



DEBRA BOWEN | SECRETARY OF STATE
STATE OF CALIFORNIA | ELECTIONS

1500 11th Street, 5th Floor | Sacramento, CA 95814 | Tel (916) 657-2166 | Fax (916) 653-3214 | www.sos.ca.gov

February 27, 2014

County Clerk/Registrar of Voters (CC/ROV) Memorandum #14060

TO: All County Clerks/Registrars of Voters

FROM: /s/ Steven Carda
Voter Outreach and Publications Coordinator

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

As your county prepares for voter outreach activities in the upcoming 2014 elections, the Secretary of State's outreach team wanted to give you an update on some of the efforts that have been underway at the Secretary of State's office. Many of the outreach materials described in this memo are available to you at no cost. Supplies are limited and can be requested using the attached order form.

Materials

A Guide to Voting in California Brochure – This guide 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 2014! Pamphlet – This pamphlet is a great tool to promote the 2014 election cycle. With important dates and deadlines for both June and November, the pamphlet covers everything from registering to vote, researching what will be on the ballot and 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, can be found on the Secretary of State's "New Voters" web pages at www.sos.ca.gov/elections/new-voter/.

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.

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 on the front that people can scan using their smart phone and be directed to California's Online Voter Registration Application System. The holders are offered in two designs and 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 www.sos.ca.gov/elections/nvra/psa/.

Time Off to Vote Posters – These posters are a great resource for employers to post in their office space to promote democracy. These notices are available in English and Spanish and can be ordered from the Secretary of State's office or printed online at www.sos.ca.gov/elections/time-off-to-vote.htm.

Voter Bill of Rights Posters – These posters are a convenient way to ensure all voters know their rights as a participant in their democracy. These posters are available in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese and can be ordered through our office or printed online at www.sos.ca.gov/elections/voter-bill-of-rights/voter-bill-of-rights.pdf.

Other Resources and Projects

New Voters Resource – Another online resource that you might find useful are the “New Voters” web pages at www.sos.ca.gov/elections/new-voter/. These pages were expressly created for people who will soon become eligible to vote (as new citizens) or who are just new to voting. It comes in English, Spanish, Chinese, Hindi, Japanese, Khmer, Korean, Tagalog, Thai, and Vietnamese and provides easy access to all the basic tools people need to become active voters.

MyVote Democracy at Work Project – To build on your existing outreach activities, you may be interested in the Secretary of State's Democracy at Work Project. The project invites businesses, state and local government and nonprofit organizations to help strengthen democracy by encouraging employees, customers and members to participate in elections. The project makes it easy, with a choice 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 listing on the MyVote Democracy at Work Project web page. For more information about the project visit: www.sos.ca.gov/elections/myvote-democracy-at-work-project/.

MyVote Student Mock Election – The Secretary of State is again teaming up with the Superintendent of Public Instruction for a statewide student mock election this year on October 28, 2014. 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. You may wish to encourage schools in your county to sign-up to participate in the mock-election. Registration opens in March. Visit the Mock Election web page at www.sos.ca.gov/elections/studentmockelection.htm.

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, 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 used the QR code, please see the “Vote in 2014!” publication at www.sos.ca.gov/elections/new-voter/pdf/vote-in-2014.pdf. Instructions on how to add the QR code can be found at www.sos.ca.gov/elections/bug/bug.htm.

Register To Vote Buttons – These buttons can be placed on any website to promote online voter registration. Soon to be available in ten languages, these buttons are an outreach tool that state and local governments, organizations, businesses, schools, etc. can use. 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 www.sos.ca.gov/elections/bug/bug.htm.

Please contact me at (916) 657-2305 or 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.

Contact Information:

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

A Guide to Voting in California Brochure:



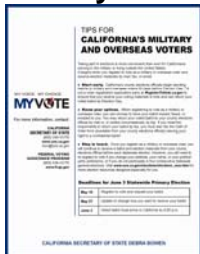
English:	_____	Spanish:	_____	Chinese:	_____
Hindi:	_____	Japanese:	_____	Khmer:	_____
Korean:	_____	Tagalog:	_____	Thai:	_____
Vietnamese:	_____				

Vote in 2014! Pamphlet:



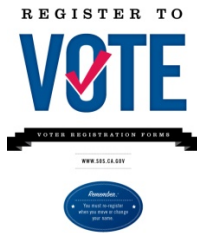
English:	_____	Spanish:	_____	Chinese:	_____
Hindi:	_____	Japanese:	_____	Khmer:	_____
Korean:	_____	Tagalog:	_____	Thai:	_____
Vietnamese:	_____				

Military and Overseas Flyer: English only



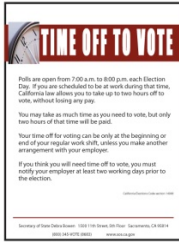
Electronic file will be sent to email address:

Voter Registration Card Holders: English only



White Design _____
 Cream Design _____

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



English Design _____
 Spanish Design _____

Voter Bill of Rights Posters:



English: _____ Spanish: _____ Chinese: _____
 Hindi: _____ Japanese: _____ Khmer: _____
 Korean: _____ Tagalog: _____ Thai: _____
 Vietnamese: _____

Public Service Announcements: DVD Format – Contains English and Spanish.

Quantity _____

Return completed order form to:

Secretary of State
 Elections Division
 1500 11th Street, Fifth Floor
 Sacramento, CA 95814
 ATTN: Steven Carda
 or by email to:
Steven.Carda@sos.ca.gov
 Fax: (916) 653-3214