



Communications Toolkit

FOR ELECTION OFFICES SERVING *UOCAVA* VOTERS

INSTRUCTIONS

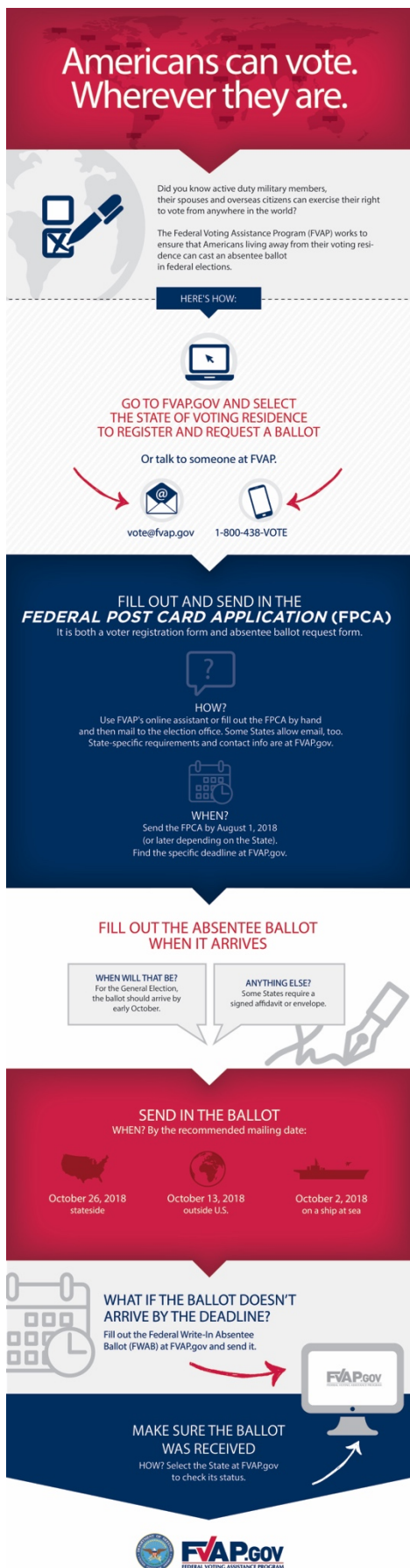
This toolkit is designed to support election offices in their efforts to reach *UOCAVA* voters —Service members, their eligible family members, and U.S. citizens residing overseas — and help them vote absentee in the 2018 elections from anywhere in the world.

You're welcome to **customize and publish the content in this toolkit on your channels** to best serve your *UOCAVA* voters.

Overview of *UOCAVA* Communications and Corresponding Toolkit Content

	Pre-Registration Deadline	Post-Ballot Transmission	Pre-Voting Deadline
Timing	During election year until state's absentee voting registration deadline	After state distributes absentee ballots in late September/early October	During mid-October and early November until state's absentee voting deadline
Messaging	<ul style="list-style-type: none">• Register to vote and request ballot• These are the deadlines (links to online public calendars)	<ul style="list-style-type: none">• Look for your ballot• Follow instructions (signing, etc.)• Register now if you haven't• Use FWAB as backup ballot if necessary	<ul style="list-style-type: none">• Vote now• Check that ballot was received by election office• Use FWAB as backup ballot if necessary
Contents	<ul style="list-style-type: none">• Absentee Voting Process Infographic• FPCA Receipt Confirmation Postcard• Voter Email Template• Website Content Template• Social Media Post Templates (Facebook, LinkedIn, Twitter, etc.)• Press Release Template	<ul style="list-style-type: none">• Voter Email Template• Website Content Template• Social Media Post Templates (Facebook, LinkedIn, Twitter, etc.)	<ul style="list-style-type: none">• Voter Email Template – Reminder to Vote• Voter Email Template – Ballot Receipt Acknowledgement• Website Content Template• Social Media Post Templates (Facebook, LinkedIn, Twitter, etc.)

COMMUNICATING ABOUT THE *UOCAVA* VOTING PROCESS



This graphic illustrates the detailed steps of the *UOCAVA* voting process, when these steps should be taken in 2018, and the resources that the Federal Voting Assistance Program (FVAP) provides. It, along with audience-specific infographics, is available for download here: <https://www.fvap.gov/info/outreach/infographics>.

This graphic illustrates key components of FVAP's communications to voters:

1. A simple definition of voters covered by *UOCAVA* (without using the acronym).
2. Key actions, divided into two broad steps and designed to make voting as easy as possible:
 - Register and request ballot
 - Vote
3. Key deadlines or recommended dates for actions to encourage voters to act early and avoid missing deadlines (a common reason for ballot rejection).
4. Alternatives, such as the Federal Write-in Absentee Ballot (FWAB).
5. How to check if the ballot was received. This information is frequently requested by absentee voters and helps mitigate one of their chief concerns.

You are welcome to adopt, borrow or copy any aspect of FVAP's voter communications — language, steps, graphics, etc. — in whole or in part for your own voter communications.

SHAREABLE CONTENT

UOCAVA voters, particularly those overseas, need extra time to register to vote and to request and submit their absentee ballot. It's best to share this information well in advance of your state deadlines. This section is divided into content that emphasizes particular actions in three phases:

1. **Pre-Registration Deadline: Registering to vote and requesting a ballot.** Use this content in September and before until your state's absentee voter registration deadline.
2. **Post-Ballot Transmission: Getting the ballot.** Begin using this content once your state has distributed absentee ballots in late September and early October.
3. **Pre-Voting Deadline: Submitting ballots and checking receipt.** Use this content during mid-October to early November until your state's absentee voting deadline.

Pre-Registration Deadline (September and Before)

Absentee Voting Process Infographic

This infographic is designed to show *UOCAVA* voters exactly what they need to do — and when — to successfully vote. It incorporates what to do if they don't receive a State ballot in time and how voters can check to ensure you received their voted ballot.

You can attach this infographic to voter emails or print it for hard-copy mailings. For social media, a shorter version can be found in Social Media Post Templates.

FPCA Receipt Confirmation Postcard

FVAP provides postcards you can use to let *UOCAVA* voters know that you have received and processed their FPCA:

<https://www.fvap.gov/uploads/FVAP/EO/leocard.pdf>
<https://www.fvap.gov/uploads/FVAP/EO/leocard.pdf>

YOUR FEDERAL POST CARD APPLICATION FOR VOTER REGISTRATION AND ABSENTEE BALLOT REQUEST HAS BEEN RECEIVED AND PROCESSED

	You will be sent an absentee ballot for Primary - General - Special - Run-off - Other election(s) approximately (date)	
	Your application is incomplete or illegible.	
	Block(s)	is(are) incomplete or illegible.
	Please provide:	
	Please resubmit a completely new application.	
	Comments:	
	Email information to:	
	Fax information to:	
	Mail information to return address on reverse side of this post card.	
Signature	Title/Jurisdiction	Date

Note to election official: This is a return post card for your use. Please mark and fill in applicable items. Write your return address and send to the citizen.

Voter Email Template

Dear [INSERT VOTER NAME]:

If you're part of a military family or living overseas, you can vote — wherever you are.

To vote from anywhere in the General Election on November 6, 2018, please follow these simple steps and timelines.

1. **Register and request your ballot by [DEADLINE].** You can do so by visiting [ELECTION OFFICE WEBSITE] or by filling out a Federal Post Card Application (FPCA) at FVAP.gov.
2. **Vote.** We'll send you the ballot by [DATE]. Please make sure you [INSTRUCTIONS FOR SIGNING, ETC.] and [INSTRUCTIONS FOR RETURN] by [DATE]. To make sure your ballot has enough time to get here, we recommend you send it back by:
 - October 2 if you are on a ship at sea



Did you know U.S. military members, their families and overseas citizens can exercise their right to vote from anywhere in the world?

HERE'S HOW:



- October 13 if you are outside the U.S.
- October 26 if you are stateside

If you don't get your [NAME OF STATE] ballot in time, you can use the Federal Write-in Absentee Ballot (FWAB). It's available at FVAP.gov.

Want to check on the status of your registration or find out if we have received your ballot? Visit [WEBSITE LINK].

Please share this information with other military families or U.S. citizens living abroad who will be away on Election Day.

Thank you,

[ELECTION OFFICIAL]

Website Content Template



2 simple steps for military families and U.S. citizens overseas to vote from anywhere

Life can take you lots of places. And you can vote from all of them. As long as you're registered by [INSERT STATE DEADLINE]. Here's how:

1. To register and request your ballot. Go to [INSERT LINK OR LOCAL INSTRUCTIONS] or go to [FVAP.gov](https://www.fvap.gov) to fill out the Federal Post Card Application (FPCA) and send it to [INSERT YOUR ELECTION OFFICE INFORMATION] by [INSERT YOUR STATE DEADLINE].

We will [EMAIL OR MAIL] your ballot to you.

2. To vote, fill out and send in your ballot so it [arrives OR is postmarked by STATE DEADLINE].

Social Media Post Templates

FACEBOOK POST #1

American citizens can vote from anywhere. If you're a [STATE NAME]ian who will be away in the military or living overseas for the Nov. 6 election, you need to request an absentee ballot by [STATE DEADLINE].

Get started at [ELECTION OFFICE WEBSITE] or [FVAP.gov](https://www.fvap.gov).



TWITTER POST #1

American citizens can vote from anywhere. Absent **[STATE NAME]**ians in the military or living overseas must request an absentee ballot by **[STATE DEADLINE]**. Here's how: **[ELECTION OFFICE WEBSITE]** or FVAP.gov] #Vote2018 #UScits



FACEBOOK POST #2

Across the pond or across state lines, you can register and request your absentee ballot to vote in this year's elections. Visit **[ELECTION OFFICE WEBSITE]** or FVAP.gov] and request by **[STATE DEADLINE]** to receive your ballot in time.

An infographic titled "How to Vote from Anywhere" for U.S. Military and Overseas Citizens. It features a red header with the title and a row of icons representing various groups. Below is a dark blue section with two steps: "STEP 1: Register and request your absentee ballot" (with a laptop icon) and "STEP 2: Fill out and send in your ballot when it arrives" (with a ballot box icon). The bottom of the infographic has a light blue background with the text "THAT'S IT!".

TWITTER POST #2

Living away from home? You can vote if you act now. Visit **[ELECTION OFFICE WEBSITE]** or FVAP.gov] to get started. #Vote2018 #milsponse #UScits

An infographic titled "How to Vote from Anywhere" for U.S. Military and Overseas Citizens. It features a red header with the title and a row of icons representing various groups. Below is a dark blue section with two steps: "STEP 1: Register and request your absentee ballot" (with a laptop icon) and "STEP 2: Fill out and send in your ballot when it arrives" (with a ballot box icon). The bottom of the infographic has a light blue background with the text "THAT'S IT!".

FACEBOOK POST #3

Military families away from home and overseas citizens: Do you plan on voting in the 2018 election? We are here to help make that happen.

But you must act now to register and request your ballot.

Get started at [\[ELECTION OFFICE WEBSITE or FVAP.gov\]](#).



TWITTER POST #3

#UScits #military #milspouse You can vote in 2018. Register and request your absentee ballot by [\[STATE DEADLINE\]](#) at [\[ELECTION OFFICE WEBSITE OR FVAP.gov\]](#) #Vote2018



Press Release Template

Helping Military, Overseas Citizens Vote in 2018 Elections

CITY, St. – Members of the military, their families and U.S. citizens living overseas can vote in U.S. elections from anywhere, and **NAME OF ELECTION OFFICE** can help make it happen. Family and friends can also help, as many military and overseas voters cite them as important sources of voting information.

To vote in the general election on November 6, residents of **STATE** who will be living abroad or away with the military on Election Day must register by **ABSENTEE REGISTRATION DEADLINE** and return their ballot by **VOTING DEADLINE**. All correctly completed ballots received by the deadline are counted. To register to vote, check on the status of registration or request a ballot, go to **[INSERT WEBSITE AND OTHER CONTACT INFORMATION]**.

Military families and citizens abroad can also contact the Federal Voting Assistance Program (FVAP), which provides tools and resources to ensure that American citizens who want to vote can do so from anywhere in the world. Voters can visit FVAP.gov to find state-by-state official registration and ballot request deadlines, as well as fill out a Federal Post Card Application (FPCA), which is the registration and ballot request form, or the Federal Write-In Absentee Ballot (FWAB), the backup ballot.

For additional information, **[INSERT ELECTION OFFICE CONTACT INFORMATION]**. Or visit FVAP.gov, email vote@FVAP.gov or call 1-800-438-VOTE (8683).

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Post-Ballot Transmission (Late September – Early October)

Voter Email Template

Dear [NAME],

Your [NAME OF STATE] absentee ballot was [EMAILED OR MAILED] to you on [DATE].

Please [INSTRUCTIONS FOR BALLOT] and [INSTRUCTIONS FOR RETURN] by [DATE]. To make sure your ballot has enough time to get here, we recommend you send it back by:

- October 2 if you are on a ship at sea
- October 13 if you are outside the U.S.
- October 26 if you are stateside

If you don't get your [NAME OF STATE] ballot in time, you can use the Federal Write-in Absentee Ballot (FWAB). It's available at FVAP.gov.

Want to know if we received your ballot? Check the status at [STATE WEBSITE LINK OR FVAP.gov].

Please share this information with other U.S. citizens who will be away on Election Day.

Thank you,

[ELECTION OFFICIAL]

Website Content Template



Military families and U.S. citizens overseas: Make sure you can vote!

[NAME OF STATE] absentee ballots were sent to registered voters on [DATE].

[IF REGISTRATION DEADLINE HAS NOT YET PASSED:]

If you have not yet registered to vote, please go to [INSERT LINK OR LOCAL INSTRUCTIONS] or go to [FVAP.gov](https://www.fvap.gov) to fill out the Federal Post Card Application (FPCA) and send it to [INSERT YOUR ELECTION OFFICE INFORMATION] by [INSERT YOUR STATE DEADLINE].

We will [EMAIL OR MAIL] your ballot to you.

To vote, fill out and send in your ballot so it **[arrives OR is postmarked by STATE DEADLINE]**. If you don't get your **[NAME OF STATE]** ballot in time, you can use the Federal Write-in Absentee Ballot (FWAB). It's available at FVAP.gov.

Want to know if we received your ballot? Check the status at **[STATE WEBSITE LINK OR FVAP.gov]**.

[WHEN REGISTRATION DEADLINE HAS PASSED:]

To vote in the November 6, 2018 general election, you must have registered by **[STATE REGISTRATION DEADLINE]**. To check the status of your registration, go to **[STATE WEBSITE]**.

To vote, fill out and send in your ballot so it **[arrives OR is postmarked by STATE DEADLINE]**. If you don't get your **[NAME OF STATE]** ballot in time, you can use the Federal Write-in Absentee Ballot (FWAB). It's available at FVAP.gov.

Want to know if we received your ballot? Check the status at **[STATE WEBSITE LINK OR FVAP.gov]**.

Social Media Post Templates

FACEBOOK POST #1

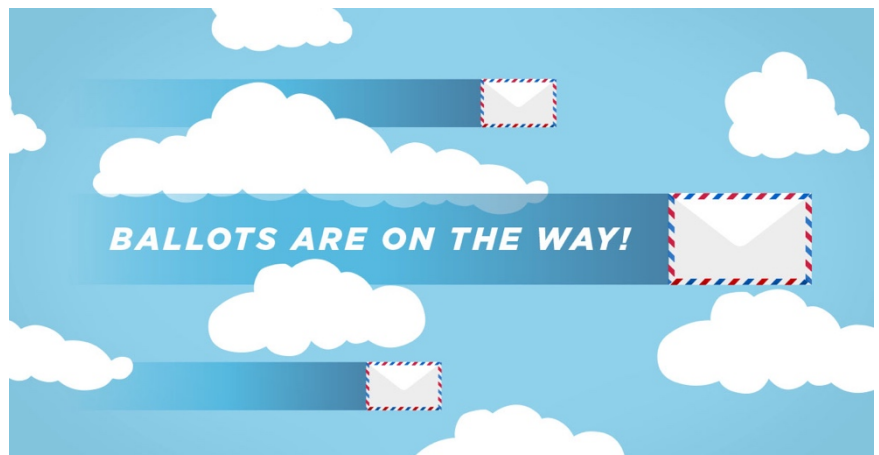
Military members/families and overseas citizens: Did you submit your absentee ballot registration and request by **[STATE DEADLINE]**? You should receive your blank ballot by early October.

Look out for your ballot, fill it out and send it back ASAP once it arrives. All correctly completed ballots received by the deadline are counted.



TWITTER POST #1

#Absentee ballots for Nov. 6 election arrive by early October. Fill out and send back ASAP.
#Vote2018 #military #milsponse
#studyabroad #USCits



Pre-Voting Deadline (Mid-October – Early November)

Voter Email Template – Reminder to Vote

Dear [NAME],

It's election time. Where are you voting from?

Your [NAME OF STATE]'s absentee ballot was [EMAILED OR MAILED] to you on [DATE].

Please [INSTRUCTIONS FOR BALLOT] and [INSTRUCTIONS FOR RETURN] by [DATE]. To make sure it has enough time to get here, we recommend you send it back by:

- October 2 if you are on a ship at sea
- October 13 if you are outside the U.S.
- October 26 if you are stateside

If you don't get your [NAME OF STATE] ballot in time, you can use the Federal Write-in Absentee Ballot (FWAB). It's available at FVAP.gov.

Want to know if we received your ballot? Check the status at [WEBSITE LINK].

Please share this information with other military and overseas voters who will be away on Election Day.

Thank you,

[ELECTION OFFICIAL]

Voter Email Template – Ballot Receipt Acknowledgement

Dear [NAME],

We have received your ballot for the November 6, 2018 general election. Everything was completed correctly, and your vote will be counted.

Thank you for participating in this election, and please remember to keep your voter registration information updated. You can always go to [WEBSITE NAME] to check the status of your registration and your recent voting activity.

Thank you,

[ELECTION OFFICIAL]

Website Content Template



Military families and overseas voters: It's time to vote!

[NAME OF STATE] absentee ballots were sent to voters on [DATE]. To make sure your voted ballot has enough time to get here, we recommend you send it back by:

- October 2 if you are on a ship at sea
- October 13 if you are outside the U.S.
- October 26 if you are stateside

Ballots must be [received OR postmarked] by [DATE] to be accepted. All correctly completed ballots received by the deadline are counted.

If you don't get your [NAME OF STATE] ballot in time, you can use the Federal Write-in Absentee Ballot (FWAB). It's available at FVAP.gov.

Want to know if we received your ballot? Check the status at [STATE WEBSITE LINK OR FVAP.gov].

Social Media Post Templates

FACEBOOK POST #1

Military and overseas citizens:
Time to send back your absentee ballots. All ballots are counted if they [are postmarked OR arrive] by [STATE DEADLINE].

If you didn't receive your ballot in time, use the Federal Write-In Absentee Ballot (FWAB) at FVAP.gov.



TWITTER POST #1

#Military #milspace #studyabroad
#UScits It's voting time! Fill out and
send your absentee ballot now. If
you didn't receive it in time, use
the backup ballot at FVAP.gov.



FACEBOOK POST #2



DIDN'T GET YOUR BALLOT IN TIME? YOU CAN STILL VOTE

U.S military members/families and
citizens abroad: If you haven't
received your absentee ballot, you
can still vote in the Nov. 6 election.

Visit FVAP.gov and use the
Federal Write-In Absentee Ballot
(FWAB).

TWITTER POST #2

#Military #milspace #studyabroad
#UScits: If you didn't receive your
absentee ballot, use a backup ballot
at FVAP.gov.



DIDN'T GET YOUR BALLOT IN TIME? YOU CAN STILL VOTE

FACEBOOK POST #3



Military and overseas citizens: Want to know if your ballot made it to us? Visit [\[ELECTION OFFICE WEBSITE OR FVAP.gov\]](#).

Though media often announce winners before we finish counting, all properly completed ballots are counted if they [\[are postmarked OR arrive\]](#) by [\[STATE DEADLINE\]](#).

TWITTER POST #3

#Military #milsponse #studyabroad #UScits: Want to know if your absentee ballot made it to us? Visit [\[ELECTION OFFICE WEBSITE OR FVAP.gov\]](#).

