

CALIFORNIA SECRETARY OF STATE

STUDENTS**VOTE**PROJECT



2024 Presidential Primary Election Outreach Toolkit

[Click Here to
Register to Vote](#)



Shirley N. Weber, Ph.D.
California Secretary of State



STUDENTSVOTE**PROJECT**
CALIFORNIA SECRETARY OF STATE

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California Students Vote Project Overview



California Students Vote Project

Established in 2016, the California Secretary of State (SOS) Students Vote Project (SVP) is a statewide nonpartisan program that elevates college student voices and promotes civic engagement efforts to build a more inclusive democracy. Through the creation of the Students Vote Project, California was the first state in the nation to build partnerships across the state's major higher education systems to empower college students to participate in the democratic process. Program objectives include increasing college student voter education, voter registration, and outreach. The SVP achieves these objectives by hosting civic engagement events, creating educational resources, and partnering with campuses and outreach organizations. One civic engagement event that occurs during statewide election years is the California University and College Ballot Bowl. Created in 2018, the Ballot Bowl is a friendly competition where all California higher education systems can compete to register the most students to vote.

Student Civic and Voter Empowerment Act (SCVEA)

In 2019, the Student Civic and Voter Empowerment Act ([California Education Code §66850-66852; California Elections Code §2148.5](#)) was enacted to give California colleges and universities the necessary tools to increase civic engagement and participation among young voters. In 2020, the California Secretary of State Students Vote Project was expanded to support and ensure implementation of the landmark law. The law requires the California SOS to work directly with the California Community Colleges (CCCs) and California State Universities (CSUs) to increase college student voter registration. Colleges and universities are encouraged to participate in SVP civic learning opportunities to receive and distribute voter education resources. While the University of California (UC) and the Association of Independent California Colleges and Universities (AICCU) campuses are not required to participate, they continue to be strong partners and supporters of student civic engagement.

To learn more about how your campus can implement the SCVEA, please view the [Student Civic and Voter Empowerment Act Implementation Guide](#).

Outreach Materials



- **Sample Email Messages**
- **Voter Education Graphics**
- **Voter Checklist (Flyer)**

The sample messages in the following pages will help colleges comply with The Student Civic and Voter Empowerment Act. While we encourage campuses to create their own messages, these samples will help explain critical election dates and registration information.

Sample Email Messages: Key Election Dates Email

Send before February 20, 2024

New Message

To

Cc Bcc

Subject

Hello students,

The Presidential Primary Election is on Tuesday, March 5, 2024! We want to make sure each of you are registered to vote for the 2024 Presidential Primary Election. To find more information on this upcoming election, see the links below:

- <https://vote.ca.gov>
- Register to vote at <https://registertovote.ca.gov/?t=s>
- You are also encouraged to check your voter registration status at <https://voterstatus.sos.ca.gov>

Key Dates and Information

- **Monday, February 5:** No later than this date, county elections officials shall begin mailing each registered voter a vote-by-mail ballot
- **Monday, February 5:** Counties offer early voting sites - to find a location and available times, please visit <https://caearlyvoting.sos.ca.gov>
- **Tuesday, February 20:** Last day to register online or by mail ahead of the Primary Election
- **Wednesday, February 21 - Tuesday, March 5:** Same Day Voter Registration is available; voters can "conditionally" register and vote at a county elections office or polling location after the voter registration deadline, up to and including Election Day
- **Tuesday, February 27:** Last day for county elections officials to send a registered voter a vote-by-mail ballot
- **Tuesday, March 5:** Election Day (last day to vote) - polls are open from 7:00 a.m. to 8:00 p.m.

For more election materials and upcoming statewide civic engagement activities, visit the California Secretary of State Students Vote Project page at <https://studentsvoteproject.sos.ca.gov>.

Your vote matters!

Important Disclaimer for California Registered Voters: The civic and election information provided applies to the county where the campus is located. Election information varies by county. Visit <https://sos.ca.gov/elections/voting-resources/county-elections-offices> to find the contact information for the county you are registered to vote in.

Best,

<Insert Name/Department>

Send

Sample Email Messages: Get Out the Vote!

Send before March 5, 2024

New Message

To

Cc Bcc

Subject

Hello <Insert Mascot Name>,

Get ready to make your voices heard in the upcoming 2024 Presidential Primary Election! The 2024 Presidential Primary Election is on Tuesday, March 5, 2024, which is also the last day to cast your ballot.

All California registered voters will receive a vote-by-mail-ballot approximately 30 days before the election. After completing and signing your vote-by-mail ballot, you may drop it off at a post office, a certified ballot drop box, or a voting location as early as possible. Visit <https://sos.ca.gov/elections/voting-resources/county-elections-offices> to find the contact information for your county elections official.

Early Voting

Did you know you can cast your vote early in-person (in some counties) and by mail? Check out early voting information by visiting <https://caearlyvoting.sos.ca.gov/> for details on dates, times and locations. This is a great opportunity to help avoid the Election Day rush!

Resources for Informed Voting

Explore these essential resources to empower yourself as an informed voter.

- Register to Vote (college students):
-<https://registertovote.ca.gov/?t=s>
- Statewide Voter Information Guide:
-<https://voterguide.sos.ca.gov/>
- California Secretary of State Students Vote Project:
-<https://studentsvoteproject.sos.ca.gov>
- Voter Registration Status Tool:
-<https://voterstatus.sos.ca.gov/>

Important Disclaimer for California Registered Voters: The civic and election information provided applies to the county where the campus is located. Election information varies by county. Visit <https://sos.ca.gov/elections/voting-resources/county-elections-offices> to find the contact information for the county you are registered to vote in.

Best,

<Insert Name/Department>

Send

Voter Education Social Media Graphics



Graphic Set One



Instagram

Download Here



Snapchat

Download Here



Facebook

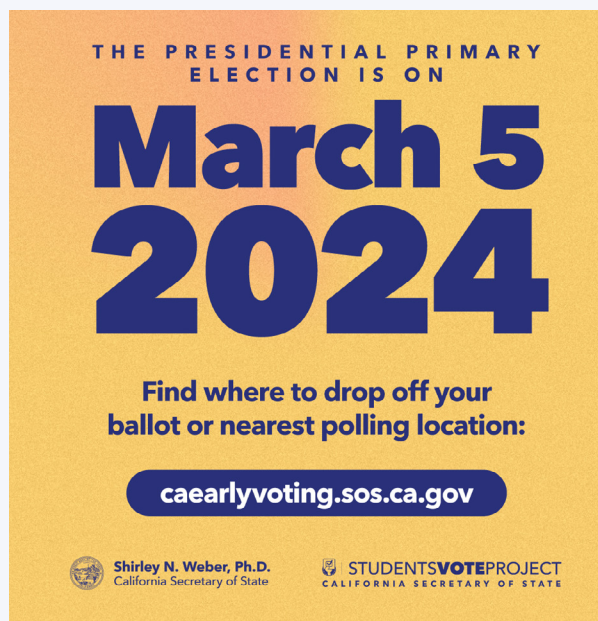
Download Here



Twitter

Download Here

Graphic Set Two



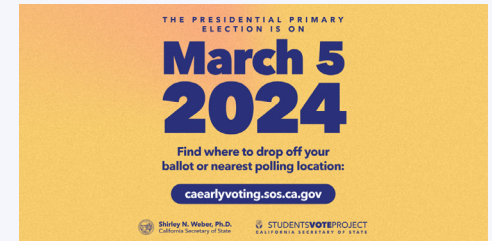
Instagram

Download Here



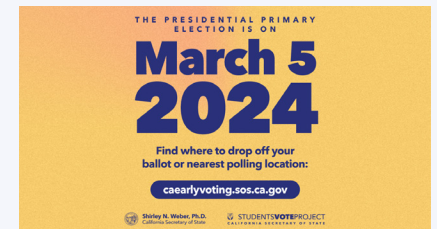
Snapchat

Download Here



Facebook

Download Here



Twitter

Download Here

Voter Education Social Media Graphics (Cont.)

Graphic Set Three



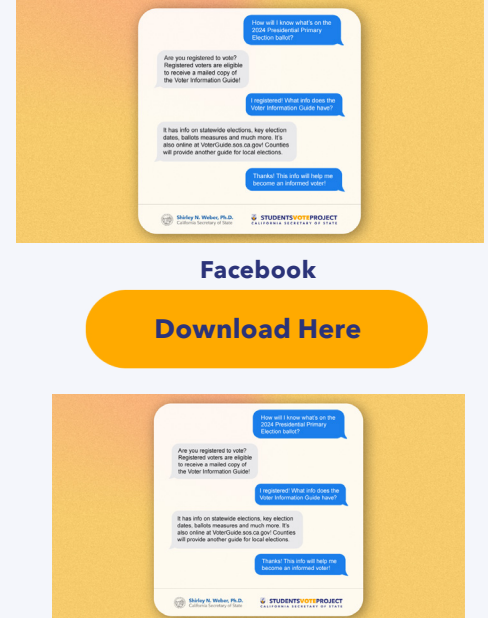
Instagram

Download Here



Snapchat

Download Here



Facebook

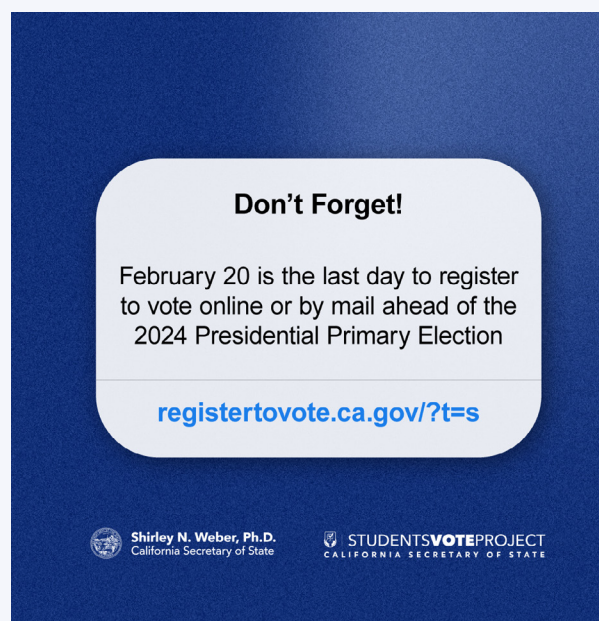
Download Here



Twitter

Download Here

Graphic Set Four



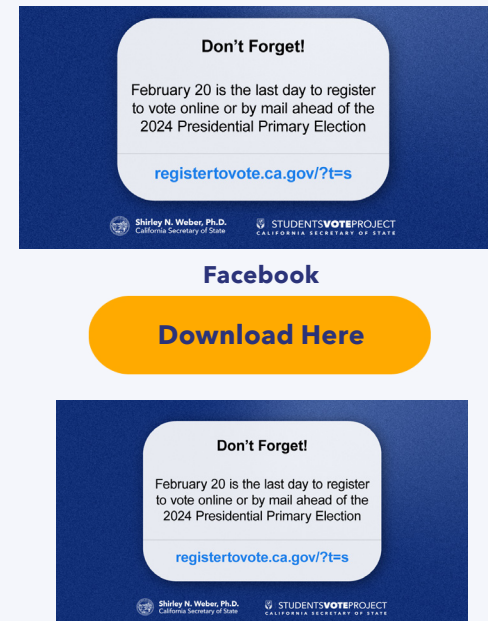
Instagram

Download Here



Snapchat

Download Here



Facebook

Download Here



Twitter

Download Here

Voter Education Social Media Graphics (Cont.)

Graphic Set Five



Instagram

Download Here



Snapchat

Download Here



Facebook

Download Here



Twitter

Download Here

Graphic Set Six



Instagram

Download Here



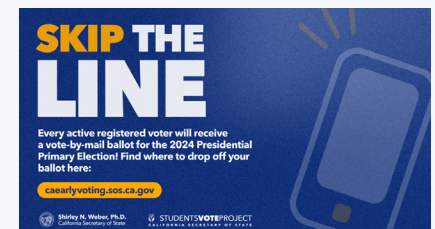
Snapchat

Download Here



Facebook

Download Here



Twitter

Download Here

Make a Plan to Vote

Voter Checklist



Update Your Voter Registration

- Every active registered voter will receive a vote-by-mail ballot for the 2024 Presidential Primary Election
- Check or update your voter registration information as early as possible at <https://registertovote.ca.gov/?t=s> to ensure your vote-by-mail ballot is sent to the correct address



Choose How You Will Vote

- **Voting by Mail:** This is a secure and safe way to return your ballot
- **Voting in Person:** In-person locations offer important resources such as Same Day Voter Registration, ADA accommodations, replacement ballots, and other support in various languages



Identify When and Where You Will Vote

- **Early in Person:** Counties in California will be offering early in-person voting opportunities; visit <https://caearlyvoting.sos.ca.gov> to find your nearest polling location
- **Early by Mail:** Sign and mail your ballot as soon as you complete it; completed vote-by-mail ballots must be postmarked on or before Election Day
- **Secured Drop Box:** The secure drop box shall be clearly and visibly marked as an "Official Ballot Drop Box" that shows language stating that tampering with the drop box is a felony
- **Election Day:** Voting Locations will be open from 7 a.m. to 8 p.m. on Election Day, Tuesday, March 5, 2024; if you are in line by the closing time, then you have a right to vote



Carry Out Your Plan!