



PROMOTE  
THE VOTE  
CALIFORNIA



PROMOTE THE VOTE CALIFORNIA

FREQUENTLY  
ASKED QUESTIONS

FAQS



California  
Secretary of State

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# PROMOTE THE VOTE CALIFORNIA

## Frequently Asked Questions

### What is **Promote the Vote California**?

Promote the Vote is about Californians working together to build a strong civic culture. This initiative by the Secretary of State's office provides opportunities for businesses, organizations, and community leaders to work with us to encourage civic engagement in the workplace, school, and at home. The program can be tailored to meet the needs and desires of your specific organization.

### How can businesses participate?

Our program is a grassroots green initiative. Partners can access our educational tools through our website to support your voter registration, "get out the vote" and social media campaigns. We work with our partners to organize virtual events whenever possible to reduce our carbon footprint.

There are various levels of participation available, and every partnership with the Promote the Vote California program will look a little different. We work with you to suit your desired level of engagement; we have materials to share that are ready made or can be customized. Optional ways to get involved include:

**Blue Level:** Use of our Getting Started Toolkit for templates and materials to post on your internal website and company social media platforms.

**Gold level:** In addition to utilizing our Getting Started Toolkit to garner excitement and share trusted information to your teams from the Secretary of State's office, this partnership level also includes:

- ✓ Working directly with the Promote the Vote Engagement Team, who will provide support and coaching for the execution of your internal events.
- ✓ Promote the Vote event materials to execute voter education events, such as Lunch & Learns, holding "Get out the Vote" workshops in staff meetings, or working directly with your employee resource groups.
- ✓ Connect with us to explore your ideas!<sup>1</sup>

### Why should a business or organization participate in the program?

- We make it easy for you to share voter outreach tools with your employees, customers, clients, and members.
- By encouraging civic engagement, you help your employees, and the surrounding communities understand how local, statewide, and federal issues impact them, as well as how to advocate for themselves.

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<sup>1</sup> If you are interested in person partnership opportunities with the Promote the Vote California outreach team, please visit our Empowering Our Partners page at [promotethevoteca.sos.ca.gov](http://promotethevoteca.sos.ca.gov) to contact us.



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- Promote the Vote California is a year-round program - we continually strive to cultivate partnerships that are mutually beneficial.

### Is there a cost to participate?

- There is no cost to participate. We provide all sample materials and support free of charge.

### Where can I find the Promote the Vote California materials, such as sample social media posts and company-wide emails?

- Many of the resources are available on the Promote the Vote California website: [www.promotethevoteca.sos.ca.gov](http://www.promotethevoteca.sos.ca.gov)
- For the full resource guide and tool kit, please contact the Outreach Team at (916) 351-3070 or [promotethevoteca@sos.ca.gov](mailto:promotethevoteca@sos.ca.gov)

### How do we organize or coordinate a voter registration drive?

Visit our website to learn more about holding a voter registration drive. Our office publishes a helpful resource guide to get you started. Visit [promotethevoteca.sos.ca.gov](http://promotethevoteca.sos.ca.gov) Empowering Our Partners page for more information.

### Are there any voter outreach programs geared towards young voters and students?

Yes! The Secretary of State engages with young voters and students during High School Voter Education Weeks, the Student Mock Election that occurs prior to the General Elections, and the Student Poll Worker Program. Get more information about these programs and more at our website: <https://www.sos.ca.gov/elections/high-school-programs#hsview>

### We'd like to plan a voter outreach event at our company. Will the Secretary of State be able to attend?

Secretary Weber enjoys engaging with the public and inspiring voters across the state. With a very busy schedule, there are no guarantees that the Secretary will be able to attend your outreach event although we encourage you to connect with the Outreach Team to discuss your ideas. If you are interested in specialized outreach support from our team, visit our empowering our partners page on [promotethevoteca.sos.ca.gov](http://promotethevoteca.sos.ca.gov) and share more about your event with us. With enough advance notice and planning, anything is possible!



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Can our employees volunteer to be Poll Workers?

Absolutely! They can visit our website for more details on how to serve as a Poll Worker during an election.  
<https://www.sos.ca.gov/elections/poll-worker-information>

We don't like our employees to discuss politics at work. Will participating in this program contribute to sensitive or polarizing conversations?

The great news about this program is that it is nonpartisan and nonpolitical. Voting is a right and a privilege. The goal of this program is to find ways to increase voter registration and encourage participation in elections among as many eligible voters as possible, regardless of party or candidate preference.

Still have questions? Contact the Voter Outreach Team:

916-351-3070 or [promotethevoteca@sos.ca.gov](mailto:promotethevoteca@sos.ca.gov)

