



California
Secretary of State



PROMOTE THE VOTE CALIFORNIA

BUILDING A STRONGER,
MORE INCLUSIVE
CIVIC CULTURE

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FAQS

Frequently Asked Questions



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What is Promote the Vote California?

Promote the Vote California is a nonpartisan initiative from the Secretary of State created to help build a thriving business and community ecosystem that values civic engagement. Our mission is to strengthen partnerships, amplify community voices, and expand access to trusted voter information so every Californian can participate confidently in our democracy.

We work with businesses, chambers of commerce, state agencies, and community organizations to support voter education efforts that are accessible, inclusive, and tailored to local needs.

How can businesses participate?

Our program provides curated election information, voter-centric messaging, and ready-to-use outreach materials to support your voter registration, Get Out the Vote, and social media efforts. Everything is designed to be flexible, climate-friendly, and easy to implement. Partners can use the materials independently or work directly with the Promote the Vote Outreach Team.

Ways to get involved include:

Blue Level: Use of our Resource Guide & Toolkit for templates, sample messages, and educational materials you can use to post on your internal website, email newsletters, company social media platforms, or community spaces.

Gold Level: This comprehensive level includes all Blue Level benefits, plus direct engagement and support for internal events:

- ✓ **Direct consultation** with the Promote the Vote Outreach Team for support and coaching on executing internal events.
- ✓ **Promote the Vote materials** to execute internal voter education events, such as Lunch & Learns, staff workshops on Get Out the Vote, or collaboration with your employee resource groups.

Why Partner with Us?

We believe strong partnerships help build a more engaged and informed California. Whether you're a locally owned business, a statewide organization, or an employer looking to support your team, Promote the Vote provides tools that make civic engagement simple and accessible.

By partnering with us, you receive:

- **Trusted Tools:** Access pre-made messaging kits, social media campaigns, and outreach materials designed for easy use
- **Visibility:** Your organization may be featured on Our Partners webpage to highlight the work you're doing.

- **Support:** Access to climate-friendly virtual events, informational sessions, and guidance from the Outreach Team.

Is there a cost to participate?

No. All materials, resources, and support from Promote the Vote California are free of charge.

Where can I find the Promote the Vote California materials, such as sample social media posts and outreach?

To receive curated election information and exclusive outreach materials, we'd love to meet with you.

Contact us at **(916) 351-3070** or promotethevoteca@sos.ca.gov to join the program and get access to the Resource Guide & Toolkit.

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

California Secretary of State, Dr. Shirley N. Weber, Ph.D., enjoys engaging with Californians across the state, but her schedule is very full. Attendance cannot be guaranteed. However, our Outreach Team can discuss your event needs and explore the type of support that may be available.

For event inquiries, reach out to promotethevoteca@sos.ca.gov with your details and preferred timeline. Early planning increases the chances that we can assist.

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

No. Promote the Vote California is strictly nonpartisan and nonpolitical.

Our focus is on providing trusted, factual voter information—not persuading people how to vote or promoting any party, policy, or candidate.

Participation is centered on helping your employees or community members understand their voting options, deadlines, and rights—nothing more.

Still have questions?

Contact the Promote the Vote California Outreach Team:



916-351-3070



promotethevoteca@sos.ca.gov