

#TeamDemocracy

Communications Tool Kit

OCTOBER 2024



Resources for Sharing Voting Information

Presented by: San Bernardino County Registrar of Voters

Your Ballot.
✓Vote Early.
All Ways Secure.



Stay Connected



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T A B L E O F C O N T E N T S

<i>Introduction</i>	<i>3</i>
<i>Important Topics</i>	<i>3</i>
<i>Important Dates</i>	<i>4</i>
<i>Tool Kit Contents</i>	<i>4</i>
<i>Voter Education Infographic</i>	<i>4</i>
<i>Videos</i>	<i>5</i>
<i>Social Media and Graphics</i>	<i>6</i>
<i>Newsletter Articles</i>	<i>15</i>
<i>Resources</i>	<i>22</i>

INTRODUCTION

The San Bernardino County Registrar of Voters (ROV) is committed to protecting each registered voter's right to cast a ballot safely and securely. To help voters better understand how San Bernardino County is preparing for the November 5, 2024, General Election, this Communications Tool Kit provides a variety of tools to enable people and organizations to make sure local voters are well informed about how, when, and where to cast a ballot. From social media posts, infographics, videos, and more, this toolkit covers all the need-to-know information.

- Voting options – How to vote
- Voting locations – Where to vote
- Voting period – When to vote
- Safety – Creating a safe environment for poll workers and voters
- Security – Protecting the integrity of the election process and your vote

Our hope is that you will share this information with your own network of people.

The following sections will provide you with a description of the tool kit items we'd like you to share. Graphics can be accessed by clicking the link to Dropbox where you can then download and save the materials for your own use.

IMPORTANT TOPICS

There are many important topics we need to address as we ramp up for this election. Here is a list of the messages we have identified as critical for the General Election. You'll notice these themes throughout the materials provided in the tool kit below.

- The San Bernardino County Registrar of Voters is committed to civic engagement. It's every citizen's right to vote -- being a part of deciding who represents you in government. We're here to share several ways for you to get involved in the democratic process that will help you do just that.
- Life is busy. Choosing when to vote is up to you. The Registrar of Voters makes it convenient to vote when it works for your schedule. There are four ways to vote.
- Vote early when it works for your schedule. There are three ways to vote early.
- The Registrar of Voters takes election integrity seriously, and we have multiple layers of security in place to protect your ballot.

IMPORTANT DATES

- October 1: Voter Information Guides mailed
- October 7: Ballots mailed, and early voting begins
- October 21: Voter registration deadline
- October 29: Additional Early Vote Sites open
- November 5: Election Day – 2024 General Election
- November 6: Canvass of the election begins
- December 3: Deadline to certify results

TOOL KIT CONTENTS

The following materials have been created for distribution.

- Voter Education infographic
- Public service announcement videos
- Social media posts and graphics
- Newsletter articles
- Resources

VOTER EDUCATION INFOGRAPHIC

ROV's voter education infographic visually demonstrates all the important information about voting methods, important dates, ballot tracking, security, and more.

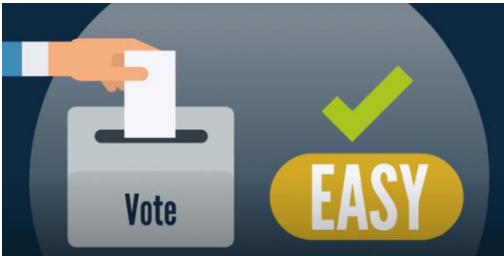
Click [here](#) to view the infographic.



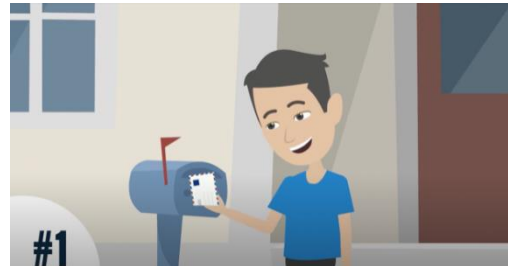
VIDEOS

A series of short “explainer” videos are available to download. Topics include:

- Completing your ballot
- Have you voted yet?
- Voting at a polling place
- Election security
- Using Sharpies to complete your ballot
- Voter file maintenance (i.e., maintaining accurate voter records)



[Completing your ballot](#)



[Have you voted yet?](#)



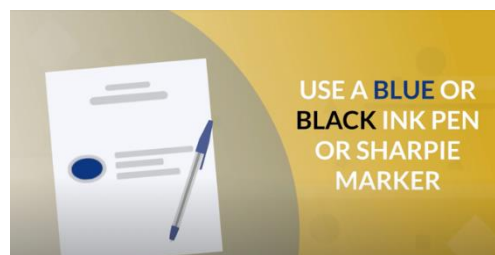
[Register to vote](#)



[Voting at a polling place](#)



[Election Security](#)



[Using Sharpies to complete your ballot](#)



[Voter File Maintenance](#)

SOCIAL MEDIA AND GRAPHICS

The following social media content has been created so that you have a variety of posts to share with your network leading up to the election. **To download any of these images, click [here](#).**

Before getting started with posting, please consider these helpful tips.

- Feel free to personalize – While it is important that key information remains unchanged, we know that your audience wants to hear from *you*! We encourage you to adapt the posts, so they are authentic to your organization.
- Tag the Registrar of Voters – Let us know you are sharing our info by including our social media handles within the post.
 - ROV Facebook - @SBCountyElections
 - ROV Instagram - @sbc_elections
 - ROV X (formerly Twitter) - @sbc_elections
 - County of San Bernardino Facebook - @SanBernardinoCounty
- Use hashtags – Enhance post visibility by incorporating key election hashtags.

#SBCountyCounts

#VoteCalifornia

#VoteEarly

#BallotSecurity

#YourBallotVoteEarly

#YourVoteCounts

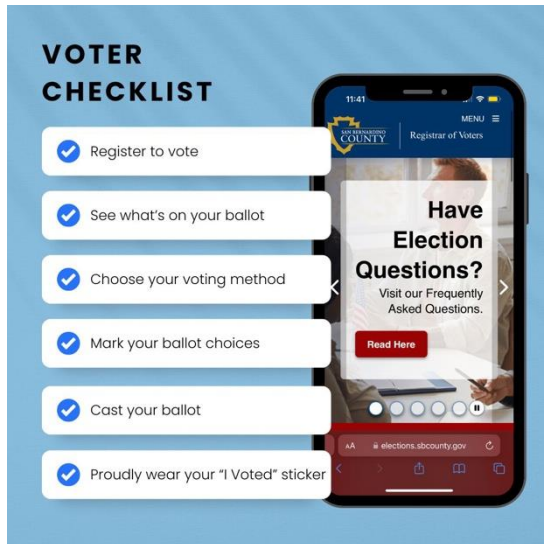
#WheresMyBallot

#VoteReady (for posts about voter registration)

#BallotMobile

Voter Education:

Post 1: First-Time Voter



Facebook/X (formerly Twitter)

Copy: The San Bernardino County Registrar of Voters has a voter checklist so you can be ready for the upcoming election. Make sure you are registered to vote for the November 5, 2024, General Election by checking your voter registration status at <https://elections.sbcounty.gov/>.

Instagram:

Copy: The San Bernardino County Registrar of Voters has a voter checklist so you can be ready for the upcoming election. Make sure you are registered to vote for the November 5, 2024, General Election by checking your voter registration status at the San Bernardino County Registrar of Voters website linked in the @sbc_elections bio.

Post 2: Check Voter Information Status



Facebook/ X (Formerly Twitter)

Copy: Make sure you are registered to vote in the upcoming General Election by checking your voter information status. You can access personalized information and more by visiting the San Bernardino County ROV's My Elections Gateway:

<https://elections.sbcounty.gov/voterregistration/myelectiongatewayinfo/>

Instagram

Copy: Make sure you are registered to vote in the upcoming General Election by checking your voter information status. You can access personalized information and more by visiting the link in the @sbc_elections bio.

X (formerly Twitter)

Copy: Make sure you are registered to vote by checking your status on ROV's My Elections Gateway:

<https://elections.sbcounty.gov/voterregistration/myelectiongatewayinfo/>

Post 3: 4 ways to vote



Facebook

Copy: There are 4 ways to vote in the upcoming 2024 General Election. Choose the option that works for you, and don't forget to cast your ballot on or before November 5. Learn more about your voting options at Elections.SBCounty.gov.

Instagram

Copy: There are 4 ways to vote in the upcoming 2024 General Election. Choose the option that works for you, and don't forget to cast your ballot on or before November 5. Learn more about your voting options on the ROV website.

X (formerly Twitter)

Copy: There are 4 ways to vote in the upcoming 2024 General Election. Choose the option that works for you, and don't forget to cast your ballot on or before November 5. Learn more about your voting options at Elections.SBCounty.gov.

Ballot Drop-Off Locations:

Post 4: Ballot Drop-Off Locator

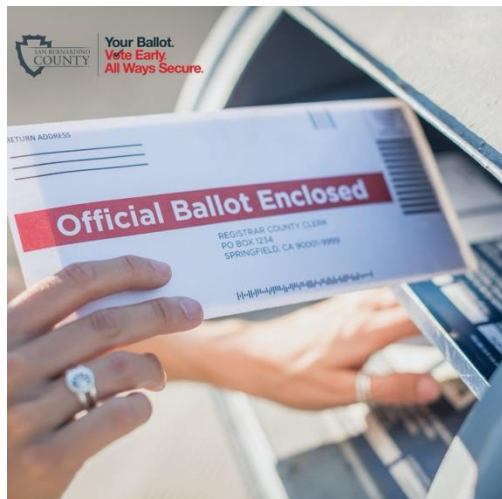


Facebook / Instagram / X (Formerly Twitter)

Copy: Find the nearest Ballot Drop-off Location in your city by using the map located on the San Bernardino County Registrar of Voters' [website](#). There are various locations throughout San Bernardino County to make dropping off your mail ballot easy and secure.

Ballot Security:

Post 5: Ballot Security



Facebook/X (formerly Twitter)

Copy: Your ballot is secure from the moment you mail or take it to a secure ballot drop-off location. Visit the San Bernardino County Registrar of Voters' website to see the process of how a ballot is processed from start to finish: <https://www.youtube.com/watch?v=heSE-nbe5PI>

Instagram

Copy: Your ballot is secure from the moment you mail it or take it to a local ballot drop-off location. Visiting the San Bernardino County Registrar of Voters Instagram page @sbc_elections to see the process of how a ballot is processed from start to finish.

Post 6: Tracking your Ballot



Facebook

Copy: The security of your ballot is a top priority for the San Bernardino County Registrar of Voters. Track the status of your ballot at any time using WheresMyBallot.sos.ca.gov on the California Secretary of State's website. This tool allows you to track your ballot at any time after it is received.

X (Formerly Twitter)

Copy: The security of your ballot is a top priority for the San Bernardino County Registrar of Voters. Track the status of your ballot at any time using WheresMyBallot.sos.ca.gov on the California Secretary of State's website.

Instagram

Copy: The security of your ballot is a top priority! Track the status of your ballot at any time from the California Secretary of State's website, found by visiting the San Bernardino County Registrar of Voter's Instagram page @sbc_elections. This tool allows you to track your ballot at any time after it is received.

Mailing your Ballot:

Post 7: Vote Early



Facebook

Copy: Interested in avoiding crowds or long lines on Election Day? Maybe you have a busy work schedule or are just excited about voting? Consider voting early in the November 5, 2024, General Election! Fun fact: the earlier San Bernardino County votes, the sooner the Registrar of Voters can certify and report election results. You can vote early by dropping off your ballot at a secure Ballot Drop-off Location, sending your ballot back in the mail, or visiting the Registrar of Voters office beginning October 7. Find out more information by visiting the San Bernardino County Registrar of Voters website Elections.SBCounty.gov.

Instagram

Copy: You have the option to choose how and when you cast your ballot in this election. If you choose to mail your ballot, it must be postmarked on or before Tuesday, November 5, and received by the Registrar of Voters by November 12. Your mail ballot can also be dropped off at any mail Ballot Drop-off Location.

X (formerly Twitter)

Copy: Consider voting early in the November 5, 2024, General Election! Fun fact: the earlier San Bernardino County votes, the sooner the Registrar of Voters can certify and report election results. Find out more information on the San Bernardino County Registrar of Voters website Elections.SBCounty.gov.

Election Day:

Post 8: Election Day

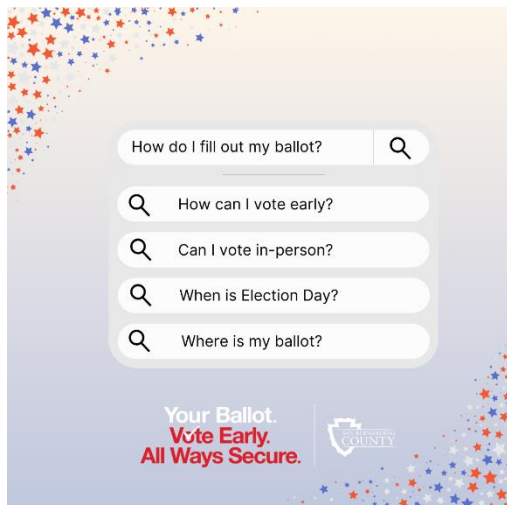


Facebook/Instagram/X (formerly Twitter)

Copy: It's Election Day! The San Bernardino County Registrar of Voters Office will be open from 7 a.m. to 8 p.m. Visit the ROV website to find your assigned polling place or a secure mail ballot drop-off location near you.

Voting:

Post 9: How to Fill Out your Ballot



Facebook

Copy: What do you want to know about the upcoming General Election? Find answers to important questions such as how to fill out your ballot, how to vote in-person, and how to track your ballot by visiting the San Bernardino County Registrar of Voters website <https://elections.sbcounty.gov/>.

Instagram

Copy: What do you want to know about the upcoming General Election? Find answers to important questions such as how to fill out your ballot, how to vote in-person, and how to track your ballot by visiting the San Bernardino County Registrar of Voters website linked in our bio.

X (formerly Twitter)

Copy: What do you want to know about the upcoming General Election? Find answers to important questions by visiting the San Bernardino County Registrar of Voters website <https://elections.sbcounty.gov/>

Post 10: Deadlines



Facebook/ X (formerly twitter)

Copy: Deadlines are quickly approaching as we head into the 2024 General Election. Be prepared by adding these important deadlines to your calendar, and visit the San Bernardino County Registrar of Voters website to find out more information <https://elections.sbcounty.gov/>

Instagram

Copy: Deadlines are quickly approaching as we head into the 2024 General Election. Be prepared this upcoming election by adding these important deadlines to your calendar and visit the San Bernardino County Registrar of Voters website to find out more information. Link in the @sbc_elections bio.

NEWSLETTER ARTICLES

Do you have an organizational print or electronic newsletter? Or looking for good content to email your members/constituents? If so, we invite you to share the following articles with your network.

Article #1

Have You Voted Yet? Everything You Need to Know about Voting

For the November 5, 2024, General Election, you have the opportunity to choose how, when, and where to vote.

You have multiple options, including voting by mail, using a mail ballot drop-off location or Early Vote Site, or in person at a polling place on November 5.

Here are the details about early voting.

1. **Mail ballots** – On October 7, ballots began to be mailed to San Bernardino County-registered voters. Once received, you can cast your voted mail ballot with a pre-paid envelope in the mail, at an early vote site, at a mail ballot drop-off location, or at any polling place.
2. **Early Vote Sites** - An Early Vote Site is a location where you may pick up or cast a mail ballot. Starting October 7, the Registrar of Voters office, located at 777 E Rialto Avenue in San Bernardino, operates as an early vote site through Election Day. An additional four sites will be open from October 29 to November 2 and on November 4.
3. **Ballot drop-off locations** – You can choose from [more than 75 secure mail ballot drop-off locations](#) throughout the county to cast your vote. Outdoor secure mail ballot drop-boxes are bolted to the ground, and ballots are regularly picked up pursuant to State law.

If you prefer to vote in person, you can cast your ballot at your assigned polling place on Election Day. The County's more than 290 polling locations will be open on November 5 from 7 a.m. to 8 p.m. Details can be found on the Registrar of Voters' [website or on the back of your Voter Information Guide](#).

As you prepare to vote, remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #2

Tips for Filling Out Your Ballot

Every vote counts! The San Bernardino County Registrar of Voters is committed to protecting your right to cast a ballot safely and securely. For some voting in the November 5, 2024, General Election, this may be their first time casting a mail ballot.

Mail ballots were delivered to the U.S. Postal Service on October 7, 2024. Here are some helpful tips to make sure your ballot makes it to the finish line.

- Submit your ballot on time. If returning it by mail, your ballot must be postmarked on or before November 5, 2024! If you want to cast your voted mail ballot at a mail ballot drop-off location, the Registrar of Voters office, or a polling place, you must drop it off on or before 8 p.m. on Election Day.
- Choose your ink wisely. The ballot scanners do not read red ink – opt for blue or black. Even markers are ok to use as long as they are black or blue ink.
- Make your mark. Double check you have filled in the ovals in every contest on the ballot that you wanted to vote. Then, seal, sign, and date the return envelope itself.
- No postage necessary! Do not worry about getting the right stamp for your ballot – each one comes with a prepaid postage envelope.
- Track your ballot! Enroll in Where's My Ballot to receive emails, texts, or phone notifications about the status of your ballot. Go to WheresMyBallot.sos.ca.gov.

If you have additional questions about mail ballot voting, please contact the Registrar of Voters at (909) 387-8300 or Communications@rov.sbcounty.gov.

Remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #3

Offices and Candidates on the Ballot for the General Election

For the November 5, 2024, General Election, there are three types of offices: party-nominated, voter-nominated and nonpartisan. Below are the different types of offices that will appear on the ballot:

Party-Nominated Offices

- President and Vice President
- The party nominating the candidate is listed with the candidate's name.
- Voters may write in the name of a candidate whose name is not listed.

Voter-Nominated Offices

- Includes contests for:
 - United States Senator (Full Term)
 - United States Senator (Partial/Unexpired Term)
 - United States Representative
 - State Senator
 - Member of the State Assembly
- Only the top two vote-getters from the Primary appear on the ballot regardless of party preference.
- The party preference of the candidate is listed on the ballot.
- Voters may not write in the name of a candidate whose name is not on the ballot.

Nonpartisan Offices

- Includes contests for:
 - School Offices
 - County Offices
 - City Offices
 - Special District Offices
- The party preference of the candidate is not listed on the ballot.
- Voters may write in the name of a candidate whose name is not on the ballot.

Measures Submitted to the Voters

- State propositions
- Local ballot measures (only in certain jurisdictions)

Please refer to your Voter Information Guide or the Registrar of Voters website for more.

If you have additional questions about the offices or candidates up for election, please contact the Registrar of Voters at (909) 387-8300 or Communications@rov.sbcounty.gov.

Remember, it's "Your Ballot. Your Vote. All Ways Secure."

Article #4

Everything You Need to Know about Early Voting

For the November 5, 2024, General Election, you have the choice of when, where, and how to vote. Casting your ballot at an Early Vote site or at one of our more than 70 ballot drop-off locations is the best way to avoid lines and crowds at polling places. Four sites will be open from October 29 to November 2 and on November 4. Pick from a list of locations below and cast your ballot today!

Early Vote Sites

1. San Bernardino County Registrar of Voters Office, 777 E. Rialto Avenue, San Bernardino, CA 92415

- Open October 7 to November 4, Monday through Friday from 8 a.m. to 5 p.m.
- Closed Monday, October 14 in observance of the holiday
- Open Saturday, November 2 from 8 a.m. to 5 p.m.
- Open Election Day, Tuesday, November 5 from 7 a.m. to 8 p.m.

2. Town of Apple Valley Recreation Center, 14955 Dale Evans Parkway, Apple Valley, CA 92307

- Open Tuesday, October 29 – Monday, November 4, from 10 a.m. to 6 p.m.
- Closed Sunday, November 3

3. Joshua Tree Community Center, 6171 Sunburst Street, Joshua Tree, CA 92252

- Open Tuesday, October 29 – Monday, November 4, from 10 a.m. to 6 p.m.
- Closed Sunday, November 3

4. Ontario Conference Center, 1947 E. Convention Center Way, Ontario, CA 91764

- Open Tuesday, October 29 – Monday, November 4, from 10 a.m. to 6 p.m.
- Closed Sunday, November 3

5. Victorville City Hall, 14343 Civic Drive, Victorville, CA 92392

- Open Tuesday, October 29 – Monday, November 4, from 10 a.m. to 6 p.m.
- Closed Sunday, November 3

Ballot Drop-off Locations

The County's more than 75 ballot drop-off locations are another safe option to vote early. Outdoor drop boxes are bolted to the concrete and ballots are collected regularly. Click [here](#) to find a convenient location.

As you prepare to vote, remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #5

Ensuring Your Ballot and Election Process is Always Secure

Among the top concerns during any election are the secure nature of casting a ballot and the integrity of the overall election process.

The San Bernardino County Registrar of Voters (ROV) has a host of layered security protocols in place in accordance with the California Secretary of State's Office, which is legally mandated to certify any voting system prior to its sale and use within California. As a result, the state has developed one of the most strenuous voting systems testing and certification programs in the country.

In San Bernardino County, ROV is required to abide by stringent sets of rules and regulations regarding implementation and use of a voting system. A few notable rules and regulations include performance of logic and accuracy testing on voting systems prior to each election and ensuring specific procedures for programming, deployment, and use of voting equipment during elections are met.

Pursuant to the Elections Code, no part of a voting system shall be connected to the internet at any time. Nor shall any part of a voting system electronically receive or transmit election data through an exterior communication network of any type.

All this to say, the ROV takes election security very seriously, and we have multiple layers of security in place to protect your ballot and election results.

If you have additional questions about the security and integrity of the election process, please contact the ROV at (909) 387-8300 or Communications@rov.sbcounty.gov.

Remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #6

Everything You Need to Know about Voting at a Polling Place

If you prefer to cast your ballot in person at a polling place, you can vote at your assigned polling place. The County's more than 290 polling locations will be open this year on Tuesday, November 5, from 7 a.m. to 8 p.m.

You can use the County's [Polling Place Look-up tool](#) or look on the back of your Voter Information Guide to find your assigned polling place.

Please note that masks are not required at any County polling place or Early Vote site regardless of vaccination status. Public health requirements are subject to change based on guidance from Centers for Disease Control and Prevention (CDC), California Department of Public Health, or San Bernardino County Department of Public Health.

As you prepare to vote, remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #7

Voter Registration File Maintenance

One of the keys to ensuring a fair and accurate election is to perform voter registration file maintenance to help ensure that the San Bernardino County Registrar of Voters' database of voters is as exact as possible.

Every year, voters pass away, change mailing addresses or their name, or submit new voter registration applications with new or different information about themselves that must be reconciled for each election.

By California state law, all Registrars of Voters must perform daily voter registration file updates to record changes to each voter's registration. These updates include removing duplicate voter registration files and deceased voters that are received from the Secretary of State and County Health Department.

The San Bernardino County Registrar of Voters goes above and beyond what is required by state law to help ensure the accuracy of its voter information. Using national deceased record data, vital records, and others, the Registrar of Voters minimizes the rate of undeliverable ballots, which is a leading indicator of its accurate list maintenance.

As you prepare to vote, remember, it's "Your Ballot. Vote Early. All Ways Secure."

Article #8

Tracking Your Ballot Is Easy

After casting your ballot for the November 5, 2024, General Election, you can easily look up the status of your ballot by using several websites.

You can track when your ballot is mailed, received, and will be counted through the Secretary of State's Where's My Ballot tracking system. You can sign up to receive notifications about the status of your mail ballot via email, text message, and/or telephone call. Sign up at WheresMyBallot.sos.ca.gov.

In addition, you may use one of the following two websites to look up the status of your ballot:

- [My Voter Status](#) on the Secretary of State's website enables you to look up the status of your ballot. This service provides similar messages to the notifications sent by [Where's My Ballot](#) from "ballot mailed" to "ballot received" or "ballot counted."
- [My Elections Gateway](#) on the Registrar of Voters' website enables you to look up the status of your ballot if you voted by mail.
 - If you have cast a mail ballot, the status of your ballot will remain "received" until we certify the election results (on or before December 3). After certification, your mail ballot status will update to "counted" or "not counted."
 - If you voted at a polling place, your voting history will not be immediately available on My Elections Gateway. You will be able to view your voting history after the election results are certified to see that you voted in this election.

If you have questions about tracking your ballot, please contact the Registrar of Voters at (909) 387-8300 or Communications@rov.sbcounty.gov.

Remember, it's "Your Ballot. Vote Early. All Ways Secure."

FREQUENTLY ASKED QUESTIONS

ROV has developed FAQs that address all the important questions about mail-in ballots and other voting methods, voter and poll worker safety, ballot security, and more. [Please click here for the FAQs.](#)

RESOURCES



San Bernardino County Registrar of Voters

My Elections Gateway



Where to Register to Vote

Find Your Polling Place



Mail Ballot Drop-Off Locations

Voter Information Guide



Remote Accessible Vote by Mail

Military and Overseas Voters



Election Results

#TeamDemocracy

Communications Tool Kit



Thank you again for your support!

And remember, it's "Your Ballot. Vote Early. All Ways Secure."

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