Partner Toolkit

ELECTION HERO DAY | NOVEMBER 7, 2022
November 7, 2022

Election Hero Day

Election Hero Day is a national day of recognition on November 7, 2022. On this day, nonprofits, business leaders, brands, public officials, and many more will celebrate the tremendous contributions election administration teams, poll workers, and more across the nation are making to ensure a safe, secure voting experience for all. A day before the midterm election, Election Hero Day celebrates all election staff that ensure a safe, secure, and accessible Election Day.

This toolkit is intended to provide you with content to amplify your partnership with the #ThankYouElectionHeroes activation as you best see fit.

In this toolkit, you will find:

› Social Accounts to Follow
› Sample Social Copy
› Creative Assets
› Messaging Guidelines & FAQs
› Sample Email Draft

We invite you to customize these designs, integrate with your own branding, and share on your channels.

If you have any questions, please reach out to keara@impactual.com.

Social Accounts to Follow:

/twitter @electionheroday
/facebook @electionheroday
/instagram @electionheroday
/www.electionheroday.org

#ThankYouElectionHeroes
Sample Social Content for November 7th

Elections are community driven. Let’s thank friends, family, colleagues, and neighbors who have taken the time and effort to ensure that this midterm election runs smoothly. 👏👏👏 #ThankYouElectionHeroes

YOU registered to vote and got three friends to register as well. YOU mailed in your ballot. YOU voted early. YOU powered the polls. YOU sent pizza to hungry voters. So, it’s our turn to say #ThankYouElectionHeroes

We are grateful for #electionheroes who have been steadfastly working to provide safe, secure, and accessible elections this midterm. Join us, business leaders, elected officials, nonprofits, and enthusiastic people across the US by celebrating #ElectionHeroDay. #ThankYouElectionHeroes

From printing ballots to cleaning voting booths, there are so many ways #electionheroes show up for our democracy. Thank you for doing all of the work to make sure that every vote counts. #ThankYouElectionHeroes

We could not have kept the hundreds of thousands of polling places open across the country without dependable election clerks and eager volunteers willing to serve our democracy. #ThankYouElectionHeroes
Creative Assets

View the Election Hero Day graphics [HERE].

Feel free to add your logo, make your own, or reach out to collaborate on a post for your specific brand.
Message Guidelines

› Remain non-partisan and focus on engaging all voters, regardless of party affiliation. We want everyone to participate in democracy!

› Remind your audience of the crucial nature of election heroes with the upcoming midterm elections.

› Highlight the work being done in local communities. Poll workers and election administrators are your friends and neighbors, and they’re giving a great deal of time and energy to our democratic process right now.

› Please feel free to customize the messaging and graphics to thank the people you think are helping make our democratic process possible this year.

What Is An Election Hero?

› **COUNTY/MUNICIPAL ELECTION CLERKS AND DIRECTORS:** They are responsible for running the day-to-day operations of registration and voting for their election jurisdictions. This year, election administrators and their teams have been placed under pressure to create a general election plan that is safe and accessible to voters in their jurisdictions.

› **ELECTION OFFICE STAFF:** These people are responsible for supporting the work of the election administrator through clerical work, digital support, and much more. In many cases, this team is quite small, leading to a heavy and time-sensitive workload for these workers in this critical time.

› **POLL WORKERS:** They support the local election staff in administering a smooth voting process on Election Day and during early voting. They are responsible for everything from checking voters in, to making sure voting machines are working in proper order. These folks are put on the front lines of elections and will interact with hundreds of voters throughout their work.
Sample Email

On November 7, 2022, we will be celebrating Election Hero Day, to recognize the incredible work of local election clerks, staff, and poll workers this year. A strong democracy is one where everyone participates.

To honor this year’s election heroes, I hope you will join me in thanking the friends, family, and colleagues in your network who have given selflessly to make the 2022 election happen. For sample social media graphics or to learn more about Election Hero Day, please visit www.ElectionHeroDay.org.

With a vital midterm election on the horizon, please make sure you have a plan to vote—and say thanks to any election hero you pass when you cast your ballot.