center or drop box. #sccvotes #MoreDaysMoreWays

**It’s Nov 3, let your voice be heard.** Today is the last day to vote. Vote centers are open until 8:00 p.m. Visit any vote center in the county. You can still register and vote today. All vote centers are open until 8:00 p.m. Find your closest vote center or drop box. #sccvotes #MoreDaysMoreWays

**It’s Election Day! Did you lose your ballot?** Visit any vote center in the county to vote. Find your closest vote center or drop box. #sccvotes #MoreDaysMoreWays
Did you get your sticker? Don’t forget to share, tweet, post and wear your sticker with pride. You did it. You voted.

Cast your ballot and share your sticker.

Extra, Extra, Read all about it.
Please feel free to contact us if you would like copies of our 12-page VCA publication that will be inserted in over 250,000 newspapers throughout the county. We also have a pdf flip-book available for use. Call our media line (408) 282-3008 or send us an e-mail at rovmedia@rov.sccgov.org and let us know how many to send you today!

I VOTED Placard

Enlarge, print, and display this “I Voted” placard in your car or home. Show your pride for the upcoming election. Please call us if you would like hard copies to distribute!

Guide to Voter Registration Pocket Guide
Please go to: https://www.sccgov.org/sites/rov/Register/Documents/Guide_to_Register_to_Vote.pdf to download and print copies of our Pocket Guide to Voter Registration Booklet.
Presidential General Election

Be Heard by November 3rd
Voting Opens Oct. 5 – Nov. 3

Vote by Mail and Early Voting: Oct. 5 – Nov. 3
Vote Centers Open: Oct. 31 – Nov. 3
*Masks will be required
Last Day: Nov. 3, Election Day!

Vote by Mail or at a Vote Center
There is No Safer Way to Vote Than by Mail

sccvote.org
(866) 430-VOTE (8683)

English – Be Heard Ad
Chinese – Be Heard Ad

Japanese – Be Heard Ad

Korean – Be Heard Ad

Filipino – Be Heard Ad
Elección General Presidencial
Hágase escuchar este
3 de noviembre

La Votación Comienza:
del 5 de octubre al 3 de noviembre

Votación por Correo y Votación Temprana:
del 5 de octubre al 3 de noviembre

Los Centros de Votación abrirán:
del 31 de octubre al 3 de noviembre
* Se requerirá usar cubrebocas

Último Día: 3 de noviembre ¡Día de la Elección!

Vote por Correo o en un Centro de Votación
No hay manera más segura de votar que por correo

sccvote.org  |  (866) 430-VOTE (8683)

Bầu Cử Tổng Tuyên Cử Tổng Thống
Để Được Lắng Nghe vào Ngày
3 Tháng Mười Mốt

Bầu Cử Mở Cửa:
Ngày 5 Tháng Mười - Ngày 3 Tháng Mười Mốt

Bầu bằng Thư và Bầu Sổm:
Ngày 5 Tháng Mười - Ngày 3 Tháng Mười Mốt

Trung Tâm Bầu Cử Mở Cửa:
Ngày 31 Tháng Mười - Ngày 3 Tháng Mười Mốt

Ngày Cuối:
Ngày 3 Tháng Mười Mốt, Ngày Bầu Cử

Bầu bằng Thư hoặc tại một Trung Tâm Bầu Cử

sccvote.org  |  (866) 430-VOTE (8683)
Vote Safe image to use along with your messages.

Multiple size logos and colors for use with your message:

Contact us today:

Santa Clara County Registrar of Voters
Public and Legislative Affairs
1555 Berger Drive, Bldg 2
San Jose, CA 95112

Media Line: (408) 282-3008
Media e-mail: media@rov.sccgov.org