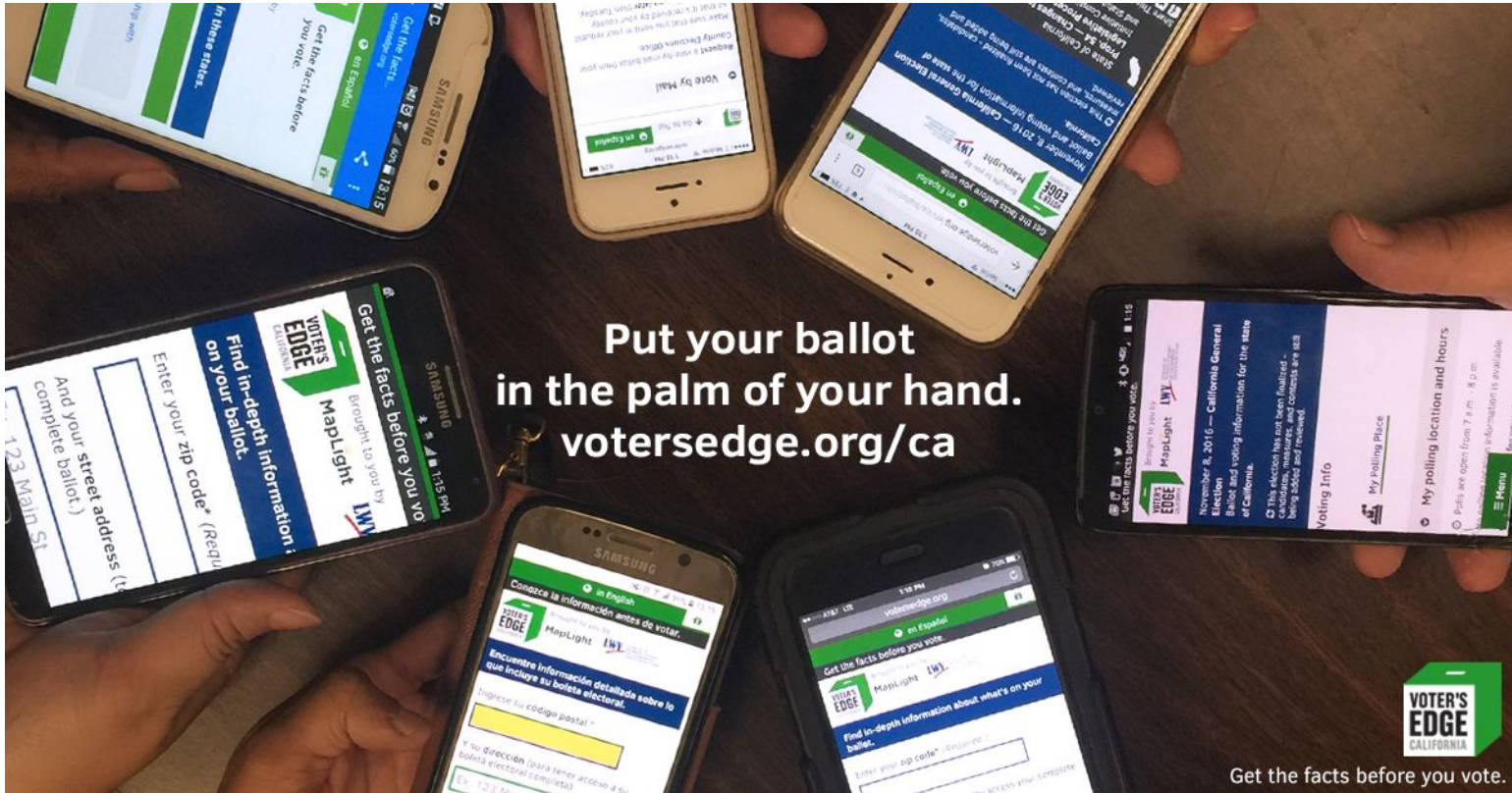


## Voter's Edge Communications Toolkit 2020



Below you will find customizable newsletter/website/social media content and images you can use to promote using [Voter's Edge](http://Voter's Edge) to get ready to vote in California's March 3, 2020 Presidential Primary Election. Questions? Contact Elizabeth Leslie, LWVC Communications manager: [eleslie@lwvc.org](mailto:eleslie@lwvc.org).

**IMAGES:** Please use the graphics on our [Flickr site](http://Flickr site).

### Sample Social Media Messages

#### TWITTER

Get the facts before you vote! Visit [Voter's Edge](http://Voter's Edge) and view your ballot & find your polling place or vote center. #facts #CAvotes @votersedge @cavotes

Election Day in California is just around the corner! Get the facts before you vote with the nonpartisan election guide @VotersEdge. #CAPrimary #CAvotes #GOTV <http://votersedge.org/ca>

Are you ready to vote? Use the @VotersEdge California election guide to find candidate bios, donors, endorsements, & more: <http://votersedge.org/ca>

The nonpartisan and comprehensive @VotersEdge California election guide has information about the top of your ballot and the most local races. Get the facts before you vote! <http://votersedge.org/ca>

## 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 by March 3! Your vote is your voice: use it.

Tag @VotersEdge

### Newsletter/Web 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/Web 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 and MapLight have 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](#) and the [League of Women Voters of Education Fund](#). Voter's Edge (VE) is a joint project of MapLight and the League of Women Voters of California Education Fund (LWVCEF).\* Voter's Edge is a comprehensive, nonpartisan online guide to elections covering federal, state, and local races in the state of California. This partnership marries LWVCEF's authoritative coverage of election contests, candidates, and ballot measures with MapLight's deep expertise in public data and technology. The result is Voter's Edge, which provides top-to-bottom ballot and campaign finance information in one easy-to-use site, giving voters instant access to political information of unparalleled depth and transparency. This collaboration for the 2020 election cycle aims to empower voters to access the information they need to vote with confidence.

