



VOTE SAFE

C A L I F O R N I A

2021 CALIFORNIA RECALL ELECTION



2021 CALIFORNIA GUBERNATORIAL RECALL

E - 2 0 T O O L K I T

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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-20 Toolkit" as the fifth 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.

AUGUST 25, 2021: E-20: REGISTER TO VOTE



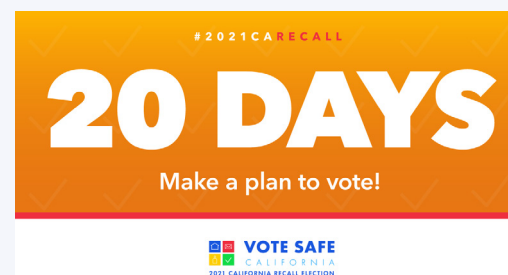
Instagram

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Copy

With just 20 days until the #2021CARecall election and just 5 days left to register to vote easily online, make sure you're prepared. Register to vote at RegisterToVote.ca.gov #VoteSafeCA



AUGUST 26, 2021: WHERE'S MY BALLOT?



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Facebook

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California is voting. You can cast your ballot for the #2021CAREcall as soon as you receive it by mail, drop box, or at your county elections office. Sign up to track your ballot at WheresMyBallot.sos.ca.gov and be alerted the moment your vote is counted! #VoteSafeCA

AUGUST 27, 2021: REGISTER TO VOTE



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3 days left to register to vote easily online for the #2021CARecall! California has shattered state registration records - help us get closer to 100%! The last day to register to vote easily online is August 30. Register now at RegisterToVote.ca.gov #VoteSafeCA

AUGUST 28, 2021: VOTER STATUS



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Haven't received your ballot for the #2021CARecall? Make sure your voter status is up to date at VoterStatus.sos.ca.gov or call your county elections office! Last day to update your registration online is 8/30 #VoteSafeCA



AUGUST 29, 2021: REGISTER TO VOTE



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Twitter

DOWNLOAD HERE



Facebook

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Don't miss the chance to vote easily online. Tomorrow is the last day to register using RegisterToVote.sos.ca.gov for the #2021CAREcall! Register now. #VoteSafeCA

AUGUST 30, 2021: LAST DAY TO REGISTER TO VOTE



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Today, August 30th, is the last day to register to vote for the #2021CARECALL easily online and receive a ballot in the mail. Don't waste another minute--go to RegisterToVote.ca.gov.



AUGUST 31, 2021: SAME DAY VOTER REGISTRATION



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Missed the deadline to register online to vote for the #2021CARecall? It's not too late with Same Day Voter Registration. Eligible citizens can go to their county elections office, polling place or vote center to register & vote provisionally! Find a site: CAEarlyVoting.sos.ca.gov



SEPTEMBER 1, 2021: WHERE'S MY BALLOT?



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We take every step to secure your vote, but you don't have to take our word for it. Vote early and sign up for WheresMyBallot.sos.ca.gov to track your ballot for the #2021CARecall from the moment it leaves your hands to the moment it's counted. #VoteSafeCA

SEPTEMBER 2, 2021: MAKE A PLAN TO VOTE



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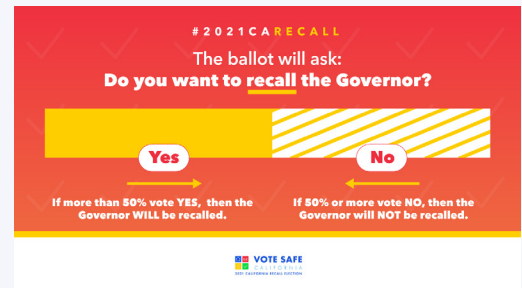
Make a plan to vote for the #2021CARecall. You have options when it comes to voting. Find your early voting options and decide what works best for you: FindMyPollingPlace.sos.ca.gov #VoteSafeCA

SEPTEMBER 3, 2021: QUESTION ON THE BALLOT



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The last day to vote in the #2021CARecall is September 14. The ballot will ask: Shall Gavin Newsom be recalled (removed) from the office of the Governor?

- > NO: means you want Governor Newsom to remain in office.
- > YES: means you want Governor Newsom to be removed from office.

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.

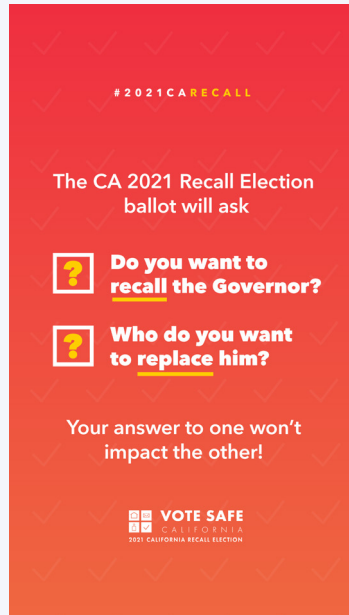


BALLOT AND SCORING



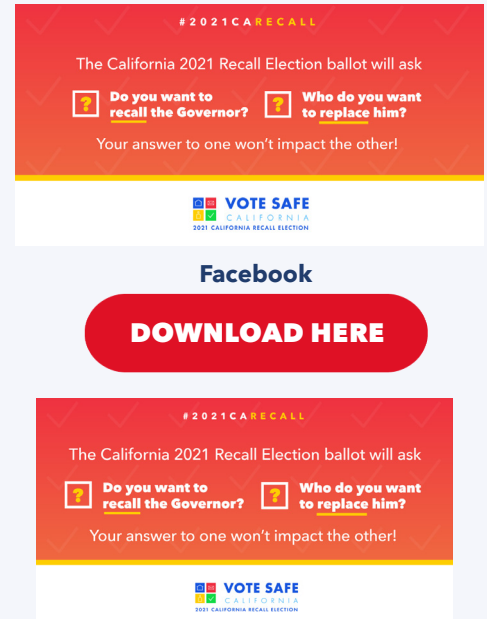
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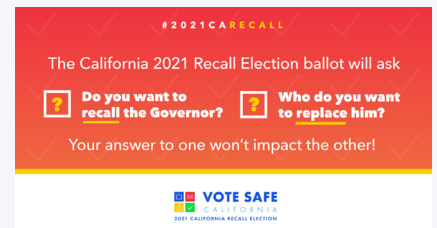
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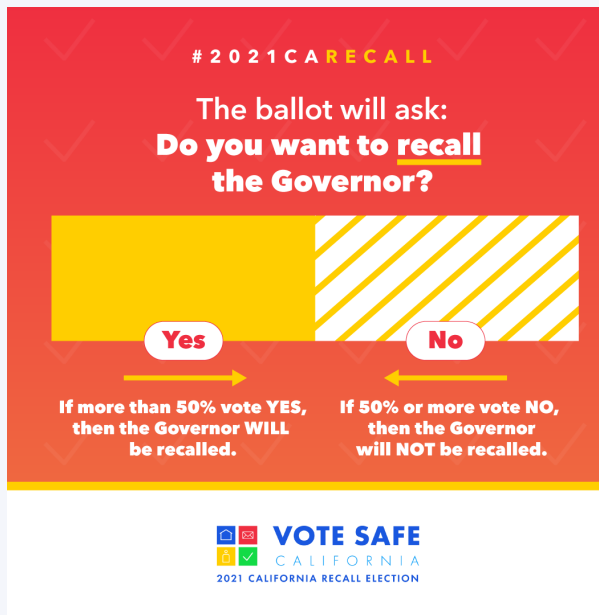
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You can vote YES or NO on the recall, and still cast a vote for a replacement candidate. The questions are counted independently and your response to one question does not impact the other. #2021CARecall

BALLOT AND SCORING



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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

#2021CARerecall



CALIFORNIA HAS OVER
22 MILLION
REGISTERED VOTERS



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

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#2021CARerecall

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.**

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#2021CARerecall



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.**



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#2021CARerecall

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.**

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#2021CARerecall

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!**

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Only active registered voters will receive ballots to vote in the #2021CARerecall. 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)



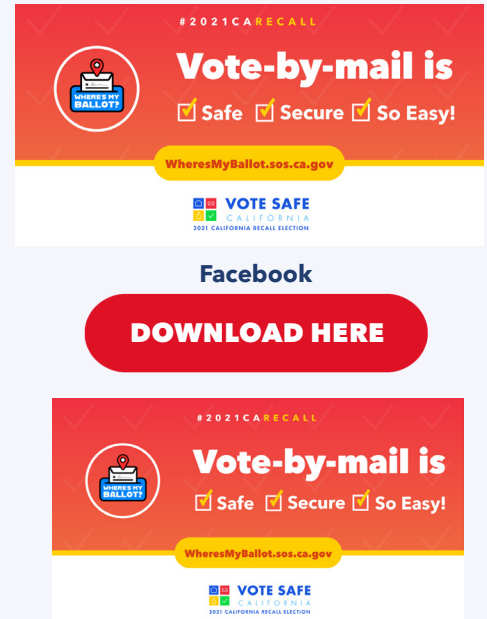
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Copy #1: You don't have to stress about when you will receive your vote-by-mail ballot. Sign up for WheresMyBallot.sos.ca.gov today and you'll be notified when **[county]** mails your ballot to you!

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)



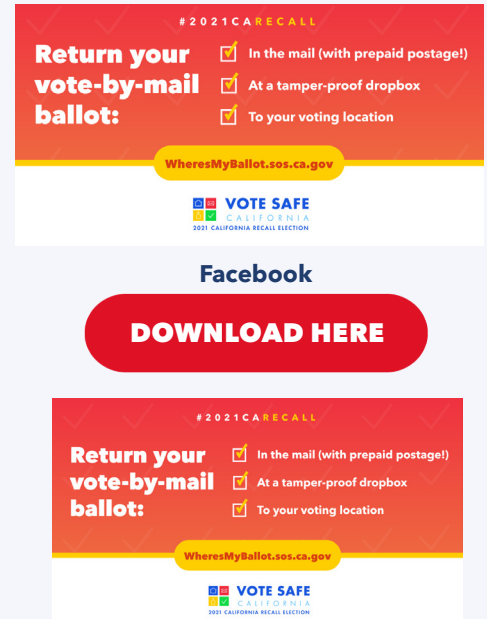
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Copy #1: California drop boxes are designed to be tamper proof! Made from durable material able to withstand vandalism, removal, and inclement weather, drop your ballot for the #2021CAREcall knowing your vote is secure. Find the locations of official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



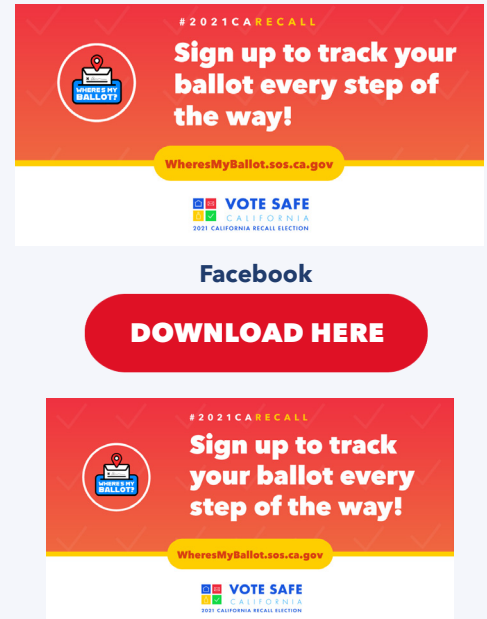
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Copy #2: You have several secure options in how you return your ballot for the #2021CAREcall: mail, drop-box, or in-person to your voting location or polling place. No matter how you return it, track it through the process to be sure your vote is counted!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

SIGNATURE VERIFICATION



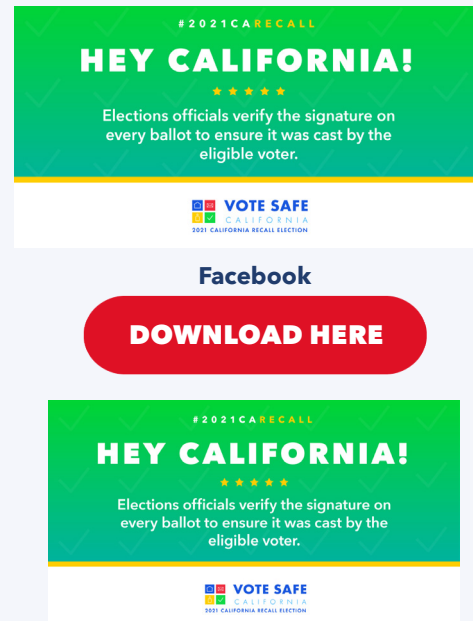
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CA elections officials verify signatures on every return envelope, initiative, referendum, petition, & candidate nomination form by comparing it with the signature in your voter registration record like voter registration papers, or on your driver's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



VOTER REGISTRATION



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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



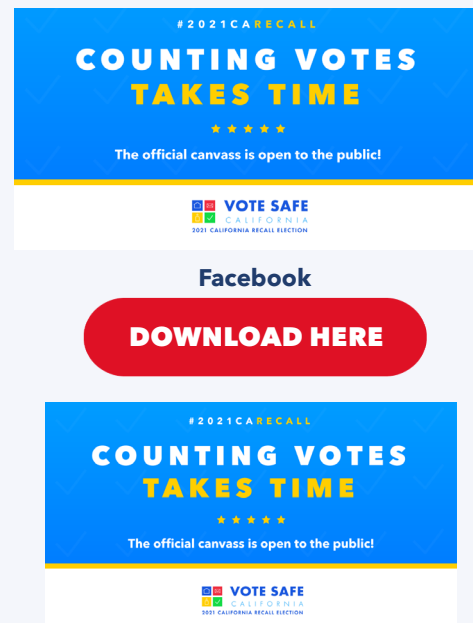
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Regardless of the apparent outcome or closeness of a race, every valid ballot returned by mail is counted in every CA election as long as it is postmarked by election day & arrives within 7 days. The official canvass is open to the public. www.sos.ca.gov/elections/official-canvass



VOTING SYSTEMS



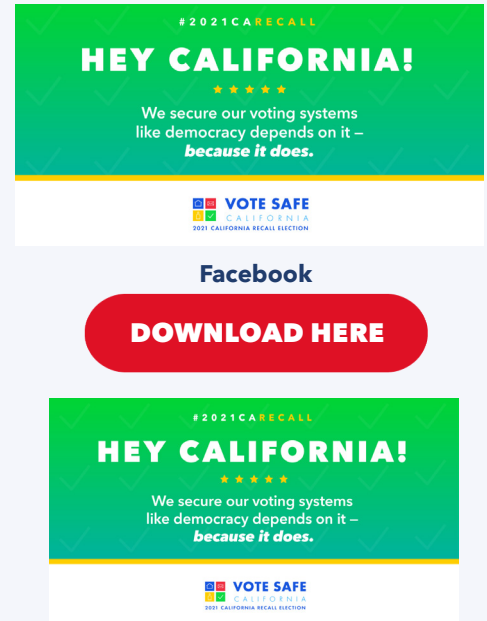
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Copy #1: The voting system technology we use during elections **MUST** be certified for use prior to being sold and/or used in any California election - including the #2021CAREcall. For a list of Voting Technologies approved for use in California,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



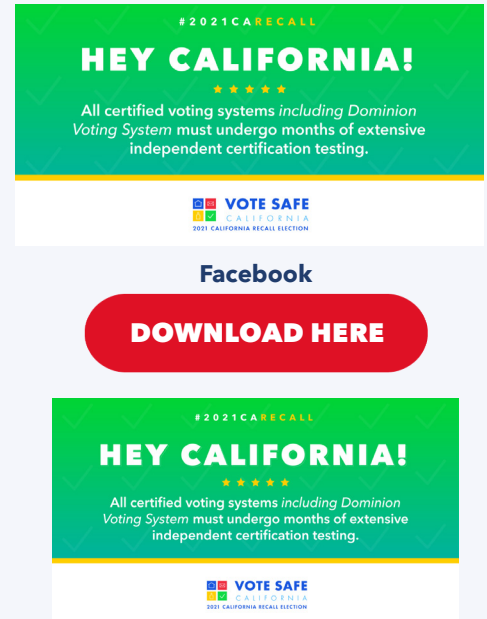
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Copy #1: We became election officials because we believe in democracy, so we don't leave election security to chance. We trust Dominion Voting System because it has been independently tested and certified. Learn more about the extensive testing process: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



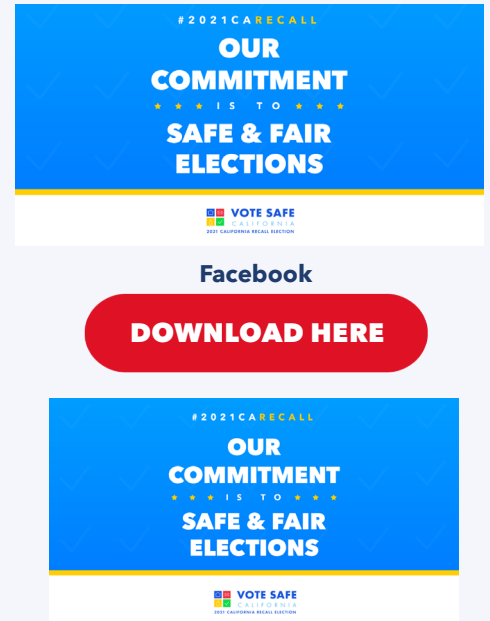
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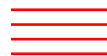
Elections are run by communities, not politics. We are your friends and neighbors and our only job is to help **[County's]** eligible voters register and cast their ballots! Register to vote today and make your voice heard: RegisterToVote.sos.ca.gov #2021CAREcall

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.

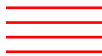


RECALL MESSAGING



- 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?

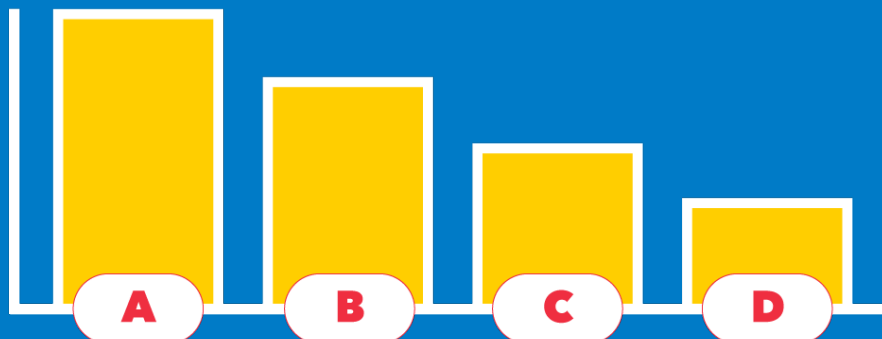
*If 50% or more vote "No", then the governor will **NOT** be recalled.
If more than 50% vote "Yes", then the governor **WILL** be recalled.*



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.

VOTE.CA.GOV

California Gubernatorial Recall Election **SEPTEMBER 14, 2021**

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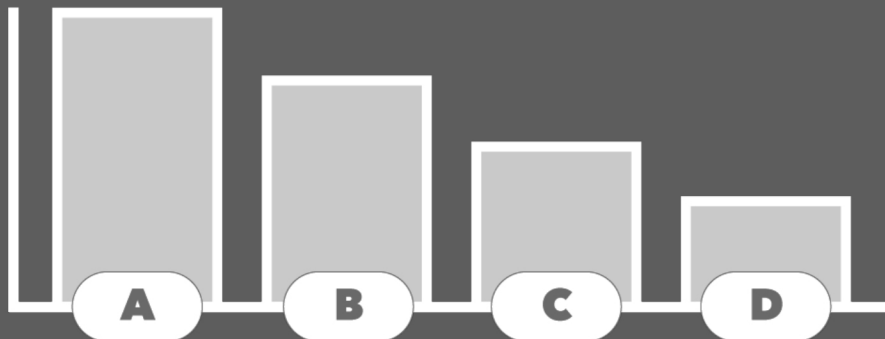
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