California State Library Voter's Edge Communications Toolkit 2020

Below you will find customizable newsletter/website/social media content and images you can use to promote Voter's Edge. **Please note**: this unique url brings users to the **special California State Library version of Voter's Edge**: https://library.votersedge.org. Questions? Contact Elizabeth Leslie, LWVC Communications manager: eleslie@lwvc.org.

IMAGES: Please use the library branded images below and in our CA State Library Flickr album. There are more generic images on our Flickr site. Need something special, just ask!

Sample Social Media Messages

TWITTER

Get the facts before you vote! Visit Voter's Edge and view your ballot & find your polling place or vote center. #facts #CAvotes @votersedge @cavotes @castatelibrary

FACEBOOK

Get the facts before you vote! Visit Voter's Edge to view your entire ballot, find your polling place or vote center, and get all the unbiased resources you need to make informed decisions on Election Day. Save and share your choices with friends and family. Vote March 3! Your vote is your voice: use it. (Tag @VotersEdge & @CAStateLibrary)

Website Short:

The League of Women Voters and MapLight Launch Online Voter Guide, Voter's Edge

Get the facts before you vote on March 3! Visit Voter's Edge before Election Day:

- Enter your address to get your ballot with key info on candidates, measures, and endorsements.
- Find out where, when, and how to vote.
- Share facts via social media to engage family and friends.

Read more about Voter's Edge. For daily election info, like Voter's Edge on Facebook and follow on Twitter.

Newsletter/Website Long

The League and MapLight Launch Voter's Edge for March 3 Election - *Get the facts before you vote.*

The League of Women Voters of California Education Fund has launched Voter's Edge, an unbiased online guide to elections covering federal, state, and local races in California.

Using Voter's Edge, you can:
- Access your entire ballot by entering your address.
- Get in-depth information on candidates, measures, and who supports them.
- Read explanations of ballot measures along with who supports, opposes, and funds them.
- Find out where, when, and how to vote, including local polling locations and vote centers.
- Keep track of your choices and save them for Election Day
- Access a Spanish language version of the website.

How does it work? Enter your **zip code** and your **street address** to access your complete ballot. Your address information is confidential. We are nonpartisan, nonprofit, and do not sell information. Privacy policy.

Why use Voter's Edge? In 2018, over 2 million Californians used Voter's Edge to make more informed decisions about their ballot, including more than 110,000 Spanish users. Find out more about VEC's success.

The Partnership
Voter's Edge is a joint project of MapLight, the League of Women Voters of Education Fund and the California State Library. Voter's Edge is a comprehensive, nonpartisan online guide to elections covering federal, state, and local races in California. This collaboration for the 2020 election cycle aims to empower voters to access the information they need to vote with confidence.

Viewing your ballot
and getting the facts
before you vote:
priceless

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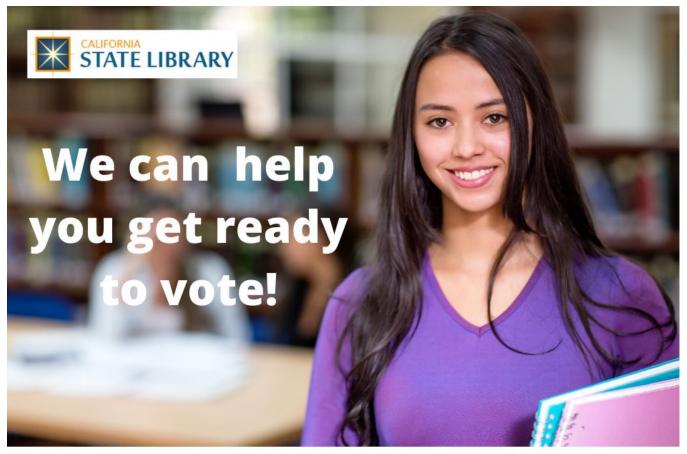
VOTER'S
EDGE
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We can help
you get ready
to vote!

Visit Voter's Edge and vote with confidence on
March 3, 2020: library.votersedge.org

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LWV LEAGUE OF WOMEN VOTERS'
OF CALIFORNIA
EDUCATION FUND

Help your library users find local election info using Voter's Edge!

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