



Get Out the Vote Toolkit

This year, we have important elections on August 6th and November 5th. Nonprofit organizations like yours have a proven ability to empower our communities to vote, with data showing that people engaged by nonprofit organizations were 10% more likely to vote! That's why we are so grateful to you for joining United Way for Southeastern Michigan in encouraging voters to turn out on election day.

General Election Important Dates To line up your social media posts and messaging with important election deadlines, keep these key dates in mind.

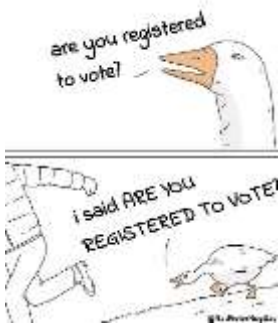
- **Now:** Voters can print and submit a paper application for an absentee ballot.
- **Now:** The Secretary of State's online application for an absentee ballot is open.
- **Sept. 17:** National voter registration day
- **Week of Oct. 13:** Sign up for an absentee ballot
- **Week of Oct. 20:** Vote early in-person or drop off your absentee ballot
- **Oct. 21:** Last day to register to vote online or through the mail.
- **Oct. 22:** Recommended last day to drop your ballot in the mail (for most voters). After this date, we recommend dropping your ballot at your local city or township clerk's office.
- **Oct. 26 through Nov. 3:** In-person early voting.
- **4 p.m. on Nov. 4:** Deadline to vote in person with an absentee ballot at your city or township clerk's office.
- **Nov. 5:** Election Day! Polls are open from 7 a.m. to 8 p.m. Voters who need to register or update their registration address, can do so at their city or township clerk's office until 8 p.m. Your completed absentee ballot, whether submitted by mail or by hand-delivering the ballot to your clerk's office or their drop box, must be received by your city or township clerk by 8 p.m. on this day.

The toolkit below includes a schedule that aligns with sample social media posts, shareable images, text messages and emails so you can easily encourage voters to turn out on election day.



Sample Social Media Posts


The overview below highlights some of the most important voting messages you can share with your networks in the weeks leading up to Election Day. We've included sample messaging for general voter information to help get out the vote. All image options are available to download from our website and are optimized for each social media platform.

Sept. 17: National voter registration day

| Facebook, Instagram, Twitter | | |
|---|--|---|
| Shareable Image | Post | Alt text |
|  <p>Photo link</p> | <p>It's #NationalVoterRegistrationDay, so get #VoteReady! Check your registration status or register to vote online here: https://mVIC.sos.state.mi.us/RegisterVoter</p> <p>(For Instagram: You can add this link to your bio: https://mVIC.sos.state.mi.us/RegisterVoter and update copy)</p> | <p>A duck asks a human, "are you registered to vote?" It then angrily chases said human, screaming "I said are you registered to vote?"</p> |


Week of Oct. 13: Sign up for an absentee ballot

| Facebook and Instagram | | |
|---|---|--|
| Shareable Image | Post | Alt text |
|  <p>Photo link</p> | <p>#Vote at home, no explanation needed. You can even sign up to become an absentee voter for future elections! Register online for your absentee ballot by October 21: unitedwaysem.org/vote</p> <p>(For Instagram: You can add the link to your bio: unitedwaysem.org/vote and update copy)</p> | <p>In the last two federal elections, 1 in 4 voters cast a mail-in ballot.</p> |
|  <p>Photo link</p> | <p>Waiting to fill out your absentee ballot? We highly recommend mailing it in by October 22, so it arrives by Election Day. If you can't mail your ballot by then, simply drop it off at your clerk's office to make sure your #vote counts!</p> | <p>Return your ballot ASAP at a drop box or designated location.</p> |


| Twitter | | |
|---|--|--|
| Shareable Image | Post | Alt text |
|  <p>Photo link</p> | <p>#Vote at home, no explanation needed. You can even sign up to become an absentee voter for future elections! Register online for your absentee ballot by October 21: unitedwaysem.org/vote</p> | <p>In the last two federal elections, 1 in 4 voters cast a mail-in ballot.</p> |
|  <p>Photo link</p> | <p>Waiting to fill out your absentee ballot? We highly recommend mailing it in by October 22 so it arrives by Election Day. If you can't mail your ballot by then, simply drop it off at your clerk's office to make sure your #vote counts!</p> | <p>Make sure your mail ballot counts! Sign it, seal it, deliver it.</p> |

Week of Oct. 20: Vote early in-person or drop off your absentee ballot



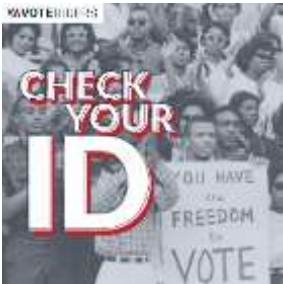
Early Voting




| Facebook, Instagram, Twitter | | |
|---|--|---|
| Shareable Image | Post | Alt text |
|  <p>Photo link</p> | <p>Election Day is only [X] days away! Get your #vote on early by voting in-person October 26-Nov 3. Check your polling location online today! https://mVIC.sos.state.mi.us/Voter/Index</p> <p>(For Instagram: You can add the link to your bio: https://mVIC.sos.state.mi.us/RegisterVoter and update copy)</p> | <p>Do something today that your future self will thank you for.</p> |

Ballot Drop Box

| Facebook, Instagram, Twitter | | |
|---|---|---|
| Shareable Image | Post | Alt text |
|  <p>Photo link</p> | <p>Did you forget to mail in your absentee ballot before Oct.22? Don't stress! Find your nearest location to drop off your ballot by 4 PM on Nov. 4 and #Vote! Michigan Voter Information Center (state.mi.us) (For Instagram: You can add the link to your bio: https://mvic.sos.state.mi.us)</p> | <p>Putting a ballot into a drop box</p> |

Nov. 5: Election Day!

| Facebook and Instagram | | |
|---|--|--|
| Shareable Image | Post | Alt text |
|  <p>Photo link</p> | <p>Today is your last day to make your voice heard at the ballot box! Polls are open from 7 a.m. until 8 p.m. If you're not yet registered, you can still vote by registering in person at your clerk's office.</p> | <p>Vote, make your voice heard</p> |
|  <p>Photo link</p> | <p>Still in line when polls close at 8 pm? As long as you got there before 8 pm, you can still #vote! If you're being denied your rights, call the voter protection hotline: 866-867-8683 (English), 888-839-8682 (Spanish), 844-925-5287 (Arabic)</p> | <p>Get in bestie! We're going voting!</p> |
|  <p>Photo link</p> | <p>Forgot your photo ID? Don't worry, you can still be a voter by filling out a simple form. If you're being denied your rights, call the voter protection hotline: 866-867-8683 (English), 888-839-8682 (Spanish), 844-925-5287 (Arabic)</p> | <p>The words Check your ID overlaying a black-and-white picture of African American people</p> |

| Twitter | | |
|--|---|--|
| Shareable Image | Post | Alt text |
|  <p>Photo link</p> | <p>Today is your last day to make your voice heard at the ballot box! Polls are open from 7 a.m. until 8 p.m. If you're not yet registered, you can still vote by registering in person at your clerk's office.</p> | <p>Vote, make your voice heard</p> |
|  <p>Photo link</p> | <p>Still in line when polls close at 8 pm? As long as you got there before 8 pm, you can still #vote!</p> | <p>Your vote is your voice! Call or text 866-OUR-VOTE to get help making a plan to vote.</p> |
|  <p>Photo link</p> | <p>Forgot your photo ID? Don't worry, you can still be a voter by filling out a simple form. If you're being denied your rights, call the voter protection hotline: 866-867-8683 (English), 888-839-8682 (Spanish), 844-925-5287 (Arabic)</p> | <p>The words Check your ID overlaying a black-and-white picture of African American people protesting for their freedom to vote.</p> |

General Election Sample Messaging

We have included sample text messages and emails along with suggested dates that you can share with your networks as election day approaches to help get out the vote!

Text Messages

Suggested to send Oct. 25

Take advantage of Michigan's 9 DAYS of early voting from Oct 26 until Nov 3! Learn more about voting: <https://unitedwaysem.org/vote>

Suggested to send Nov. 4

Get out and vote 7am-8pm tomorrow for better communities! Get more info about voting from United Way: <https://unitedwaysem.org/vote>

Emails

Suggested to send on Oct. 18

Subject line: How to SHOW UP for your community and VOTE!

Dear ____,

In 2020 and 2022, we saw record voter turnouts. People young and old showed up to the ballots - some for the first time – to make their voices heard and shape their communities. Now in 2024, we want to carry that momentum forward and elect people who will represent our needs as Michiganders.

RIGHT NOW and until October 21, you can sign up to get an absentee ballot through the Secretary of State's website. After filling out your ballot at home, either mail it in or deliver it to your clerk's office or the office's drop box by 8 pm on election day.

November 5 isn't the only day to vote, just the last. If mail-in doesn't work for you, Michigan has 9 DAYS of early voting, from October 26-November 3!

If you have any questions about voting or need support with pretty much anything, you can call 2-1-1, open 24/7 to serve you! You can also find links to important websites and more information about voting in Michigan [HERE](#).

Follow these steps, and we'll see you at the polls!

Sincerely,

(Insert Organization Here)

Suggested to send on Nov. 4

Subject: Michigan: MAKE YOUR VOICE HEARD this election day!

Dear ____,

If you haven't voted yet, tomorrow's your last chance to help choose the officials who will shape your schools, parks, and public assistance for years to come! So get out to vote! Polls will be open from 7 am to 8 pm.

Here in Michigan, you have the right to vote even if you didn't register before election day. You can register tomorrow by stopping in your local clerk's office. If you face any challenges voting, call the election protection line at **(866) OUR-VOTE** ((866) 687-8683).

Find out more voting information at <https://unitedwaysem.org/vote!> And make sure to get out and vote tomorrow for a better future!

Sincerely,

(Insert Organization Here)

Additional Resources

Check out our list of some of our favorite resources for additional sharable content. Use these reputable, and sharable Get Out the Vote toolkits, graphics, videos, and resources to curate the best voter engagement social media strategy for your organization.

National Voter Registration Day Toolkit (Sept. 17):

- Gain momentum for National Voter Registration Day and promote accurate voter information with memes, infographics, and sample social media content to get people registered to vote: [Social Media Toolkit | National Voter Registration Day](#)

National Voter Education Week Toolkit (Oct. 7-11):

- Sign-up to access to unique graphics, memes, GIFs and more, including content in various languages: [Join as a Partner! - National Voter Education Week](#)

866 Our Vote Social Media Toolkit:

- Access sample messaging, posts, graphics, hashtags about election protection: [Social Media Toolkit - Election Protection \(866ourvote.org\)](#)

Michigan Voting Social Media Sharable Graphics and Information:

- Access free sharable graphics, captions, and videos in English Spanish, Arabic, and Bangla: [Graphics | Michigan Voting](#)

AIGA Get Out the Vote Sharable Poster Designs:

- Share or print unique voter engagement posters from The AIGA design contest. Don't forget to credit the artists: [AIGA - Application Gallery \(secure-platform.com\)](#)