



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

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November 7, 2017

County Clerk/Registrar of Voters (CC/ROV) Memorandum #17113

TO: All County Clerks/Registrars of Voters

FROM: /s/ Sarah Brar
Elections Analyst

RE: Voter Education & Outreach: Honor Veterans. Vote. Program

Secretary Padilla launched the “Honor Veterans. Vote.” program in 2015 providing Californians an opportunity to dedicate their vote in honor of a family member or friend who has served or is actively serving in the military.

California voters can visit honorveterans.sos.ca.gov and submit information about the veteran or active duty service member they wish to honor—including branch of service, rank, and years of service—and provide a brief dedication that may be included on the Secretary of State’s website. Participants can also choose to receive a certificate or a lapel pin to proudly display their appreciation of their honored veteran or active duty service member.

This Veterans Day, we encourage counties to promote the “Honor Vets. Vote.” program online and on social media. Our office has created several resources and has made them available on YouTube, social media, and our website for counties to include in their efforts:

Veterans Day Video:

- SOS Website: honorveterans.sos.ca.gov
- YouTube: <https://www.youtube.com/watch?v=qwQvhAWcsTA>
- Facebook: <https://www.facebook.com/CaliforniaSOS/videos/1773080329371029/>
- Twitter: <https://twitter.com/CASOSvote/status/927973116373954560>

Printable Flyer: <http://elections.cdn.sos.ca.gov/outreach/honorvetsflyer.pdf>

Web Button: <http://www.sos.ca.gov/elections/register-vote-buttons/>

For questions on this program or other voter education and outreach campaigns, please contact the Voter Education and Outreach Team at (916) 651-3070.