



VOTE SAFE

CALIFORNIA

2021 CALIFORNIA RECALL ELECTION



2021 CALIFORNIA GUBERNATORIAL RECALL

E-10 TOOLKIT

**CLICK HERE FOR
IMAGE DOWNLOADS**



DR. SHIRLEY N. WEBER
CALIFORNIA SECRETARY OF STATE

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INTRODUCTION



With the official certification of the September 14, 2021 California Gubernatorial Recall Election, we are faced with the need to educate Californians about this historic election. Though it's been a subject of media discussion for months, we now face a reality of a statewide recall election in an "off" year, following a tumultuous 2020 general election that severely diminished public trust in our elections.

In the pages that follow, you'll find a series of media resources to support your local efforts to educate Californians about this recall. We hope you will utilize our Vote Safe California brand so we can create a coordinated effort preparing voters for a statewide recall election.

The goal of the "E-10 Toolkit" as the last toolkit in a series is to:

- 1)** reintroduce the public in a synchronized way to the Vote Safe CA brand as a place for accurate election information,
- 2)** educate voters on what the recall is and what they need to know, and
- 3)** equip local election officials and partners all with proactive social and media assets around critical areas of our elections.

While we hope you follow along with the calendar, we also hope you save these assets to re-use as needed.

DIRECTIONS



- 1.** Visit the toolkit and find the day's date in the Table of Contents (We recommend scheduling content for the 10-day period. Click for: **the best times to post on each platform**).
- 2.** Download the relevant social media graphics (There are optimized sizes for each social media channel, or for expediency, you can post the Instagram-sized version on each).
- 3.** Post the optimized social media graphic on each channel with its corresponding copy. **[Please note, some copies have [bracketed] information that can be customized to your county.]**
- 4.** Return to the toolkit the following day.
- 5.** Review proactive social media graphics and copy and know you have them at your disposal should you want to post them in addition to the recall election graphics.



@CASOSvote



@californiasos_



www.facebook/CaliforniaSOS

SOCIAL MEDIA



Ahead of the #2021CARecall, we recommend posting daily #VoteSafeCA content to explain to voters everything they need to know about to participate in the statewide gubernatorial recall.

Translations Available!

Click here to be taken directly to daily social content available in 9 additional languages.

SEPTEMBER 4, 2021: E-10: CAST YOUR BALLOT



Instagram

[DOWNLOAD HERE](#)



Twitter

[DOWNLOAD HERE](#)



Facebook

[DOWNLOAD HERE](#)

Copy

The last day to vote in the #2021CARecall is in 10 days, but you don't have to wait until September 14th to vote. Cast your vote-by-mail ballot today by mail, drop box or early voting center! See what's available near you at CAEarlyVoting.sos.ca.gov #VoteSafeCA

SEPTEMBER 5, 2021: WHERE'S MY BALLOT?



Instagram

[DOWNLOAD HERE](#)



Twitter

[DOWNLOAD HERE](#)



Facebook

[DOWNLOAD HERE](#)

Copy

Have you already voted for the #2021CAREcall? Whether you vote by mail or vote in person, you can track your ballot and see the moment it's counted! Sign up at WheresMyBallot.sos.ca.gov. #VoteSafeCA

SEPTEMBER 6, 2021: SECURE VOTING SYSTEMS



Instagram

[DOWNLOAD HERE](#)



Twitter

[DOWNLOAD HERE](#)



Facebook

[DOWNLOAD HERE](#)

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Making sure your vote is safe and secure is our #1 priority! From extensive testing to independent certification, check out some of the ways we secure our vote systems: www.sos.ca.gov/elections/ovsta/security #2021CAREcall #VoteSafeCA

SEPTEMBER 7, 2021: ONE WEEK LEFT

#2021CARECALL



**Election Day is
in one week.**

Find your voting options:

CAEarlyVoting.sos.ca.gov



Instagram

[DOWNLOAD HERE](#)

#2021CARECALL



**Election Day is
in one week.**

Find your voting options:

CAEarlyVoting.sos.ca.gov



Twitter

[DOWNLOAD HERE](#)

#2021CARECALL



**Election Day is
in one week.**

Find your voting options:

CAEarlyVoting.sos.ca.gov



Facebook

[DOWNLOAD HERE](#)

Copy

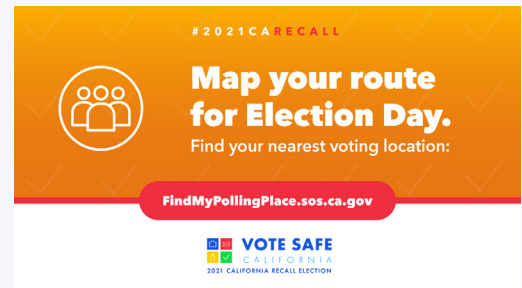
Election Day for the #2021CARecall is in **one week**. If you have your vote-by-mail ballot, you can return it in the mail, at an official drop box or in-person at a voting location. Find your voting options: CAEarlyVoting.sos.ca.gov #VoteSafeCA

SEPTEMBER 8, 2021: VOTING LOCATION



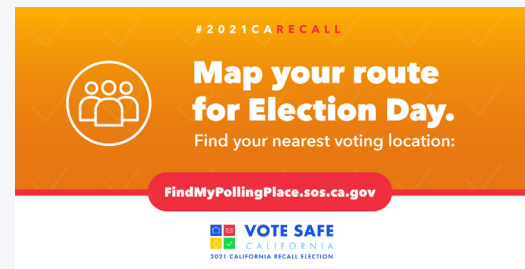
Instagram

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Twitter

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Facebook

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6 days until the #2021CARecall election, do you know where your voting location is? Type in your address at FindMyPollingPlace.sos.ca.gov and map out your route for Election Day on September 14! #VoteSafeCA

SEPTEMBER 9, 2021: PAID TIME OFF

#2021CARCALL



All employees can receive paid time off to vote.

★★★★★


You are eligible for up to 2 hours of paid time off.



Instagram


[DOWNLOAD HERE](#)

#2021CARCALL



All employees can receive paid time off to vote.

You are eligible for up to 2 hours of paid time off.



Twitter

[DOWNLOAD HERE](#)

#2021CARCALL



All employees can receive paid time off to vote.

You are eligible for up to 2 hours of paid time off.



Facebook

[DOWNLOAD HERE](#)

Copy

Employees are eligible for paid time off to vote if they do not have sufficient time outside of working hours to vote. Need to request time off to vote in the #2021CARecall? Contact your employer today. You are eligible for up to 2 hours of paid time off #VoteSafeCA

SEPTEMBER 10, 2021: VOTER HOTLINE

2021 CA RECALL



Voter Hotline

★★★★★

(800) 345-VOTE (8683) - English	(866) 575-1558 - 한국어 / Korean
(800) 232-VOTA (8682) - español/Spanish	(800) 339-2957 - Tagalog
(800) 339-2857 - 中文 / Chinese	(855) 345-3933 - ไทย / Thai
(888) 345-2692 - हिन्दी / Hindi	(800) 339-8163 - Việt ngữ / Vietnamese
(800) 339-2865 - 日本語 / Japanese	(800) 833-8683 - TTY/TDD
(888) 345-4917 - ខ្មែរ / Khmer	

 VOTE SAFE
CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Instagram

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2021 CA RECALL

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★★★★★

(800) 345-VOTE (8683) - English	(866) 575-1558 - 한국어 / Korean
(800) 232-VOTA (8682) - español/Spanish	(800) 339-2957 - Tagalog
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 VOTE SAFE
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2021 CALIFORNIA RECALL ELECTION

Twitter

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2021 CA RECALL

Voter Hotline

★★★★★

(800) 345-VOTE (8683) - English	(866) 575-1558 - 한국어 / Korean
(800) 232-VOTA (8682) - español/Spanish	(800) 339-2957 - Tagalog
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(888) 345-4917 - ខ្មែរ / Khmer	

 VOTE SAFE
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2021 CALIFORNIA RECALL ELECTION

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CA Voters: Have questions about voting in the #2021CARecall? Call our voter hotline. We're available from 8AM-5PM before Election Day, and will be live from 7AM-8PM on Election Day. Call us now: (800) 345-VOTE (8683) #VoteSafeCA

SEPTEMBER 11, 2021: VOTING OPTIONS

#2021CARECALL



**You have options
when it comes to voting.**

You can vote from home with a vote-by-mail ballot
or you can vote in person – the choice is yours!



Instagram

[DOWNLOAD HERE](#)

#2021CARECALL



**You have options when
it comes to voting.**

You can vote from home with
a vote-by-mail ballot or you can
vote in person – the choice is yours!



Twitter

[DOWNLOAD HERE](#)

#2021CARECALL



**You have options when
it comes to voting.**

You can vote from home with
a vote-by-mail ballot or you can
vote in person – the choice is yours!



Facebook

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Election Day for the #2021CARecall is Tuesday! But don't wait to vote. You can return your ballot today by mail, official drop box, county elections office or polling location. Find your early voting options at CAEarlyVoting.sos.ca.gov #VoteSafeCA

SEPTEMBER 12, 2021: MAKE A PLAN TO VOTE



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Twitter

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Election Day for the #2021CARecall is September 14. Make sure you're ready and have a plan to vote. You can find an official ballot drop-off location at CAEarlyVoting.sos.ca.gov. Make sure your ballot envelope is signed and dropped off by 8PM on Election Day #VoteSafeCA

SEPTEMBER 13, 2021: TOMORROW IS ELECTION DAY

#2021CARECALL



**Tomorrow is
Election Day.**

Find your nearest voting location:

FindMyPollingPlace.sos.ca.gov



Instagram

[DOWNLOAD HERE](#)

#2021CARECALL



**Tomorrow is
Election Day.**

Find your nearest voting location:

FindMyPollingPlace.sos.ca.gov



Twitter

[DOWNLOAD HERE](#)

#2021CARECALL



**Tomorrow is
Election Day.**

Find your nearest voting location:

FindMyPollingPlace.sos.ca.gov



Facebook

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Tomorrow is Election Day for the #2021CAREcall. Polls will open at 7AM across California and will be open until 8PM. Remember you have rights as a voter, including a secret ballot and to vote if you're in line by 8PM. Make a plan to vote at FindMyPollingPlace.sos.ca.gov.

SEPTEMBER 14, 2021: 7:00AM

#1: POLLS ARE OPEN



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Twitter

[DOWNLOAD HERE](#)



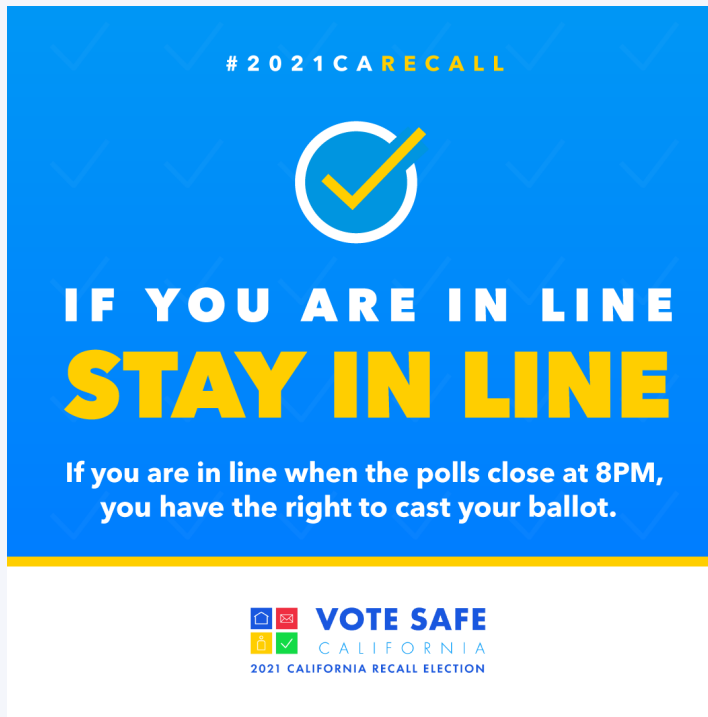
Facebook

[DOWNLOAD HERE](#)

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The Polls are OPEN! The polls in California for the #2021CARecall will be open until 8PM tonight. Find all your relevant election information at Vote.ca.gov. If you have any issues at the polls, contact our voter hotline at (800) 345-VOTE (8683) #VoteSafeCA

SEPTEMBER 14, 2021: #2: STAY IN LINE



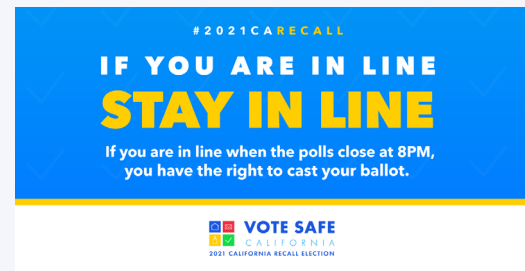
Instagram

[DOWNLOAD HERE](#)



Twitter

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Facebook

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Copy

If you are in line when the polls close at 8PM tonight, **STAY IN LINE**. You still have the right to cast your ballot for the #2021CAREcall. Look to your County Elections Office or California Secretary of State for any updates to polling locations.

SEPTEMBER 14, 2021: #3: KNOW YOUR RIGHTS



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Copy

Every eligible voter has the right to cast their ballot. Every voter has the right to a secret ballot. California has a voter bill of rights. Make sure you know your rights when you head to the polls #VoteSafeCA #2021CAREcall [Include Voter Bill of Rights Download]

VOTER BILL of RIGHTS



YOU HAVE THE FOLLOWING RIGHTS



- The right to vote if you are a registered voter.** You are eligible to vote if you are:
 - ★ a U.S. citizen living in California
 - ★ at least 18 years old
 - ★ registered where you currently live
 - ★ Not currently serving a state or federal prison term for the conviction of a felony, and
 - ★ not currently found mentally incompetent to vote by a court
- The right to vote if you are a registered voter even if your name is not on the list.**

You will vote using a provisional ballot. Your vote will be counted if elections officials determine that you are eligible to vote.
- The right to vote if you are still in line when the polls close.**
- The right to cast a secret ballot** without anyone bothering you or telling you how to vote.
- The right to get a new ballot if you have made a mistake,** if you have not already cast your ballot. You can:
 - Ask an elections official at a polling place** for a new ballot,
 - Exchange your vote-by-mail ballot** for a new one at an elections office, or at your polling place, or
 - Vote using a provisional ballot.**
- The right to get help casting your ballot** from anyone you choose, except from your employer or union representative.
- The right to drop off your completed vote-by-mail ballot at any polling place** in California.
- The right to get election materials in a language other than English** if enough people in your voting precinct speak that language.
- The right to ask questions to elections officials about election procedures** and watch the election process. If the person you ask cannot answer your questions, they must send you to the right person for an answer. If you are disruptive, they can stop answering you.
- The right to report any illegal or fraudulent election activity** to an elections official or the Secretary of State's office.

SPECIAL NOTICE

- Polls are open from 7:00 a.m. to 8:00 p.m. on the day indicated in the posted county Voter Information Guide.
- Specific instructions on how to vote, including how to cast a provisional ballot, can be obtained from a poll worker or by reading the information mailed to you by your local elections official.
- If you are a newly registered voter, you may be asked to provide appropriate identification or other documentation according to federal law. But please note that every individual has the right to cast a provisional ballot even if he or she does not provide the documentation.
- It is against the law to represent yourself as being eligible to vote unless you meet all of the requirements to vote under federal and state law.
- It is against the law to tamper with voting equipment.

If you believe you have been denied any of these rights, call the Secretary of State's confidential toll-free Voter Hotline at (800) 345-VOTE (8683).

 On the web at www.sos.ca.gov

 By phone at **(800) 345-VOTE (8683)**

 By email at elections@sos.ca.gov

DOWNLOAD HERE

SEPTEMBER 14, 2021: #4: COUNTING VOTES



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Twitter

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Facebook

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Today is Election Day. Today is NOT Election Results day. Elections officials have 30 days to process and verify all ballots received. CA election results will be finalized by October 22. View result updates here: ElectionResults.sos.ca.gov
#VoteSafeCA #2021CARecall

SEPTEMBER 14, 2021: 8:00PM

#5: POLLS ARE CLOSED



Instagram

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Twitter

[DOWNLOAD HERE](#)



Facebook

[DOWNLOAD HERE](#)

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The Polls are now CLOSED. If you were in line before 8PM, STAY IN LINE. You still have the right to cast your ballot. Once every polling place is closed, you can view the live tally of election results at ElectionResults.sos.ca.gov #VoteSafeCA #2021CARecall

SEPTEMBER 15, 2021: COUNTING VOTES

#2021CARECALL

COUNTING VOTES TAKES TIME

★★★★★

As long as your vote-by-mail ballot is postmarked by Election Day and arrives within 7 days, it will be counted.

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2021 CALIFORNIA RECALL ELECTION

Instagram

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#2021CARECALL

COUNTING VOTES TAKES TIME

★★★★★

As long as your vote-by-mail ballot is postmarked by Election Day and arrives within 7 days, it will be counted.

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2021 CALIFORNIA RECALL ELECTION

Twitter

[DOWNLOAD HERE](#)

#2021CARECALL

COUNTING VOTES TAKES TIME

★★★★★

As long as your vote-by-mail ballot is postmarked by Election Day and arrives within 7 days, it will be counted.

VOTE SAFE
CALIFORNIA
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Facebook

[DOWNLOAD HERE](#)

Copy

All valid vote-by-mail ballots are counted in every election in CA, regardless of the outcome or closeness of any race, as long as they're postmarked by election day & arrive within 7 days. The official canvass is open to the public. www.sos.ca.gov/elections/official-canvass

PROACTIVE SOCIAL MEDIA



We know the best defense against misinformation is accurate information promoted widely, consistently and proactively. The topics below came up repeatedly during our last election and we have included proactive messaging and graphics on: voter lists, vote-by-mail, signature verification, voter registration, voting technology and non-partisanship of elections.

BALLOT AND SCORING

2021CARECALL

The California 2021 Recall Election ballot will ask

? Do you want to recall the Governor?

? Who do you want to replace him?

Your answer to one won't impact the other!

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2021 CALIFORNIA RECALL ELECTION

Instagram

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2021CARECALL

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2021 CALIFORNIA RECALL ELECTION

Instagram Story

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2021CARECALL

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Facebook

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2021CARECALL

The California 2021 Recall Election ballot will ask

? Do you want to recall the Governor? **?** Who do you want to replace him?

Your answer to one won't impact the other!

VOTE SAFE
CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Twitter

[DOWNLOAD HERE](#)

Copy

You can vote YES or NO on the recall, and still cast a vote for a replacement candidate. The questions are counted independently and your response to one question does not impact the other. #2021CARecall

BALLOT AND SCORING

2021CARECALL

The ballot will ask:
Do you want to recall the Governor?

Yes **No**

If more than 50% vote YES, then the Governor WILL be recalled.

If 50% or more vote NO, then the Governor will NOT be recalled.

VOTE SAFE
CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Instagram

[DOWNLOAD HERE](#)

2021CARECALL

The ballot will ask:
Do you want to recall the Governor?

? If 50% or more vote NO, then the Governor will NOT be recalled.

? If more than 50% vote YES, then the Governor WILL be recalled and the person with the most votes would replace him.

VOTE SAFE
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2021 CALIFORNIA RECALL ELECTION

Instagram Story

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2021CARECALL

The ballot will ask:
Do you want to recall the Governor?

Yes **No**

If more than 50% vote YES, then the Governor WILL be recalled.

If 50% or more vote NO, then the Governor will NOT be recalled.

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CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Facebook

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Twitter

[DOWNLOAD HERE](#)

Copy

You can vote YES or NO on the recall, and still cast a vote for a replacement candidate. The questions are counted independently and your response to one question does not impact the other. #2021CARecall

THREAD GRAPHIC: VOTER LISTS

2021 CA RECALL



CALIFORNIA HAS OVER
22 MILLION
REGISTERED VOTERS



**That's more than almost every state has people.*



[DOWNLOAD HERE](#)

2021 CA RECALL

California keeps track of all its registered voters on "Voter Lists" (a.k.a. Voter Rolls).



When you register to vote, you are added to a statewide voter registration database that **automatically runs voter-to-voter duplicate checks.**



[DOWNLOAD HERE](#)

2021 CA RECALL

California counties work with State and federal agencies like the DMV and USPS to cross reference changes to voter registration records and eligibility **to keep our voter lists up-to-date.**



[DOWNLOAD HERE](#)

2021 CA RECALL

Forgot to update your voter registration or receive election material addressed to someone else? Don't worry.



There are protections in place to prevent anyone other than you from casting your ballot - **plus, it's a crime.**



[DOWNLOAD HERE](#)

2021 CA RECALL

There are protections in place to prevent ballots from being cast by anyone other than the active, registered voter it was intended for, like:

- Unique barcodes on return envelopes
- Ballots checked to ensure the voter didn't cast a ballot elsewhere
- Signature verification on every ballot
- And more!



[DOWNLOAD HERE](#)

Copy

Only active registered voters will receive ballots to vote in the #2021CARecall. California works to ensure every eligible Californian has the information they need to register to vote and cast their ballot, while ensuring they can only vote once.

VOTE-BY-MAIL (RECEIVING)



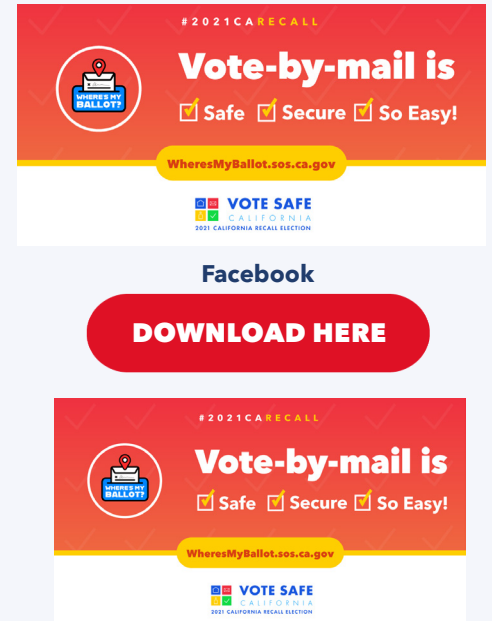
Instagram

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Instagram Story

[DOWNLOAD HERE](#)



Facebook

[DOWNLOAD HERE](#)

Twitter

[DOWNLOAD HERE](#)

Copy

Copy #1: You don't have to stress about when you will receive your vote-by-mail ballot. Sign up for WheresMyBallot.sos.ca.gov today and you'll be notified when **[county]** mails your ballot to you!

Copy #2: Every vote-by-mail ballot return envelope uses a unique barcode that can be scanned by elections officials - it's how we ensure your ballot goes to you and comes back to us! Track your ballot: WheresMyBallot.sos.ca.gov

VOTE-BY-MAIL (RETURNING)

2021CARECALL

Return your vote-by-mail ballot:

- ✓ In the mail (with prepaid postage!)
- ✓ At a tamper-proof dropbox
- ✓ To your voting location

WheresMyBallot.sos.ca.gov

 VOTE SAFE CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Instagram

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2021CARECALL



Return your vote-by-mail ballot:

- ✓ In the mail (with prepaid postage!)
- ✓ At a tamper-proof dropbox
- ✓ To your voting location

WheresMyBallot.sos.ca.gov

 VOTE SAFE CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Instagram Story

DOWNLOAD HERE

2021CARECALL

Return your vote-by-mail ballot:

- ✓ In the mail (with prepaid postage!)
- ✓ At a tamper-proof dropbox
- ✓ To your voting location

WheresMyBallot.sos.ca.gov

 VOTE SAFE CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Facebook

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2021CARECALL

Return your vote-by-mail ballot:

- ✓ In the mail (with prepaid postage!)
- ✓ At a tamper-proof dropbox
- ✓ To your voting location

WheresMyBallot.sos.ca.gov

 VOTE SAFE CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Twitter

DOWNLOAD HERE

Copy

Copy #1: California drop boxes are designed to be tamper proof! Made from durable material able to withstand vandalism, removal, and inclement weather, drop your ballot for the #2021CAREcall knowing your vote is secure. Find the locations of official drop boxes at CAEarlyVoting.sos.ca.gov

Copy #2: You have several secure options for returning your ballot for the #2021CAREcall: mail, drop box, or in person at your voting location, polling place, or county elections office. No matter how you return it, track your ballot & know your vote is counted! WheresMyBallot.sos.ca.gov

VOTE-BY-MAIL (RETURNING)



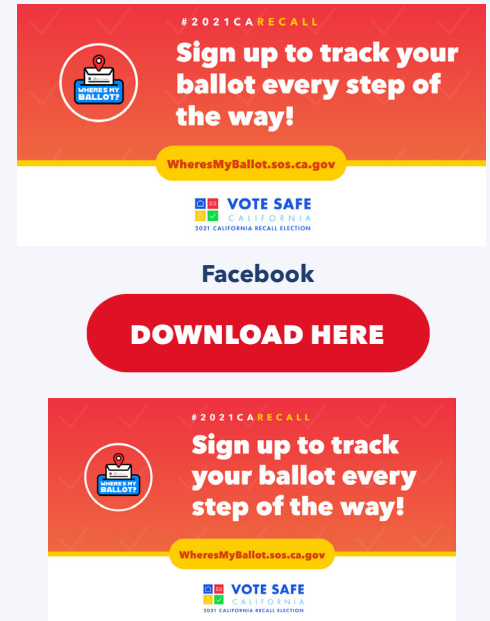
Instagram

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Copy

Copy #1: California drop boxes are designed to be tamper proof! Made from durable material able to withstand vandalism, removal, and inclement weather, drop your ballot for the #2021CAREcall knowing your vote is secure. Find the locations of official drop boxes at CAEarlyVoting.sos.ca.gov

Copy #2: You have several secure options in how you return your ballot for the #2021CAREcall: mail, drop-box, or in-person to your voting location or polling place. No matter how you return it, track it through the process to be sure your vote is counted! WheresMyBallot.sos.ca.gov

SIGNATURE VERIFICATION



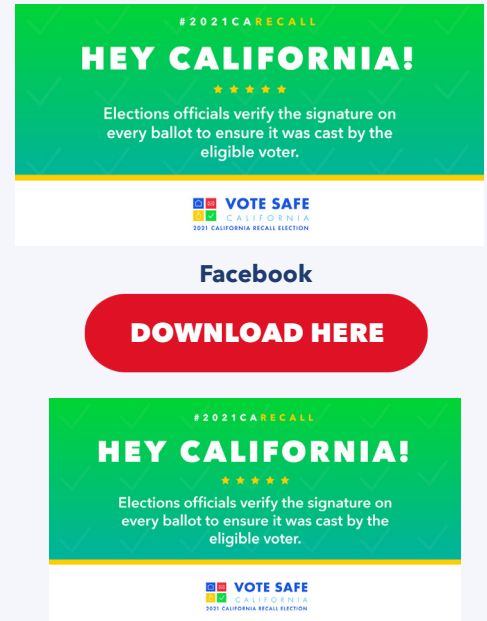
Instagram

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CA elections officials verify signatures on every return envelope, initiative, referendum, petition, & candidate nomination form by comparing it with the signature in your voter registration record like voter registration papers, or on your driver's license. Learn more: <http://bit.ly/sigverification>

VOTER REGISTRATION



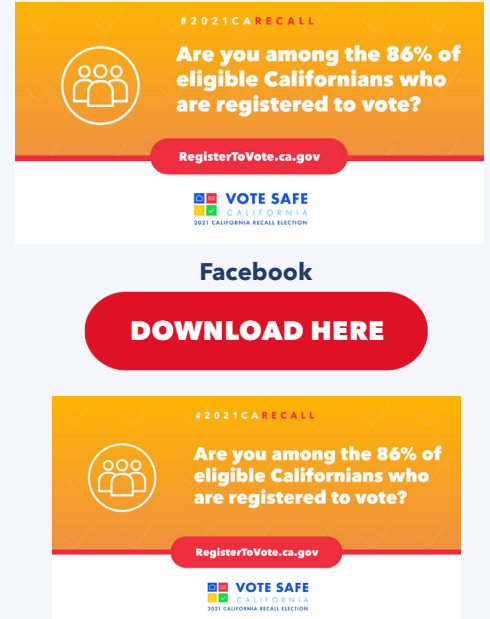
Instagram

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Instagram Story

[DOWNLOAD HERE](#)



Facebook

[DOWNLOAD HERE](#)



Twitter

[DOWNLOAD HERE](#)

Copy

To vote in the #2021CAREcall, you must be: a US citizen, CA resident, 18 years or older on Election Day, not currently serving a prison term for the conviction of a felony, and not currently found mentally incompetent to vote by a court. Check your eligibility and register to vote at RegisterToVote.ca.gov!

CANVASS PERIOD



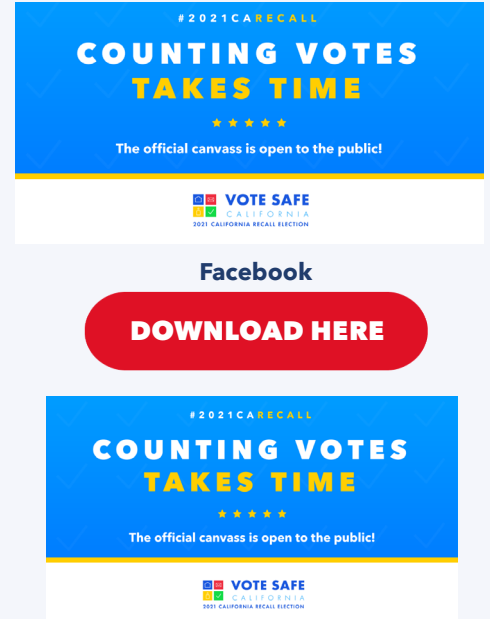
Instagram

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Instagram Story

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Regardless of the apparent outcome or closeness of a race, every valid ballot returned by mail is counted in every CA election as long as it is postmarked by election day & arrives within 7 days. The official canvass is open to the public. www.sos.ca.gov/elections/official-canvass

VOTING SYSTEMS



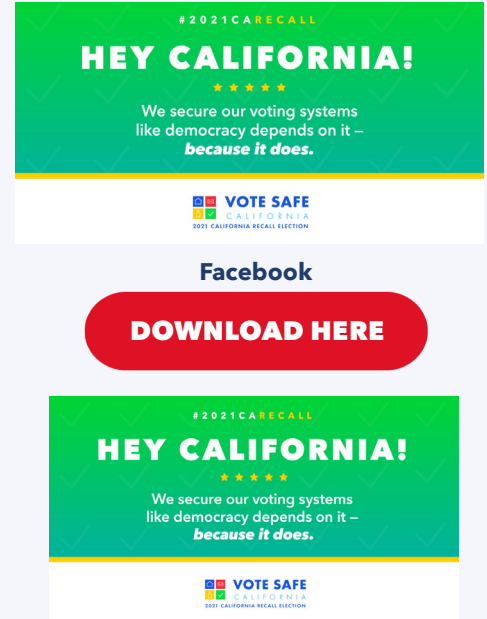
Instagram

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Copy #1: The voting system technology we use during elections **MUST** be certified for use prior to being sold and/or used in any California election - including the #2021CAREcall. For a list of Voting Technologies approved for use in California, visit: <http://bit.ly/votesystems>

Copy #2: CA has the strictest voting system testing requirements in the U.S. All voting equipment used to cast and count ballots in CA **MUST** be certified for use through extensive testing, including source code review and red team penetration testing. **MORE:** <http://bit.ly/systemapproval>

DOMINION VOTING SYSTEM



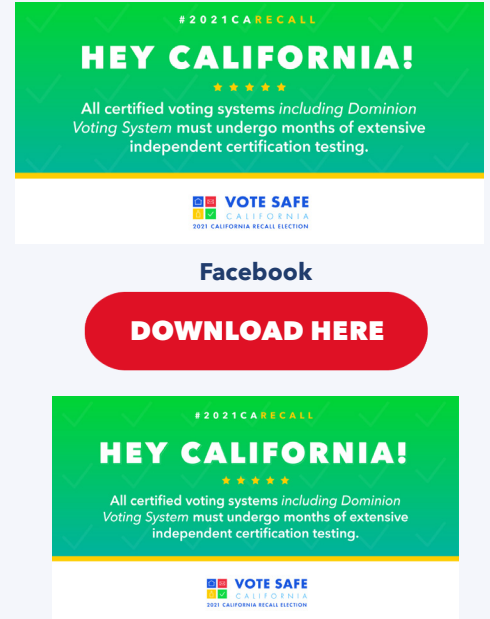
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Copy #1: We became election officials because we believe in democracy, so we don't leave election security to chance. We trust Dominion Voting System because it has been independently tested and certified. Learn more about the extensive testing process: <http://bit.ly/certificationprocess>

Copy #2: See our election security and democracy first hand! Election processes in California are publicly viewable, including logic and accuracy testing prior to each election, the official canvass (tabulating) and the post-election audits. Inquire with **[Your County Contact]**!

Copy #3: CA has the strictest voting system testing, use and requirements in the U.S. From examination & testing to software source code review and evaluation, learn all the ways the CA Secretary of State secures voting systems from interference: <http://bit.ly/certificationprocess>

NONPARTISANSHIP



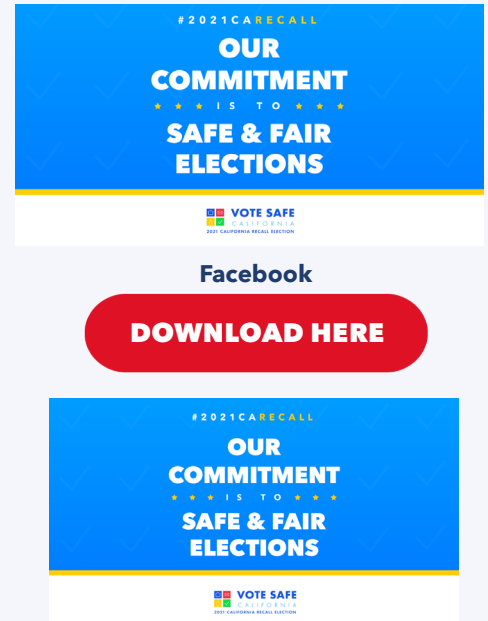
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Elections are run by communities, not politics. We are your friends and neighbors and our only job is to help **[County's]** eligible voters register and cast their ballots! Register to vote today and make your voice heard: RegisterToVote.sos.ca.gov #2021CARecall

MILITARY & VETERAN SOCIAL MEDIA

MILITARY



MILITARY VOICES MATTER.

SEPT. 14th

Vote in the California Gubernatorial Recall Election

✓ By mail ✓ Drop box ✓ Vote centers

★ ★ ★ ★ ★ **YOUR VOTE IS YOUR VOICE!**

To find out more visit vote.ca.gov

VOTE SAFE CALIFORNIA
A CALIFORNIA SECRETARY OF STATE CAMPAIGN

Military Graphic

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Military voices matter! Vote in the California Gubernatorial Recall Election today and make your voice heard!
To learn more, visit: Vote.ca.gov #2021CARecall

VETERANS

**YOU SERVED.
NOW BE HEARD!**

**SEPT.
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VOTE SAFE
CALIFORNIA

A CALIFORNIA SECRETARY OF STATE CAMPAIGN

Veterans Graphic

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Copy

You served, now be heard! Vote in the California Gubernatorial Recall Election today and cast your ballot by mail, drop box, or at your county elections office. To learn more, visit Vote.ca.gov #2021CARecall

MASTER MESSAGING



From how we got here to what it now means for voters, the recall election could be confusing. The messaging below outlines how we can collectively communicate about this complex election to promote trust and support one another.

MESSAGING GOALS



Steps

- Use “we” language and statements to emphasize the rare nature of this event to set the tone of camaraderie.
- Differentiate your information from the noise around elections, replacing broad messaging with clear frameworks of how a recall election will work, including setting expectations about election results.
- Promote legitimacy by distinguishing yourself as the ‘official election source’ for the recall and use proactive messaging about security measures to preempt misinformation.
- Remind voters that elections are run by communities - neighbors, cousins and friends - not a system nor politics.
- Use this messaging consistently and frequently to ensure the ideas sink in.

RECALL MESSAGING



- The September 14, 2021 California Gubernatorial Recall Election will be the first recall election in almost 20 years and a lot has changed since 2003!
- As we navigate this rare event, our top priority is ensuring a safe, fair, and secure election for every California voter who wants to participate.
- The September 14, 2021 California Gubernatorial Recall Election will run like any statewide election, eligible Californians will have the opportunity to cast a ballot and make their voice heard.
- Every registered California voter will be mailed a vote-by-mail ballot for the September 14, 2021 California Gubernatorial Recall Election that will ask two questions: do you want to recall the Governor? And if so, who do you want to replace him?
- If more than 50% of voters vote "YES" to recall the Governor, the Governor would be removed from office and the person with the most votes would replace him. If 50% or more vote "NO," then the Governor will not be removed from office
- You can look to our website and social media channels for accurate election news and updates. Remember, you can cut through all of the noise surrounding elections by going to the official, nonpartisan election information source - that's us!

ELECTION TALKING POINTS



- As the official source of election information, our priority first and foremost is to ensure casting your vote is safe, secure and as easy as possible.
- During the September 14, 2021 California Gubernatorial Recall Election, every registered voter will still be mailed a vote-by-mail ballot due to legislation passed during the 2020 Pandemic. This legislation, SB 29, requires that all registered active voters receive a vote-by-mail ballot for elections held in 2021.
- Mailing every registered voter a vote-by-mail ballot means more options for voters. You can return your vote-by-mail ballot through the mail with pre-paid postage, to a secure, tamper-proof drop box, to your in-person polling place, or your county elections office.
- In California, vote-by-mail ballots will be counted as long as they are postmarked on or before Election Day and received by your county elections office no later than 7 days after Election Day.
- If you are not sure your vote-by-mail ballot will arrive in time if mailed, bring it to any polling place, drop box, drop-off location, or county elections office in the state between 7:00 a.m. and 8:00 p.m. on Election Day.
- All valid vote-by-mail ballots are counted in every election in California, regardless of the outcome or closeness of any race. For additional information on how and when ballots are verified and tabulated, please visit our description of how the official canvass of the vote is completed.

VOTE SAFE FLYERS



To download color and
black & white versions
of the flyers, **click here!**



California Gubernatorial Recall Election

SEPTEMBER 14, 2021

For the first time in nearly 20 years, California will hold an election that asks voters if they want to remove its Governor from office.

Why is California having a recall election?

In California, any elected officer can be recalled (a.k.a. removed from office).

June 10, 2020

The Secretary of State's Office (SOS) approved petitions for circulation for the recall of Governor Gavin Newsom.

April 26, 2021

SOS announced the number of valid signatures needed was reached.

July 1, 2021

After SOS's official certification, the California Lieutenant Governor sets the date for the recall election.

September 14, 2021

California Gubernatorial Recall Election will be held!

How do I participate?

The California Recall election will be run like most statewide elections.

Step 1

Check!

Check your voter status and make sure your information is up-to-date.

VoterStatus.sos.ca.gov

Step 2

Register!

Register to vote if you aren't already or if your address has changed. All active registered voters will be mailed a vote-by-mail ballot for the recall election.

RegistertoVote.ca.gov

Step 3

Vote!

Vote September 14, 2021 and follow your official election source for news and updates!

Vote.ca.gov

What will the recall ballot say?

The ballot will ask two questions that will be counted independently.

Question #1

Do you want to recall the governor?

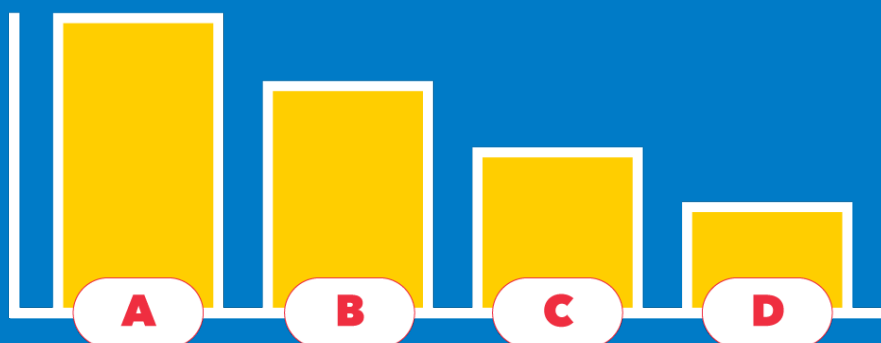
*If 50% or more vote "No", then the governor will **NOT** be recalled.
If more than 50% vote "Yes", then the governor **WILL** be recalled.*



Question #2

Who do you want to replace him?

If the governor IS recalled, whoever gets the most votes would win.



THERE'S A LOT OF INFORMATION OUT THERE DURING ELECTIONS.

For updates and official news about the gubernatorial recall, go to your official election source - the California Secretary of State or your County Elections Office.

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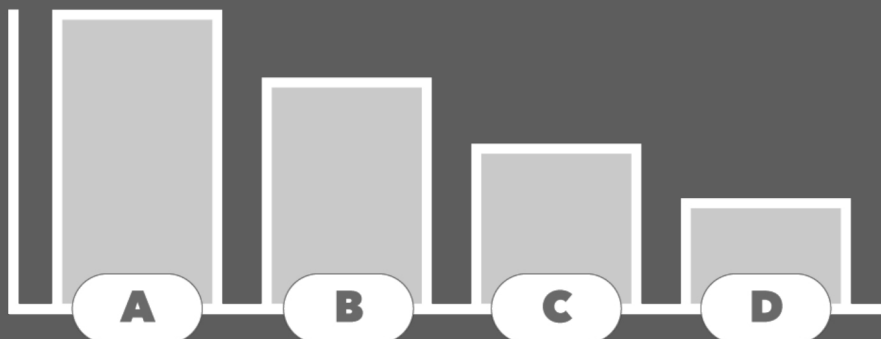
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