



VOTE SAFE

CALIFORNIA

2021 CALIFORNIA RECALL ELECTION



2021 CALIFORNIA GUBERNATORIAL RECALL

E - 5 0 T O O L K I T

**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-50 Toolkit" as the second 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 to 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

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 redundantly to ensure the ideas sink in.

RECALL MESSAGING



- The September 14, 2021 California Gubernatorial Recall Election will be the first recall election of a governor since 2003 - and a lot's changed over the last 20 years.
- 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 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.
- You can look to our website and social media channels for news and updates and remember, there's a lot of noise during election times, so cut through the noise by going to the source: your official, nonpartisan election agency -- 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 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 to receive a vote-by-mail ballot for elections held in 2021.
- Mailing every 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.

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.

(1/2) JULY 26, 2021: E-50: REGISTER TO VOTE



[DOWNLOAD HERE](#)

Instagram

We are 50 days away from the #2021CARecall Election. Like any statewide election, you'll need to make sure you're registered to vote to cast a ballot. You can register to vote easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

Twitter

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(2/2) JULY 26, 2021: E-50: CANDIDATES



#2021CARECALL

Who's running for governor?

Check out the complete list of replacement candidates.

VOTE SAFE CALIFORNIA 2021 CALIFORNIA RECALL ELECTION

[DOWNLOAD HERE](#)

Instagram

The #September14 #2021CARecall Election ballot will ask 1) do you want to recall the governor, and 2) if so, who do you want to replace him? Here's the complete list of replacement candidates who will appear as choices for the second question: <https://elections.cdn.sos.ca.gov/statewide-elections/2021-recall/certified-list.pdf>



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JULY 27, 2021: V-20

#2021CARECALL

**Ballots are mailed
by August 16**

Don't forget to update
your voter status

VoterStatus.sos.ca.gov

VOTE SAFE
CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

This graphic features a red-to-orange gradient background with a repeating pattern of ballot icons. It includes the hashtag #2021CARECALL, the main announcement 'Ballots are mailed by August 16', five stars, a reminder to update voter status, the website URL, and the 'VOTE SAFE CALIFORNIA' logo.

DOWNLOAD HERE

Instagram

All counties will mail ballots to active registered voters by August 16th. You will be able to cast your ballot for the #2021CARecall as soon as you receive it by mail or in-person at your county registrar's office. Make sure you're ready: VoterStatus.sos.ca.gov #VoteSafeCA

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JULY 28, 2021: POLL WORKERS



#2021CARECALL



Do you want to help your community and election officials?

Sign up to be a poll worker!

PollWorker.sos.ca.gov

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Instagram

The #2021CARecall is the first recall in 20 years and it's happening soon. Like any election, we will need polling places and poll workers to step up and help their community and elections officials! Sign up to be a poll worker at PollWorker.sos.ca.gov #VoteSafeCA



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JULY 29, 2021: REGISTER TO VOTE



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Instagram

We are less than two months away from the #2021CARecall Election. Registering to vote is the first step to participating. You can do so easily, online at RegisterToVote.ca.gov #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

Twitter

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DOWNLOAD HERE

Facebook

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JULY 30, 2021: RECALL BALLOT

#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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Instagram

#2021CARecall ballot will ask 2 questions:

1) do you want to recall the governor?

2) if so, who do you want to replace him?

If 50% or more vote NO, the governor stays in office.

If more than 50% vote YES, the governor is recalled & candidate with the most votes would replace him

#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!



[DOWNLOAD HERE](#)

Twitter

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Facebook

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If more than 50% vote YES, the governor is recalled & candidate with the most votes would replace him



JULY 31, 2021: VOTER STATUS



DOWNLOAD HERE

Instagram

The #September14 #2021CARecall Election is right around the corner. If you want the opportunity to participate and make your voice heard, verify your voter status at VoterStatus.sos.ca.gov #VoteSafeCA



DOWNLOAD HERE

Twitter

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DOWNLOAD HERE

Facebook

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AUGUST 1, 2021: WHERE'S MY BALLOT?



#2021CARECALL



Sign up to track your ballot every step of the way!

WheresMyBallot.sos.ca.gov

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2021 CALIFORNIA RECALL ELECTION

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Instagram

The #2021CARecall is #September14. Every active registered voter will receive a vote-by-mail ballot for the election, but don't wait around. Track your ballot & get notified when it's mailed to you: WheresMyBallot.sos.ca.gov #VoteSafeCA



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AUGUST 2, 2021: ELECTION SECURITY

#2021CARECALL

HEY CALIFORNIA!

All vote-by-mail ballot return envelopes come with a unique barcode and all voter signatures are verified before ballots are processed.

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CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

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Instagram

We take the security of our elections seriously. All vote-by-mail ballot return envelopes come with a unique barcode & all voter signatures are verified before ballots are processed. This ensures every legitimate vote for the #2021CAREcall will be counted, and only counted once.

#2021CARECALL

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AUGUST 3, 2021: RANDOM ALPHABET DRAWING

#2021CARECALL



What is a Random Alphabet Drawing?

★★★★★

The Secretary of State conducts a randomized drawing to determine the order of candidates' names on the ballot.



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CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

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Instagram

Ahead of every election, CA uses a drawing of alphabet letters, like a lottery, to determine the random order of candidate names on a ballot. For the #2021CARecall election, that order will rotate depending on where you live so every candidate gets to be at the top at least once.

#2021CARECALL



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CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

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2021 CALIFORNIA RECALL ELECTION

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AUGUST 4, 2021: IN PERSON 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!



VOTE SAFE
CALIFORNIA
2021 CALIFORNIA RECALL ELECTION

[DOWNLOAD HERE](#)

Instagram

Every voter will be sent a vote-by-mail ballot for the #2021CARecall. You can return your ballot by mail via USPS with pre-paid postage or you can use the in-person voting options available for all California voters coming soon. #VoteSafeCA

#2021CARECALL



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CALIFORNIA
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Twitter

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Facebook

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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

2021CARECALL



CALIFORNIA HAS OVER
22 MILLION
REGISTERED VOTERS



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



[DOWNLOAD HERE](#)

2021CARECALL

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](#)

2021CARECALL

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](#)

2021CARECALL

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 someone from being able to cast your ballot - **plus, it's a crime.**



[DOWNLOAD HERE](#)

2021CARECALL

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

- Return envelopes with **unique barcodes**
- **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)



[DOWNLOAD HERE](#)

Instagram

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



[DOWNLOAD HERE](#)

Twitter

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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



[DOWNLOAD HERE](#)

Instagram

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



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VOTE-BY-MAIL (RETURNING)



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WheresMyBallot.sos.ca.gov



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WheresMyBallot.sos.ca.gov

SIGNATURE VERIFICATION

2021 CA RECALL

HEY CALIFORNIA!

★★★★★

Local election officials check each and every ballot to ensure every legitimate vote is counted, and only counted once!

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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>

2021 CA RECALL

HEY CALIFORNIA!

★★★★★

Local election officials check each and every ballot to ensure every legitimate vote is counted, and only counted once!

VOTE SAFE
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VOTER REGISTRATION

#2021CARECALL



Are you one of 86% of Californians who are registered to vote?

[RegistertoVote.ca.gov](https://registertovote.ca.gov)



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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!

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CANVASS PERIOD



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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



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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, use and 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>



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DOMINION VOTING SYSTEM

2021 C A R E C A L L

HEY CALIFORNIA!

All certified voting systems including *Dominion Voting System* must undergo months of extensive independent certification testing.

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Copy #1: We became election officials because we believe in democracy above all - and we don't leave that to chance. We trust Dominion Voting System because it was independently tested and certified across every front. Learn more about the extensive 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>

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



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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 called a 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.sos.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?

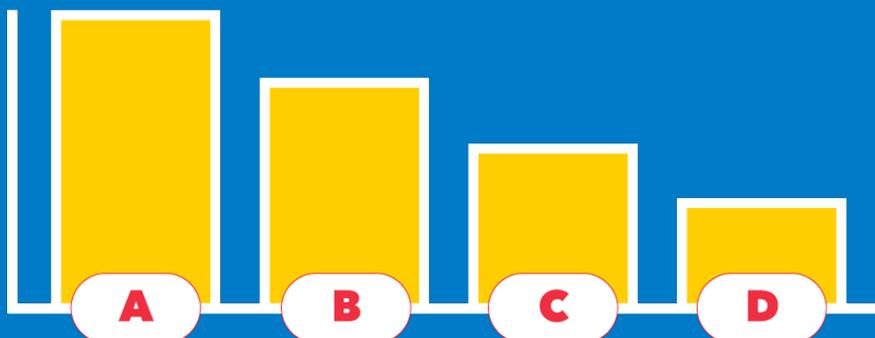
*If more than 50% vote "Yes", then the governor **WILL** be recalled.
If more than 50% vote "No", then the governor will **NOT** be recalled.*



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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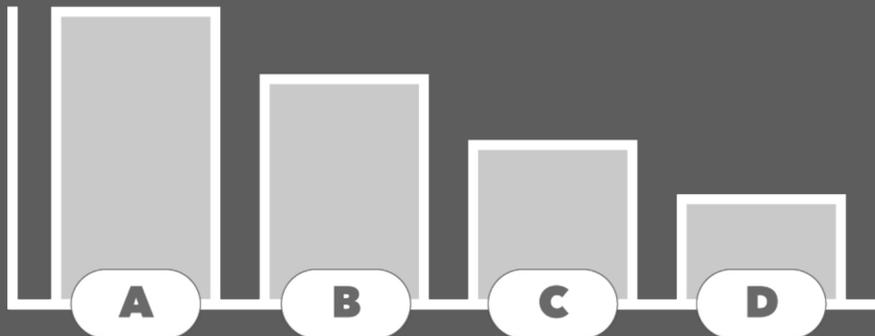
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