



# Wisconsin Elections Commission

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**DATE:** October 11, 2024

**TO:** Wisconsin Municipal Clerks  
City of Milwaukee Election Commission  
Wisconsin County Clerks  
Milwaukee County Election Commission

**FROM:** WEC Staff

**SUBJECT:** MyVote Awareness Campaign Materials Available for Clerk Use

Earlier this week the Wisconsin Elections Commission launched a new statewide awareness campaign promoting the state's official website, [MyVote.wi.gov](http://MyVote.wi.gov), to make sure voters have access to accurate and reliable election information.

The campaign message highlights the website in a friendly, relatable way — one that speaks directly to Wisconsin voters. Messages include, “Get your ducks in a row,” and “The big cheese when it comes to voting information.”

WEC worked with Vendi Advertising in La Crosse on the awareness campaign, which includes paid digital display ads and a radio spot running in October.

The outreach campaign is not a voter registration campaign, but instead is an effort to ensure that all Wisconsin voters have access to the accurate information they need to register to vote, vote, and understand how the process works.

[MyVote.wi.gov](http://MyVote.wi.gov) is a great resource for voters in your jurisdictions. On the MyVote Wisconsin website, voters can find their polling place, see their sample ballot, make sure their registration is up-to-date, register to vote online, search their voter history, request and track an absentee ballot, and more.

The WEC encourages clerks who are interested in promoting [MyVote.wi.gov](http://MyVote.wi.gov) to use the awareness campaign materials as they wish, provided the ads remain unaltered. Clerks may wish to post the files on their website or social media, or print out the ads to post physically.

A zip file of the awareness campaign materials is attached to this email. The file includes the digital display ad images and the radio spot.

If you would like to be resent the zip file, please contact [electionspio@wisconsin.gov](mailto:electionspio@wisconsin.gov).

*Wisconsin Elections Commissioners*

Ann S. Jacobs, chair | Marge Bostelmann | Don M. Millis | Carrie Riepl | Robert Spindell | Mark L. Thomsen

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Administrator  
Meagan Wolfe