

Best Practices for Early and Inclusive Voter Outreach

Providing translated voter education materials, outreach communications, and sample ballots well before major election deadlines allows voters with limited English proficiency to fully understand their options and participate with confidence. Early availability also enables community partners, bilingual staff, and outreach teams to share consistent, accurate information throughout the election cycle, thereby reducing confusion and strengthening public trust.

The following best practices highlight practical steps counties can take to invest early in multilingual outreach and build stronger, more inclusive voter engagement programs.

1. Prioritize Early Translated Materials

- a. Translate voter education materials, outreach communications, and sample ballots well before major deadlines.
- b. Early availability helps community partners and bilingual staff align messaging and reduce voter confusion.

2. Center Community Partnerships

- a. Partner with trusted messengers: community groups, faith leaders, and cultural organizations.
- b. Use imagery, language, and tone that reflect the community's diversity.
- c. Translate all public-facing materials into relevant languages using clear, plain language.

3. Use Multiple Outreach Channels

- a. Combined use direct mail, digital outreach, phone/text, and in-person events.
- b. Target areas with lower participation or limited English proficiency.
- c. Deploy mobile or pop-up outreach teams to meet voters where they are.

4. Strengthen Language Access Infrastructure

- a. Maintain updated translated materials at every voter touchpoint.
- b. Develop or update a Language Access Plan covering translation, interpretation, and multilingual communications.
- c. Use local data to refine language coverage and outreach priorities.

5. Invest in Poll Worker Training and Support

- a. Include language and cultural competency modules to build awareness in poll worker training (e.g., include a review of state and federal requirements, role-play scenarios).
- b. Provide clear guidance and translated reference materials for assisting non-English-speaking voters.

6. Communicate Early and Often

- a. Begin outreach early in the election cycle and repeat at key milestones (registration, vote-by-mail, early voting, Election Day).
- b. Keep messaging consistent and factual across all channels.

7. Monitor, Evaluate, and Improve

- a. Track what works: which messages, and channels reach voters effectively.
- b. Solicit feedback from community partners and voters with LEP.
- c. Share findings publicly to build trust and improve future efforts.

8. Fund Outreach as Core Election Infrastructure

- a. Allocate dedicated funding for community partnerships, and multilingual staffing.
- b. Publicly report outreach outcomes (languages served, materials distributed, communities reached).