



ELECTION HERO DAY | NOVEMBER 6, 2023

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# *Partner Toolkit*



November 6, 2023

# *Election Hero Day*

Election Hero Day is a national day of recognition on November 6, 2023. On this day, nonprofits, business leaders, brands, public officials, and many more will celebrate the tremendous contributions state officials and local election workers are making to ensure a safe, secure, and accessible voting experience for all.

This toolkit is intended to provide you with content to amplify your partnership with the [#ThankYouElectionHeroes](#) activation as you best see fit.





In this toolkit, you will find:

- › Social Accounts to Follow
- › Sample Social Copy
- › Messaging Guidelines & FAQs
- › Sample Email Draft

We invite you to customize these designs, integrate with your own branding, and share on your channels.

If you have any questions, please reach out to [info@electionheroday.org](mailto:info@electionheroday.org).

## Social Accounts to Follow:

-  [@electionheroday](#)
-  [@electionheroday](#)
-  [@electionheroday](#)
-  [www.electionheroday.org](http://www.electionheroday.org)

[#ThankYouElectionHeroes](#)

## Sample Social Content for November 6th

Election heroes are state and territorial officials, local clerks, directors, office staff, poll workers and many more who work to ensure a safe, secure, accessible election. Join us in thanking them today! [#ThankYouElectionHeroes](#)

Today we are celebrating Election Hero Day to recognize the tireless commitments election teams & poll workers are making to keep our democracy running. We see you and we thank you! [#ThankYouElectionHeroes](#)

We are grateful for [#electionheroes](#) who have been steadfastly working to provide safe, secure, and accessible elections. Join us, business leaders, elected officials, nonprofits, and enthusiastic people across the US by celebrating [#ElectionHeroDay](#). [#ThankYouElectionHeroes](#)

Elections are community driven. Let's thank friends, family, colleagues, and neighbors who have taken the time and effort to ensure that our elections run smoothly. 🙌🙌🙌 [#ThankYouElectionHeroes](#)

From printing ballots to cleaning voting booths, there are so many ways [#electionheroes](#) show up for our democracy. Thank you for doing all of the work to make sure that every vote counts. [#ThankYouElectionHeroes](#)

## Message Guidelines

- › Remain non-partisan and focus on engaging all voters, regardless of party affiliation. We want everyone to participate in democracy!
- › Remind your audience of the crucial nature of election heroes.
- › Highlight the work being done in your state and community. Poll workers and election administrators are your friends and neighbors, and they're giving a great deal of time and energy to our democratic process right now.

## What Is An Election Hero?

- › **STATE AND TERRITORIAL ELECTION OFFICIALS:** Implement election laws and policies, maintain voter registration databases, and work collaboratively with local election officials to ensure a successful voting experience for all eligible voters.
- › **COUNTY/MUNICIPAL ELECTION CLERKS AND DIRECTORS:** Execute detailed election plans built in partnership with state officials. Lead all of the day-to-day operations of registration and voting for their jurisdictions and recruit poll workers.
- › **ELECTION OFFICE STAFF:** Support the work of the election administrator through clerical duties, digital support, and much more. In many cases, this team is quite small, leading to a heavy and time-sensitive workload for these workers in this critical time.
- › **POLL WORKERS:** Provide on-site support to local election staff to administer a smooth voting process on Election Day and during early voting. They are responsible for everything from checking voters in, to making sure voting machines are working in proper order. These folks are put on the front lines of elections and will interact with hundreds of voters throughout their work.

## Sample Email

**On November 6, 2023**, we will celebrate Election Hero Day: a day of action to recognize and thank election workers across the nation—state and territorial officials, clerks, directors, poll workers, and more—for their tireless efforts to keep our democracy running.

To honor this year's election heroes, I hope you will join me in thanking the friends, family, and colleagues in your network who have given selflessly to make our elections happen. To learn more about Election Hero Day, please visit

[www.ElectionHeroDay.org](http://www.ElectionHeroDay.org).

As we get ready to vote in vital local and statewide elections, please make sure you have a plan to vote—and say thanks to any election hero you pass when you cast your ballot.

