2021 BALLOT BOWL
REGISTRATION RUMBLE

Social Media Toolkit
2021 Gubernatorial Recall Election

CLICK HERE FOR IMAGE DOWNLOADS
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td>2</td>
</tr>
<tr>
<td>DIRECTIONS</td>
<td>3</td>
</tr>
<tr>
<td>SAMPLE MESSAGING</td>
<td>4-5</td>
</tr>
<tr>
<td>SOCIAL MEDIA POSTS</td>
<td>6-8</td>
</tr>
<tr>
<td>SOCIAL MEDIA STORIES</td>
<td>9-11</td>
</tr>
</tbody>
</table>
INTRODUCTION

Let’s Get Ready to Rumble!

For the 2018 General Election, the Secretary of State’s office launched the first ever California University and College Ballot Bowl. During this nine-week competition, more than 45 public and private institutions cooperated to register nearly 11,000 students to vote, nearly doubling the number of registered students in the last mid-term election in 2014.

For the 2020 General Election, the Secretary of State hosted the second California University and College Ballot Bowl, where over 82,000 students statewide registered to vote. This represents an over 300% increase in Californian student voter registration during a Presidential Election in comparison to the 20,780 students who registered to vote using the Secretary of State’s online tool the entire year of 2016.

In an effort to build on that success, the Secretary of State’s office invites you to participate in the 2021 California University and College Ballot Bowl: Registration Rumble, a challenge that will award campuses for engaging their students in the democratic process and registering them to vote ahead of the 2021 California Gubernatorial Recall Election. The purpose of this friendly challenge is to incentivize campuses to adopt policies and practices that boost civic engagement, to inspire students to get involved in voter registration campaigns, and to acknowledge those who are leading the way on civic engagement at California’s colleges and universities.

The 2021 Ballot Bowl: Registration Rumble will allow the campuses of the Association of Independent California Colleges and Universities, California Community College, California State University, and University of California systems to compete amongst each other for the largest number of students registered and the largest percentage of the student body registered.

In the following pages, you will find sample messaging for social media and graphics your office or organization can download to use on your own platforms. Together, we can work to increase the voice of our nation’s youth. If you have any questions, feel free to contact the Students Vote Project Team at CastStudentsVote@sos.ca.gov.
DIRECTIONS

1. Click on an image to be taken to the Google Drive.

2. Download the image file.

3. Copy text from the list of sample messaging.

4. Post the content (image and text) on your social media platforms and use hashtag #2021BallotBowl.

@CASOSvote
@californiasos_
www.facebook/CaliforniaSOS
@CaliforniaSOS
Ballot Bowl: Registration Rumble Messages

1. [insert your campus name] is participating in the #2021BallotBowl! Register to vote and help [mascot name] win! Go to RegisterToVote.ca.gov/?t=s today! #2021CARecall

2. Let’s Get Ready to Rumble! The #2021BallotBowl has begun, so let’s make [insert your campus name] this year’s champion by registering to vote today at RegisterToVote.ca.gov/?t=s! #2021CARecall

3. Let’s Get Ready to Rumble! The #2021BallotBowl Registration Rumble has begun! Let’s make sure all California students register to vote to have your campus become this year’s champion! Register at RegisterToVote.ca.gov/?t=s! Learn more at BallotBowl.sos.ca.gov #2021CARecall

4. The #2021BallotBowl rankings show we have [number of students] registered to vote. We challenge [insert name of rival school] to get [number of students] registered to vote before September 14, 2021! Visit BallotBowl.sos.ca.gov for more information about the Competition! #2021CARecall

Voter Registration Messages

1. Register to vote and let your voice be heard on key issues, policies, and elected officials! Visit RegisterToVote.ca.gov/?t=s #2021BallotBowl #2021CARecall

2. Let’s Get Ready to Rumble! The #2021BallotBowl has begun, so let’s win the competition by registering to vote at RegisterToVote.ca.gov/?t=s! Go [mascot name]! #2021CARecall

3. [insert your campus name] takes pride in empowering our community! Register to vote today at RegisterToVote.ca.gov/?t=s! Learn more about the #2021 Recall Election at sos.ca.gov/elections! #2021BallotBowl #2021CARecall

4. Are You Ready to Rumble? Get ready by registering to vote in the upcoming California Gubernatorial Recall Election! Register at RegisterToVote.ca.gov/?t=s #2021BallotBowl #2021CARecall

5. Make sure you’re ready to rumble by registering to vote online for the #2021CARecall at RegisterToVote.ca.gov/?t=s by August 30, 2021! #2021BallotBowl

Early Voting Messages

1. Don’t forget to drop off your vote-by-mail ballot in the mail (no postage required) at your polling place, visit CAEarlyVoting.sos.ca.gov for more information! #2021BallotBowl #2021CARecall
2. The more of us that register to vote, the more our voices are heard on key issues, policies, and elected officials! Register now to win the #2021BallotBowl at RegisterToVote.ca.gov/?t=s. For more information, visit BallotBowl.sos.ca.gov #2021CARecall

3. [insert your campus name] takes pride in empowering our community! Register to vote today at RegisterToVote/?t=s! Visit CAEarlyVoting.sos.ca.gov for more information! #2021BallotBowl #2021CARecall

4. Missed the deadline to register to vote? Don’t worry! CA offers Same Day Voter Registration at any vote center or polling location! Visit CAEarlyVoting.sos.ca.gov for more information! #2021BallotBowl #2021CARecall

**Election Day Messages**

1. Today is the final day of the #2021BallotBowl! Come on [insert campus name here], there’s still time to win the Ballot Bowl: Registration Rumble! Go to RegisterToVote.ca.gov/?t=s now! #2021RecallElection

2. Today is Election Day! Make your voice heard! Visit sos.ca.gov/elections/polling-place to find your nearest polling location #2021BallotBowl #2021CARecall

3. Skip the line and vote by mail! You can either mail in your ballot (no postage required) or drop it off and your local polling place #2021BallotBowl #2021CARecall
SOCIAL MEDIA POSTS
SOCIAL MEDIA POSTS

Student Voter Resource Guide In Graphics [Download Here]
WHAT IS THE BALLOT BOWL?

ARE YOU READY TO RUMBLE? The 2021 Ballot Bowl: Registration Rumble is a friendly competition that will award campuses for having students engage with the democratic process by encouraging them to register to vote ahead of the 2021 California Gubernatorial Recall Election.

HOW DO YOU WIN?

Campuses will be able to win in the following two categories:

- Largest number of students registered to vote
- Largest percentage of the student body registered to vote

There will be a total of 9 winners (one overall champion that registered the most students to vote, and then the CSU, IUC, CCC and AUCCU winners in the two categories). In the spirit of camaraderie, each campus will be able to win only one prize.

Ballot Bowl Checklist

This friendly competition was designed to encourage universities and colleges to engage their students and register them to vote.

- Register to vote!
- Register your friends to vote!
- Win the 2021 Ballot Bowl: Registration Rumble!

RegisterToVote.ca.gov/?t=s

MONDAY, AUGUST 30
IS THE VOTER REGISTRATION DEADLINE!

[Download Here]

TODAY
IS THE VOTER REGISTRATION DEADLINE!

*To be used on August 30*
[Download Here]
SOCIAL MEDIA STORIES

Instagram and Facebook stories will allow the poster to directly link the corresponding website in a “swipe up” link.
SOCIAL MEDIA STORIES

My Vote Plan
California Gubernatorial Recall Election
I am registered ☑️ I will register today
I am voting by mail ☑️ I am voting in person
I am voting early ☑️ I am voting on September 14th
I already voted!
My voting mood: ☺️
Tag three friends to share their vote plans:

[Download Here]

MONDAY, AUGUST 30
IS THE VOTER REGISTRATION DEADLINE!
REGISTERTOVOTE.CA.GOV/?T=5

[Download Here]

TODAY
IS THE VOTER REGISTRATION DEADLINE!
REGISTERTOVOTE.CA.GOV/?T=5

*To be used on August 30*
[Download Here]

REGISTER TO VOTE.
WIN THE BALLOT BOWL!
Learn more at: BallotBowl.sos.ca.gov

[Download Here]

Register To Vote!
Win the Ballot Bowl!
Find out more: BallotBowl.sos.ca.gov

[Download Here]

Register to Vote
Win the 2021 Ballot Bowl: Registration Rumble!

[Download Here]
GIPHY STICKERS AND GIFS

Our office has developed dozens of Ballot Bowl and voting related GIFs and stickers, available on the social media platform Giphy, linked here: https://giphy.com/CASOSvote/

To use these GIFs or stickers, search “CASOSVote” or “Ballot Bowl” in the GIF search function in Instagram, Snapchat, Twitter or Facebook. The stickers and GIFs are an easy way of adding more voting messaging to your platform’s posts and stories, and we hope they will be helpful for your office. In addition to the ones already posted on Giphy, we will continue to add new content to the platform.