



**STATE OF MINNESOTA**  
Office of Minnesota Secretary of State  
Steve Simon

---

## 2023 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](https://mnvotes.gov) for all your voting information.*

*Contact [Melanie Hazelip](mailto:melanie.hazelip@state.mn.us), 612-327-1621, for additional information or with questions.*

Fellow Minnesotans:

Thank you for prioritizing civic responsibility and voter engagement! With help from many of you, Minnesota has been #1 in the country in voter participation for three out of the last four elections. I want Minnesota to return #1. That is why 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

## Content Overview

- Section 1:** Suggested Priority Messages
  - National Voter Registration Day, September 19<sup>th</sup>, page 2
  - Early Voting, September 22<sup>nd</sup>, page 3
  - Make a Plan to Vote, October 18<sup>th</sup>, page 4
- Section 2:** Additional Outreach Tools and Ideas, page 5
- Section 3:** Additional Prompts for Communications, page 6-7
- Section 4:** Social Media and Graphics, page 7

## Suggested Priority Messages

Throughout the fall, please consider sharing at least 3-4 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.

### National Voter Registration Day

Capitalize on National Voter Registration Day (9/19) to get your neighbors, colleagues, employees, etc. thinking about the voting process. Prepare these communications for distribution on or near **September 19<sup>th</sup>**.

#### Suggested Email Message

Subject Line: National Voter Registration Day

September 19<sup>th</sup> 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 7<sup>th</sup>, or prefer voting absentee from home, apply for your [vote-from-home ballot](#) now. However you do it, be a voter.

#### Suggested Social Media post:

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

#### Suggested Newsletter Content

##### *National Voter Registration Day*

Tuesday, September 19<sup>th</sup> 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.

There are many local elections happening across the state in 2023. Local elections are critical when it comes to the issues that impact your day-to-day life. Local elected officials determine snow and garbage removal, school funding, infrastructure, parks, police funding and more. Make sure you have a say in these issues by voting in local elections.

Minnesota has been #1 in the country in voter participation for the last three out of the last four elections. Do your part to keep Minnesota on top. 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 2023.

Prepare these communications for distribution on or near **October 7<sup>th</sup>**.

### 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. So now, 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 this period you can [vote in person](#) 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.

In 2016, the early voting process was modified to allow for “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. Many [early voting locations](#) will have this option during the last week before Election Day. Check with your local election officials to confirm.

Consider doing what 1.9 million Minnesotans did in 2023: **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 in employee lounges. 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 employees Make a Plan to Vote. Prepare these communications for distribution on or near **October 31<sup>st</sup>**.

### 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 6<sup>th</sup> 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 7<sup>th</sup> on your electronic 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 not just Another Day. It is an Important Day. *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 dealing with an Election Day emergency that would prevent you from getting to the polls by casting your ballot today or any day prior to November 7<sup>th</sup>. 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. Better schedule this voting task in your calendar right now – with a couple of reminder alarms! [Find your polling location](#) and add it to your calendar. Now, 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.

2023 is not an off year – it's a local election year! There are many cities and schools with regularly scheduled elections. [Here](#) is the comprehensive list of local elections in Minnesota. Local elections are critical in determining the issues that impact your day-to-day life. Things like snow and garbage removal, school funding, infrastructure, parks, and police funding are all determined by your local officials. Be sure to have a say in these important issues. Don't drop-off. **Be a Voter!** 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 202316.2

### 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](mailto: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](mailto: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.
  - Computer login screen
  - Message boards
  - Break room monitors
  - Post your voting pics

## 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: [2023 Social Media Graphics](#).

More information about these subjects and many others can be found at [mnvotes.gov](https://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](mailto: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 17, 2023.
  - [Online registration](#).
  - [Print a registration form](#) and return by mail
  - If you plan on [registering on Election Day](#), be prepared!
- 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. Men and women have fought and died to protect our freedom and right to vote. 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 –

- **September 22, Absentee Ballots Are Available**  
Save time on Election Day—[vote early by mail or in person](#). #mnvotes
- **September 19, National Voter Registration Day**  
What’s that sound? It’s voters across the country registering on National Voter Registration Day! [Register today](#). #mnvotes
- **October 10, One Week to Voter Pre-Registration Deadline**  
You can [register online](#) to vote through Oct. 17. #mnvotes
- **October 31, One Week to Election Day**  
You can register to vote at your polling place on Election Day. [Go here](#) to find your polling place and see what you’ll need to register. #mnvotes

### Graphics

Find full-size graphics ready for social media or email at this page: [2023 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](mailto:melanie.hazelip@state.mn.us)