



Wisconsin Elections Commission

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DATE: September 14, 2020

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

FROM: Meagan Wolfe, Administrator

SUBJECT: Voter Outreach Plan for November Elections

Thank you for all you are doing to educate voters in your municipality and county about election security, the photo ID law, and all the different ways voters can cast their ballot this fall. In order to aid your continuing outreach efforts, the Wisconsin Elections Commission has worked with KW2, a local advertising agency, to survey voters about their questions and concerns ahead of the November election and put together a kit of tools and resources you can use to reach out to voters in your community leading up to the November 3rd election. The entire toolkit can be found at <https://elections.wi.gov/clerks/voter-outreach>. WEC and KW2 staff have recorded a webinar to describe the materials in more depth and offer tips on implementing the various resources in your community. This webinar can be found at <https://elections.wi.gov/index.php/node/7086>. The following voter documents and resources are now available on the WEC websites for your use:

1. MyVote Wisconsin and Election Security Videos

The WEC has six short animated videos available at <https://elections.wi.gov/node/7104>, and can be downloaded from the WEC's Vimeo page at <https://vimeo.com/showcase/7545193>. These engaging videos are useful tools for voter outreach events and for use on your websites and social media. The videos are around 2 minutes each and cover the following topics:

- What is Absentee Voting?
- How Can I Get an Absentee Ballot?
- How to Fill Out an Absentee Ballot?
- How Exactly Do I Turn in My Completed Absentee Ballot?
- How are Absentee Ballots Counted in Wisconsin?
- How Can We Be Sure Wisconsin's Election Results Are Accurate?

2. Earned Media Toolkit

If you are looking for ways to proactively promote election security and voting information in your community, the WEC has created an earned media toolkit for use with local news media. The toolkit contains news release templates that you can customize for your municipality, media pitches, talking

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points, and media FAQs. You will find the toolkit as an attachment to this communication. The toolkit can be found at <https://elections.wi.gov/node/7101>.

3. Fact Sheets

Factsheets discussing how to request and return an absentee ballot by mail and how Wisconsin delivers accurate election results. The one-page factsheets are meant to help quickly promote election information and can be printed and distributed around your community or posted on websites. The fact sheets can be found at <https://elections.wi.gov/node/7100>.

4. Social Media Plan for Clerks

Are you interested in using Facebook and Twitter to reach your voters but are unsure you will have enough content to post? The WEC has two options to help you reach out to your voters on Facebook and/or Twitter:

- a. **Social Media Toolkit for Clerks:** The WEC has created a calendar of pre-planned social media posts for clerks to use. The social media plan is attached to this communication. Posts are organized to follow the WEC's weekly messaging themes. There are also images embedded in the calendar that we encourage you to upload with your posts. This toolkit can be found at <https://elections.wi.gov/node/7102>.
- b. **Share and Re-Tweet WEC Posts:** Please follow the Wisconsin Elections Commission on Facebook and @WI_Elections on Twitter. We encourage you to share and re-tweet WEC posts to help us reach voters in your community.

5. Website Banners

To help promote absentee voting, election security information, and the MyVote Wisconsin website, website banners have been created by KW2 and the WEC. These banners can be added to municipal or county webpages, including non-clerk related pages. The images can be switched out periodically to show new messages and link to different WEC webpages that discuss election security and November preparations in more depth. The banners can be found at <https://elections.wi.gov/node/7103>.

6. Photo ID Resources

The WEC, in partnership with KW2, has created various outreach materials discussing Wisconsin's photo ID law. Both quick information guides and more individual ID-specific guides are available for clerks to use around their community. The WEC has also created and updated the easily distributed palm card, which describes the photo ID law and how voters can get a free ID for voting purposes. The in-depth guides and palm card, including the IDPP palm card, are linked on the clerk outreach page. Additional photo ID information can be found at <https://elections.wi.gov/elections-voting/photo-id> and <https://bringit.wi.gov/multimedia>.

7. Crisis Communication Toolkit

To help clerks best communicate election information and updates during a potential crisis, the WEC and KW2 have created a toolkit with proactive communication topics and story pitching, tips for identifying a crisis situation that requires a crisis communication approach, and sample press releases, tips, and social media posts. The kit also has various examples that can allow a clerk and their office run

through various scenarios to practice their crisis communication strategies. This toolkit can be found in The Learning Center at <https://electiontraining.wi.gov/mod/folder/view.php?id=922>.

8. Additional Resources

To help promote information about Wisconsin's various election laws and processes, the WEC has created various outreach pages and information to help clerks and voters prepare for the upcoming election. This section has guides discussing the photo ID law, voter registration information, detailed information about special types of voters, and more. These additional resources can be found at <https://elections.wi.gov/node/7093>.

We hope that you will use these tools to educate voters in your municipality about photo ID and other voting requirements. It is also our hope that you will share these materials with community organizations and groups that work with voters in your community. If you have any questions about the voter outreach materials, please contact the Help Desk at elections@wi.gov or calling 608-261-2028