



STATE OF MINNESOTA
Office of Minnesota Secretary of State
Steve Simon

2024 Voter Participation Toolkit

Help return MN to #1 in voter turnout.

Incorporate easy-to-use messages and links into your employee communications and social media postings.

Visit mnvotes.gov for all your voting information.

Contact [Melanie Hazelip](mailto:Melanie.Hazelip@mn.gov), 612-327-1621, for additional information or with questions.

Fellow Minnesotans:

Thank you for prioritizing civic responsibility and voter engagement! 2024 is a big election year, with three statewide elections in March, August, and November. Minnesota has been #1 in voter turnout three out of the last four years. With your help, we can get back to #1. To help, my office has implemented a comprehensive, nonpartisan voter outreach plan that includes this toolkit. Please customize these messages to suit your situation and share them as frequently as possible with as many people as you can. Voting provides the foundation for all that makes our state and country such wonderful places to live and do business. Thank you for doing your part to help Minnesota maintain the strongest foundation in the country.

Sincerely,

Steve Simon, Minnesota Secretary of State

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Suggested Priority Messages

Throughout the Winter, please share these messages with your neighbors, colleagues, employees, etc. via email, newsletters, electronic message boards, break room monitors, etc. and post a few messages to your social media accounts. Here are some suggestions.

Presidential Nomination Primary (PNP) Early Voting

The Presidential Nomination Primary (3/5/2024) is voters' chance to have a say at who is on the ballot for President in November. The PNP is easy to access and an important part of the Presidential Election. Prepare these communications for distribution on or near **January 19th**.

Suggested Email Message

Subject Line: Presidential Nomination Primary

March 5th is the [Presidential Nomination Primary](#) (PNP) and early voting has begun. The PNP is your *only* chance to have a say at who is on the ballot for President in the November election. You have three ways to vote; early in person, early by mail, and on Election Day. Find your early voting info [here](#). If you prefer to vote on Election Day, find your polling place [here](#). You can also see exactly who is on the ballot [here](#). Whether it's early or on Election Day, at home or by mail, just be sure to cast your ballot!

Go to mnvotes.gov to get any of your election and voting questions answered.

Suggested Social Media Post

Voting for the Presidential Nomination Primary has begun! Find out all you need to at mnvotes.gov. #mnvotes

Suggested Newsletter Content

Presidential Nomination Primary

March 5, 2024, is the Presidential Nomination Primary (PNP). This is your chance to have a say in who is on the ballot this November for President. Your vote is a powerful tool for change and participating in the PNP is a great way to take part in the democratic process.

There are three ways to vote, making it easy to have your voice heard.

1. [Vote early in-person](#). All voters have at least one location to vote early in-person, with many having additional locations. Contact your [county elections office](#) with any questions.
2. [Vote early by mail](#). Request an [absentee ballot](#) and vote with ease from home. The ballot will be mailed directly to you. Once you've filled it out, return it to your county election office. You can even [track your ballot](#) to confirm that it was received and counted.
3. [Vote on Election Day](#). Polling places are open from 7am to 8pm. Use this [poll finder](#) to find yours.

Regardless of how you vote, just be sure you vote. Don't miss the chance to use your voice in deciding who is on the November ballot.

Presidential Nomination Primary (PNP) Final Reminder

Suggested Email Message

Subject Line: 1 week until Presidential Nomination Primary

It may seem like the 2024 election is still months away, but March 5th is the [Presidential Nomination](#)

[Primary](#) (PNP) is just *one week* away. You can still vote [early in-person](#) or on [Election Day](#). You can even check out who is [on the ballot](#) ahead of time. The PNP determines who the November Presidential Candidates will be. Participating in the PNP gives you the chance to shape the direction of your party and influence who will represent you in the Presidential race. Use your voice with your vote.

mnvotes.gov has all the information you need.

Suggested **Social Media Post**

The Presidential Nomination Primary is one week away! Learn where to vote early, on Election Day, and more at mnvotes.gov. #mnvotes

Suggested **Newsletter Content**

Presidential Nomination Primary

The Presidential Nomination Primary is one week away, March 5th. It's your chance to have a say in shaping the direction of your party and deciding who is on the ballot this November for President. Your voice matters. Your vote matters. Be sure to use them in the Presidential Nomination Primary.

You can still vote early in-person or on Election Day. Be prepared by checking [who is on your ballot](#) before you vote.

- [Vote early in-person](#). All voters have at least one location to vote early in-person, with many having additional locations. Contact your [county elections office](#) with any questions.
- [Vote on Election Day](#). Polling places are open from 7am to 8pm. Use this [poll finder](#) to find yours.

Be a voter. And make sure your friends and family are voters too! Help us spread this message. Go to mnvotes.gov for all your voting needs.

National Voter Registration Day

Capitalize on National Voter Registration Day (9/17/2024) to get your neighbors, colleagues, employees, etc. thinking about the voting process. Prepare these communications for distribution on or near **September 17th**.

Suggested Email Message

Subject Line: National Voter Registration Day

September 17th is National Voter Registration Day. Let's [get ready to vote](#). First, [confirm your voter registration](#). If you've never voted in Minnesota, have recently moved or changed your name, or haven't voted in more than four years, [register now](#)! This is just the beginning. You now have the opportunity to [vote early in person](#). If you will be out of town on Election Day, November 5th, or prefer voting absentee from home, apply for your [vote-from-home ballot](#) now. However you do it, be a voter.

And don't forget, 16- and 17-year-olds can [pre-register](#) to vote!

Suggested Social Media post:

[Confirm your status. Register or update your registration!](#) #mnvotes

Suggested Newsletter Content

National Voter Registration Day

Tuesday, September 17th is **National Voter Registration Day**. Are you prepared to be a voter? First step: [Check your registration](#). If you've never voted in Minnesota, have recently moved, have recently changed your name or haven't voted in more than four years, you will need to [register to vote](#).

Second step: [Register](#), if necessary. This process takes just a few minutes and can be done on your phone, computer, or on paper. Although you can register at the polls on Election Day in Minnesota, avoid the lines and save time by doing it now.

Third step: [Check out your ballot](#) and start thinking about your votes.

2024 is a big election year, with three statewide elections including a presidential election. March 5, 2024 is the Presidential Nomination Primary, August 13, 2024 is the General Election Primary, and November 5 is the General Election. Don't miss your chance to participate!

Minnesota has been #1 in the country in voter participation for the last three out of the last four elections. Help us get back to #1 in 2024. Be a voter. Encourage your family and friends to do the same.

If you have other voting-related questions, visit [mnvotes.gov](#).

Additional support material:

[Let's Get Ready to Vote](#) video, also available in [Hmong](#), [Somali](#) and [Spanish](#).

[How to Vote](#) factsheet. Reinforce the email message with information in employee lounges. Print yourself or order bulk quantities free of charge; [available in 11 languages](#).

Early Voting

In person Early Voting is now an option for everyone and was used by more than 1.9 million Minnesotans in 2020. Let's encourage more people to choose Early Voting in 2024.

Prepare these communications for distribution on or near **October 7th**.

Suggested Email Message

Subject line: Be An *Early Voter*

(Use one of more of these brief messages to get folks interested in early voting.)

Heard enough campaign ads? Be an early voter and tune them out! [Here's how](#).

Don't get stuck in an Election Day line. Vote early! [Here's how](#).

Don't let anything get in the way of you casting your vote. Do it today, tomorrow or any time before Election Day. [Here's how](#).

A vote by any other name is still a vote: Vote Early. Vote Absentee. [Here's how](#).

Already decided who will get your vote? Then be an early voter! You can do it now. [Here's how](#).

Did you know you have a [right to time off](#) to vote at any point during the 46 day early vote period?

Suggested Social Media post:



Did you know that some people have already voted in person? [You can, too!](#) #mnvotes

Suggested Newsletter Content

Absentee Voting and Voting Early In Person

Early voting is an option for every eligible Minnesota voter. In 2014, Minnesota instituted “no excuse” absentee balloting where you no longer need to provide a reason to request an absentee ballot. Anyone can [apply for an absentee ballot](#) and vote from the comfort of their home. The absentee ballot form – which also allows you to register, if needed – will be sent directly to you and can be returned by mail. Absentee ballot applications – which can be submitted anytime and returned by mail, or in person at your local election office. The paper application is [available in 11 languages](#).

Absentee ballots are available starting 46 days before Election Day. During this period you can [vote in person](#) using the absentee ballot at designated early voting locations. Every county is required to have at least one early voting location, and many have multiple locations. They must be open during all regular business hours plus the last Saturday before Election Day from at least 10am – 3pm and the day before Election Day until at least 5pm. Many locations have expanded hours especially during the week before Election Day.

Beginning of June of 2024, you can request to get on the permanent absentee ballot list and have a ballot mailed to you for every election.

We also have “direct balloting” during the 18 days prior to Election Day. With direct balloting, you fill in a regular ballot – not an absentee ballot – and place it directly into the vote tabulator. [Early voting locations](#) will have this option during the last week before Election Day.

Consider doing what 1.9 million Minnesotans did in 2020: **Vote Early!** - either by mail or in person.

Go to [mnvotes.gov](#) for additional information on early voting and other topics.

Additional support material:

[Vote Early, Vote Absentee](#) video.

[Vote Early By Absentee](#) factsheet. Reinforce the email message with information on community bulletin boards, employee lounges, etc. Print yourself or order bulk quantities free of charge; [available in 11 languages](#).

Make a Plan to Vote

Studies show that if someone thinks ahead about when, how, and where they will vote, they are much more likely to actually vote. Let's help your community/employees Make a Plan to Vote. Prepare these communications for distribution on or near **October 29th**.

Suggested Email Message:

Subject line: Make A Plan To Vote

Election Day is a week away. You can still [vote early, in-person](#) up until November 4th and avoid Election Day lines, the need to get up 20 minutes early, or dealing with an Election Day emergency that would prevent you from getting to the polls.

If you like voting the traditional way, *make a plan to vote*: Schedule your voting time on November 5th on your calendar – right now! [Confirm your registration](#), [find your polling location](#) and add it to your calendar entry, and check out what will be on [your ballot](#). Be sure to set a reminder for the night before and 30 minutes before you vote! Go to [mnvotes.gov](#) for additional voting information.

Suggested Social Media post:



[Vote Early. Confirm Your Registration. Find Your Voting Location. Check out Your Ballot. mnvotes.gov. #mnvotes](#)

Suggested Newsletter Content

Make a Plan to Be a Voter

Election Day is about your choice and your power – use it. *Make a plan to be a voter!*

First option: [In person early voting](#). Avoid Election Day lines, the need to get up 20 minutes early, or an illness that would prevent you from getting to the polls by casting your ballot early. Find a convenient [early voting location](#) – there are hundreds of them. Get the task done now! Or, schedule it, including your early voting location, for another day.

Second Option: Make a Plan for Election Day. You are busy, there is a lot to do before and after work. Schedule voting in your calendar right now – with a reminder alarms! [Find your polling location](#) and add it to your calendar. Take a look at [your ballot](#) and start thinking about all the choices you will make. Print a copy, mark your choices and bring it with you.

2024 is a *big* election year! There are three statewide elections, including a Presidential Election. You will also vote for your U.S. Senators, U.S. Representatives, State Representatives, and Judicial Seats. Voting gives you the chance to have a say in shaping your community and country. It's how you express your opinions and contribute to the democratic process. You can influence policies, leadership and the direction of our nation. **Be a Voter!** Don't miss the chance to use your voice. If you have other voting-related questions, visit [mnvotes.gov](#).



Additional support material:

[It's Election Year, Minnesota](#) video, also available in [Hmong](#), [Somali](#) and [Spanish](#). [Election Day Registration](#), [Time Off Work to Vote](#), and [Voter Assistance factsheets](#). Reinforce the email message with information in employee lounges. Print yourself; [available in 11 languages](#).

Additional Outreach Tools and Ideas

Factsheets

[Factsheets](#) on 13 subjects are available for use on websites, social media, email and in print. You can download, print copies for your use. Many of them are available in 11 languages. Subjects include: How To Vote; New Voters; Election Day Registration; Vote Early By Absentee; Know Your Rights; Time Off Work To Vote; Voter Assistance; Military and Overseas Voters; College Students; High School Students; Voting with a Criminal Record; Primary Election; Precinct Caucuses; and Students Abroad; What's New 2023; Presidential Nomination Primary

Visit by the Secretary of State and Employee Gatherings

Please consider making voter participation a topic for one or more of your neighborhood events, social or workplace gatherings this fall. OSS staff can help design a program and Secretary Simon may be available to attend events throughout Minnesota. Contact Melanie Hazelip: melanie.hazelip@state.mn.us, 612-327-1621 to schedule a visit with Secretary Simon.

Consider hosting a Voter 101 info session with the OSS

Voter 101s are a great way to get critical election information to your communities. They are typically one hour with space for Q&A, and the topic can be anything related to voting and elections that you think best suits your audience. Voter 101s are presented by Melanie Hazelip and can be virtual or in-person. To schedule a Voter 101 contact melanie.hazelip@state.mn.us, 612-327-1621.

Videos

Share these videos on websites, social media, email, other e-communications, in-house monitors, and at events.

- **"It's Election Year, Minnesota!"** (2 minutes) — Animated, fast-paced video provides voters with an overview of the voting process. Also available in [Hmong](#), [Somali](#) and [Spanish](#).
- **"Vote Early, Vote Absentee!"** (1 minute 30 seconds) — Animated video provides voters with details of the absentee voting process.
- **"Get Ready to Vote!"** (30 seconds) — Animated video provides overview of helpful voter tools. Also available in [Hmong](#), [Somali](#) and [Spanish](#).

Unique Opportunities

- Brainstorm; come up with new ways to promote civic engagement and voter participation.
 - Add [election dates](#) to computer login screen
 - Put [factsheets](#) on message boards
 - Post [factsheets](#) in break room
 - Post your voting pics
 - Ask your community to share the first time they voted
 - Create a voter mini-website

Additional Prompts for Email, Social Media Posts, and E-Newsletters

Perhaps your community or company calls for communication on a particular voting topic. Here are some additional voting topics you may want to consider. Find full-size graphics ready for social media or email at this page: [2024 Social Media Graphics](#).

More information about these subjects and many others can be found at [mnvotes.gov](#). If you want help on a particular topic or clarification on a voting question, please contact Melanie Hazelip: melanie.hazelip@state.mn.us, 612-327-1621

- Voter Registration – If you are new to Minnesota, have recently moved within Minnesota, haven't voted in more than 4 years, or will be voting for the first time, you will need to register before you vote. You can register on Election Day, but it will save you time if you complete your registration before October 15, 2023.
 - [Online registration](#).
 - [Print a registration form](#) and return by mail
 - If you plan on [registering on Election Day](#), be prepared!
 - 16- and 17-year-olds can [pre-register to vote](#)
 - You can [vote with a criminal record](#), as long as you are not currently incarcerated
- Military personnel and their families if stationed away from home:
 - [Order your absentee ballot](#) now.
 - Return your absentee ballot by [these suggested dates](#).
- Need to Vote Absentee? [Here's how](#).
 - Working out of state or won't be home:
 - [In-person voting](#) before you leave.
 - [Mail-in absentee ballot](#).
 - Working/travelling out of country:
 - [In-person voting](#) before you leave.
 - [Overseas absentee ballot application](#).
- No Excuse Absentee Voting By Mail
 - You no longer need a reason to vote by absentee ballot. Any eligible voter can [apply for a mail-in absentee ballot](#) and vote from home.
- Early Voting
 - Eligible voters can now cast their ballot starting 46 days before Election Day at designated [early voting locations](#).
 - You now have the right to time off work to vote at any time during the 46-day voting period.
- Registering at the polls on Election Day
 - If you plan on registering at the polls on Election Day, you will need [proper identification](#). There are several options.
- Find your voting location
 - Not sure where to vote? [Find your polling location](#) right now!
- GOTV
 - Voting matters! It is the foundation of our democracy. It is a crucial way for you to participate in the democratic process and make your voice heard. And, sometimes, your vote truly does determine the outcome of an election – maybe it will this year. [Confirm your registration](#), [find your voting location](#), [checkout your ballot](#). Be a voter!
- Election Security and Integrity
 - Minnesota's election system is accessible, safe, and secure.
 - [Check out our new website](#) to learn elections facts, and how we know Minnesota elections are fair, accurate, and secure.

- When a foreign government tried to hack our elections system in 2016, the attempt was identified early and stopped .
- Federal intelligence officials and law enforcement recently tested the security of Minnesota’s election system by trying to hack into it. We passed the test.
- Minnesota is proudly old school – we use paper ballots so that you can be certain that your vote is counted, counted accurately and stored for any future need.

Social Media Post Ideas–

- **September 20, Absentee Ballots Are Available**
Save time on Election Day from the comfort of your own home—[vote early by mail or in person](#). #mnvotes
- **September 17, National Voter Registration Day**
Every registration is a step towards a stronger democracy. [Register today](#). #mnvotes
- **October 8, One Week to Voter Pre-Registration Deadline**
You can [register online](#) to vote through Oct. 15. #mnvotes
- **October 29, one Week to Election Day**
Get ready to cast your vote and actively participate in shaping our future. [Go here](#) to find your polling place, hours, and Election Day registration needs. #mnvotes

Graphics

Find full-size graphics ready for social media or email at this page: [2024 Social Media Graphics](#).
Feel free to include any of these graphics in your communications.



If you have any questions, please contact [Melanie Hazelip](#): 612-327-1621, melanie.hazelip@state.mn.us