



**ALEX PADILLA** | SECRETARY OF STATE | STATE OF CALIFORNIA  
ELECTIONS DIVISION

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August 25, 2016

County Clerk/Registrar of Voters (CC/ROV) Memorandum #16269

TO: All County Clerks/Registrars of Voters

FROM: /s/ Steven Carda  
NVRA and Voter Outreach Program Manager

RE: Voter Education & Outreach: Resources for County Elections  
Officials

As your county prepares for voter outreach activities for the November 8, 2016, General Election, the Secretary of State's outreach team would like to give counties an opportunity to order supplies that the Secretary of State offers. Many of the outreach materials described in this memo are available to you at no cost. Supplies are available on a first come, first served basis and can be requested using the attached order form.

**Materials**

**A Guide to Voting in California Brochure** – This guide has been updated to provide additional information on newly implemented laws and includes straightforward information about elections in California. The guide is available in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese, which can be a great resource for many communities.

**Vote in 2016 Pamphlet** – This pamphlet is a great tool to promote the 2016 election cycle. With important dates and deadlines for the November election, the pamphlet covers everything from registering to vote, to researching what will be on the ballot, to how voters can find their polling place on Election Day. This valuable resource is available in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese. An online version of this pamphlet, in each language, is also available on the Secretary of State's "Publications and Resources" web page at <http://www.sos.ca.gov/elections/additional-elections-information/publications-and-resources/>.

**A New Citizen's Guide to Voting** – These newly created guides are filled with information key to the newest citizens of the United States. This guide includes information in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese in one easy to display publication.

**Tips for California's Military and Overseas Voters Flyer** – This one-page flyer provides information for voters who are serving our country in the armed forces or living overseas. Information within this resource includes state and federal contacts and important dates and deadlines. This flyer can also be found on the Secretary of State's website at [www.sos.ca.gov/elections/mov/tips-for-ca-mov.pdf](http://www.sos.ca.gov/elections/mov/tips-for-ca-mov.pdf).

**Voter Registration Card Holders** – These holders can be placed at any public counter within your county and are a great tool to distribute to local community centers, public offices, and other high traffic areas. These holders also include a QR code that people can scan using their smart phone to be directed to California's Online Voter Registration application (COVR). The holders are offered in two designs in English only.

**Public Service Announcements DVD** – With the right message, you can turn any office waiting room, community meeting, or other place where people gather into an opportunity to educate voters. The Secretary of State's office has designed public service announcements to help. The announcements cover all the basics of taking part in elections and are available online in English and Spanish. These messages can be viewed on our website at <http://www.sos.ca.gov/elections/voter-registration/nvra/training/psa/>.

**Time Off to Vote Posters** – These re-designed posters are a great resource for employers to post in their office space to promote democracy. Printed versions of these notices are available in English and Spanish. Additional languages are available to download and print online at <http://www.sos.ca.gov/elections/time-vote-notices/>.

**Voter Bill of Rights Posters** – These newly re-designed, plain language posters are a convenient way to ensure all voters know their rights as participants in their democracy and to meet polling place posting requirements. These posters are available in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese and can be ordered through our office in multiple formats or printed online at [www.sos.ca.gov/elections/voter-bill-rights](http://www.sos.ca.gov/elections/voter-bill-rights).

### **Other Resources and Projects**

**Voting in California** – Another online resource that you might find useful are the "Voting in California" web pages at <http://www.sos.ca.gov/elections/voting-resources/voting-california/>. These pages were expressly created for people who will soon become eligible to vote (such as new citizens) or who are just new to voting. These pages are available in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese, and provide easy access to all the basic tools people need to become engaged voters.

**Democracy at Work** – To build on your existing outreach activities, you may be interested in the Secretary of State's Democracy at Work project. Through this

project, businesses, state and local government, and nonprofit organizations are invited to “promote the vote” by encouraging employees, customers, and members to participate in elections. The project makes it easy, with a selection of sample messages, newsletter text, website buttons, and other handy tools designed to inspire and prepare people to become voters. It recognizes the civic spirit of everyone who takes part with an optional participant listing on the Democracy at Work web page. For more information about the project visit: <http://www.sos.ca.gov/elections/myvote-democracy-work-project/>.

**MyVote Student Mock Election** – The Secretary of State is again teaming up with the State Superintendent of Public Instruction for a statewide student mock election this year on October 11, 2016. This statewide mock election is an excellent way for schools in California to get involved in educating future voters. Visit the mock election web page frequently for updates and more information. Registration opens in mid-March. Please encourage schools in your county to sign-up to participate in the mock-election. Visit the Mock Election web page at <http://www.sos.ca.gov/elections/student-mock-election/>.

**California Online Voter Registration Application QR (Quick Response)**

**Code** – QR codes are a great resource for voters “on the go.” These images can be scanned with smart phones and will automatically direct the user to the online voter registration application. The online voter registration application QR code can be printed on stickers or used in outreach pamphlets, and gives people the option to scan the QR code and fill out a voter registration application online. To see an example of how the Secretary of State's office uses the QR code, please see the “Vote in 2016” publication at <http://www.sos.ca.gov/elections/additional-elections-information/publications-and-resources/>. Instructions on how to add the QR code can be found at <http://www.sos.ca.gov/elections/register-vote-buttons/>.

**Register To Vote Buttons** – These buttons can be placed on any website to promote online voter registration. Available in ten languages, these buttons are an outreach tool that state and local governments, organizations, businesses, schools, etc., can use to promote voter registration. When people click on the register to vote button, they are directed to the online voter registration application. Samples and instructions on how to use these buttons are posted on our website at <http://www.sos.ca.gov/elections/register-vote-buttons/>.

Please contact me at (916) 695-1570 or [Steven.Carda@sos.ca.gov](mailto:Steven.Carda@sos.ca.gov) if you have any questions.

Thank you.

## Voter Education and Outreach Materials Order Form

For each item, please indicate the quantity of each language you are requesting.

Return completed order form to: [Steven.Carda@sos.ca.gov](mailto:Steven.Carda@sos.ca.gov).

Contact Information:

County: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City, State & Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_

### A Guide to Voting in California:



English: \_\_\_\_\_  
 Hindi: \_\_\_\_\_  
 Korean: \_\_\_\_\_  
 Vietnamese: \_\_\_\_\_

Spanish: \_\_\_\_\_  
 Japanese: \_\_\_\_\_  
 Tagalog: \_\_\_\_\_

Chinese: \_\_\_\_\_  
 Khmer: \_\_\_\_\_  
 Thai: \_\_\_\_\_

### Vote in 2016 Pamphlet:

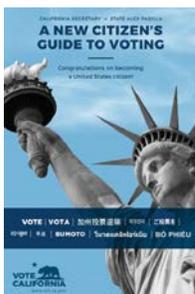


English: \_\_\_\_\_  
 Hindi: \_\_\_\_\_  
 Korean: \_\_\_\_\_  
 Vietnamese: \_\_\_\_\_

Spanish: \_\_\_\_\_  
 Japanese: \_\_\_\_\_  
 Tagalog: \_\_\_\_\_

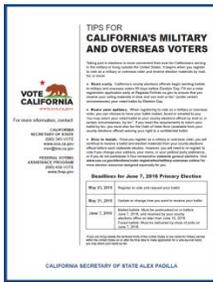
Chinese: \_\_\_\_\_  
 Khmer: \_\_\_\_\_  
 Thai: \_\_\_\_\_

### A New Citizen's Guide to Voting: Ten languages combined



Quantity: \_\_\_\_\_

**Military and Overseas Flyer: English only**



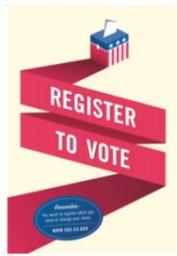
Electronic file will be emailed.

Email: \_\_\_\_\_

**Public Service Announcements: DVD Format – English and Spanish combined**

Quantity: \_\_\_\_\_

**Voter Registration Card Holders: English only**



Cream Design: \_\_\_\_\_

White Design: \_\_\_\_\_

**Time Off to Vote Posters: Available in English and Spanish.**



English: \_\_\_\_\_

Spanish: \_\_\_\_\_

**Voter Bill of Rights Posters: 8 1/2" x 11" - Individual languages**



English: \_\_\_\_\_

Hindi: \_\_\_\_\_

Korean: \_\_\_\_\_

Vietnamese: \_\_\_\_\_

Spanish: \_\_\_\_\_

Japanese: \_\_\_\_\_

Tagalog: \_\_\_\_\_

Chinese: \_\_\_\_\_

Khmer: \_\_\_\_\_

Thai: \_\_\_\_\_

**Voter Bill of Rights Posters: 11" x 17" – English and Spanish combined**



Quantity: \_\_\_\_\_

**Voter Bill of Rights Posters: 26" x 38" – Ten languages combined**



Quantity: \_\_\_\_\_