

2020 Election Outreach Toolkit

For Election Offices Serving *UOCAVA* Voters

Instructions

This digital media content 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 2020 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. Use @FVAP to tag on Twitter, @FVAPGov to tag on Instagram, and @Federal Voting Assistance Program — FVAP to tag on Facebook.

Available content includes:

- Shareable graphics and template short-form posts for social media (Facebook, Instagram, LinkedIn, Twitter, etc.)
- Long-form post content for blog, message board or LinkedIn
- Blurb content for e-newsletter or website
- Infographic

The images in this document are for reference. Full-size image and video files are available [here](#).

Get more shareable content from FVAP [here](#), including toolkits for each type of *UOCAVA* voter.

Timing

UOCAVA voters 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 toolkit is divided into sections that emphasize particular actions in three phases:

1. **Pre-Registration Deadline:** Registering to vote and requesting a ballot. Use this content before 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 after ballot transmission until your state's absentee voting deadline.

	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	After ballot transmission until state's absentee voting deadline
Messaging	<ul style="list-style-type: none"> • Register to vote and request your 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, Twitter, LinkedIn, etc.) • Press Release Template 	<ul style="list-style-type: none"> • Voter Email Template • Website Content Template • Social Media Post Templates (Facebook, Twitter, LinkedIn, etc.) 	<ul style="list-style-type: none"> • Voter Email Templates — Reminder to Vote and Ballot Receipt • Website Content Template • Social Media Post Templates (Facebook, Twitter, LinkedIn, etc.) • Screensavers

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1. Pre-Registration Deadline (September and Before Your State Primary Election(s))

Infographic

These infographics are 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.

HOW TO VOTE FROM ANYWHERE IN
2 Simple Steps...
 FOR U.S. MILITARY AND OVERSEAS CITIZENS

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:

STEP 1
 FILL OUT THE FEDERAL POST CARD APPLICATION (FPCA) AT FVAP.GOV TO REGISTER AND REQUEST YOUR BALLOT

WHEN?
 Send it to your election office by **August 1*** (or later depending on your state) for the General Election on November 3, 2020.

STEP 2
 FILL OUT AND SEND IN YOUR BALLOT WHEN IT ARRIVES

WHEN?
 By your recommended deadline:

 October 5, 2020 <i>on a ship at sea</i>	 October 13, 2020 <i>outside the U.S.</i>	 October 27, 2020 <i>stateside</i>
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WHAT IF THE BALLOT DOESN'T ARRIVE IN TIME TO FILL OUT AND SEND BACK BY THE DEADLINE?
 Use the *Federal Write-In Absentee Ballot (FWAB)* as a backup ballot at FVAP.gov.

WANT TO MAKE SURE YOUR BALLOT WAS RECEIVED?
 Check the status at FVAP.gov.

Have friends or family living abroad or stationed away from home? Let them know they can get more info and assistance at [FVAP.gov](https://fvap.gov)



Americans can vote. Wherever they are.

*Recommended to ensure ballot arrives by election day

Americans can vote. Wherever they are.

Did you know active duty military members, their spouses and overseas citizens can exercise their right to vote from anywhere in the world?

The Federal Voting Assistance Program (FVAP) works to ensure that Americans living away from their voting residence can cast an absentee ballot in federal elections.

HERE'S HOW:

GO TO FVAP.GOV AND SELECT THE STATE OF VOTING RESIDENCE TO REGISTER AND REQUEST A BALLOT OR TALK TO SOMEONE AT FVAP:

 1-800-438-VOTE  vote@fvap.gov

STEP 1
 FILL OUT AND SEND IN THE FEDERAL POST CARD APPLICATION (FPCA)

It is both a voter registration form and absentee ballot request form.

HOW? Use FVAP's online assistant or fill out the FPCA by hand and then mail to the election office. Some states allow email, too. State-specific requirements and contact info are at FVAP.gov.

WHEN? Send it to your election office by **August 1*** (or later depending on your state) for the General Election on November 3, 2020.

STEP 2
 FILL OUT YOUR ABSENTEE BALLOT WHEN IT ARRIVES

WHEN WILL THAT BE? For the General Election, the ballot should arrive by early October.	ANYTHING ELSE? Some states require a signed affidavit or envelope.
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SEND IN THE BALLOT BY THE RECOMMENDED DEADLINE:

 October 5, 2020 <i>on a ship at sea</i>	 October 13, 2020 <i>outside the U.S.</i>	 October 27, 2020 <i>stateside</i>
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WHAT IF THE BALLOT DOESN'T ARRIVE IN TIME TO FILL OUT AND SEND BACK BY THE DEADLINE?
 Use the *Federal Write-In Absentee Ballot (FWAB)* as a backup ballot at FVAP.gov.

MAKE SURE THE BALLOT WAS RECEIVED
HOW? Select your state at FVAP.gov to check its status.



Americans can vote. Wherever they are.

*Recommended to ensure ballot arrives by election day



PRO TIP



One thing you can do to communicate with your voters is send a simple postcard notification or email regarding the status of their registration and ballot request. We suggest that you update the voter during each step of the process.

FPCA Receipt Confirmation Postcard

FVAP provides a physical postcard format you can use to let *UOCAVA* voters know that you have received and processed their FPCA. The postcard is available [here](#) in PDF format and uses standard cardstock printer refills with four cards per sheet.

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.

Election office name and complete address		U.S. Postage Paid 39 USC 3406
		PAR AVION
		
OFFICIAL ABSENTEE BALLOTING MATERIAL – FIRST CLASS MAIL		
NO POSTAGE NECESSARY IN THE U.S. MAIL – DMM 703.8.0		
	Applicant name and complete address	
TO:		

Email Template

Email #1

Dear [Insert Voter Name],

If you're a military or overseas voter, you can vote — wherever you are.

To vote absentee in the [ELECTION NAME] on [ELECTION DATE], please follow these simple steps and timelines.

1. **Register and request your ballot by [DEADLINE].** You can do so by visiting [EO WEBPAGE] 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 5, 2020 if you're on a ship at sea
 - October 13, 2020 if you're outside the U.S.
 - October 27, 2020 if you're stateside

If you don't get your ballot in time, you can [use the Federal Write-In Absentee Ballot \(FWAB\)](#).

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

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

Thank you,
[Election Official]

Email #2

Dear [Insert Voter Name],

Thank you for filling out and submitting your Federal Post Card Application (FPCA). We are processing it, and you will receive your absentee ballot roughly on (insert date of mailing) before the **General Election on [DATE] [and other elections and dates as applicable]**.

To vote absentee in the **[ELECTION NAME]** on **[ELECTION DATE]**, please follow these simple steps and timelines.

1. We'll send you the ballot by **[DATE]**.
2. Once you receive your ballot, make sure you **[Instructions for Signing, etc.]** and **[Instructions for Return]** by **[DATE]**. To make sure your ballot has enough time to get here, FVAP recommends you send it back by:
 - October 5, 2020 if you're on a ship at sea
 - October 13, 2020 if you're outside the U.S.
 - October 27, 2020 if you're stateside

If you don't get your ballot in time, you can [use the Federal Write-In Absentee Ballot \(FWAB\)](#) as a backup ballot.

Want to check on the status of your ballot? Visit **[Website Link]**.

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

Thank you,
[Election Official]

Website Content



2 Simple Steps for Military and Overseas Citizens to Vote Absentee in 2020

If you're stationed away in the military or living abroad, you can vote absentee in 2020. Here's how:

First, register and request your ballot. Fill out the [Federal Post Card Application \(FPCA\)](#) to get absentee ballots for all three elections in 2020. (For the General Election on November 3, do it by August 1.)

Second, when your ballot arrives, fill it out and send it in.

The Federal Voting Assistance Program makes it that simple. Get anything else you need to vote absentee at FVAP.gov.

Social Media Post Templates

Post Theme #1: Two Easy Steps

Facebook/Instagram/LinkedIn

MILITARY AND OVERSEAS VOTERS: Register and request your ballot by August 1 for the General Election. Then, cast your ballot as soon as it arrives. Head to [FVAP.gov](https://www.fvap.gov) to get started.

How to Vote from Anywhere
FOR U.S. MILITARY AND OVERSEAS CITIZENS

STEP 1 Register and request your absentee ballot

STEP 2 Fill out and send in your ballot when it arrives

The graphic features a dark blue background with a red header. It includes icons for a boat, Eiffel Tower, person, clock, car, house, airplane, and graduation cap. Step 1 is accompanied by a hand holding a pen, and Step 2 is accompanied by a laptop.

THAT'S IT.



Twitter

#ServiceMembers & #USCits: #DYK you can vote from anywhere? Here are two simple steps you can take to vote absentee in #Election2020.

How to Vote from Anywhere
FOR U.S. MILITARY AND OVERSEAS CITIZENS

STEP 1 Register and request your absentee ballot

STEP 2 Fill out and send in your ballot when it arrives

This graphic is similar to the one above but with a different layout. It features a dark blue background with a red header. It includes icons for a boat, Eiffel Tower, person, clock, car, house, airplane, and graduation cap. Step 1 is accompanied by a laptop, and Step 2 is accompanied by a hand holding a pen.

THAT'S IT.



Post Theme #2: You Can Vote

Facebook/Instagram/LinkedIn

If you're stationed away in the military or living abroad, you can vote absentee in 2020. Register and request your ballot at [FVAP.gov](https://www.fvap.gov).



Twitter

If you're stationed away in the military or living abroad, you can vote absentee in #Election2020. [FVAP.gov](https://www.fvap.gov)



Press Release Template

Helping Military, Overseas Citizens Vote in 2020 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.

To vote in the Nov. 3 General Election (or other elections this year), legal voting residents of **[State]** who will be living abroad or away with the military on Election Day must register by **[registration deadline]** and return their ballot by **[voting deadline]**. All correctly completed ballots received by the deadline are counted. To register to vote and request a ballot, go to **[webpage or FVAP.gov]**.

Military and overseas voters can also contact the Federal Voting Assistance Program (FVAP), which provides tools and resources to ensure that U.S. citizens who want to vote can do so from anywhere in the world. Voters can visit [FVAP.gov](https://fvap.gov) to find 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, **[Election Office Contact Information]**. Or visit [FVAP.gov](https://fvap.gov), email vote@fvap.gov or call 1-800-438-VOTE (8683).

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2. Post-Ballot Transmission (Late September – Early October)

Email Template

Dear [Insert Voter Name],

Your [State] absentee ballot was [emailed OR mailed] to you on [date].

Vote and send back your ballot as soon as you receive it. The recommended vote-by date for the 2020 General Election are:

- October 5, 2020 if you're on a ship at sea
- October 13, 2020 if you're outside the U.S.
- October 27, 2020 if you're stateside

If there isn't enough time to receive and send back your ballot before the election, [use the Federal Write-In Absentee Ballot \(FWAB\)](#). It works like a backup ballot. If your official absentee ballot arrives after sending in the FWAB, fill out and send in the official ballot too. Only one will be counted.

Want to know if we received your voted ballot? Check the status at [\[State Website Link or FVAP.gov\]](#).

Thank you,
[Election Official]

Website Content



Military Members and Overseas Citizens: Make Sure You Can Vote!

[State] absentee ballots were sent to registered voters on [date].

[IF REGISTRATION DEADLINE HAS NOT PASSED]

If you have not yet registered to vote, please go to [State instructions link] or FVAP.gov and fill out the [Federal Post Card Application \(FPCA\)](#). Make sure it arrives by [State deadline].

If you requested your ballot but haven't received it, contact us at [Election office contact information] to ask about the status of your ballot request.

If there isn't enough time to receive and send back your ballot before the election, [use the Federal Write-In Absentee Ballot \(FWAB\)](#). It is a backup ballot. If your official absentee ballot arrives after sending in the FWAB, fill out and send in the official ballot too. Only one will be counted.

Want to know if we received your voted ballot? Check the status at [State Website Link or FVAP.gov].

[WHEN REGISTRATION DEADLINE HAS PASSED]

To vote in the November 3, 2020 General Election, you must have registered by [registration deadline]. To check the status of your registration, go to [State website.]

To vote, fill out and send your ballot so it arrives by [State deadline]. If you don't get your requested ballot in time, you can [use the Federal Write-In Absentee Ballot \(FWAB\)](#).

Want to know if we received your voted ballot? Check the status at [State Website Link].

Social Media Post Templates

Post Theme #1: Vote-By Date

Facebook/Instagram/LinkedIn

Whether you're stateside or overseas, absentee voters for the 2020 General Election all have a vote-by date to ensure the voted ballot arrives by Election Day.



Twitter

Whether you're stateside or overseas, absentee voters for the 2020 General Election all have a vote-by date to ensure the voted ballot arrives by Election Day.



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

Email Template – Reminder to Vote

Dear [Insert Voter Name],

Your [State] absentee ballot was [emailed OR mailed] to you on [date].

Please vote and send back your ballot by [date]. To make sure your ballot has enough time to get here, we recommend you send it back as soon as possible.

If you don't get your ballot in time, you can use the [Federal Write-In Absentee Ballot \(FWAB\)](#) as a backup ballot.

Want to know if we received your ballot? Check the status at [State Website Link or FVAP.gov].

Thank you,
[Election Official]

Email Template – Ballot Receipt Acknowledgement

Email #1

Dear [Insert Voter Name],

We have received your ballot for the general election on November 3, 2020. 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. Go to [State Website Link] to check the status of your registration and your recent voting activity.

Thank you,
[Election Official]

Email #2

Dear [Insert Voter Name],

Your ballot 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. Go to [\[State Website Link\]](#) to check the status of your registration and your recent voting activity.

Thank you,
[\[Election Official\]](#)

Website Content



Military Members and Overseas Voters: It's Time to Vote!

Absentee ballots were sent to military and overseas voters on [date]. To make sure your voted ballot has enough time to get here, we recommend you send it back by:

- October 5, 2020 if you're on a ship at sea
- October 13, 2020 if you're outside the U.S.
- October 27, 2020 if you're stateside

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

If you don't get your ballot in time, you can use the [Federal Write-in Absentee Ballot \(FWAB\)](#) as a backup ballot.

Want to know if we received your ballot? Check the status at [State Website Link].

Social Media Post Templates

Post Theme #1: FWAB

Facebook/Instagram/LinkedIn

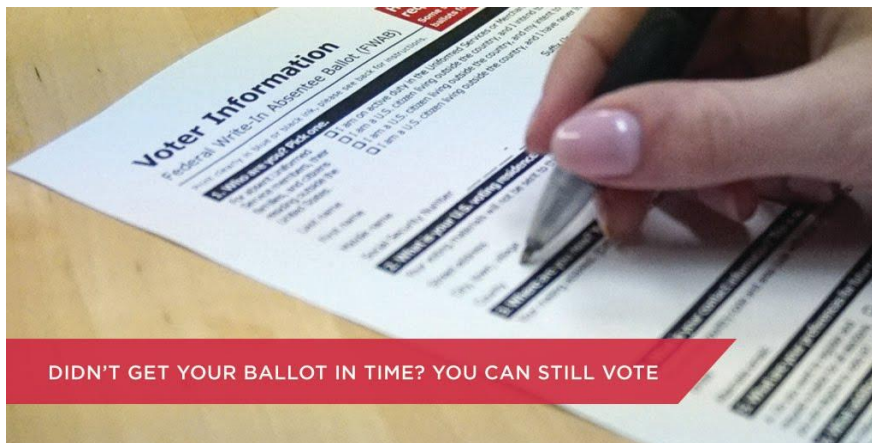
Service members, military families and overseas citizens: If you haven't received your requested absentee ballot, you can still vote in the Nov. 3 election. Use the Federal Write-In Absentee Ballot (FWAB) at FVAP.gov.



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

Twitter

#ServiceMembers, #MilFam, #USCits: If you haven't received your requested absentee ballot, use a backup ballot at FVAP.gov.



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

Post Theme #2: Ballot Received

Facebook/Instagram/LinkedIn

Service members, military families and overseas citizens: Want to know if your ballot made it to us? Visit [\[Election Office Webpage or FVAP.gov\]](#). All properly completed ballots are counted if they [\[are postmarked OR arrive\]](#) by [\[State deadline\]](#).



Twitter

#ServiceMembers, #MilFam, #USCits: Want to know if your ballot made it to us? Visit [\[Election Office Webpage or FVAP.gov\]](#).



Screensavers



Setup Instructions for Mac Users

1. Save the screensaver images from the zip folder to a new folder on your computer.
2. Click on the System Preferences icon.
3. Click "Desktop & Screen Saver."
4. Select "Screen Saver" and click the "Source" drop-down.
5. Select "Choose Folder" from the drop-down menu. Browse and select the folder containing the saved screensaver images.

Setup Instructions for PC Users

1. Save the screensaver images from the zip folder to a new folder in "My Documents."
2. Open the Control Panel on the left-hand side of the screen.
3. Find and select "Appearance and Personalization."
4. Select the "Change Screen saver" option.
5. Under "Screensaver," use the arrow to show a drop down menu. Choose "Photos."
6. Select the "Settings" button. Browse and select the folder that contains the pictures containing the screensaver images.
7. Select "Apply" then "OK" before exiting.