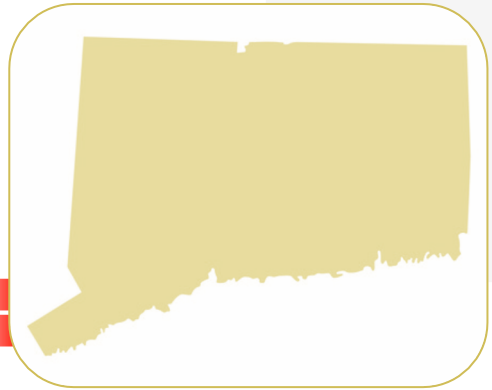
SETTING THE STANDARD

Election Excellence in **Connecticut**

How you can support U.S. election excellence -- and what you can learn from colleagues around the country



U.S. ALLIANCE FOR ELECTION EXCELLENCE

FRISBIE'S
PIES

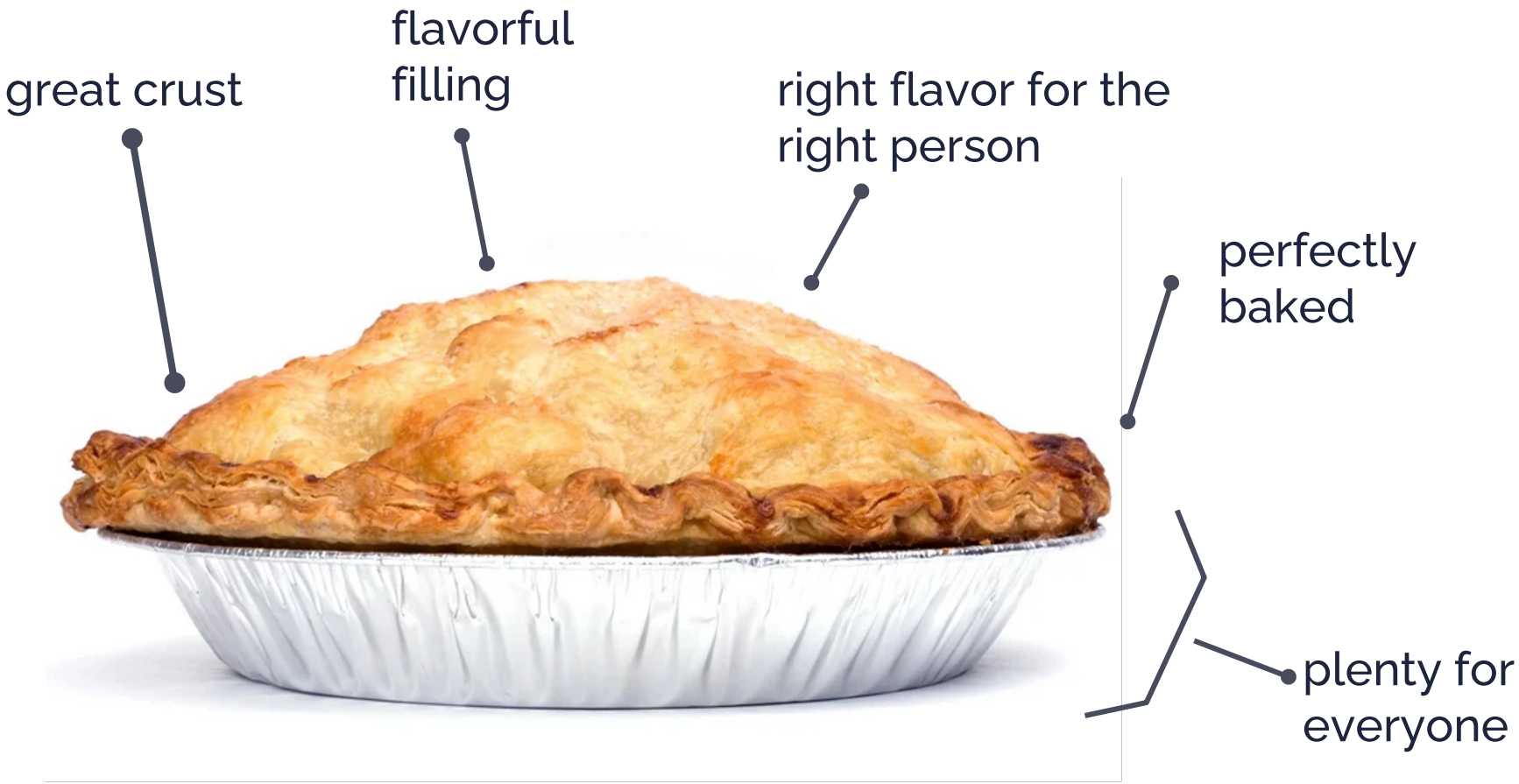
What do you need to bake an **excellent pie**?

ingredients
kitchen supplies
pie tins

recipe
time
working oven

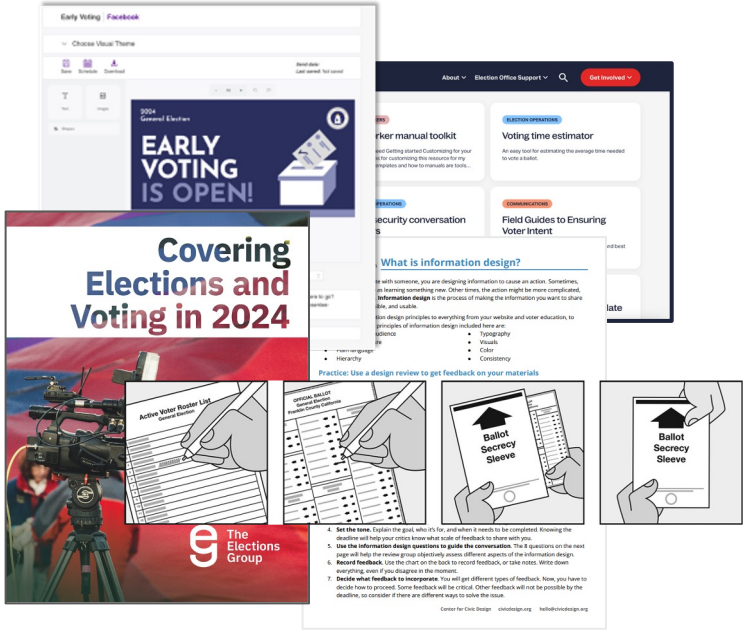
baking skills
helpers
taste testers
money

Describe an **excellent** pie.

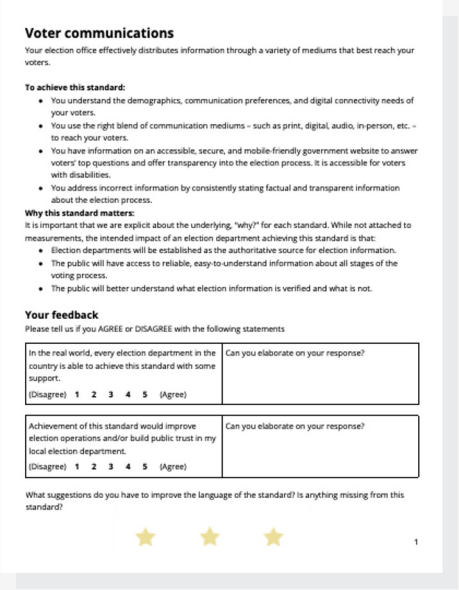

great crust
flavorful filling
right flavor for the right person
perfectly baked
plenty for everyone

FRISBIE'S
PIES

Nonpartisan Resources



Input and ideas on Standards



Voter communications

Your election office effectively distributes information through a variety of mediums that best reach your voters.

To achieve this standard:

- You understand the demographics, communication preferences, and digital connectivity needs of your voters.
- You use the right blend of communication mediums – such as print, digital, audio, in-person, etc. – to reach your voters.
- You have information on an accessible, secure, and mobile-friendly government website to answer voters' top questions and offer transparency into the election process. It is accessible for voters with disabilities.
- You address incorrect information by consistently stating factual and transparent information about the election process.

Why this standard matters:

It is important that we are explicit about the underlying, "why?" for each standard. While not attached to measurements, the intended impact of an election department achieving this standard is that:

- Election departments will be established as the authoritative source for election information.
- The public will have access to reliable, easy-to-understand information about all stages of the voting process.
- The public will better understand what election information is verified and what is not.

Your feedback

Please tell us if you AGREE or DISAGREE with the following statements

In the real world, every election department in the country is able to achieve this standard with some support. (Disagree) 1 2 3 4 5 (Agree)	Can you elaborate on your response?
Achievement of this standard would improve election operations and/or build public trust in my local election department. (Disagree) 1 2 3 4 5 (Agree)	Can you elaborate on your response?

What suggestions do you have to improve the language of the standard? Is anything missing from this standard?

1

Session objectives

In this session, you will:

- → Get practical tools for educating voters and building public trust in elections
- → Learn to leverage best practices developed around the nation
- → Preview new national, non-partisan Values and Standards for Election Excellence and share your ideas

Agenda

01 Introductions

02 Voter communications

Break

03 Media relationships

04 Information design

05 Q&A and Wrapping up

Introductions

Who's in the room?

→ Is this your first presidential election?
→ Your second?
→ Your third…
→ … your tenth?

Hi there!

Josh
CTCL
Josh@TechAndCivicLife.org

Lia
ideas42
Lia@ideas42.org

TJ
Elections Group
TJ@ElectionsGroup.com

Randy
CCD
Randy@CivicDesign.org

CENTER FOR
TECH AND
CIVIC LIFE

Center for Tech and Civic Life

Harnessing the promise of technology to modernize the American voting experience.

→ Hello@TechAndCivicLife.org

→ TechAndCivicLife.org

ideas42

ideas42 is a nonprofit that applies insights from behavioral science—the study of how people make decisions and act in the real world—to create a more equitable world.

→ Info@ideas42.org

→ ideas42.org

The Elections Group

We are a team of election experts supporting election professionals through collaboration, thought leadership, and elevating best practices.

→ Support@ElectionsGroup.com

→ ElectionsGroup.com

Center for Civic Design

Center for Civic Design

We strive to make every interaction with the government easy, effective, and pleasant.

→ Hello@CivicDesign.org

→ CivicDesign.org

U.S. Digital Response

USDR's Elections Program equips election offices with digital tools to save time, streamline operations, and improve resiliency.

→ Info@USdigitalResponse.org

→ USdigitalResponse.org

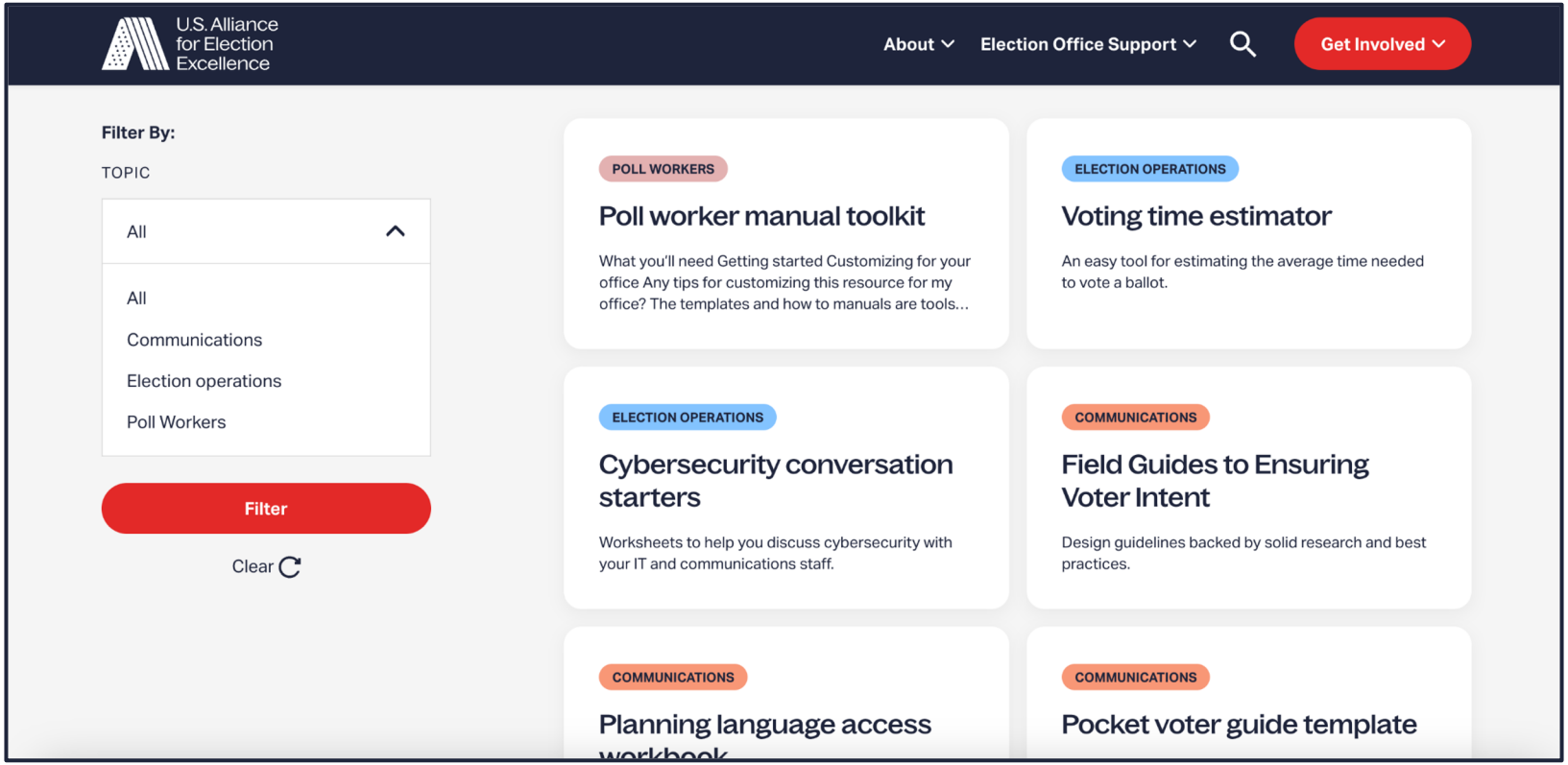
U.S. Alliance for Election Excellence

U.S Alliance for Election Excellence (USAEE)

A nonpartisan collaborative that brings together election officials to rally around a set of common values and standards, support each other, and keep their skills fresh.

→ ElectionExcellence.org

Centers for Election Excellence



ElectionExcellence.org/**Resources**

U.S. Alliance for Election Excellence

Values and Standards for Election Excellence

How we come together and support each other in the elections field.

Standards for Election Excellence

- Poll workers
- Communications
- Audits and ballot management
- Security
- Management and leadership
- Intergovernmental relationships

Standards for Election Excellence

- Poll workers
- Communications
- Audits and ballot management
- Security
- Management and leadership
- Intergovernmental relationships

Standards for Election Excellence

Communications

Plain language

Your election office writes and speaks in a way that allow voters to easily find, understand, and use the information they need.

Information design

Your election office uses design and accessibility best practices to format information so it is easy to find, understand, and use.

Language access

Your election office understands your voters' language needs and prioritizes their preferred languages, dialects, and communication modes.

Voter communications

Your election office effectively distributes information through a variety of mediums that best reach your voters.

Community relationships

Your election office builds and maintains strong relationships in your community that foster trust in the election process.

Media relationships

Your election office proactively builds and maintains relationships with members of the media to communicate accurate election information.

Voter communications

Achieving Excellence in Voter Communications

Lia Weintraub, ideas42

April 10, 2024

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Voter Communications Standards

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U.S. Alliance for Election Excellence

Putting the Standards into Practice

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Civic Engagement at ideas42

- Research
- Experimentation
- Design & Innovation

Election Officials - state and local

We provide direct support to improve resources and services offered to voters

Voting Nonprofits

We partner with leading orgs to create new initiatives and improve program design

Direct to Voters

We test materials and strategies to drive civic participation

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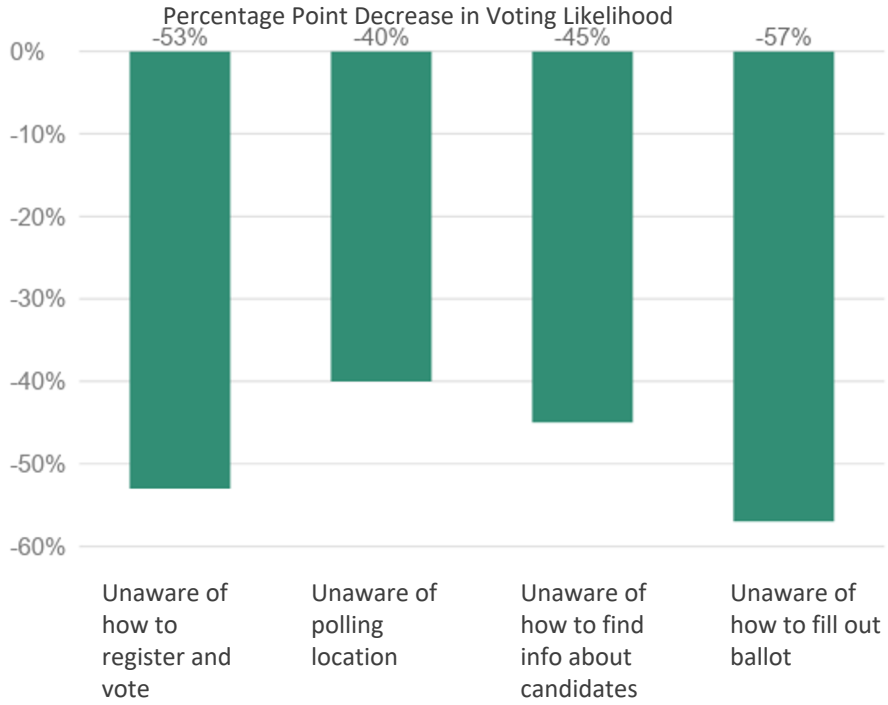
Lack of information suppresses turnout

Information costs are the greatest predictor of low turnout.



https://youngamericans.berkeley.edu/wp-content/uploads/2020/08/Hill_BIFYA_Working_Paper_08_08_2020.pdf

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Election Officials are trusted messengers

When asked who voters turn to for various types of information about an election, **voters are most likely to look to their state and local election officials**, and search engines.

https://bipartisanpolicy.org/blog/new-survey-data-election-information/

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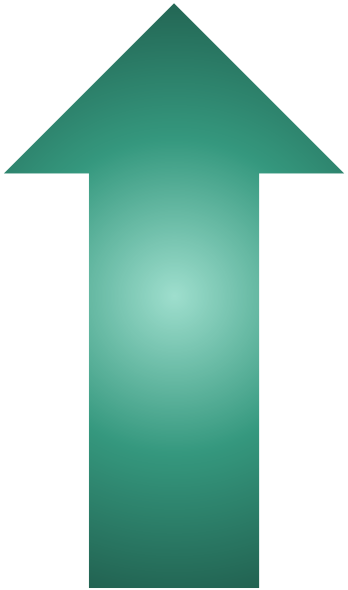
Official communication has impact



Voter Registrations

OVR System Use

Accurate Mail Ballot Submissions

Ballot Tracking Sign-Ups

https://www.tandfonline.com/doi/abs/10.1080/01442872.2022.2044020?journalCode=cpos20

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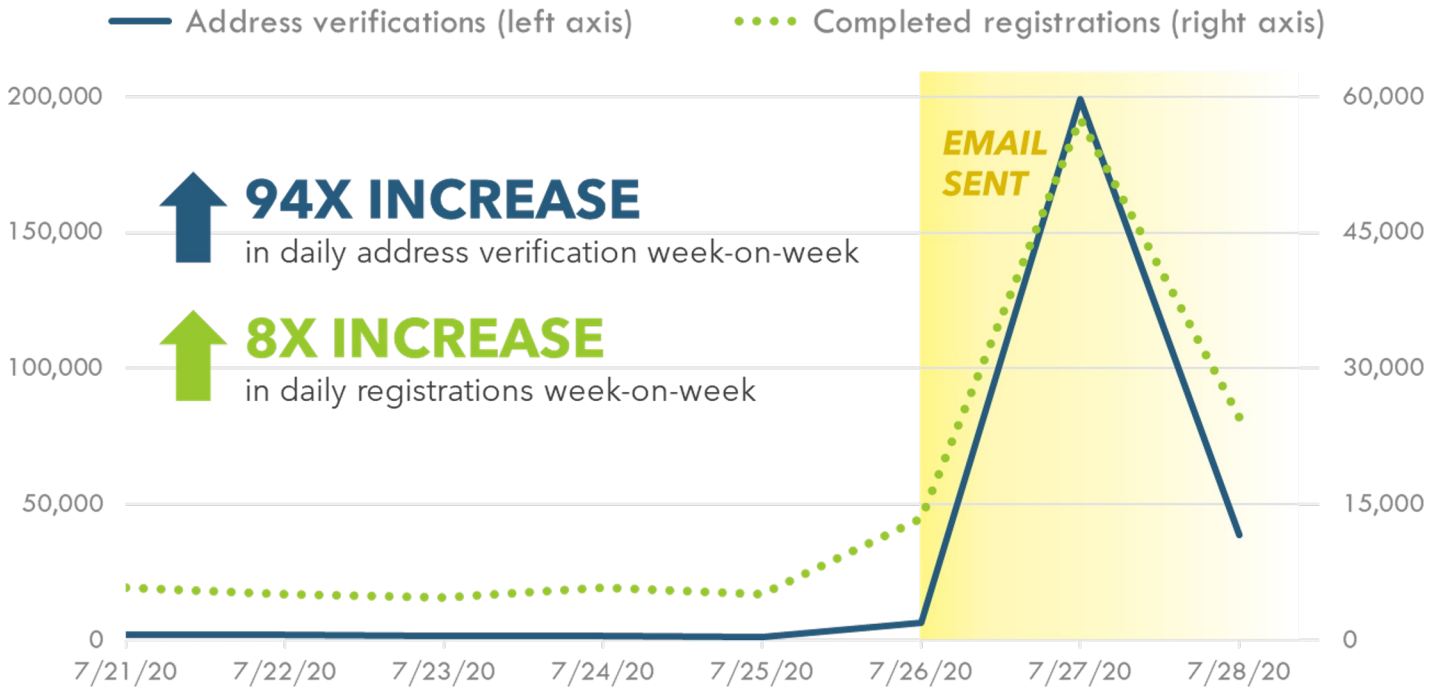
Outreach can change voter behavior



Response to address verification email

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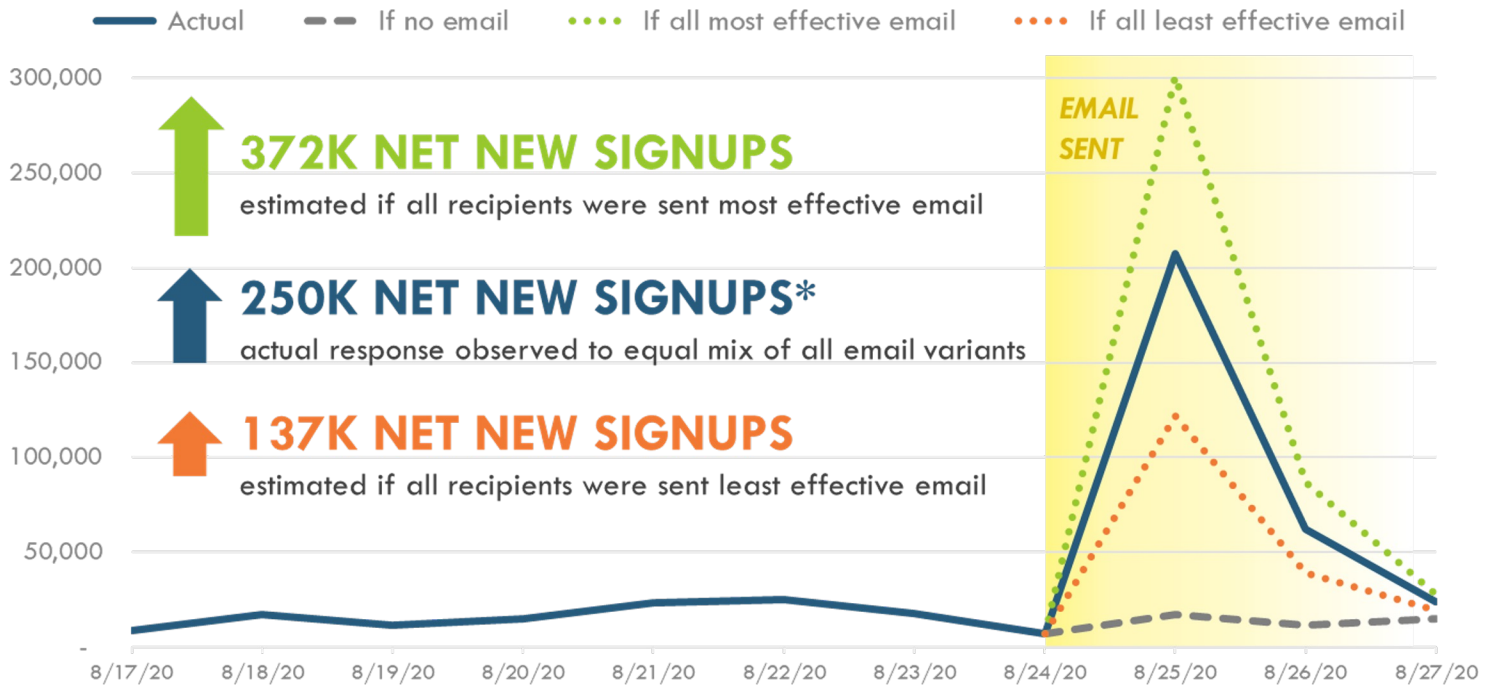
Some messages work (much) better than others



Response to ballot tracking sign-up email

© 2024 ideas42

Voter communications is…

Hard
Rewarding
Useful
Trust-building
Expensive
Confusing
Time-intensive
Simple
Nice-to-have
Effective
Essential
Fun
Tedious
Pointless
Informative
Impactful
Annoying

© 2024 ideas42

"I wish we had some kind of guidance about voter communications, because otherwise, we are just coming up with ideas and making it up as we go along."

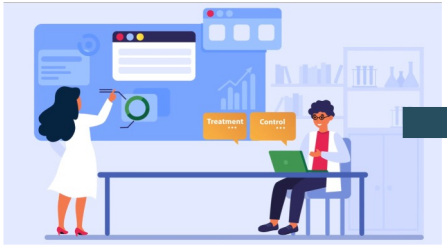
Local election official in Arizona

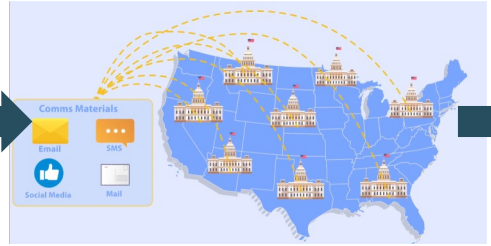
Translating Guidance into Action

© 2024 ideas42

VoterCast gives every election office access to best-in-class voter outreach content

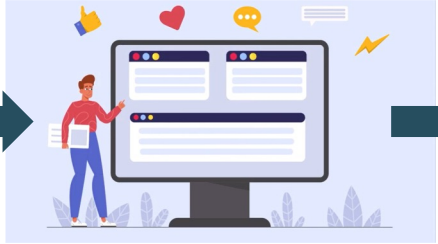
Evidence-based voter outreach

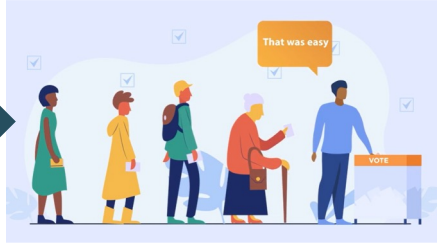




Automatically tailored to all jurisdictions

Off-the-shelf content instantly available





Voters get best-in-class support

© 2024 ideas42

VoterCast

votercast.com

VOTER CAST

About Pricing Login

The best voter outreach content, tailor-made for your jurisdiction.

Sign up now

Take the guesswork out of voter outreach.

VoterCast is a **new tool for election officials** to access outreach content proven to be effective in supporting voters.

Access instant content

Get off-the-shelf voter outreach resources, tailored to your jurisdiction.

- Content covers the most common outreach topics.
- Visuals and text are ready to use for social media, print, email, and SMS.
- Information on your jurisdiction and elections is used to automatically tailor the content.

Leverage proven designs

Have confidence that your outreach is giving voters the support they need.

- Every design is based on evidence from a wealth of research in effective communication.
- Content is regularly updated to reflect the most up-to-date outreach insights.
- Materials are designed to deepen awareness of election officials as trusted messengers.

Educate and support voters

Help voter understand and successfully navigate the entire voter journey.

- Outreach content is geared toward changing voter behaviors and reducing confusion.
- A holistic approach to voter outreach provides a bulwark against mis- and dis-information.
- Materials offer clear and timely information that can minimize voter errors.

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VoterCast

www.votercast.com

VOTER CAST

You are logged in for **Town of West Hartford**

- Dashboard
- Saved outreach
- Archived outreach
- Profile
- Support
- Log out

Hello, Lia!

Your voter outreach resources for the November 5th General Election are below.

Scheduled outreach	Saved outreach
0	0
View scheduled	View saved

Welcome to VoterCast! We're excited to have you here.

Please verify your jurisdiction and election information so we can tailor VoterCast materials to your jurisdiction.

Verify Details

Start new outreach

What do you want to communicate to voters?

Upcoming Election
Put the next election on voters' radars well in advance of Election Day.

Voter Registration
Remind voters to register to vote or update their registration.

Make a Plan to Vote
Incentivize voters to decide in advance how, when and where they will vote in the upcoming election.

Mail Ballot Request
Give voters who want to vote by mail convenient access to the information they need to apply.

Early Voting
Notify voters of their options at the start of early voting.

Ballot Tracking
Encourage voters to sign up for the ballot tracking system.

Mail Ballot Return
Remind voters who were mailed ballots how and when they can return those ballots.

Election Day Reminder (one week out)
Prompt voters to find the information they need to prepare to vote.

Election Day Reminder (one day out)
Let voters know one day before Election Day that they still have time to vote.

Election Day Reminder
Provide voters with a timely election reminder and useful voting information.

Poll Worker Recruitment
Educate voters about the opportunity to work the polls in the upcoming election.

Custom Editor
Make your own outreach materials from our visual templates.

© 2024 ideas42

VoterCast

www.votercast.com/voterregistration

VOTER CAST

You are logged in for **Town of West Hartford**

- Dashboard
- Saved outreach
- Archived outreach
- Profile
- Support
- Log out

Voter Registration

Remind voters to register to vote or update their registration. Alert voters about upcoming deadlines, if applicable. We recommend using multiple channels to reach as many people as possible.

Recommended send date: Within the week leading up to the voter registration deadline, or three weeks before the election if there is no deadline.

How would you like to reach voters?

Email
Detailed message with actionable information

SMS
Short, action-oriented text message

Facebook
Image and caption for a Facebook post

Instagram
Image and caption for an Instagram post

𝕏 (Twitter)
Image and caption for a Twitter post

Flyer
Design and content for an 8.5"x11" printout

Poster
Design and content for an 11"x17" printout

Physical Advertisement
Design and content for a print advertisement

Terms of Service Terms of Use Privacy Statement

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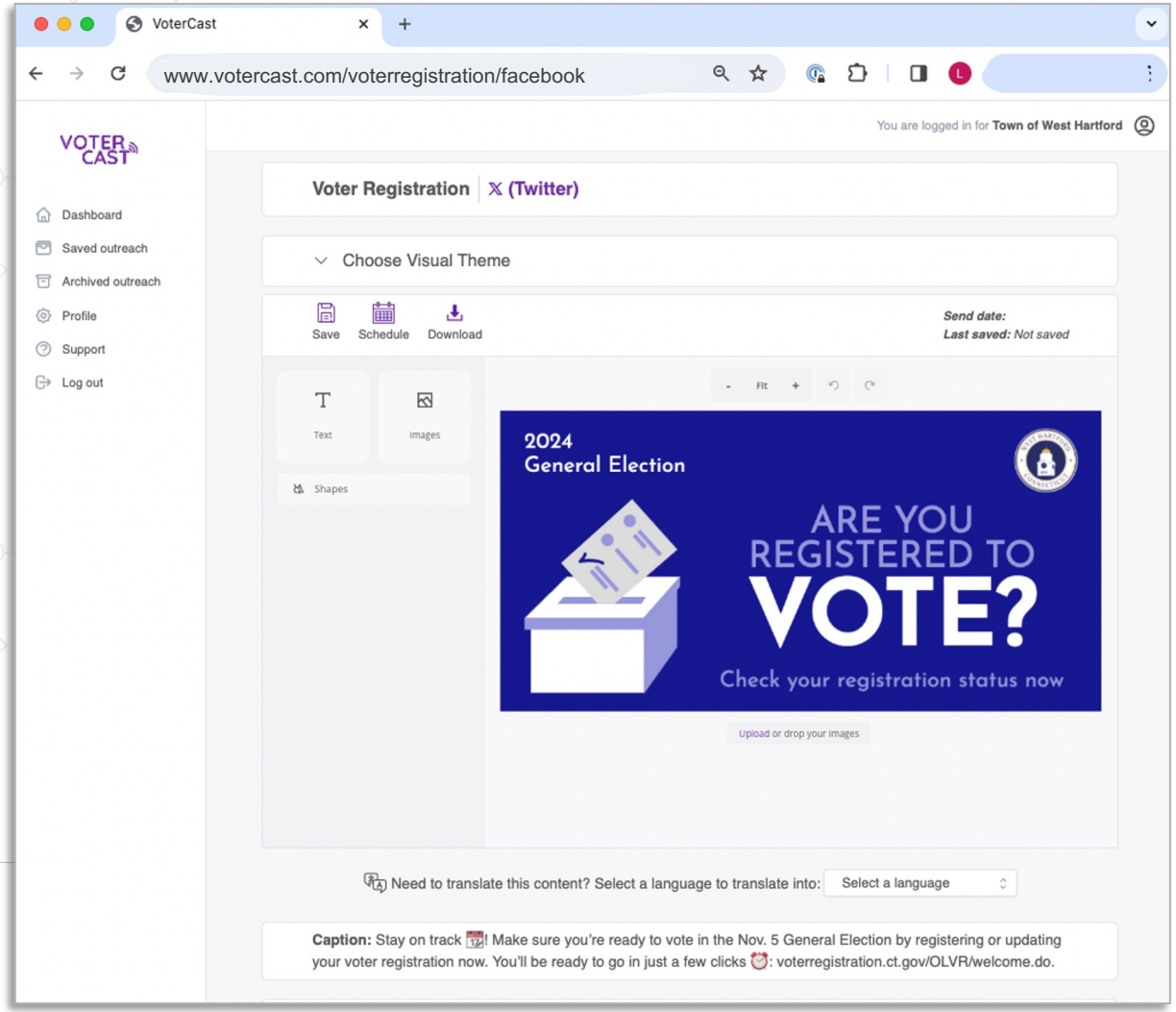

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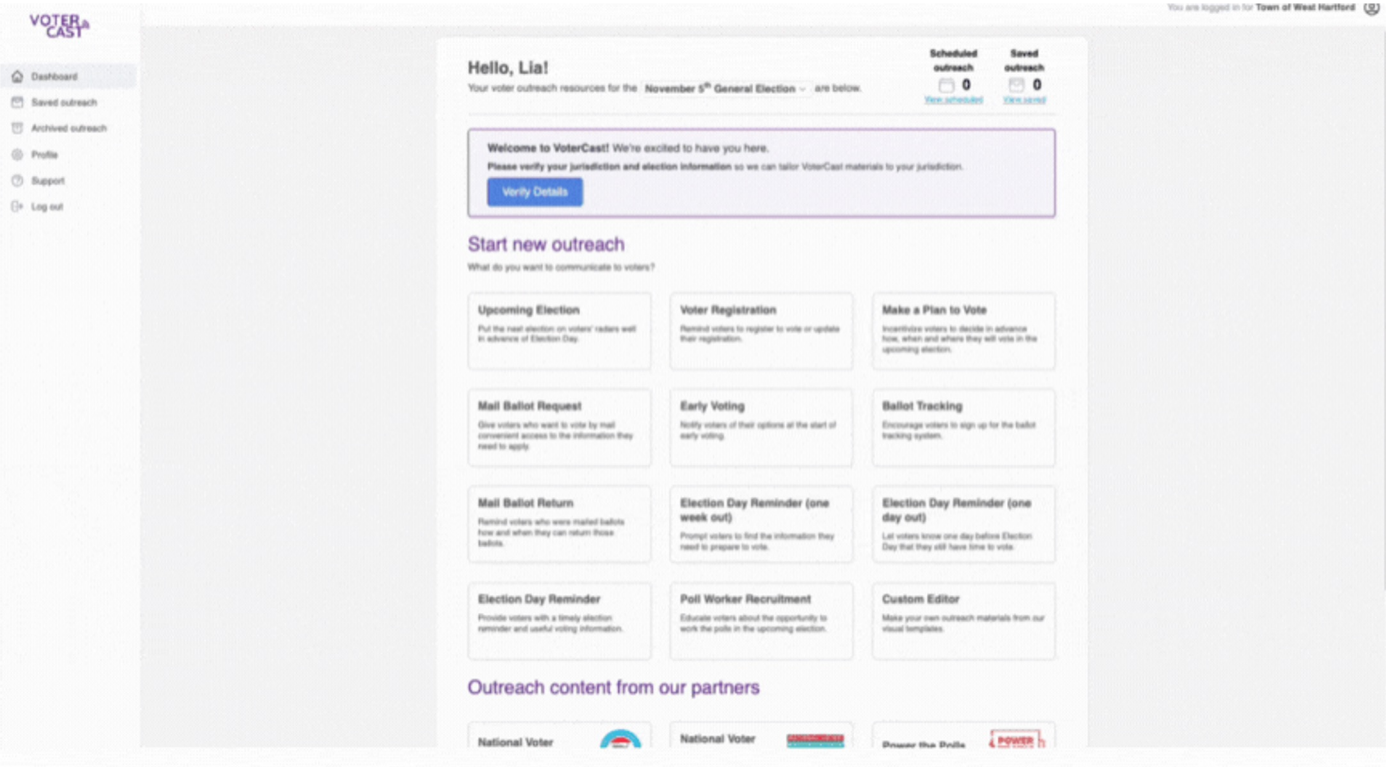
VoterCast is: Time-Saving



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VoterCast is: Evidence-Based

Best practices are woven into every piece of content to maximize the impact of your outreach.

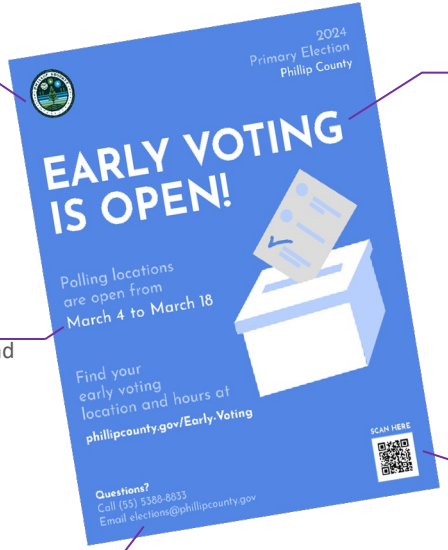
With VoterCast, you can have confidence that your outreach is giving voters the support they need.

Credible

Highlighting the messenger lets voters know the information is trustworthy

Simple

Clear, short messages quickly give voters the information they need.



Timely

Communications that are event driven feel relevant and create a sense of urgency.

Actionable

A single and direct call to action lets voters know what they must do and how.

Accessible

Materials are designed with diverse needs in mind and offer options for those who need more assistance.

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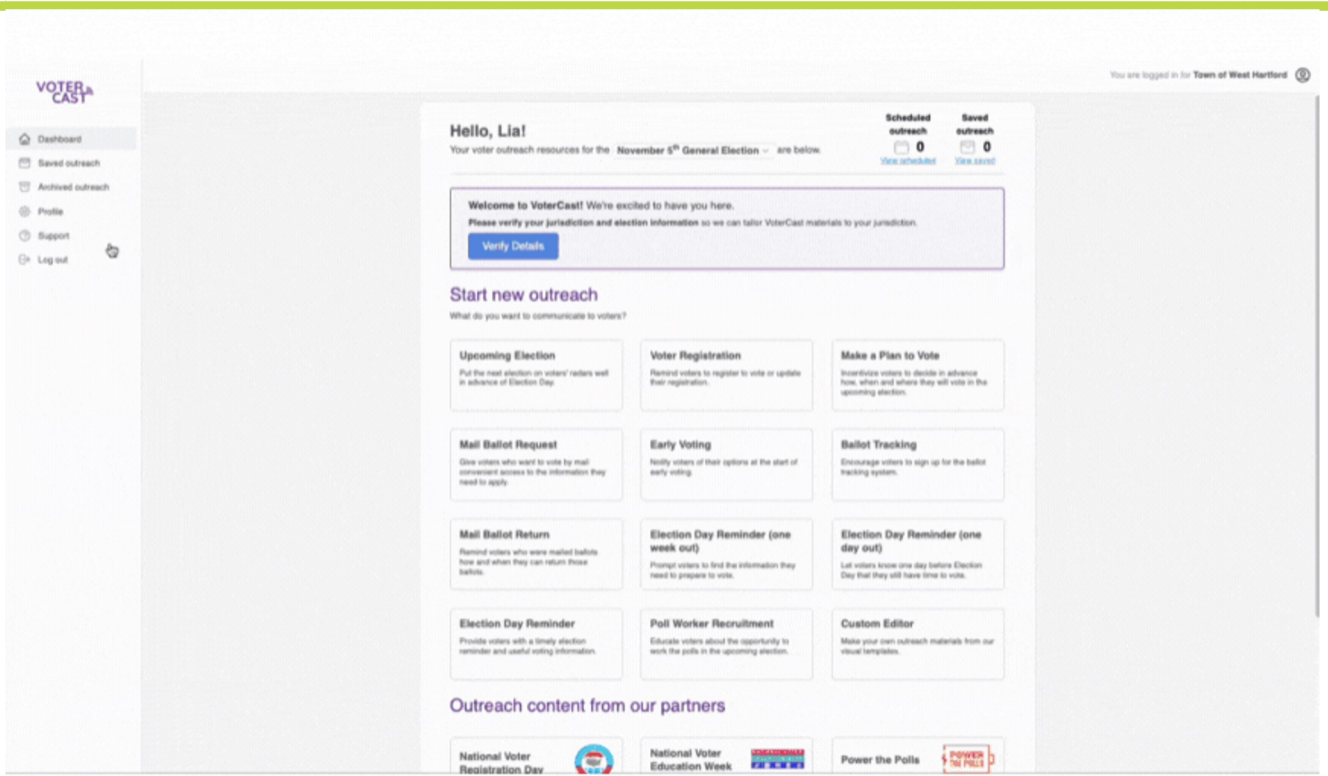
VoterCast is: Customizable



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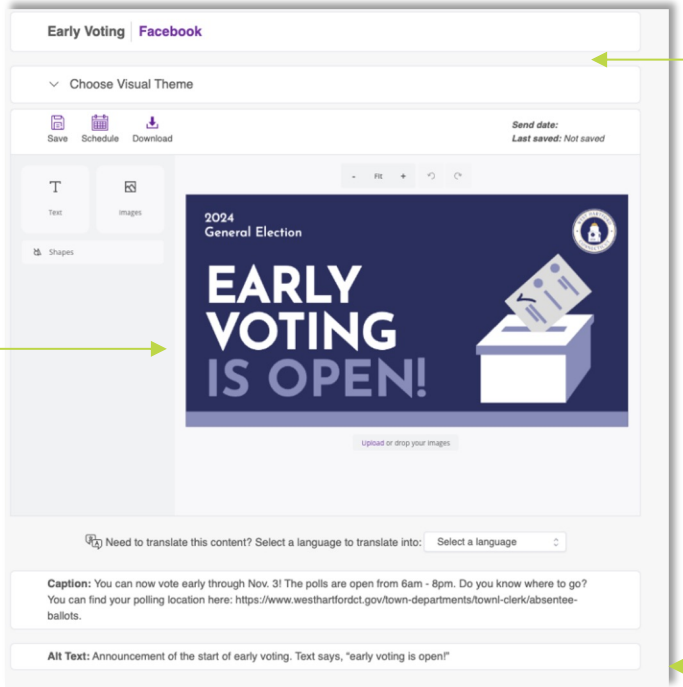
VoterCast is: Accessible



Simply-designed platform

Color transformation

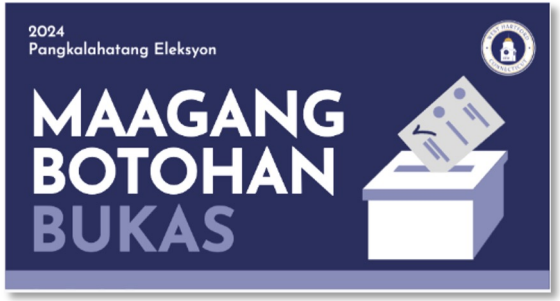
Alt Text

© 2024 ideas42

Spotlight: Theme Selection

© 2024 ideas42

Spotlight: Translation



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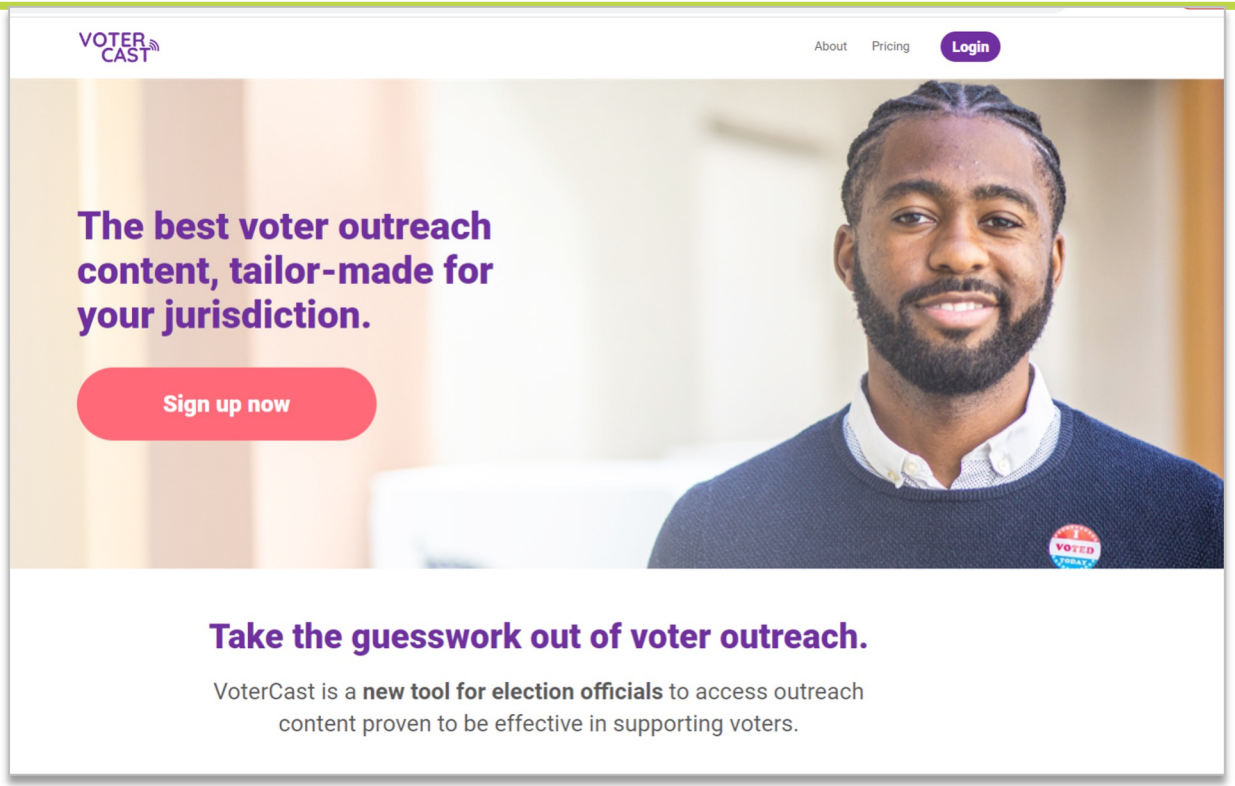
The VoterCast platform is live for election officials nationwide

Visit
VoterCast.com
to sign up



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Questions? Contact lia@ideas42.org

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SETTING THE STANDARD

Voter communications

U.S. ALLIANCE FOR ELECTION EXCELLENCE

DRAFT STANDARD

Voter communications

Your election office effectively distributes information through a variety of mediums that best reach your voters.

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DRAFT STANDARD

Voter communications

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- ➔ The public will better understand what election information is verified and what is not.

DRAFT STANDARD

Voter communications

Personal reflection (10 min)

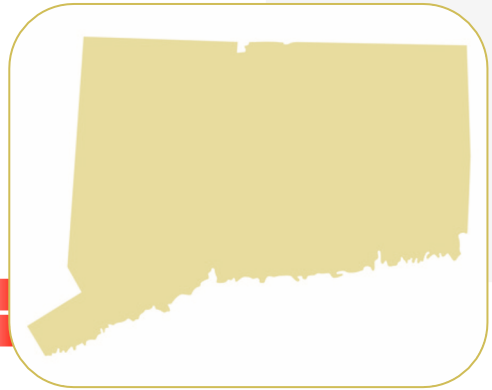
- ➔ Review this draft standard in your packet
- ➔ Complete the feedback form

Discussion (5 min)

- ➔ Share with a person sitting near you - What stood out to you?
- ➔ Share as a group

Election Excellence in Connecticut

Break - 10 min



U.S. ALLIANCE FOR ELECTION EXCELLENCE

Media relationships

Agenda

01 Introductions

02 Excellence in Connecticut

03 **Voter communications**

Break

04 **Media relationships**

05 **Information design**

06 Q&A and Wrapping up

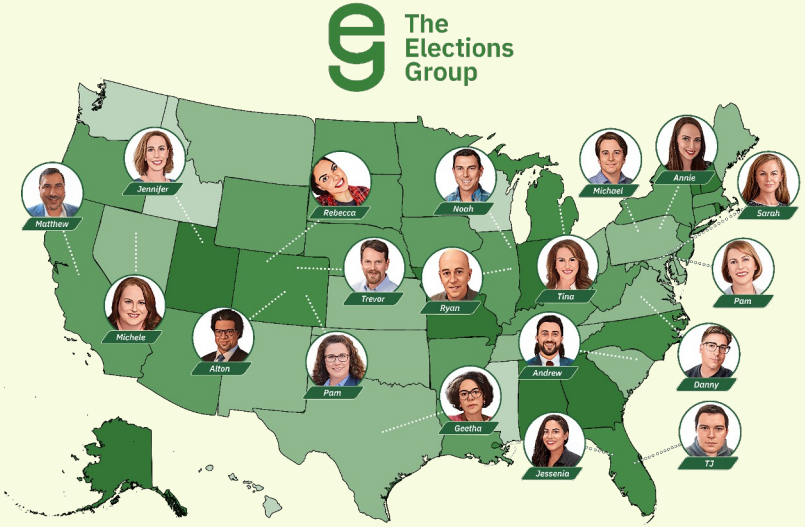
The Elections Group

Achieving Excellence

Communications: Media Relations

Our Why

Our work is centered around **supporting election officials, advancing election administration as a profession,** and making elections and – ultimately – our democracy more resilient **by developing and promoting best practices**.



T. HANKS

U.S. Alliance for Election Excellence

About | Election Office Support | Get Involved

DEFINING EXCELLENT ELECTION ADMINISTRATION

Standards for Excellence

Communications

Plain language

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Media relationships

Your election office proactively builds and maintains relationships with members of the media to communicate accurate election information.

Poll Workers

Poll worker recruitment

Your election office recruits enough poll workers with the skills and competencies to successfully support voters in casting their ballots.

Poll worker training

Your election office delivers training that helps poll workers understand and conduct their responsibilities, equips them with the resources to find answers to their questions, and sets expectations of professionalism.

Poll worker management

Your election office manages poll workers by efficiently maintaining information, communicating effectively, and facilitating compensation.

Poll worker retention

Your election office supports retention of competent poll workers and honors their civic contribution by providing a positive poll worker experience, making poll workers feel appreciated, and incorporating feedback on their...

Media Relationships

Your election office **proactively builds and maintains relationships** with members of the media to **communicate accurate election information**.

Achieving This Standard

- You designate a person who is responsible for media relations and shares consistent messaging with all staff.
- You train all representatives of your election office to know how to respond to media inquiries based on their role.
- You have an up-to-date plan for how to set expectations and communicate with the media.
- You maintain media contacts, and relationships continue through staffing changes.

STOP
(GASPS)

Standards in Practice

Achieving This Standard

- ~~You designate a person who is responsible for media relations and shares consistent messaging with all staff.~~
- ~~You train all representatives of your election office to know how to respond to media inquiries based on their role.~~
- **You have an up-to-date plan for how to set expectations and communicate with the media.**
- ~~You maintain media contacts, and relationships continue through staffing changes.~~

Election 2024

Early Voting Gets Underway In Connecticut As Registrars Use Primary To Practice

Elections

Sparse Turnout, Smooth Execution for Connecticut's First Ever Early Voting

— Meghan Muldoon, 4.2.2024

ELECTIONS

How early voting will work in the Connecticut Primary

This upcoming primary and General Election in November will be the first time Connecticut voters can cast their ballots early. Here's how it's going to work.

Creating a Guide

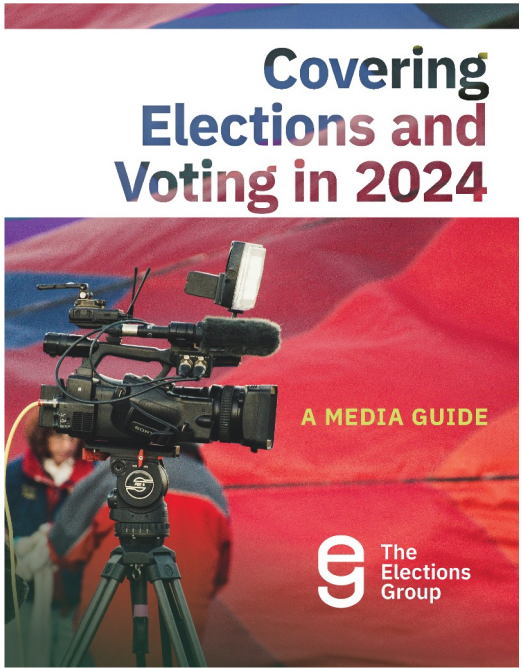
A simple media guide is a helpful tool for election offices to make sure journalists and other newspeople have access to important information about elections.

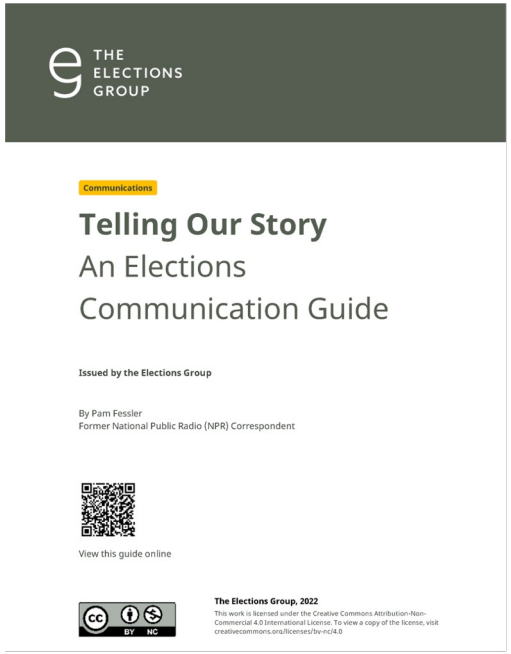
What Could Go in a Media Guide?

- Contact Information
- Important Dates and Deadlines
- Schedule of Events
- Media Guidelines
- Exit Polling
- Where Can I Get Results?
- News/Press Releases
- Vendor Information
- Past Turnout Data

Telling Your Story

Do you share information in a compelling and easy-to-understand way?


Covering Elections and Voting in 2024
A MEDIA GUIDE
The Elections Group


THE ELECTIONS GROUP
Communications
Telling Our Story
An Elections Communication Guide
Issued by the Elections Group
By Pam Fessler
Former National Public Radio (NPR) Correspondent
View this guide online
The Elections Group, 2022
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Communications Resource Desk

Now Open!

- → Social media graphics
- → Reference posters
- → Pocket guides
- → One-pagers
- → Templates
- → and more!

Keep in Touch

electionsgroup.com
support@electionsgroup.com
@TheElectionsGrp

Sign up to receive email updates from us

SETTING THE STANDARD

Media relationships

DRAFT STANDARD

Media relationships

Your election office proactively builds and maintains relationships with members of the media to communicate accurate election information.

DRAFT STANDARD

Media relationships

To achieve this standard:

- ➔ You designate a person who is responsible for media relations and shares consistent messaging with all staff.
- ➔ You train all representatives of your election office to know how to respond to media inquiries based on their role.
- ➔ You have an up-to-date plan for how to set expectations and communicate with the media.
- ➔ You maintain media contacts, and relationships continue through staffing changes.

DRAFT STANDARD

Media relationships

Why this standard matters

The intended impact of an election department achieving this standard is that:

- ➔ Election departments will have strong relationships with the media to promote transparent election information.
- ➔ The public will have access to trusted election information through different media sources.
- ➔ Election departments will be prepared to navigate challenges that require communicating through the media.

DRAFT STANDARD

Media relationships

Personal reflection (10 min)

- ➔ Review this draft standard in your packet
- ➔ Complete the feedback form

Discussion (5 min)

- ➔ Share with a person sitting near you - What stood out to you?
- ➔ Share as a group

Information design

Agenda

01 Introductions

02 Excellence in Connecticut

03 **Voter communications**

Break

04 **Media relationships**

05 **Information design**

06 Q&A and Wrapping up

Achieving Communication Excellence
Through information design

Election Excellence in Connecticut
ROVAC Expert Track

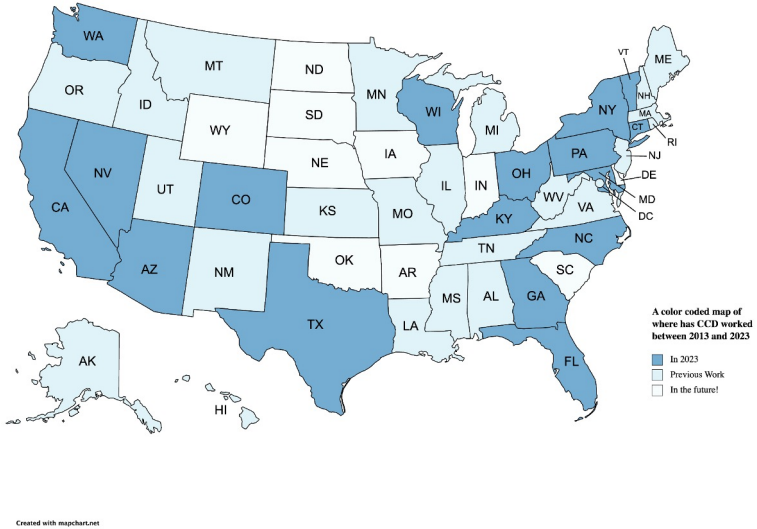
April 10, 2024

Center for Civic Design

Center for Civic Design

We work with elections offices and advocates across the country using design best practices to remove barriers in the voter journey and invite participation in democracy.

We bring expertise in UX — user research and usability testing, plain language, accessibility, experience in designing forms, web, applications, and services — to the challenges of making it easy for everyone to vote.



Are you a designer?

Stand up (or raise your hand)

and stay standing (or keep it raised) if…

What is information design?

The formula

When you communicate

you are designing information to cause an action

+ Client

+ Audience

+ Information

+ Defined format

= Audience takes desired actions

When you communicate

in elections information design is a challenge

+ Networks of local gov, state gov, advocates, nonprofits

+ Range of audiences, all with different information needs

+ A lot of information to communicate

+ A multitude of formats, sources, and platforms

= Informed, confident voters voting as they intend

How do you communicate?

Forms, notices, signs, letters, emails, manuals, training materials?

Making success standard

Let’s achieve excellence!

U.S. Alliance for Election Excellence

About | Election Office Support | Get Involved

DEFINING EXCELLENT ELECTION ADMINISTRATION

Standards for Excellence

Communications

Plain language

Your election office writes and speaks in a way that allows voters to easily find, understand, and use the information they need.

Information design

Your election office uses design and accessibility best practices to format information so it is easy to find, understand, and use.

Language access

Your election office understands your voters' language needs and prioritizes their preferred languages, dialects, and communication modes.

Voter communications

Your election office effectively distributes information through a variety of mediums that best reach your voters.

Community relationships

Your election office builds and maintains strong relationships in your community that foster trust in the election process.

Media relationships

Your election office proactively builds and maintains relationships with members of the media to communicate accurate election information.

Poll Workers

Poll worker recruitment

Poll worker training

Information design standard

Your election office uses design and accessibility best practices to format information so it is easy to find, understand, and use.

- You consider the voter journey as voters interact with the information you share, publish, and create.
- You follow accessibility standards set by the Americans with Disabilities Act (ADA) and the Web Content Accessibility Guidelines (WCAG) that are relevant to each publication format.
- You use design elements like structure, hierarchy, typography, visuals, and color to communicate meaning and help voters navigate materials.
- You produce materials that have a consistent look and include key contact information for your office.

What is information design?

Eight principles of effective communication design.

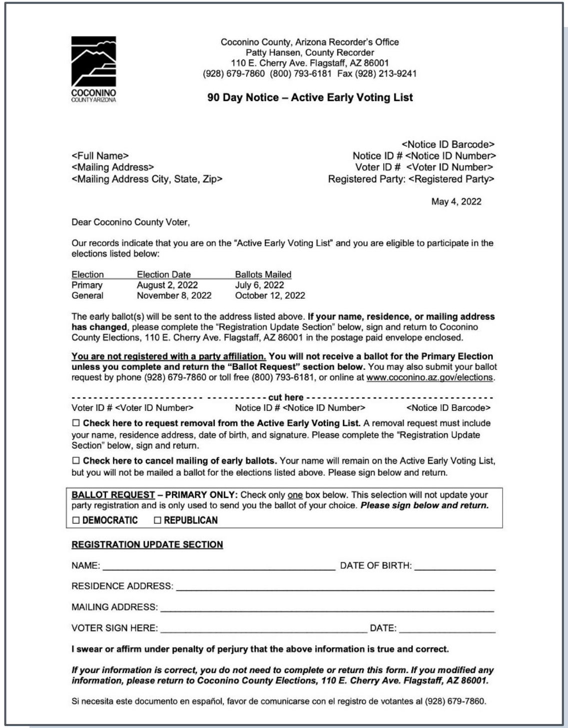
Principles of information design

- Knowing your audience
- Content Structure
- Plain language
- Hierarchy
- Typography
- Visuals
- Color
- Consistency

Principles in action

Examples of information design at work.

Before



COCONINO
COUNTY ARIZONA

Coconino County, Arizona Recorder's Office
Patty Hansen, County Recorder
110 E. Cherry Ave. Flagstaff, AZ 86001
(928) 679-7860 (800) 793-6181 Fax (928) 213-9241

90 Day Notice – Active Early Voting List

<Notice ID Barcode>
Notice ID # <Notice ID Number>
Voter ID # <Voter ID Number>
Registered Party: <Registered Party>

<Full Name>
<Mailing Address>
<Mailing Address City, State, Zip>

May 4, 2022

Dear Coconino County Voter,

Our records indicate that you are on the "Active Early Voting List" and you are eligible to participate in the elections listed below:

Election	Election Date	Ballots Mailed
Primary	August 2, 2022	July 6, 2022
General	November 8, 2022	October 12, 2022

The early ballot(s) will be sent to the address listed above. **If your name, residence, or mailing address has changed**, please complete the "Registration Update Section" below, sign and return to Coconino County Elections, 110 E. Cherry Ave. Flagstaff, AZ 86001 in the postage paid envelope enclosed.

You are not registered with a party affiliation. You will not receive a ballot for the Primary Election unless you complete and return the "Ballot Request" section below. You may also submit your ballot request by phone (928) 679-7860 or toll free (800) 793-6181, or online at www.coconino.az.gov/elections.

- - - - - - - - - - - - - - - - cut here - - - - - - - - - - - - - - - -

Voter ID # <Voter ID Number> Notice ID # <Notice ID Number> <Notice ID Barcode>

☐ **Check here to request removal from the Active Early Voting List.** A removal request must include your name, residence address, date of birth, and signature. Please complete the "Registration Update Section" below, sign and return.

☐ **Check here to cancel mailing of early ballots.** Your name will remain on the Active Early Voting List, but you will not be mailed a ballot for the elections listed above. Please sign below and return.

BALLOT REQUEST – PRIMARY ONLY: Check only one box below. This selection will not update your party registration and is only used to send you the ballot of your choice. ***Please sign below and return.***
☐ **DEMOCRATIC** ☐ **REPUBLICAN**

REGISTRATION UPDATE SECTION

NAME: ______________ DATE OF BIRTH: ______________

RESIDENCE ADDRESS: ______________

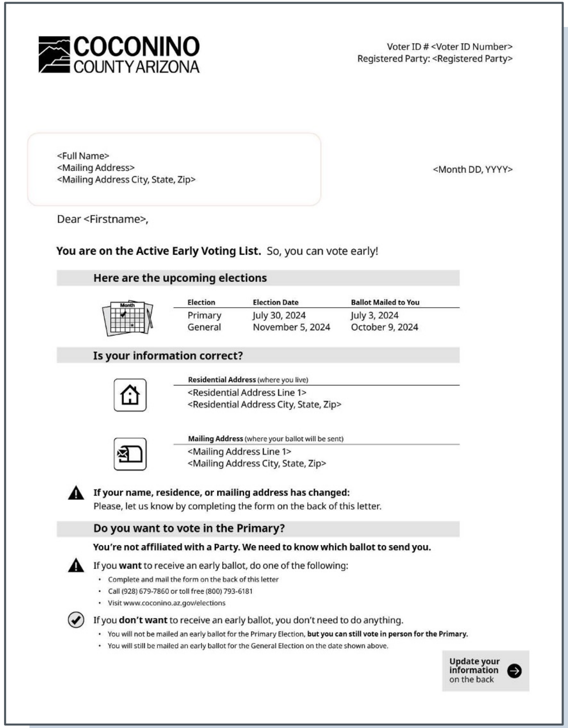
MAILING ADDRESS: ______________

VOTER SIGN HERE: ______________ DATE: ______________

I swear or affirm under penalty of perjury that the above information is true and correct.

If your information is correct, you do not need to complete or return this form. If you modified any information, please return to Coconino County Elections, 110 E. Cherry Ave. Flagstaff, AZ 86001.

Si necesita este documento en español, favor de comunicarse con el registro de votantes al (928) 679-7860.



COCONINO
COUNTY ARIZONA

Voter ID # <Voter ID Number>
Registered Party: <Registered Party>

<Full Name>
<Mailing Address>
<Mailing Address City, State, Zip>

<Month DD, YYYY>

Dear <Firstname>,

You are on the Active Early Voting List. So, you can vote early!

Here are the upcoming elections

Election	Election Date	Ballot Mailed to You
Primary	July 30, 2024	July 3, 2024
General	November 5, 2024	October 9, 2024

Is your information correct?

Residential Address (where you live)
<Residential Address Line 1>
<Residential Address City, State, Zip>

Mailing Address (where your ballot will be sent)
<Mailing Address Line 1>
<Mailing Address City, State, Zip>

If your name, residence, or mailing address has changed:
Please, let us know by completing the form on the back of this letter.

Do you want to vote in the Primary?

You're not affiliated with a Party. We need to know which ballot to send you.

If you **want** to receive an early ballot, do one of the following:

- Complete and mail the form on the back of this letter
- Call (928) 679-7860 or toll free (800) 793-6181
- Visit www.coconino.az.gov/elections

If you **don't want** to receive an early ballot, you don't need to do anything.

- You will not be mailed an early ballot for the Primary Election, **but you can still vote in person for the Primary.**
- You will still be mailed an early ballot for the General Election on the date shown above.

Update your information on the back

After

Coconino County AZ Early Active Voter List, 90 day notice

COCONINO
COUNTY ARIZONA

Coconino County, Arizona Recorder's Office
Patty Hansen, County Recorder
110 E. Cherry Ave. Flagstaff, AZ 86001
(928) 679-7860 (800) 793-6181 Fax (928) 213-9241

90 Day Notice – Active Early Voting List

<Notice ID Barcode>
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Voter ID # <Voter ID Number>
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<Full Name>
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COCONINO COUNTY ARIZONA

Voter ID # <Voter ID Number>
Registered Party: <Registered Party>

<Full Name>
<Mailing Address>
<Mailing Address City, State, Zip>

<Month DD, YYYY>

Dear <Firstname>,

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Here are the upcoming elections

Election	Election Date	Ballot Mailed to You
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General	November 5, 2024	October 9, 2024

Is your information correct?

Residential Address (where you live)
<Residential Address Line 1>

COCONINO COUNTY ARIZONA

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-- cut here --

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☐ **DEMOCRATIC** ☐ **REPUBLICAN**

REGISTRATION UPDATE SECTION

NAME: ________________________ DATE OF BIRTH: __________

RESIDENCE ADDRESS: ________________________________

MAILING ADDRESS: ________________________________

VOTER SIGN HERE: ________________________ DATE: __________

I swear or affirm under penalty of perjury that the above information is true and correct.

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Si necesita este documento en español, favor de comunicarse con el registro de votantes al (928) 679-7860.

Before

COCONINO COUNTY ARIZONA

Voter ID # <Voter ID Number>
Registered Party: <Registered Party>

<Full Name>
<Mailing Address>
<Mailing Address City, State, Zip>

<Month DD, YYYY>

Dear <Firstname>,

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Here are the upcoming elections

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Mailing Address (where your ballot will be sent)
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<Mailing Address City, State, Zip>

If your name, residence, or mailing address has changed:
Please, let us know by completing the form on the back of this letter.

Do you want to vote in the Primary?

You're not affiliated with a Party. We need to know which ballot to send you.

If you **want** to receive an early ballot, do one of the following:

- Complete and mail the form on the back of this letter
- Call (928) 679-7860 or toll free (800) 793-6181
- Visit www.coconino.az.gov/elections

If you **don't want** to receive an early ballot, you don't need to do anything.

- You will not be mailed an early ballot for the Primary Election, **but you can still vote in person for the Primary.**
- You will still be mailed an early ballot for the General Election on the date shown above.

Update your information on the back

After

You are on the Active Early Voting List. So, you can vote early!

Here are the upcoming elections

Election	Election Date	Ballot Mailed to You
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General	November 5, 2024	October 9, 2024

Is your information correct?

Residential Address (where you live)

<Residential Address Line 1>
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Mailing Address (where your ballot will be sent)

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<Mailing Address City, State, Zip>

If your name, residence, or mailing address has changed:
Please, let us know by completing the form on the back of this letter.

Do you want to vote in the Primary?

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Update your information on the back

COCONINO COUNTY ARIZONA

Voter ID # <Voter ID Number>
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<Full Name>
<Mailing Address>
<Mailing Address City, State, Zip>

<Month DD, YYYY>

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<Residential Address Line 1>
<Residential Address City, State, Zip>

Mailing Address (where your ballot will be sent)
<Mailing Address Line 1>
<Mailing Address City, State, Zip>

If your name, residence, or mailing address has changed:
Please, let us know by completing the form on the back of this letter.

Do you want to vote in the Primary?

You're not affiliated with a Party. We need to know which ballot to send you.

If you **want** to receive an early ballot, do one of the following:

- Complete and mail the form on the back of this letter
- Call (928) 679-7860 or toll free (800) 793-6181
- Visit www.coconino.az.gov/elections

If you **don't want** to receive an early ballot, you don't need to do anything.

- You will not be mailed an early ballot for the Primary Election, **but you can still vote in person for the Primary.**
- You will still be mailed an early ballot for the General Election on the date shown above.

Update your information on the back

Front

Primary ballot request

Primary ballot
If you do not make a selection you will not receive a ballot by mail, but you can still vote in person.

1 **Please send me a Primary ballot.** This does not change your party affiliation.
Select only one option below.
- ○ **Democratic.** Includes Democratic Primary candidates and city/town candidates and ballot measures.
- ○ **Republican.** Includes Republican Primary candidates and city/town candidates and ballot measures.
- ○ **City/Town.** Only the city/town candidates and ballot measures.

Update your Early Voting information

Your name

2 Full name _____
Date of Birth *(mm/dd/yyyy)* _____

Residential address
Or description of where you live.

3 Address *(not P.O. Box)* _____
City or Town _____ State ____ Zip _____

Mailing address
The address where you receive mail. This is where we will send your ballot.

4 ☐ Same as residential address above ☐ Temporary address for the Primary and General Election only
Address or P.O. Box _____
City or Town _____ State ____ Zip _____

Active Early Voting List
If you do not make a selection you will continue to receive early ballots by mail.

5 ○ **Don't mail me a ballot for the Primary or General Election.**
But, keep me on the Active Early Voting List. I want to receive early ballots by mail for future elections.
○ **Don't mail me ballots anymore.**
Remove me from the Active Early Voting List. I no longer want to receive early ballots by mail.

Sign here

Signature
Required

6 I swear or affirm under penalty of perjury that the information I made on this form is true and correct.
X _____ Date *(mm/dd/yyyy)* _____
Sign and date here *(Required)*

Don't forget!
Use the reply envelope included to mail this form to:
Coconino County Voter Services, 110 E. Cherry Ave., Flagstaff, AZ 86001

Si desea obtener este documento en español por favor llame al (928) 679-7860 o (800) 793-6181

★★★★ **Important Voting Dates** ★★★★

July 30 — **Primary Election**
Primary Election
Early Voting Begins **Wednesday, July 3**
Last Day to Request Early Ballot by Mail **Friday, July 19**
Last Day to Vote Early in Person **Friday, July 26**

November 5 — **General Election**
General Election
Early Voting Begins **Wednesday, October 9**
Last Day to Request Early Ballot by Mail **Friday, October 25**
Last Day to Vote Early in Person **Friday, November 1**

COCONINO COUNTY ARIZONA
For information about voter registration and early voting:
Call **(928) 679-7860** or **(800) 793-6181**
Visit **www.coconino.az.gov/elections**

Back

Reduce information overload

with plain language and visual hierarchy

- **Make your design feel inviting**
  —and less overwhelming with white space, bullet points, shorter line lengths, and neat alignment
- **Write in plain language**
  it's often shorter than the legalese version
- **Use images and icons to reinforce meaning**
  —they should be relevant to the content, not decorative

Before

LIBERTY SYSTEMS LLC

I, <<VoterName>>, residing at <<RegAddress>>, <<RegCity>>, <<RegState>>,hereby make application for an official ballot to be voted by me at the November 8, 2022 election, and I agree that I shall return such ballot or ballots to the official issuing the same prior to the closing of the polls on the date of the election (November 8, 2022) or, if returned by mail, postmarked no later than election day, for counting no later than during the period for counting provisional ballots, the last day of which is the 14th day following election day.

I understand that this application is made for an official ballot to be voted by me at the election specified in this application and that I must submit a separate application for an official ballot to be voted by me at any subsequent election unless the permanent vote by mail status was checked. Under penalties as provided by law pursuant to 10 ILCS 5/29-10 of the Election Code, the undersigned certifies that the statements set forth in this application are true and correct.

☐ Single Election Vote by Mail Applicants: I state that I reside at the address specified above, in the stated precinct and county, that I have lived at such address for 30 days or more preceding this election, that I am lawfully entitled to vote in such precinct at the next regularly scheduled election and that I wish to vote by mail in this election ONLY.

☐ Permanent Vote by Mail Applicants: I state that I reside at the address specified above, in the stated precinct and county, that I have lived at such address for 30 days or more preceding this election, that I am lawfully entitled to vote in such precinct at the next regularly scheduled election, and that:

☐ I wish to vote by mail in all subsequent elections that do not require a party designation.

or

☐ I wish to vote by mail in all subsequent elections and wish to receive the party ballot indicated below in all elections that require a party designation.

☐ Democratic ☐ Republican ☐ Other*_____

*Voter will only receive a primary ballot if the party listed is an established party in a race in which the voter is entitled to vote.

IN ORDER TO MAIL YOUR BALLOT, WE MUST RECEIVE YOUR APPLICATION 5 DAYS PRIOR TO ELECTION DAY (November 3, 2022)

Address to which ballot is to be mailed

Phone Email

DOB

Signature of Applicant Date

<<VoterId>>

<<StateId>> <<NoticeId>>

After

Fold Here

Application to Vote by Mail:

You have the choice to vote by mail. Fill out and return this form by November 3.
Or you can use the online request form at macoupinvotes.com/requestballot.

I attest to:
- Under penalities pursuant to 10 ILCS 5/29-10 of the Election Code,
- My name is <<VoterName>>
- I live at <<RegAddress>>, <<RegCity>>, <<RegState>>.
- I have lived at that address for at least 30 days before the election.
- I am qualified to vote at my precinct in the next election.

I understand that:
- I can return my voted ballot in-person or by mail.
- If I return it in person, it has to go to the Macoupin clerk's office by 7pm on Election Day (not my polling place).
- If I return it by mail, it must be postmarked by Election Day.
- Any ballot returned by Election Day must be reviewed by election judges within 14 days for counting.

I want to: (Check 1)

○ **Vote by mail the November 8 2022, election only.**

○ **I want to vote by mail in all future elections.**
For primaries, I want a:

○ Democratic Primary Ballot

○ Republican Primary Ballot

○ Don't send me Primary Ballots

Send my mail-in ballot to this mailing address:

Address

City State Zip

Voter, sign here and date below

X Date (mm/dd/yyyy)

Date of Birth

Optional:
Phone Email

! Fold to cover your signature then tape below

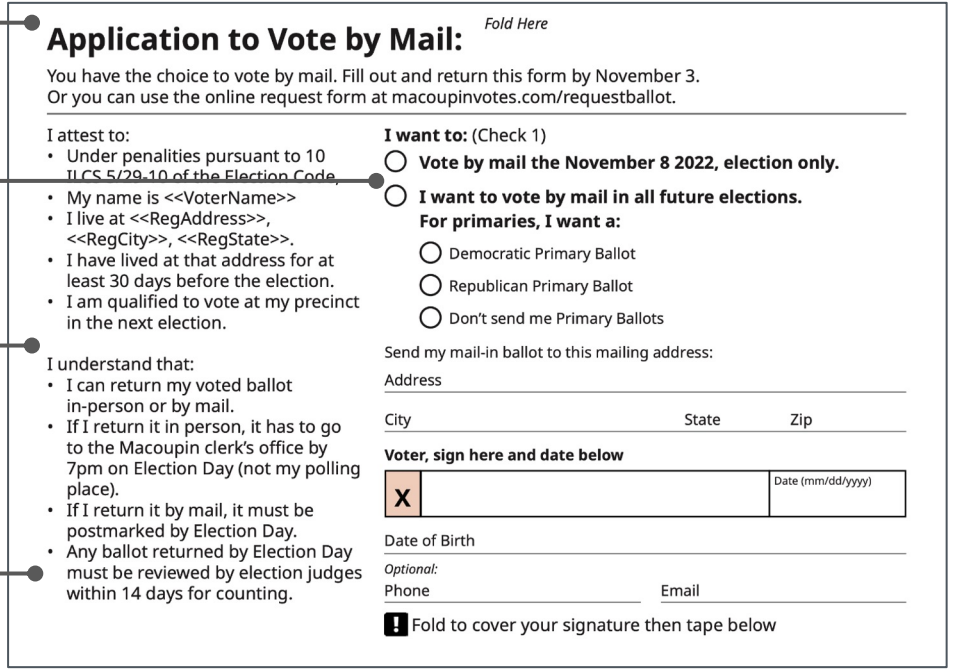
Macoupin County IL bifold postcard application

Prominent title and supporting text at the top

2 column layout shortens line length and makes more room for the form

White space and indentation stops it from feeling cluttered

Bullet points and plain language edits make oath less intimidating



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I attest to:

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  For primaries, I want a:
  - ◯ Democratic Primary Ballot
  - ◯ Republican Primary Ballot
  - ◯ Don't send me Primary Ballots

Send my mail-in ballot to this mailing address:

Address

City State Zip

Voter, sign here and date below

X Date (mm/dd/yyyy)

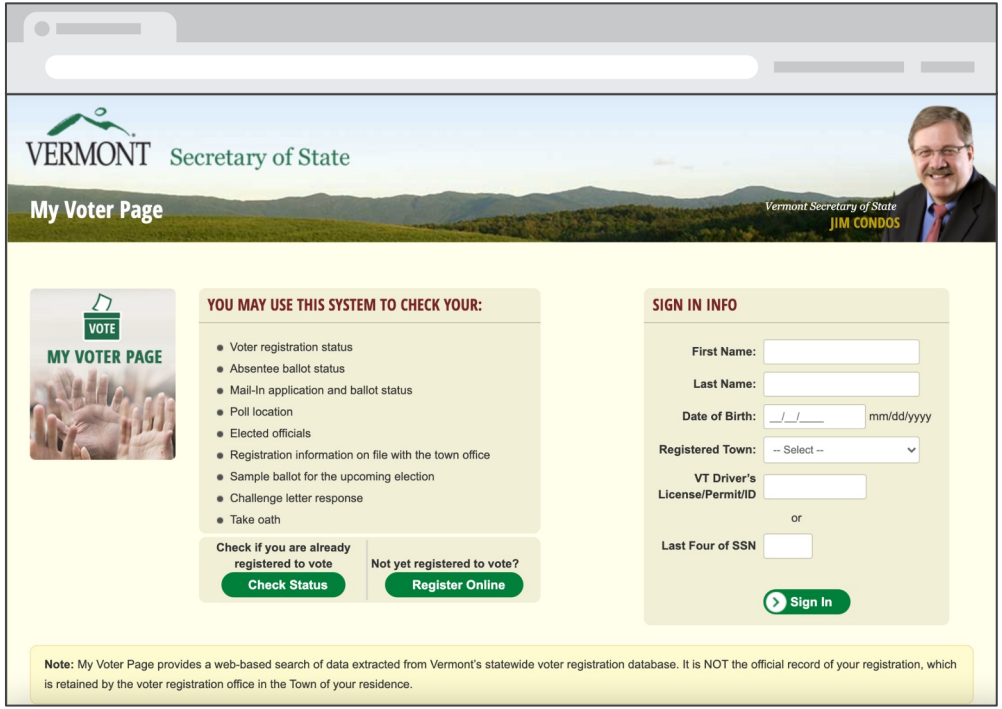
Date of Birth

Optional:

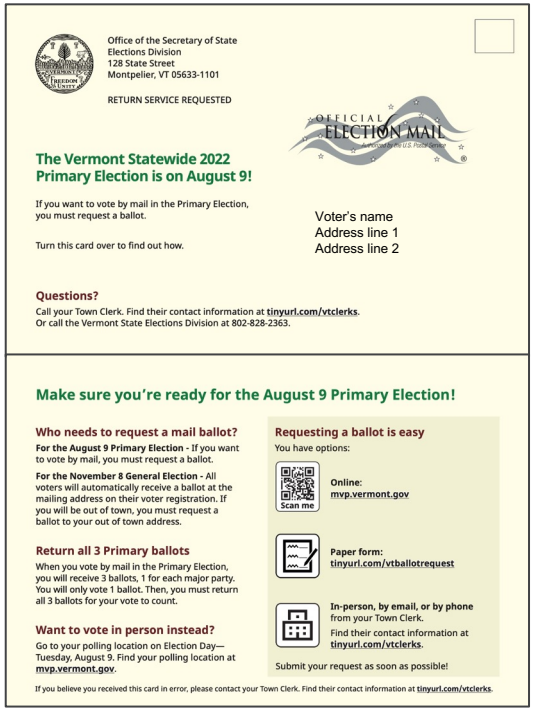
Phone Email

! Fold to cover your signature then tape below

Macoupin County IL bifold postcard application



Vermont website



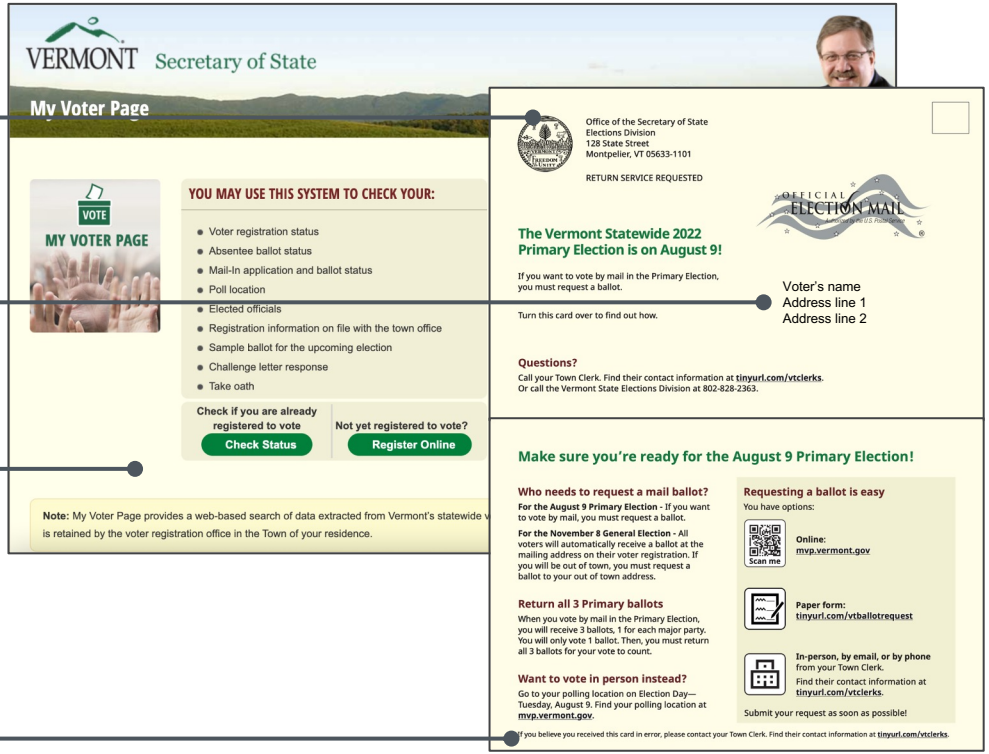
Vermont postcard

Seal + election mail logo on the front makes it feel trustworthy

Printing the voter's name makes it feel personalized

Using the same color scheme as the website helps build a consistent look and feel

Contact info given where readers might have questions



Build trust and familiarity

with consistency, color, and typography

Establishing a consistent look across all materials
helps instill confidence in voters

- **Add your seal and contact information**
  so that voters instantly know it came from you and is authentic
- **Use the same style elements—fonts, colors—**
  to create a sense of familiarity and consistent identity

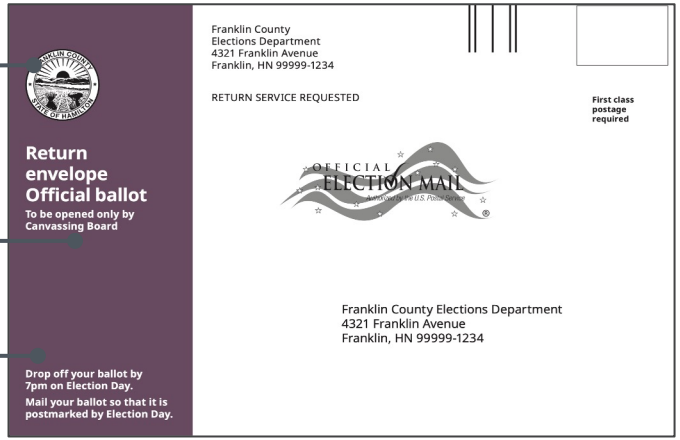
Seal + election mail logo on the front makes it feel **trustworthy**

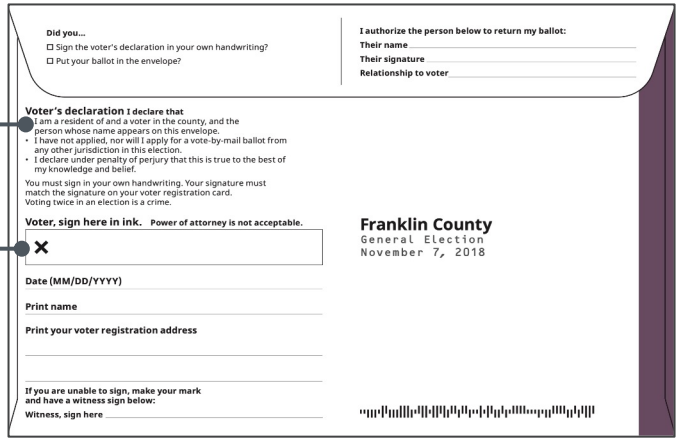
Color bar can be customized to help establish **brand identity**

Messages on front **tell voters how to take action**

Voter's oath in **plain language**, with bullet points

Signature box stands out visually but also **isn't overwhelming for voters**





Vote by mail postcard

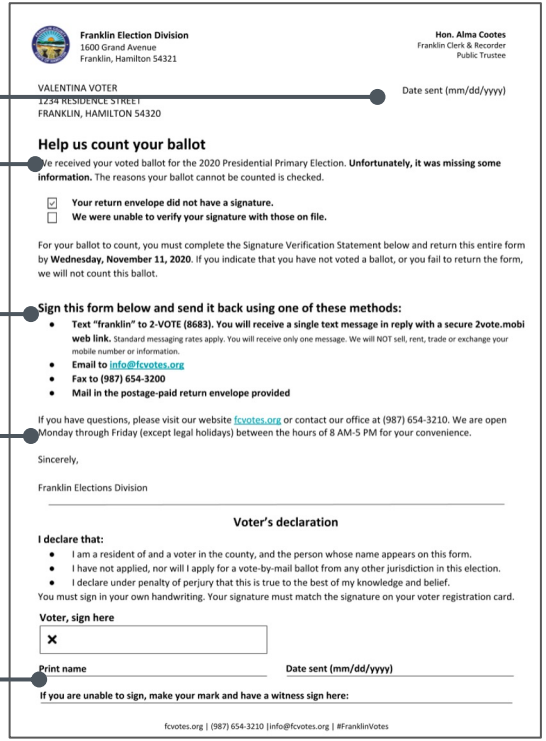
Adding a date stamp shows that the office moved in a timely manner

Friendly message states the problem, without being intimidating

Clear call to action and options for next steps listed prominently

Tell voters where to go for more information (the “meal”) without cluttering this mailing

Including the form on the letter allows voters to take immediate action



Franklin Election Division
1600 Grand Avenue
Franklin, Hamilton 54321

Hon. Alma Cootes
Franklin Clerk & Recorder
Public Trustee

VALENTINA VOTER
1234 RESIDENCE STREET
FRANKLIN, HAMILTON 54320

Date sent (mm/dd/yyyy)

Help us count your ballot

We received your voted ballot for the 2020 Presidential Primary Election. **Unfortunately, it was missing some information.** The reasons your ballot cannot be counted is checked.

- ☑ **Your return envelope did not have a signature.**
- ☐ **We were unable to verify your signature with those on file.**

For your ballot to count, you must complete the Signature Verification Statement below and return this entire form by **Wednesday, November 11, 2020**. If you indicate that you have not voted a ballot, or you fail to return the form, we will not count this ballot.

Sign this form below and send it back using one of these methods:

- **Text “franklin” to 2-VOTE (8683). You will receive a single text message in reply with a secure 2vote.mobi web link.** Standard messaging rates apply. You will receive only one message. We will NOT sell, rent, trade or exchange your mobile number or information.
- **Email to info@fcvotes.org**
- **Fax to (987) 654-3200**
- **Mail in the postage-paid return envelope provided**

If you have questions, please visit our website fcvotes.org or contact our office at (987) 654-3210. We are open Monday through Friday (except legal holidays) between the hours of 8 AM-5 PM for your convenience.

Sincerely,

Franklin Elections Division

Voter’s declaration

I declare that:

- I am a resident of and a voter in the county, and the person whose name appears on this form.
- I have not applied, nor will I apply for a vote-by-mail ballot from any other jurisdiction in this election.
- I declare under penalty of perjury that this is true to the best of my knowledge and belief.

You must sign in your own handwriting. Your signature must match the signature on your voter registration card.

Voter, sign here

✕

Print name **Date sent (mm/dd/yyyy)**

If you are unable to sign, make your mark and have a witness sign here:

fcvotes.org | (987) 654-3210 |info@fcvotes.org | #FranklinVotes

Cure letter template

Resources

Tools to level up your materials using info design principles

ElectionExcellence.org

U.S. Alliance for Election Excellence

About | Election Office Support | Get Involved

- Standards for Excellence
- Resources
- Our Community

RESOURCES > CIVIC ICONS AND IMAGES

COMMUNICATIONS

Civic icons and images

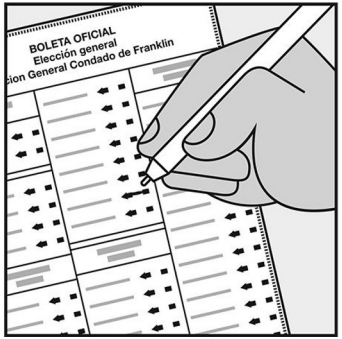
Visuals to enhance your website, voter guides, posters, and mailers

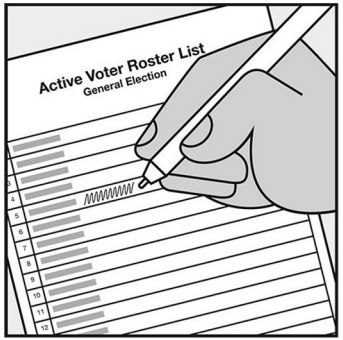
TABLE OF CONTENTS

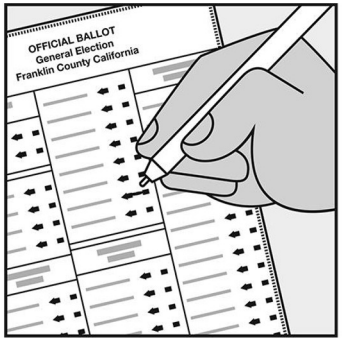
What you'll need

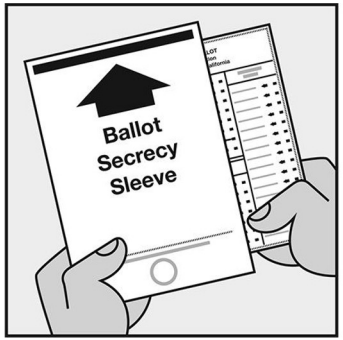
Icons are a simple but powerful tool for communicating civic information. They are impactful because we process visual content 60,000 times faster than written text. Icons grab the eye, making it easier for readers to skim material to quickly find what they need.

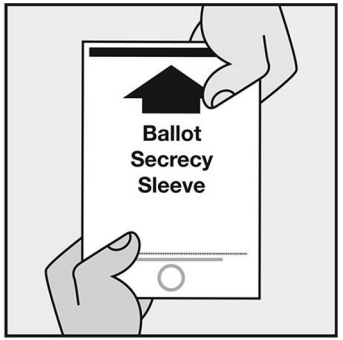
Civic icons and images











Civic icons and images

What's in the library?

Icon-type images, useful for elections in two styles:

- **Icons** - small images in black and whites
- **Illustrations** - line drawings images
- **Signatures -** Illustrations for different ways to sign

How-to illustrations for

- **Healthy voting** - masks and safety at a voting location
- **Vote in person** - how-to and single-frame illustrations
- **Vote by mail -** how-to and single-frame illustrations with envelope variations
- **Rank choice voting** - marking a ranked choice voting ballot
- **Mark a ballot > Paper Ballot** - hands marking a single target plus right and wrong illustrations
- **Mark a ballot > Touchscreen-BMD** - marking and reviewing on-screen and a printed ballot
- **Mark a ballot > Two-column contest** - right and wrong way to mark
- **Mark a ballot > Two ballot cards** - both ballots being cast

Other illustrations and tools for designers

- **USPS ElectionMail** - Logos and other placeholders to help you design a mailer
- **Color palettes** - Sets of colors for general election materials and mail ballot envelopes
- **Prototype images** - Placeholder images for designing
- **Alternative style** - A limited set of how to vote images in an alternative illustration style
- **Page headers for voter guides** - Line drawing images with a grey bar

CivicDesign.org

Center for Civic Design

What is information design?

When you communicate with someone, you are designing information to cause an action. Sometimes, this action is as simple as learning something new. Other times, the action might be more complicated, like registering to vote. **Information design** is the process of making the information you want to share clear, engaging, accessible, and usable.

You can apply information design principles to everything from your website and voter education, to ballots and forms. Key principles of information design included here are:

- Knowing your audience
- Content structure
- Plain language
- Hierarchy
- Typography
- Visuals
- Color
- Consistency

Practice: Use a design review to get feedback on your materials

Design Review is an internal feedback method on the information design of materials. In a design review, a group of people gather to constructively evaluate a design by identifying what is working well, any potential issues, and alternative ideas.

You can use a design review to get feedback on concepts, first drafts, and near-final drafts. Hearing feedback can be intimidating, but getting a well rounded view of your materials now will improve them before they go out to voters. It should happen before usability testing and final legal review. Remember that feedback is about the material, not about the designer.

Steps to hold a design review

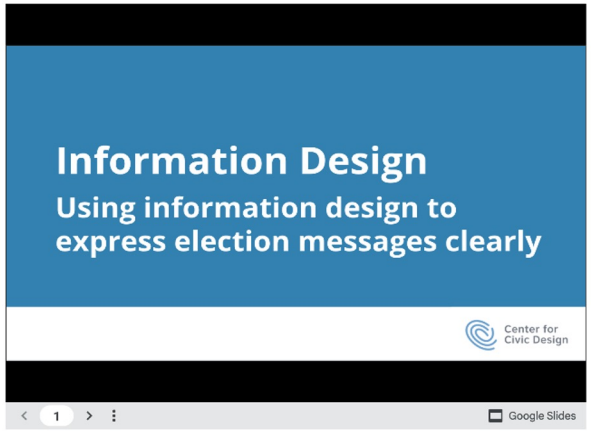
1. **Print your material.** Printing out the material so you can look at it on a table or wall is helpful. Alternatively, invite your critics to look at the material on a computer. If possible, print at 100% scale so you can evaluate if the typography and visuals are readable.
2. **Set a time.** Plan for about 10 minutes per item, topic, or idea you're reviewing. Longer materials like handbooks or voter guides will need more time.
3. **Gather a group of people.** The group should have different perspectives, ideally not have worked on the material, and know the audience. It can be a group of any size. Alternatively, you might review your own materials guided by the questions on the next page.
4. **Set the tone.** Explain the goal, who it's for, and when it needs to be completed. Knowing the deadline will help your critics know what scale of feedback to share with you.
5. **Use the information design questions to guide the conversation**. The 8 questions on the next page will help the review group objectively assess different aspects of the information design.
6. **Record feedback**. Use the chart on the back to record feedback, or take notes. Write down everything, even if you disagree in the moment.
7. **Decide what feedback to incorporate**. You will get different types of feedback. Now, you have to decide how to proceed. Some feedback will be critical. Other feedback will not be possible by the deadline, so consider if there are different ways to solve the issue.

Practice: Design Review

Use this sheet to document information design feedback during an internal design review.

What is being reviewed? *So you can remember what these notes are!*	
Who participated in the review? *So you can ask them follow-up questions, if needed.*	
Does the information meet **audience** needs? *When and why will a voter interact with this material?* *What are the consequences (real or imagined) if they make a mistake?*	
Is the content **structured** to help voters find all the information they need? Does the information connect voters to other formats for language access, accessibility, and preference?	
Is the information written in **plain language**, so voters understand the message?	
Does the information **hierarchy** on a page show what's most important?	
Is **typography** used to make the text readable in all languages?	
Do **visual** elements (like illustrations, graphs, and photos) support meaning, and help voters understand the content?	
Is **color** used in an accessible way to support meaning?	
Is the material **consistent** (visually and message) with other office materials to show they all come from the same source?	

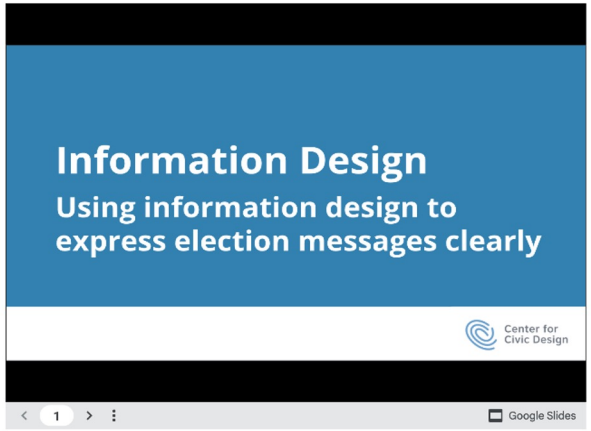
Information Design



Tools

Design review conversation

Designing usable ballots



Tools

Design review conversation guide

Tool

Designing usable ballots

Field guide

Choosing how to communicate with voters

Field guide

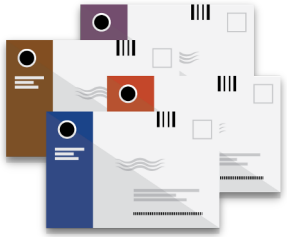
Designing voter education booklets and flyers

Field guide

Creating accessible forms for print + PDF

Visit CivicDesign.org

Field Guides to Ensuring Voter Intent



Free templates for envelopes and more

Design tips for running elections

Research behind our best practices

Keep in touch!

civicdesign.org
hello@civicdesign.org
@civicdesign

Sign up for our Civic Designing newsletter on our website

SETTING THE STANDARD

Information design

U.S. ALLIANCE FOR ELECTION EXCELLENCE

DRAFT STANDARD

Information design

Your election office uses design and accessibility best practices to format information so it is easy to find, understand, and use.

DRAFT STANDARD

Information design

To achieve this standard:

- ➔ You consider the voter journey as voters interact with the information you share, publish, and create.
- ➔ You follow accessibility standards set by the Americans with Disabilities Act (ADA) and the Web Content Accessibility Guidelines (WCAG) that are relevant to each publication format.
- ➔ You use design elements like structure, hierarchy, typography, visuals, and color to communicate meaning and help voters navigate materials.
- ➔ You produce materials that have a consistent look and include key contact information for your office.

DRAFT STANDARD

Information design

Why this standard matters:

The intended impact of an election department achieving this standard is that:

- ➔ Voters will be able to understand and navigate election information.
- ➔ The public will easily identify trusted materials from your local election office.
- ➔ Your election office will save staff time by reducing confusion and questions.

DRAFT STANDARD

Information design

Personal reflection (10 min)

- ➔ Review this draft standard in your packet
- ➔ Complete the feedback form

Discussion (5 min)

- ➔ Share with a person sitting near you - What stood out to you?
- ➔ Share as a group

Wrapping up

Discussion

U.S. Alliance for Election Excellence

- ➔ What clicked for you? Any “aha!” moments?
- ➔ What’s an idea you’ll bring back to your office?
- ➔ What’s required to be able to implement your idea?
- ➔ What do you still have questions about?

Feedback survey

- ➔ Last page of your packet
- ➔ 3 minutes or less!
- ➔ If you'd like to see updates from the Alliance, be sure to check the sign up box for our newsletter ELECTricity.
- ➔ Thanks! This helps us continuously improve.

Submitting packets

U.S. Alliance for Election Excellence

- ➔ Stack ‘em up and we’ll collect them

Don’t forget your sticker!

U.S. Alliance for Election Excellence

Thank you! Come see us at the vendor tables.

ElectionExcellence.org

U.S. ALLIANCE FOR ELECTION EXCELLENCE