



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

2024 Voter Participation Toolkit

Help return Minnesota 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 elections. 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

2024 Voter Participation Tool Kit

Table of Contents

2024 Voter Participation Toolkit	1
Messages by Date	3
Starting August 20, 2024 - Here We Vote!	3
September 20, 2024 – Start of Early Voting	3
September 17, 2024 - National Voter Registration Day	4
Week of October 14, 2024 – Public Accuracy Testing	5
October 15, 2024 – Deadline to Register in Advance	5
October 18, 2024 – Ballot Processing Begins	6
October 18, 2024 – Direct Balloting Begins	6
October 24, 2024 – Expanded Hours	6
October 29, 2024 – One Week from Election Day	7
November 5, 2024 – Election Day	8
Additional Outreach Tools and Ideas	10
Factsheets	10
Visit by the Secretary of State and Employee/Community Gatherings	10
Consider hosting a Voter 101 info session with the OSS	10
Videos	10
Unique Opportunities	11
Additional Prompts for Email, Social Media Posts, and E-Newsletters	12

2024 Voter Participation Tool Kit

Messages by Date

Starting August 20, 2024 - Here We Vote!

Here We Vote is a voter outreach and education campaign by the Office of the Minnesota Secretary of State challenging Minnesotans to reclaim our #1 spot in voter turnout in the nation for the 2024 general election.

Visit mnvotes.gov/herewevote to learn more and download graphics.

September 20, 2024 – Start of Early Voting

Voting for the November 5, 2024 General Election starts in Minnesota on September 20, 2024. To vote, a person must be 18 or older by Election Day, a U.S. Citizen, a resident of Minnesota for at least 20 days, not currently incarcerated for a felony conviction, and not under a court order that revokes your right to vote.

There are three ways to vote:

1. **By Mail:** Minnesotans can vote by mail by requesting a ballot at mnvotes.gov/absentee starting September 20. About 150,000 Minnesotans live in [mail ballot precincts](#) and will be mailed a ballot automatically if they are registered to vote. Ballots must be received by local election offices by 8 p.m. on Election Day to be counted. You can track your ballot at mnvotes.gov/trackmyballot.
2. **Early In-Person:** Minnesotans can vote absentee in person at their [local election office](#) during business hours between September 20 and November 5. There are also special early voting hours during the 2024 General Election:
 - Saturday, October 25 from 9 a.m. to 3 p.m.
 - Tuesday, October 29 open until 7 p.m.
 - Saturday, November 2 from 9 a.m. to 3 p.m.
 - Sunday, November 3 from 9 a.m. to 3 p.m.
 - Monday, November 4 open until 5 p.m.
3. **In-Person on Election Day:** Minnesotans can vote in-person at their local polling place on Tuesday, November 5. Find your polling place at mnvotes.gov/pollfinder. Check your registration online at mnvotes.gov/register. All polling places are open until 8 p.m. As long as you are in line to vote by 8 p.m. you can vote. In Minnesota, people can [register to vote on election day](#).

Voting information is available online in [Spanish](#), [Hmong](#), [Somali](#), [Vietnamese](#), [Russian](#), [Chinese](#), [Lao](#), [Oromo](#), [Khmer](#), and [Amharic](#). Online interactive tools for voters to [register to vote](#), [check their registration](#), [request an absentee ballot](#), and [track their absentee or mail ballot](#) are also available in 11 languages.

Minnesotans can call the Office of the Minnesota Secretary of State at 1-877-600-VOTE (8683) to ask their voting-related questions. The call center is available from 9 a.m. to 4 p.m. Monday through Friday.

2024 Voter Participation Tool Kit

September 17, 2024- National Voter Registration Day

Capitalize on National Voter Registration Day – September 17, 2024 - to get your neighbors/colleagues/employees thinking about the voting process.

Sample Email:

Subject Line: 9/17 is National Voter Registration Day

September 17th is National Voter Registration Day. Let's [get ready to vote](#). First, confirm that you are eligible to vote and check your [voter registration status](#). 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!](#)

Once you're registered to vote you 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!

Sample Newsletter:

National Voter Registration Day

Tuesday, September 17th is National Voter Registration Day. Are you prepared to be a voter?

Step 1: [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](#).

Step 2: [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.

Step 3: [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](#).

2024 Voter Participation Tool Kit

Week of October 14, 2024 – Public Accuracy Testing

Minnesota’s counties, cities, and towns are preparing now for the November 5 election. Over the next few weeks, local election officials will be publicly testing their election equipment to ensure all tabulators are working with perfect accuracy before they are used in the election.

Public accuracy testing is one of the many measures of election security required by state law. The law also requires that election equipment passes federal and state certification and is stored in a secure location. After every state general election, the performance of ballot tabulators is confirmed through a public hand count of ballots in select precincts in races in all 87 counties.

Learn more about [voting equipment](#).

October 15, 2024 – Deadline to Register in Advance

October 15, 2024 is the deadline to register to vote ahead of the November 5 election. Eligible Minnesotans can register to vote online at mnvotes.gov until 11:59 p.m. on October 15 or return a paper voter registration application to the Office of the Secretary of State or their local elections office by 5 p.m.

Minnesotans can still [register to vote at their polling place](#) on Election Day, if needed.

2024 Voter Participation Tool Kit

October 18, 2024 – Ballot Processing Begins

Minnesota counties, cities, and towns can begin to use absentee ballot boards to start processing ballots after the close of business on October 17. Throughout the voting period, election judges will verify the returned ballots meet all legal requirements to be accepted and that no voter has cast more than one ballot. Once ballot processing begins, election judges will then open the signature envelopes and separate the ballot from the voter's information to maintain ballot secrecy.

Once the ballot envelopes are separated, they are opened, reviewed by election judges, duplicated if necessary, and inserted in the ballot counter. Examples where judges would need to duplicate a ballot include if a ballot was damaged or unreadable by the tabulator.

Tabulators will not produce election results until after the close of polls on Election Day.

Learn more about the [absentee ballot process](#).

October 18, 2024 – Direct Balloting Begins

Starting on October 18, Minnesota counties, cities, and towns can choose to offer direct balloting for voters. Direct balloting allows voters to place their ballot directly into a tabulator just like on Election Day. All tabulators used to process absentee ballots must remain secured throughout the process. Tabulators will not produce election results until after the close of polls on Election Day.

October 24, 2024 – Expanded Hours

Minnesotans can vote for the November 5 election in person for the next two weekends. Local election offices are required to be open on Saturday, October 26; Saturday, November 2; and, Sunday, November 3 from 9 a.m. to 3 p.m.

Voting hours at local election offices will also be extended until 7 p.m. on Tuesday, October 29 and until 5 p.m. on Monday, November 4.

Find your local election office at <https://www.sos.state.mn.us/elections-voting/other-ways-to-vote/voting-locations-before-election-day/>

Sample Social Media:

- Minnesotans can vote early, in-person for the next two weekends. Local election offices will be open for voting from 9 a.m. to 3 p.m. on Saturday, Oct. 26; Saturday, Nov. 2; and, Sunday, Nov. 3. **#HereWeVote**

2024 Voter Participation Tool Kit

October 29, 2024 – One Week from Election Day

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.

Overview:

Election Day is one week away!

If you have a ballot at home, make sure to return it to your local election office (the place that mailed it to you) by 8 p.m. on November 5. The Office of the Minnesota Secretary of State has an online interactive tool to track your ballot that is available in English, Spanish, Hmong, Somali, Vietnamese, Russian, Chinese, Lao, Oromo, Khmer, and Amharic – at mnvotes.gov/trackmyballot.

Voters can also vote in person at their local election office until 7 p.m. on Tuesday, October 29, from 9 a.m. to 3 p.m. on Saturday, November 2 and Sunday, November 3, and until 5 p.m. on Monday, November 4. Find your local election office at <https://www.sos.state.mn.us/elections-voting/other-ways-to-vote/voting-locations-before-election-day/>

If you are not registered to vote, you can register in-person at your local election office before casting your ballot.

Sample Social Media:

- We're one week away from the November 5 election! You can vote early, in-person at your local election office during normal business hours and this weekend on Saturday, Nov. 2 and Sunday, Nov. 3 from 9 a.m. - 3 p.m. Find your local election office at <https://www.sos.state.mn.us/elections-voting/other-ways-to-vote/voting-locations-before-election-day/>. #HereWeVote
- We're one week away from Election Day! If you still have your ballot at home – bring it to your local election office before 8 p.m. on November 5 to ensure your vote is counted. If you've already mailed your ballot, you can track its status at mnvotes.gov/trackmyballot. #HereWeVote

Sample 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

2024 Voter Participation Tool Kit

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.

Sample 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](#).

2024 Voter Participation Tool Kit

November 5, 2024 – Election Day

Today is Election Day! Most polling places are open from 7 a.m. to 8 p.m. Find your polling place at mnvotes.gov/pollfinder. You have the right to vote if you are in line by 8 p.m. [Learn more about your rights while voting.](#)

To vote, a person must be at least 18 years old, a U.S. Citizen, a resident of Minnesota for at least 20 days, not currently incarcerated for a felony conviction, and not under a court order that revokes your right to vote. You can vote even if you are not yet registered to vote – just [bring a proof of residence](#) to register at your polling place.

If you still have your ballot at home, return it to your local election office (the place that mailed it to you) no later than 8 p.m. on November 5. The Office of the Minnesota Secretary of State has an online interactive tool to track your ballot that is available in English, Spanish, Hmong, Somali, Vietnamese, Russian, Chinese, Lao, Oromo, Khmer, and Amharic at mnvotes.gov/trackmyballot.

Sample Social Media

- 🗳️ Election Day is here! Find your polling place at mnvotes.gov/pollfinder. #HereWeVote
- 🗳️ Minnesota’s polling places are open until 8 p.m. tonight. You have the right to vote as long as you are in line by 8 p.m. Find your polling place at mnvotes.gov/pollfinder. #HereWeVote
- Today is Election Day! 🗳️ If you still have your ballot at home – bring it to your local election office today before 8 p.m. to ensure your vote is counted. If you’ve mailed your ballot and want to make sure it arrived, go to mnvotes.gov/trackmyballot. #HereWeVote
- It’s Election Day in Minnesota! If you have questions about where or how to vote visit mnvotes.gov or call 📞 1-877-600-VOTE(8683). Polls will close tonight at 8 p.m. #HereWeVote

After 8 p.m.

- Unofficial election results will be posted at sos.mn.gov after polls close at 8 p.m. Election results will be reviewed and verified over the next few weeks before they are brought to local and state canvassing boards for certification. #HereWeVote

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
- Students Abroad

Visit by the Secretary of State and Employee/Community 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.

2024 Voter Participation Tool Kit

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 at melanie.hazelip@state.mn.us or 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.

2024 Voter Participation Tool Kit

- 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.