ARE YOU READY TO VOTE IN 2020?

VotesPA.com/ReadyToVote
What is #ReadyToVotePA?
In 2020, all eyes will be on Pennsylvania as a key battleground state in the presidential election. With the signing of Act 77 in October 2019 and the mandate that Pennsylvania counties implement new, more secure voting systems by the April primary, the Department of State (DOS) is working to promote public confidence and educate voters about the significant changes they can expect to election processes in 2020.

How You Can Help
As a partner of DOS, you can help by spreading the word about the changes via your communications channels, including social media, websites, newsletters, emails, etc. Specifically:

- Position official and verified PA DOS accounts as the trusted source for voting-related information:
  - Web: votesPA.com
  - Twitter: @PAStateDept
  - Facebook: @PADepartmentofState
- Explain how the new election reform law will make voting easier and more accessible for millions of Pennsylvanians. Voters will have more options in how they cast their ballot, including:
  - Mail-in voting
  - Longer voter registration period
  - Online request form for mail-in and absentee ballots
  - Mail-in and absentee ballots can be returned to county office until 8 p.m. election day
- Highlight the fact that new voting systems are more secure, accessible and auditable.
General #ReadyToVotePA Material

You can use general #ReadyToVotePA material to let people know the voting experience in PA has changed and to direct them to VotesPA.com/ReadyToVote for an easy-to-follow checklist. A timeline of suggested social media posts is included at the end of this document.

All graphic materials are available for download at https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx

Sample Social Media Posts:

General

ARE YOU READY TO VOTE IN 2020?

VotesPA.com/ReadyToVote

#ReadyToVotePA #votesPA #2020election

Are you #ReadyToVotePA? Find out if you’re all set to cast your vote in the #PAPrimary on April 28, 2020: votesPA.com/ReadyToVote #votesPA #2020election

Are you #ReadyToVotePA? Find out if you’re all set to cast your vote in the November 3, 2020, general election: votesPA.com/ReadyToVote #votesPA #2020election

☐ Register. ☐ Plan. ☀ Vote! Make sure you’re #ReadyToVotePA at: votesPA.com/ReadyToVote #votesPA
Mark your calendars with these important dates for the #PAPrimary. Visit votesPA.com/ReadyToVote to learn about mail-in voting, new voting systems and how you can get involved. #votesPA #ReadytoVotePA

Mark your calendars with these important dates for the general election. Visit votesPA.com/ReadyToVote to learn about mail-in voting, new voting systems and how you can get involved. #votesPA #ReadytoVotePA
Mail-in Voting

The new voting reform law creates an option to mail your ballot without the need to provide a reason. Voters can skip the lines on election day with mail-in voting. Read more about this convenient way to vote: votesPA.com/mailballot #votesPA #ReadyToVote

Mail-in Voting Deadlines

April 21, is the LAST DAY to apply for mail-in & absentee ballots. Applications must be RECEIVED by your county election office by 5 pm on April 21. Voted Ballots must be RECEIVED by 8 pm on April 28. Apply online: votesPA.com/ApplyMailBallot #votesPA #ReadyToVotePA

Oct 27, is the LAST DAY to apply for mail-in & absentee ballots. Applications must be RECEIVED by your county election office by 5 pm on Oct 27. Voted Ballots must be RECEIVED by 8 pm on Nov 3. Apply online: votesPA.com/ApplyMailBallot #votesPA #ReadyToVotePA
Voter Registration Deadline – Primary

The deadline to register to vote is now 15 days before an election. The voter registration deadline for the PA Primary is April 13. Register today: register.votesPA.com #votesPA #ReadyToVotePA

Voter Registration Deadline – General

The deadline to register to vote is now 15 days before an election. The voter registration deadline for the November general election is October 19. Register today: register.votesPA.com #votesPA #ReadyToVotePA

New Voting Systems

Pennsylvania voters, have you used your county’s new voting system? Get #ReadyToVotePA by learning how your county’s new voting system works: votesPA.com/ReadyToVote

All graphic materials are available for download at https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx
Web Graphics
Banner graphics in different sizes (160x600px, 300x250px, 300x600px and 728x90px) can be used on websites and linked to: votesPA.com/ReadyToVote or votesPA.com.

All graphic materials are available for download at https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx
Flyer, Poster & Palm Card

All graphic materials are available for download at
https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx
ARE YOU READY TO VOTE IN 2020?

Visit: VotesPA.com

GET READY TO VOTE IN 2020

¿Estás listo para votar en el 2020?

Visit: VotesPA.com

All graphic materials are available for download at https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx
Newsletter Sample
NOTE: The count for all the content below is 703 words. If you have limited space, we recommend using the “Are you Ready to Vote in 2020?” and the first part of the “Voting Reforms” sections (105 words) alone or with another section from the text below in order to fit your content needs.

Are You Ready to Vote in 2020?
Most Pennsylvania voters know that 2020 is an important election year. What you may not know is that there are BIG changes to our election laws that will make your voting experience different this year. Here’s what you need to know to be an informed and prepared voter in 2020.

Voting Reforms
Some important changes to Pennsylvania election laws were passed in 2019. These changes include:

- Extended deadlines for voter registration
- A NEW option to vote by mail-in ballot
- An end to straight-party voting
- Extended deadlines to return your absentee or mail-in ballot

Visit VotesPA.com/readytovote to learn more.

Voter Registration
You now have more time to register to vote. The deadline to register for the primary election is April 13, 2020, and the deadline to register for the November general election is October 19, 2020. Keep in mind that you must submit a voter registration application to update your address, change your party affiliation, or change your name.

- Check your voter registration status at VotesPA.com/status.
- Register or update your information at VotesPA.com/register.

Vote by Mail-in Ballot or Absentee Ballot
If you are a registered voter in Pennsylvania, you have a new option to vote by mail-in ballot. This is a great option for voters who do not qualify for an absentee ballot but prefer the convenience of voting at home. You do not have to provide a reason for requesting a mail-in ballot.

Note that if you will not be in your municipality on election day, or you have an illness or disability that prevents you from going to your polling place, you will still use an absentee ballot, rather than a mail-in ballot.

For both mail-in and absentee ballots:

- You must apply for a ballot by 5:00 p.m. on the Tuesday before the election. (You may be able to request an emergency absentee ballot in certain circumstances if you miss the deadline.)
- You can apply using an online application at votesPA.com/ApplyMailBallot, by mailing in a paper application, or by submitting a paper application in person at the county election office.
- When you apply in person, you can ask for your ballot immediately. If the ballot is available, you can complete it in the office and return it to the county election staff.
• You can return your completed ballot by mail or in person at your county election office.
• The county must receive your completed ballot by 8:00 pm on election day in order to count it.

It’s important to know your vote is final once your county receives your mail-in or absentee ballot, and you are not allowed to go to the polling place to change your vote on election day. If you do not return your voted ballot to your county election office by 8:00 p.m. on election day, you can vote by provisional ballot at your polling place.

When you apply for an absentee or mail-in ballot, you can ask to have the ballots for every election that year mailed to you. Simply check the box for “annual absentee request” or “annual mail-in request.”

Learn more about mail-in voting at VotesPA.com/mailballot.

No straight-party voting

You no longer have the option to check just one box to vote for all the candidates of one political party. You can still select all candidates from one party, but you must select them individually in each contest.

New Voting Systems

If you vote in person on election day, you may use new voting equipment for the first time. These new systems provide a paper record to ensure accuracy, and you will have the opportunity to confirm your choices on a paper record before casting your vote. Plus, the new systems are easy to use and have accessible features to make voting easy and convenient for voters with disabilities.

Go to VotesPA.com/readytovote to explore your county’s voting system. Do your part by being a prepared voter before you head to your polling place. This will help things run smoothly on election day.

Spread the Word!

Follow the Pennsylvania Department of State on Facebook @PADepartmentofState and Twitter @PAStateDept. Help your fellow Pennsylvanians get #ReadytoVote2020 by sharing content about the 2020 elections from THE trusted source for Pennsylvania election information.
Suggested Timeline #ReadyToVotePA

January-February 2020
- Voter registration
- Learn about new voting systems

March-April 2020
- Promote new voter registration deadline (April 13)
- Mail-in & absentee ballot deadlines (apply & return ballots)
- #PAPrimary April 28

May-August 2020
- Voter registration
- Learn about new voting systems

September 2020
- National Voter Registration Month

October-November 2020
- Promote new voter registration deadline (October 19)
- Mail-in & absentee ballot deadlines (apply & return ballots)
- Election Day – November 3