



VOTE SAFE

CALIFORNIA

2021 CALIFORNIA RECALL ELECTION



2021 CALIFORNIA GUBERNATORIAL RECALL

E - 3 0 T O O L K I T

**CLICK HERE FOR
IMAGE DOWNLOADS**



DR. SHIRLEY N. WEBER
CALIFORNIA SECRETARY OF STATE

TABLE OF CONTENTS



INTRODUCTION 3

DIRECTIONS 4

E-30 SOCIAL MEDIA 5-15

08/15..... 6

08/16..... 7

08/17..... 8

08/18..... 9

08/19..... 10

08/20..... 11

08/21..... 12

08/22..... 13

08/23..... 14

08/24..... 15

MASTER MESSAGING 16-19

PROACTIVE SOCIAL MEDIA..... 20-30

8.5 X 11 FLYERS 31-34

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-30 Toolkit" as the fourth 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 and to participate in the statewide gubernatorial recall.

AUGUST 15, 2021: E-30: BALLOTS ARE ON THE WAY



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The #2021CAREcall election is 30 days away. Ballots are on the way! August 16 is the deadline (or last day) for counties to mail ballots, so keep an eye out! If you haven't yet or you've recently moved counties, sign up to track your ballot at WheresMyBallot.sos.ca.gov

AUGUST 16, 2021: ALL BALLOTS MAILED

#2021CARECALL



Ballots are mailed!

★★★★★

All ballots will be mailed by county election officials by today.

WheresMyBallot.sos.ca.gov



Instagram

[DOWNLOAD HERE](#)

#2021CARECALL



Ballots are mailed!

All ballots will be mailed by county election officials by today.

WheresMyBallot.sos.ca.gov



Twitter

[DOWNLOAD HERE](#)

#2021CARECALL



Ballots are mailed!

All ballots will be mailed by county election officials by today.

WheresMyBallot.sos.ca.gov



Facebook

[DOWNLOAD HERE](#)

Copy

Every county has started mailing ballots for the #2021CARecall. Remember whether you vote yes or no to recalling the Governor, you can cast a vote for a replacement candidate. Once you receive your ballot, you can complete it, seal it, sign it & return it. #VoteSafeCA

AUGUST 17, 2021: WHERE'S MY BALLOT?



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Copy

All #2021CARecall vote-by-mail ballots come with return envelopes that have pre-paid, first class postage and a unique barcode that you can track with "Where's My Ballot?". Get notified when your vote is counted at: WheresMyBallot.sos.ca.gov #VoteSafeCA

AUGUST 18, 2021: REGISTER TO VOTE



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Ballots have been sent to all active, registered CA voters for the #2021CARecall. If you're not registered, it's not too late. Register or update your registration easily online by August 30th at RegisterToVote.ca.gov. #VoteSafeCA

AUGUST 19, 2021: SIGNATURE VERIFICATION

#2021CARECALL

HEY CALIFORNIA!

★★★★★

Your signature on the ballot return envelope is compared to the signature we have on file. If it doesn't match, you'll be contacted to resolve the issue.

 **VOTE SAFE**
CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Instagram

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#2021CARECALL

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 **VOTE SAFE**
CALIFORNIA
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Twitter


[DOWNLOAD HERE](#)

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CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

Facebook

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Copy

When a ballot is received by county elections officials, the signature on the ballot return envelope is compared to the signature we have on file. If it doesn't match, you'll be contacted to resolve the issue. Track your ballot: WheresMyBallot.sos.ca.gov #VoteSafeCA

AUGUST 20, 2021: QUESTIONS ON THE BALLOT

2021CARerecall

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
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2021 CALIFORNIA RECALL ELECTION

Instagram

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2021CARerecall

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Your answer to one won't impact the other!

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2021 CALIFORNIA RECALL ELECTION

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Your answer to one won't impact the other!

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2021 CALIFORNIA RECALL ELECTION

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#2021CARerecall Ballot Breakdown:

1: "Shall Gavin Newsom be recalled (removed) from the office of the Governor?" [Yes/No]

2: Candidates to succeed Gavin Newsom if he is recalled. [Choose one]

Regardless of how you vote on Q1, you can vote for a replacement candidate.

AUGUST 21, 2021: RECALL RESULTS

2021CARCALL

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

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2021CARCALL

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

Twitter

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2021CARCALL

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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

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You can vote yes or no on the recall and still vote for a replacement candidate. If 50% or more vote no on the #2021CARecall, the Governor will remain in office. If more than 50% vote yes, the Governor would be recalled and whoever has the most votes would replace him.

AUGUST 22, 2021: WHERE'S MY BALLOT?



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Track your vote-by-mail ballot for the #2021CARecall. Every registered voter in CA can sign up for "Where's My Ballot?" to get notifications by text, voice call, or email about their ballot status. Changed counties or haven't signed up yet? Sign up today: WheresMyBallot.sos.ca.gov

AUGUST 23, 2021: REGISTER TO VOTE



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Twitter

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Facebook

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Want to participate in the #2021CARcall? There is 1 week left to register to vote easily online. Register now at RegisterToVote.ca.gov to receive your vote-by-mail ballot. #VoteSafeCA

AUGUST 24, 2021: VOTER STATUS



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All active, registered voters have been sent a vote-by-mail ballot for the #2021CAREcall. If you haven't received yours yet, make sure your voter status is up to date at VoterStatus.sos.ca.gov or call your County! #VoteSafeCA

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.

PROACTIVE SOCIAL MEDIA



We know the best defense to 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.

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" (aka 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.**



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2021 CA RECALL

Forgot to update your voter registration or you received 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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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!



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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)



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Instagram Story

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Twitter

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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)



Instagram

[DOWNLOAD HERE](#)



Instagram Story

[DOWNLOAD HERE](#)



Facebook

[DOWNLOAD HERE](#)



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, return your ballot in a drop box for the #2021CAREcall knowing your vote is secure. Find locations for 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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[DOWNLOAD HERE](#)



Instagram Story

[DOWNLOAD HERE](#)



Facebook

[DOWNLOAD HERE](#)



Twitter

[DOWNLOAD HERE](#)

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SIGNATURE VERIFICATION



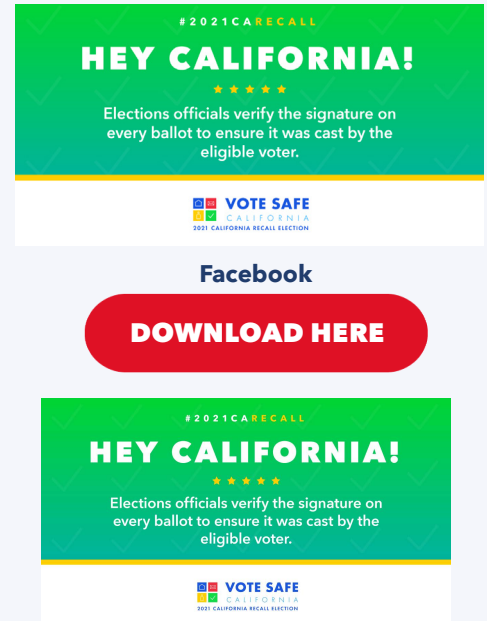
Instagram

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Instagram Story

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Twitter

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Copy

CA elections officials verify signatures on every return envelope, initiative, referendum, petitions, & 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



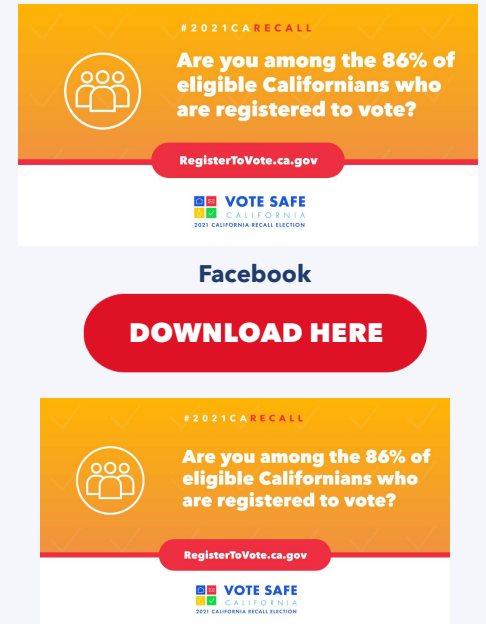
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Twitter

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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



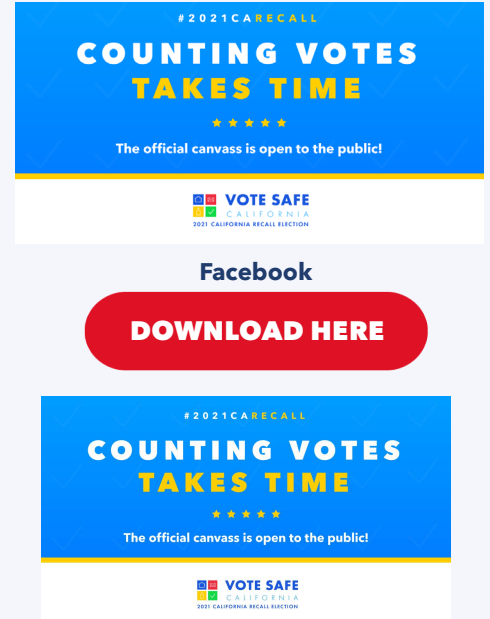
Instagram

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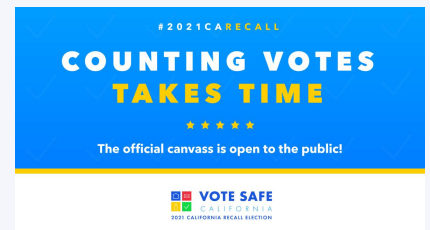
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The canvass is the period in which votes are counted by elections officials. All valid vote-by-mail ballots are counted in every election in CA, regardless of the outcome or closeness of any race, as long as they're postmarked by election day & arrive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

VOTING SYSTEMS



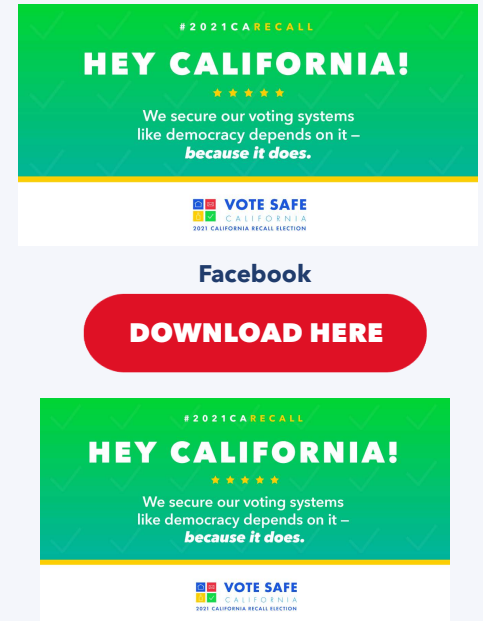
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Twitter

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Copy

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



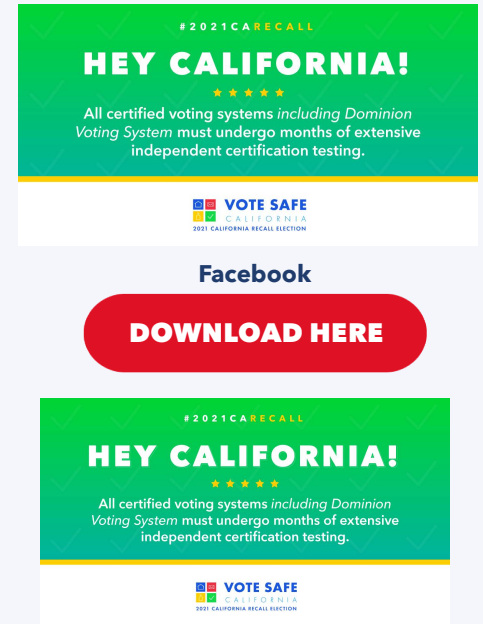
Instagram

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Instagram Story

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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 the 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



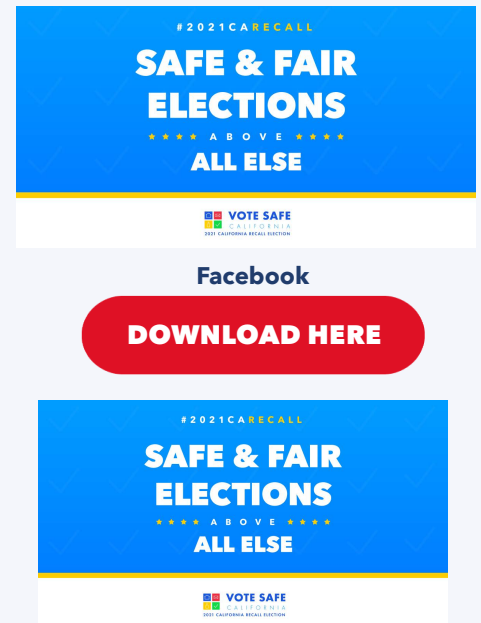
Instagram

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Instagram Story

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Copy

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 be heard during this historic #2021CARecall election: registertovote.sos.ca.gov

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?

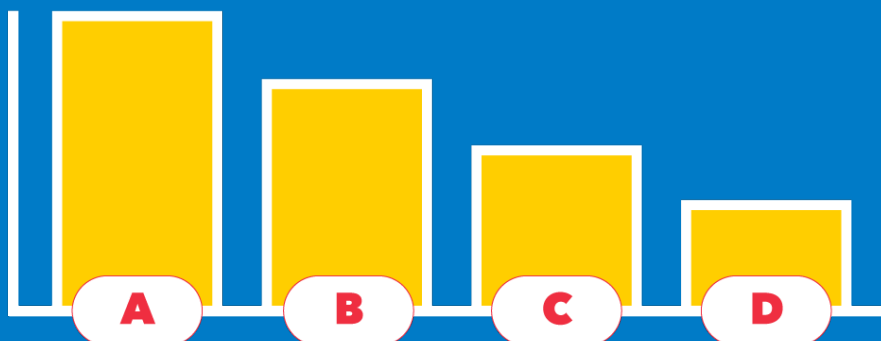
*If 50% or more vote "No", then the governor will **NOT** be recalled.
If more than 50% vote "Yes", then the governor **WILL** be recalled.*



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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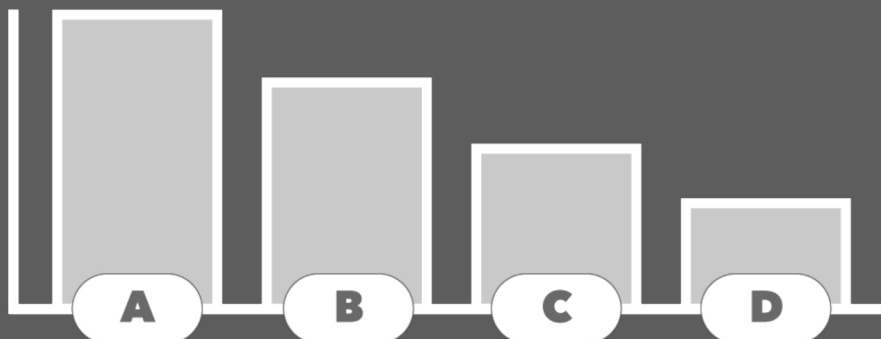
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