



REALTOR® PARTY ★ of CALIFORNIA ★

CALIFORNIA ASSOCIATION OF REALTORS®

California Association of REALTORS®' Get Out The Vote Toolkit for the 2020 General Election

The General Election is just a few months away, so the California Association of REALTORS® (C.A.R.) is asking our members and their clients to come together, spread the word, and activate folks to **Get Out The Vote!** It's our civic duty to exercise our right to vote and shape the policies that **protect our bottom line**. Lawmakers value your experiences and trust your expertise; your clients trust and value the services you provide. It is critical that your voices and the voices of your clients are heard both in politics and at the ballot box—and this begins with voting.

The materials contained in this toolkit will help you participate in a Get Out The Vote effort for the 2020 General Election.

Toolkit Contents:

- Why Engaging Voters is Important
- Voting by Mail
- Resources
- Sample E-Newsletter Message
- 2020 General Election: Get- Out-The-Vote Sample Social Media Content
- Social Media Graphics and Posters

Why Engaging Voters is Important

By increasing the number of registered and active voters in your community, you can increase the power of REALTORS® in your community. Elected officials know which communities turn out to vote and take notice when REALTORS® engage with voters — which means they respond to REALTORS®'s advocacy efforts.

REALTORS® have vast networks and are influential in their communities. Your voice matters! Help us spread the word that voting is crucial!

Voting by Mail

All California voters will receive vote-by-mail ballots prior to Election Day, in response to the COVID-19 pandemic. Voters are able to submit their ballots up to 29 days prior to Election Day (November 3, 2020), no postage required.

Vote-by-mail ballots can be submitted a number of ways:

1. Mailing it to your [county elections official](#);
 - Vote-by-mail ballots that are mailed must be postmarked on or before Election Day and received by your county elections office no later than 17 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 in the state between 7:00 a.m. and 8:00 p.m. on Election Day (November 3rd).
2. Returning it in person to a polling place or the office of your county elections official;
 - Vote-by-mail ballots that are personally delivered must be delivered no later than the close of polls at 8:00 p.m. on Election Day.
3. Dropping your ballot into one of your county's ballot drop boxes or vote centers;
 - Vote-by-mail ballots that are personally delivered to a ballot drop-off location must be delivered no later than the close of polls at 8:00 p.m. on Election Day.
 - Polling places will be available from Saturday October 31 through November 2, 2020 for eight hours. On November 3, 2020 from 7:00am to 8:00pm.
 - Click here for information on where to find your vote center and ballot drop box: <https://www.sos.ca.gov/elections/voters-choice-act/vca-voting-locations/>
4. Authorizing someone to return the ballot on your behalf.
 - Anyone may return your ballot for you, as long as they do not get paid on a per ballot basis. In order for your ballot to be counted, you must fill out the authorization section found on the outside of your ballot envelope.

* The county elections officials must complete the official canvass no later than the 30th day after the election and submit a certified statement of the results of the election to the Secretary of State by the 31st day.

Resources

California Association of REALTORS® (C.A.R.) encourages you to share the link below as a resource across your social media channels, embed in your emails, and anywhere online.

This site includes election information, voter registration information, election statistics, how to find your polling place and more! Please include this website in your messaging: <https://www.sos.ca.gov/elections/voter-registration/vote-mail/vbm-nov2020-general-election/>

Get Out The Vote Checklist

September 28 – October 5

- Send *Reminder! Register to Vote* email
- Post suggested Facebook, Instagram, & Twitter messages

October 11 – October 18

- Send *Please Vote Tuesday, November 3* email
- Post suggested Facebook, Instagram, & Twitter messages

November 2 – Day Before the Election

- Send *Tomorrow's Election Day, Get to the Polls!* email

November 3 – Election Day!

- Post suggested Facebook, Instagram, & Twitter messages

Sample E-Newsletter Messages

Sample Emails/Newsletter Messages for REALTORS® to send to their Clients, or Local Associations to send to their members

Sending an email to your clients conveys an important message about your values and role as a civic leader. More importantly, it gives you an opportunity to encourage your clients to vote and allows you to provide helpful election information about voting. Below are three sample emails highlighting different subjects that you may use.

Reminder! Register to Vote

Timing: Send an email as a reminder to register to vote about a month out – ideally between September 28 – October 5.

Content: The content of your email should include a reason why voting is important and information on how to register to vote.

Subject line: Reminder! Register to Vote – Helpful Information Included

Sample Message:

There is power in numbers! When you cast your vote, and when you encourage others to vote, you increase voter turnout and ultimately benefit your community.

Election Day is just around the corner, so if you haven't registered to vote yet, the time is now. Voting is crucial in order for our communities to benefit through job growth, better healthcare, education, infrastructure, economy, safer & cleaner neighborhoods, and so much more. It's your right as an American to get out and vote, so make sure you're registered.

<https://tinyurl.com/carvoterregistration>

For more information on how to register to vote, how to submit your vote-by-mail ballot, or if you seek additional resources, click here: <https://www.sos.ca.gov/elections/>.

Thanks again for your service to our community and I'll see you at the polls!

Signed,

Please Vote Tuesday, November 3

Timing: Send an initial email 2-3 weeks in advance of Election Day – ideally between October 11 – October 18.

Content: The content of your email should include a reason why voting is important and information that helps people vote, such as a reminder to send in mail ballots or where to find information about your polling location on Election Day.

Subject line: Please Vote Tuesday, November 3 – Helpful Voting Information

Sample Message:

November 3rd is Election Day.

Why vote?

I vote because I know that every. Single. Vote. Matters. Voting is both a civic duty *and* an opportunity to make my voice heard. It's not just about who we elect for President – it's also about who we choose as our local and state representatives who have a serious impact on my life, my family, and my community.

When I vote, I know I'm doing my part when it comes to choosing leaders and changing laws.

I am reaching out because I hope to motivate you to get out and vote! I hope you make it to the polls or submit your vote-by-mail ballot on or before November 3, and I encourage you to remind everyone 18 and older to vote.

[provide voting information] If you need help finding your polling location or are looking for additional information, please visit <https://www.sos.ca.gov/elections/>.

Thanks again for your service to our community and thanks for being a voter!

Signed,

Day Before the General Election

Timing: Send an email the day before the election (November 2) as a reminder to get out and vote.

Content: The content of your email should include a reason why voting is important and information that will help people vote on the day of the Election.

Subject line: Tomorrow's Election Day – Get to the Polls!

Sample Message:

The day we've been anticipating is finally here. Make your voice heard, get out and vote tomorrow!

If you don't vote, you won't have a voice for your community. Voting is your right and responsibility as a U.S. citizen – it's choosing the policies and people that align with your best interests. When you vote, you're actively participating in our democracy, and doing your part in fighting for a better future.

[provide voting information] If you need help finding your polling location, submitting your vote-by-mail ballot, or are looking for any additional information, please visit <https://www.sos.ca.gov/elections/>.

Thanks again for your service, and I look forward to seeing your 'I Voted' sticker!

Signed,

2020 General Election: Get Out the Vote Sample Social Media Content

The 2020 General Election will be held on November 3, 2020. You will not only be voting for the President, but also candidates and local measures. All California voters will receive vote-by-mail ballots prior to the election. Join us on social media to spread the word and get out the vote!

Below, you will find sample social media posts and images that you can use to help Get Out the Vote. Please feel free to change/modify these messages. Our official campaign hashtag is #CARvotes.

Don't forget to take photos with your "I Voted" sticker after you vote or of you submitting your mail-in ballot, and use them in your posts with the hashtags listed below:

#GOTV #iVoted #CARvotes #Election2020 #voting #REALTORSvote

Post between September 28 – October 5:

Facebook/Instagram

- #ElectionDay is fast approaching! Due to the pandemic, all California voters will receive vote-by-mail ballots. To learn more about how to submit your vote, or for additional resources, visit <https://www.sos.ca.gov/elections/>
- This year, all California voters will receive mail-in ballots. Set a reminder to get out the VOTE. Learn more: <https://bit.ly/2PgUWle>
- FYI: No postage is necessary on your mail-in ballot! you can send your ballot in beginning on October 6, 2020 #electionday #CARvotes. For more info, visit <https://www.sos.ca.gov/elections/>.
- Election Day is just around the corner! It's not too late to visit <https://www.sos.ca.gov/elections/> to get ready to vote, including finding #voting rules, polling place hours and who will be on your ballot. #CARvotes
- Take control over the future of your family & your community by getting out to VOTE. It's your right! Go to <https://www.sos.ca.gov/elections/> for all the information you need to cast your vote. #CARvotes
- Don't know if you're registered to vote? Check your status here: <https://tinyurl.com/carvoterregistration>
- The time is now to register to vote! Every vote matters. Register to vote here: <https://tinyurl.com/carvoterregistration>
- Ballots that are mailed in **must** be postmarked on or before #ElectionDay and received by your county elections office no later than November 20. Visit here for more info: <https://www.sos.ca.gov/elections/voter-registration/vote-mail/vbm-nov2020-general-election/#vote-by-mail>
- Health and safety is top priority this Election season. All Californians will receive vote-by-mail ballots prior to #ElectionDay. Check your mailbox in the coming weeks and be sure to submit your ballot! #CARVotes
- It's September 13, which means it's **50 days** until the General Election. This year, you can mail in your vote or visit your nearest voting center. Be prepared, visit here: <https://www.sos.ca.gov/elections/>
- Only 25 days until the General Election! Be sure to star your nearest voting center in your maps, and bring hand sanitizer! Find your polling place here: <https://www.sos.ca.gov/elections/where-and-how/>
- Your vote-by-mail ballot should be postmarked on or before November 3 and received by your county elections office no later than November 20. Get out your vote! For more info, visit <https://www.sos.ca.gov/elections/>
- You can personally deliver the ballot you received in the mail at any polling place on #ElectionDay! Find your nearest voting center here: <https://www.sos.ca.gov/elections/>

Twitter

- You can mail in your ballot up to 29 days prior to #ElectionDay! Make sure to cast your vote, California. #CARVotes #REALTORSvote

- Cast your ballot by mailing it in! It must be postmarked by Election Day – no postage required! Visit <https://www.sos.ca.gov/elections/> for more info #CARvotes
- All California voters will receive vote-by-mail ballots prior to #ElectionDay. Check your mailbox in the coming weeks and be sure to cast your vote! #CARVotes
- Ready to vote? Getting #electionday info is easy. Go to <https://bit.ly/3bZk0wX> #CARvotes
- Drop off your vote at any Vote by Mail drop box location!
- Don't know your polling place? Find it here and star it in your maps: <https://bit.ly/2PgUWle> #Election2020 #CARvotes #realtorsvote
- Make sure your voice is heard and exercise your right to vote! Get ready for the upcoming election and click here for all the info you might need: <https://www.sos.ca.gov/elections/> #CARvotes #Election2020
- There's no stamp needed for your vote-by-mail ballot! For more info on how to send in your vote, click here: <https://www.sos.ca.gov/elections/> #CARVotes

Post between October 11 – October 18:

Facebook/Instagram

- You have the power to change your future for the better. It's your right to get out and #VOTE. For questions you have about where to find your polling place, what to bring, or how to submit your mail-in ballot, click here: <https://www.sos.ca.gov/elections/>
- Voters **must** sign the eligibility oath and date the VBM return envelope before submitting their ballot! For more info on mailing in your ballot, visit <https://www.sos.ca.gov/elections/voter-registration/vote-mail/vbm-nov2020-general-election/#vote-by-mail>
- !Reminder! Your vote-by-mail ballot should be postmarked on or before **November 3** and received by your county elections office no later than **November 20**. For more info on how to cast your vote, visit <https://www.sos.ca.gov/elections/>
- Prefer not to head to the polls and vote from the safety of your home? No problem. Cast your vote by mailing in your ballot before November 3 – no postage required! Visit <https://www.sos.ca.gov/elections/> for more info.
- We're a democracy, which means it's your right and privilege as a U.S. citizen to get out and vote! Make sure you to cast your ballot this coming election. Have questions? Click here: <https://www.sos.ca.gov/elections/>
- Are you registered to vote? Register now: <https://tinyurl.com/carvoterregistration> #REALTORSvote
- Election Day, November 3, is just 10 days away! All the info you need to hit the polls can be found at <https://www.sos.ca.gov/elections/> . Spread the word to help make sure that your friends & family have everything they need to vote! #CARvotes
- Election day is rapidly approaching! Make sure you're registered to vote and have everything you need to cast your ballot on November 3. For more information visit <https://www.sos.ca.gov/elections/> #CARvotes
- 5 days until #ElectionDay, are you ready? Visit <https://www.sos.ca.gov/elections/> for any questions you might have. #CARvotes

Twitter

- Only 10 days until November 3! VOTE #CARvotes
- You can cast your vote by dropping off your ballot at any vote-by-mail drop box location.
- Make sure to sign and send in your vote-by-mail ballot before November 3! No postage required. #GOTV #CARvotes
- November 3 is #ElectionDay! Are you registered and ready to #vote? #CARvotes
- Election day is just around the corner! Are you prepared to #vote? #CARvotes
- Every. Single. Vote. Matters. RT to remind your friends to vote on November 3! #CARvotes
- Voting is your chance to stand up for what matters & choose the direction of our country. #CARvotes
- You can't complain if you don't #vote. See you at the polls on November 3. #CARvotes
- When you vote, you stand up for what's important to you. #CARvotes

Post on Election Day:

Facebook/Instagram

- It's Election Day! Make your voice heard. Do you need to know where your voting center is? Check here: <https://bit.ly/2PgUWle> #CARvotes
- #ElectionDay is here! Drop off your vote-by-mail ballot at any vote center near you! Click here for more info: <https://www.sos.ca.gov/elections/>
- Hey Californians! Election day is finally here! Don't forget to cast your vote - let's get out the vote! #iVoted #CARvotes #REALTORSVOTE
- I VOTED! Did you? Comment an American flag below if you voted *American Flag emoji* #CARvotes
- Every. Single. Vote. Matters. Share this post and remind your friends and family to get out and VOTE! #CARvotes
- Today's the day! Don't forget to vote. Go to <https://www.sos.ca.gov/elections/> for all the information you need to cast your vote, including where your polling place is and what you need to bring with you. Spread the word! #CARvotes
- Participation over politics! Exercise your right, get out and VOTE! #CARvotes #iVoted

Twitter

- Today's the day! Get out there and #VOTE! #CARvotes
- It's Election Day, California! See you at the polls! #CARvotes #iVoted
- Get to the polls, California! Exercise your right and cast your vote. Find your polling place here: <https://bit.ly/2PgUWle> #Election2020 #CARvotes #iVoted
- Every. Single. Vote. Matters. RT to remind your friends & family to vote TODAY! #CARvotes #iVoted
- It's Election Day! When you vote, you stand up for what's important to you. See you at the polls! #CARvotes
- Raise your hand if you VOTED! *raise hand emoji* *American flag emoji*

Graphics and Posters



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Your Vote
Your Voice.





VOTE!
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C.A.R. MAKES MOVES



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Dear Homeowner:

Congratulations on the purchase of your new home!
I hope you are happy and settling into your neighborhood.
One thing most people forget to do when they move, is to change their address for voting purposes. For your convenience I am including a link to register to vote
<https://tinyurl.com/carvoterregistration>

If more than one person needs to register, please go to
<http://www.sos.ca.gov/elections/voter-registration/>

Please feel free to give me a call if you have any other questions.

Best Regards

