



2022 Election Toolkit

# #COMMIT TO CLEVELAND

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## Welcome to the Movement!

Welcome Comrades,

Thank you for checking out our #Commit2CLE toolkit. We are Cleveland VOTES: a nonpartisan democracy building and mobilization entity that aims to strengthen civic muscle and power to ensure we have a more informed, participatory, and cohesive community. We strive to curate equitable civic engagement experiences and opportunities that reflect our community. Our work is communal and co-created with fellow democracy builders.

As stated in the report [\*Building Civic Capacity in an Era of Democratic Crisis\*](#), 'civic engagement must be understood as a constant, sustained practice that outlives election cycles and stretches beyond voting or formal channels for citizen input. This practice must be constantly cultivated and nurtured. Every day we are confronted with practices and policies that stand to compromise or jeopardize the viability of ourselves and our community. To affect change, we must be informed so we know how to exercise our power. Educating, connecting, and empowering our collective communities across Northeast Ohio is a huge step towards equitable civic engagement that we, Cleveland VOTES, believe needs to be taken seriously by ourselves as democracy-builders.'

We truly believe that we all have a role in nonpartisan democracy building. We encourage you to find your lane and lean in! We are encouraging any and all folks committed to affecting change, undesigning oppressive and systemic policies/practices, and creating pathways for equitable civic engagement to keep reading! This toolkit is designed for both individuals and organizations (private and/or public). While the lens and focus of this toolkit are for the 2022 Elections, it is very much a living and breathing document that will be continuously updated.

Welcome to the Movement,

*Erika Anthony*

**Erika Anthony**  
Executive Director of Cleveland VOTES

## 2022 Fast Democracy Facts!

### 2022 Key Dates!

April 4, 2022: Voter Registration Deadline

April 5, 2022: Early Voting Begins

**May 3, 2022: Primary Election**

**August 2, 2022: Special Election**

September 20, 2022: National Voter Registration Day

October 11, 2022: Voter Registration Deadline

October 21, 2022 - Vote Early Day

**November 8, 2022: General Election**

### Voter Registration - Primary Election

The voter registration deadline is **MONDAY, APRIL 4, 2022**

Visit [ohvotes.org](http://ohvotes.org) to:

1. Check your voter registration
2. Pledge and make a plan to vote
3. Explore how you will vote

### Voter Registration - General Election

The voter registration deadline is **TUESDAY, OCTOBER 11, 2022**

### Vote-by-Mail/Vote from Home Process

Let's flatten the ballot curve and request your Vote-by-Mail/Absentee Ballot **ASAP**!

- 1) Request and complete your vote-by-mail application NOW by heading to [ohvotes.org](http://ohvotes.org)
- 2) Don't have a printer, no worries - grab a blank piece of paper and write all the necessary information from the application on the paper.
- 3) Once you complete your application, you can mail it to your local **BOARD OF ELECTIONS (BOE)**. (Cuyahoga County - 2925 Euclid Avenue Cleveland, Ohio 44115) OR drop it off at the secure ballot box at the BOE.
- 4) Ballots will begin being mailed on **NOVEMBER 5TH, 2022**. Once you have your ballot, complete ASAP - you can return via mail OR drop it off at the secure ballot box at your local BOE.
  - 5) You may track your ballot [here](#)

### Early Voting

We want everyone to **SAFELY** cast their ballot this fall. If you do not vote from home, we encourage you to **VOTE EARLY** at the **BOARD OF ELECTIONS**.

- 1) Early voting begins on **APRIL 5TH** and ends **MAY 2ND, 2022**.
- 2) The complete early voting schedule may be found [here](#)

The General Election is **TUESDAY, NOVEMBER 8, 2022**. Review your sample ballot [here](#) and confirm your polling location [here](#). We encourage you to sign up to be a **Poll Worker** - learn more [here](#).

## Overview

Together WE can educate, connect and empower one another towards equitable civic engagement. We ask that you commit to your concerns, commit to your dreams and aspirations, and commit to the betterment of your community. **Our primary goals of this toolkit include:**

1. Elevate the importance of nonpartisan engagement
2. Conduct voter registration events safely
3. Requesting your vote-by-mail application!!
4. Provide tactile 'how to' steps to access your ballot and polls
5. Celebrate civic 2022 holidays (i.e. National Voter Registration Day and Vote Early Day)
6. Provide suggestions for dope Get-out-the-Vote (GOTV) efforts

We are honored to work in partnership with a multitude of individuals and organizations collectively striving to elevate both Midterm, Primary, and General Elections in 2022.

## Election Resources

### Voter Registration Resources

- [Ohio Secretary of State](#)
- [Cuyahoga County Board of Elections](#)
- [Check/Update Voter Registration/Register to Vote](#)
- [Request Vote-from-Home Application](#)

### Polling Location and Voting Experience

- [Find Your Polling Location](#)
- [Sample Ballot](#)
- [Sign up to be a Poll Worker](#) - State of Ohio
- [Sign Up to be a Poll Worker](#) - Cuyahoga County
- [Power to the Polls Toolkit](#): This partnership toolkit includes sample messaging and other assets -- you should feel free to adapt any and all of these and share them widely to promote our campaign to recruit poll workers.
- Learn more about becoming a poll worker - [ACLU of Ohio Vote Center](#)

### Request Voter Information Cards from the ACLU of Ohio

A variety of ACLU of Ohio voter cards is available for free to any person or group wanting to distribute them. They present information to voters in an easy, digestible format. Please contact us by email at [contact@acluohio.org](mailto:contact@acluohio.org) or by phone at (614) 586-1958 if you would like copies mailed to you. You can also request an ACLU of Ohio speaker to visit your group to discuss voting rights.

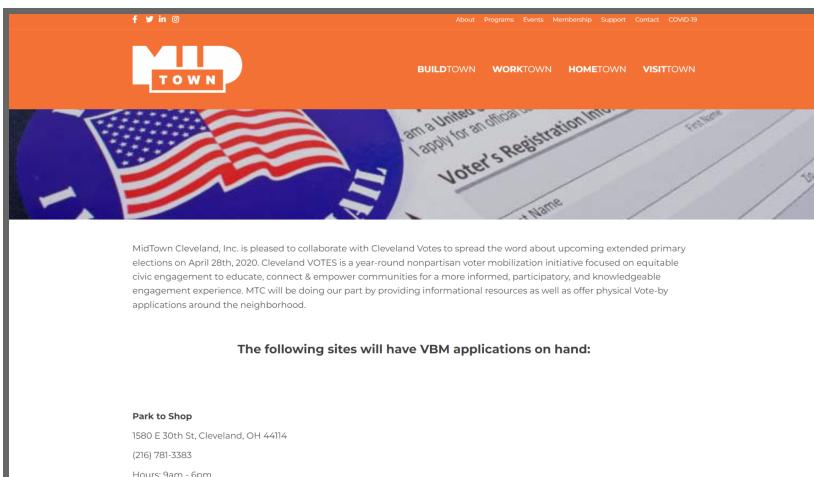
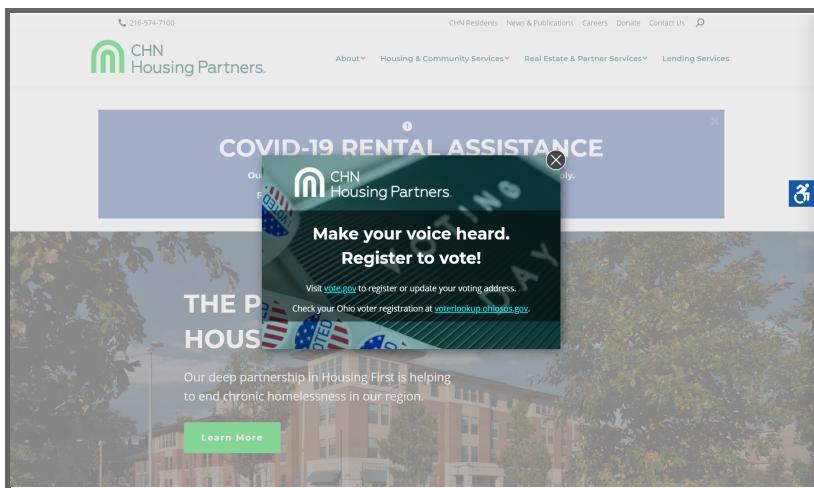
# Best Practices & Partners in Action

## Understanding Your Assets

Before an organization begins to consider external strategies for equitable civic engagement, we always recommend looking inward first. Organizations and even individuals often have many existing assets that you may be able to use when looking to elevate the Census and/or the Election. Always think of communication strategies as an opportunity to educate and activate your audience and network. Please see below for some options:

### Website and Landing Page

During the Primary Election 2020, Midtown Inc. created a [dedicated page](#) filled with pertinent information related to the 2020 Elections. For example, the Cleveland Housing Partners leveraging your website by placing a lightbox prompting you to register to vote



## E-newsletters

E-newsletters are a great way to communicate key information, dates, and reminders to your constituents virtually. Also, consider creating graphics that can be easily repeated in recurring newsletters. See below for an example from the Brooklyn Museum's newsletter:



### Cuyahoga County Board of Elections

Check your voter registration today. Our Cuyahoga County Board of Elections is now accepting Vote-by-Mail applications for the May 3rd and Nov 8th Elections.

[watch here >>>](#)



### Democracy Fellowship Application

CSU's Office of Engagement is accepting applications for Democracy Fellows. Earn \$1200 to be a student democracy fellow. Share with you CSU students.

[apply here >>>](#)



### The Soul of Democracy

Join us at the City Club of Cleveland to learn how the Florida Rights Restoration Coalition helped more than 1.4 million Floridians with past felony convictions. Use our 20% discount code CV22

[read more >>>](#)

## ACTivation Spotlights!

### Membership List Integration & Strategy

It's always important to start with existing constituent lists you may have and message to that audience first before engaging in external strategies. Using reminders like birthdates to provide a gentle reminder about voter registration status has been helpful for some partners.

### Internal influencers

Who is a trusted voice within the organization? People listen to those they trust. Who is trusted within your organization and has a connection to the constituents you engage? Encourage them to do a short PSA! Consider using platforms like [Storyvine](#) to engage local influencers.



## Internal Operations - Take off on Election Day:

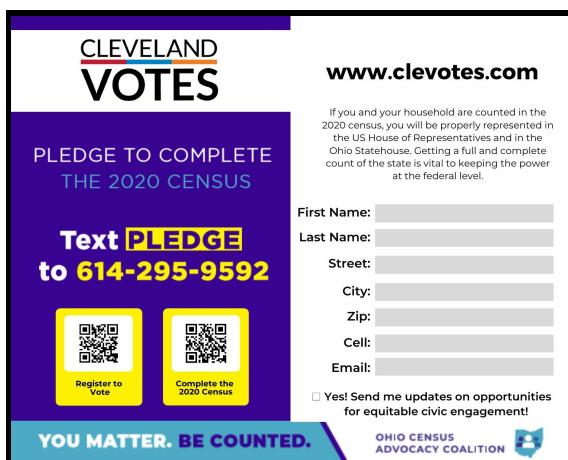
Organizations and companies should consider ways to support their employees on Election Day and encourage them to serve as Poll Workers. If you plan to be back to the office in the next couple of weeks, perhaps consider having voter registration or vote by mail applications on site. Companies like Apple now give employees paid time off to vote. Learn more about what companies can do [here](#).

## Hot Cards and Mailers

Unfortunately, in a day and age where technology and social media are heavily used, not everyone has access to those resources. Therefore, it is important to provide the same content you share virtually to share in print. Consider sending mailers such as hot cards or printed community newsletters to your neighborhoods so they can stay up-to-date on current events and programs.

### CASE STUDY: ACLU OF OHIO'S & CLEVELAND VOTES INFORMATION CARD

A variety of ACLU of Ohio voter cards is available for free to any person or group wanting to distribute them. They present information to voters in an easy, digestible format. Please contact us by email at [contact@acluohio.org](mailto:contact@acluohio.org) or by phone at (614) 586-1958 if you would like copies mailed to you. You can also request an ACLU of Ohio speaker to visit your group to discuss voting rights.



<b>VOTING RIGHTS FOR OHIOANS WITH DISABILITIES</b>	<b>ACLU</b> Ohio
<b>CAN I VOTE IF I HAVE A DISABILITY?</b>	
<ul style="list-style-type: none"> <li>• Yes, you can vote! If you're at least 18 years old and a U.S. citizen, you have the right to vote.           <ul style="list-style-type: none"> <li>• If you have a guardian, you can still vote.</li> <li>• If you cannot read or write, you can still vote.</li> <li>• If you cannot leave a hospital, nursing home, or your house you can still vote.</li> </ul> </li> <li>• The only time you may not be able to vote is if a judge in probate court decided that you do not have the "capacity" to vote. "Capacity" refers to the ability to understand voting information.</li> </ul>	
<b>CAN I VOTE IF I HAVE BEEN ARRESTED OR CONVICTED OF A CRIME?</b>	
<ul style="list-style-type: none"> <li>• Yes, you can still vote:           <ul style="list-style-type: none"> <li>• If you have been convicted of a misdemeanor.</li> <li>• If you have been arrested for a felony but not convicted.</li> <li>• If you are on parole or probation for a felony that did not involve jail time.</li> </ul> </li> </ul>	
<b>HOW DO I KNOW IF I'M REGISTERED TO VOTE?</b>	
<ul style="list-style-type: none"> <li>• To find out if you are registered to vote, go to <a href="http://www.myohiovote.com">www.myohiovote.com</a>. Once you are on the website, go to [Check My Voter Registration] and type in your name and the county you live in.</li> </ul>	
<b>HOW DO I SIGN UP (REGISTER) TO VOTE?</b>	
<ul style="list-style-type: none"> <li>• To vote, you must first fill out a voter registration form. You can ask for help filling it out.           <ul style="list-style-type: none"> <li>• OPTION 1: Print the form from <a href="http://www.myohiovote.com">www.myohiovote.com</a>.</li> <li>• OPTION 2: Go in person to the Board of Elections, the Ohio Bureau of Motor Vehicles office, a public high school, or library and ask for a voter registration form.</li> <li>• The deadline to register to vote is 30 days before Election Day.</li> </ul> </li> <li>• You need to fill out a new voter registration form if you:           <ul style="list-style-type: none"> <li>• Have a new address, even if it's in the same city.</li> <li>• Have changed your legal name.</li> </ul> </li> </ul>	
<b>DO I HAVE TO SHOW MY ID WHEN I VOTE?</b>	
<ul style="list-style-type: none"> <li>• Yes, you must show an ID that has your name and address.           <ul style="list-style-type: none"> <li>• Your ID does not need to have your photo on it.</li> <li>• You can use for an ID: An Ohio driver's license; a state ID; a current utility bill; a cell phone bill; a bank statement; a government check or a government assistance letter that has your name and address.</li> </ul> </li> </ul>	

### For Nonprofits Organizations

In 2020, Nonprofit Staff Vote is a nonpartisan campaign with a growing list of flagship partners who have joined to launch to ensure nonprofit organizations across the country show leadership when it comes to empowering the millions who work daily to create a more equitable society.



### For Businesses

Time to Vote was launched by Levis and Patagonia and is a business-led venture aiming to ensure employees across the country "don't have to choose between voting and earning a paycheck." [Sign up here](#). [Learn more about the Civic Alliance here](#).

## Time To Vote

### Libraries

Even with limited physical proximity due to COVID-19, consider displaying a prominent sign near the book return box.

### Food-based businesses/Health and Human Service

During the Primary Election, our grantees partnered with many local businesses. Local businesses have displayed information in their windows and/or included critical Census or Election information with delivery/takeout orders.

#### Case Study: THIRDSpace ACTION LAB and CLE BISCUIT HEAD

In the summer of 2020, Cleveland VOTES partnered for the Biscuit Jubilee events hosted at [ThirdSpace Action Lab](#). [Shawnda Moye](#), Founder of [Cle Biscuit Head](#) is leveraging her influence (yummy biscuits!) to encourage folks to take the Census, register to vote, and request their absentee ballot. The event also includes the amazing [DJ Red-I](#).



#### CASE STUDY: MASON CREAMERY

[Mason Creamery](#) provided another great example of how local businesses can capture the attention of their customers with critical civic engagement information. Consider emulating what they did which includes setting up yard signs in their store to encourage people to get registered and more!

## Hospitals + Healthcare Centers

While the health and privacy of patients are of the utmost importance, we have observed innovative ways healthcare professionals are elevating equitable civic engagement. Utilize hospitals coalitions such as [Vote Health 2020](#) and VotER and their toolkit to learn how to conduct civic engagement in the healthcare community.

### CASE STUDY: VotER: VOTE LIKE OUR HEALTH DEPENDS ON IT

Healthcare staff mobilized to support their patients in getting registered to vote in 2020 in a coalition called [VotER](#). Physicians, physician assistants, nurses, and other staff discovered creative ways to safely encourage patients and their families to get registered. Other resources also include the VotER [Democracy Health Kit](#) which is a kit for new healthcare facilities to get started.



## Community Development Corporations (CDCs)

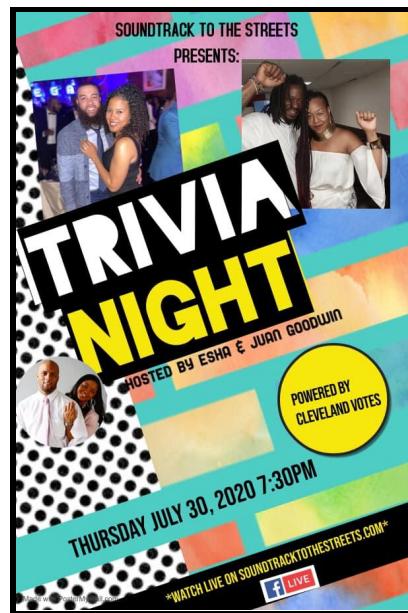
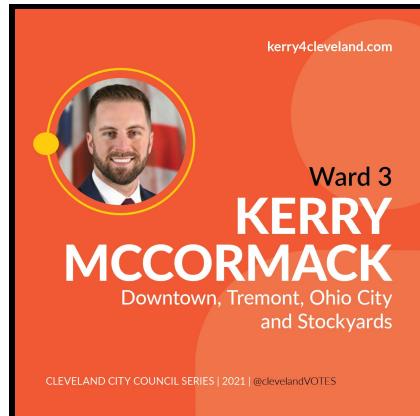
We've partnered with CDCs in the City of Cleveland. As a direct community resource, consider practices such as being a location for residents to pick up a vote by mail applications.

## Utilize Digital Media

Now more than ever, to maintain everyone's health and safety - we are leveraging our engagement via social media platforms. Cleveland VOTES and our partners leveraged the following strategies.

### MetaVerse (Facebook + Instagram)

Fact-based posts > simplified messages about the facts, i.e. 'voter registration deadline', 'Election Day. Please do not take for granted that everyone has or knows this information. Repetition is also key! Consider sharing reminder posts (important dates/deadlines) and visually appealing graphics, videos, live stories, virtual discussions/townhalls. Lastly, explore paid ads, such as the one Danielle Sydnor, President of [NAACP - Cleveland Branch](#) did for the 2020 Primary Election below to help push voter registration and education.



## Virtual and Tele-Town Halls

### CASE STUDY: NAACP - CLEVELAND BRANCH

In 2020, the NAACP - Cleveland Branch's President, Danielle Sydnor, released a public service announcement teaching viewers how to register. Additionally, Cleveland VOTES participated in And I Still Vote tele-townhall where they answered unfiltered questions about politics and voting. More than 10,000 listeners joined the tele-townhall.



### #NAACPMajorityMondays

An Instagram post from the account "NAACP\_Cleveland". The post features two circular profile pictures: one of Danielle Sydnor (NAACP Cleveland Branch President) and one of Sterling Edmonds (Motivational Speaker). Below each picture is their name and title. The main text of the post reads: "Majority Mondays @10amEST w/ Host Danielle Sydnor ft. Special Guest Motivational Speaker Sterling Edmonds February 22nd, 2021". To the left of the text is the NAACP Cleveland Branch logo. At the bottom of the post, there is a note about the event being part of Black History Month and streaming live on IG at 10am EST. It also encourages following the account on Instagram. The overall theme is a virtual event series featuring local voices.

## Twitter

While similar to Facebook + Instagram, the one caveat we do provide is acknowledging the time commitment and need to be very responsive. You may want to consider one time engagements such as > [Twitterchats/storms](#)



## YouTube

Many computer users visit YouTube, so why not leverage this space to teach viewers about upcoming elections. Consider creating fun, humorous, and interactive videos and encourage your network to view and share the video.

### CASE STUDY: ALL VOTING IS LOCAL

All Voting Local, a national organization that fights to remove discriminatory barriers to the ballot, created and share YouTube [videos](#) about how to complete your Vote-by-Mail application. Their instructional video garnered more than 700 views since its release.

## Virtual #CouchParty

In the midst of an ongoing pandemic, we encourage you to conduct voter registration events and programs that can adhere to social distancing if possible. One of those programs is a Virtual #CouchParty. Learn more about this practice below.

### CASE STUDY: WHEN WE ALL VOTE

While sheltering at home, we've seen great examples of both local and world-renowned DJs elevating the importance of taking the Census or Voting. [When We All Vote](#) worked



with DJ Nice to get people registered. DJ Nice played throwbacks while teaching us how to inspire our community to vote.

#### **Streaming Services (Netflix, Hulu, Amazon Prime, Peacock) and Film Festivals**

While engaging an audience for an entire film may be challenging, you may identify a short clip (5-10 minutes) of a film and create a program with panelists to discuss the film. Select a film that relates to racial equity and inclusion, democracy, civic engagement, and/or community organizing and has scheduled discussion questions (e.g. Twitterstorm format). Some films to consider:



## Engaging with Local Influencers

Understanding the value of local influencers: always lead from the perspective of where and how YOU get information. It will most certainly look different for everyone. From there, think about the primary audience(s) you engage and imagine who do they want to hear from? As you have seen and will continue to see in this toolkit - Cleveland VOTES does our work in partnership and often plays 'matchmaker' to amplify efforts. Below you will find a few examples of local influencers we've engaged in our efforts (please note this list is not exhaustive of all our partners)

### 2020 Census Complete Count Committee

Ohio Progressive Asian Women's Leadership ([OPAWL](#)) launched a collaborative effort entitled [#IWILLEATWITHYOU](#), featuring another OCAC partner + Young Latino Network ([YLN](#))



Where are you from?

### CASE STUDY: FAMICOS FOUNDATION

The Famicos Foundation leveraged their van to elevate [the 2020 Census messaging](#). They used their vans to drive around the Hough and Glenville communities to play music and provide people with census forms both virtually and in print.



### CASE STUDY: NAACP-CLEVELAND BRANCH

NAACP-Cleveland Branch partnered with a few organizations on April 25, 2020, to host a vote-by-mail drive. This was done at the University Circle United Methodist Church + free breakfast + masks + census information + voter registration all the while maintaining physical distancing. Learn more about the programs [here](#) and [here](#).

### CASE STUDY: YOUNG LATINO NETWORK & OCA GREATER CLEVELAND

Young Latino Network spearheaded culturally specific communications and events such as La Caravana de la Democracia. A cultural tradition in Puerto Rico, Young Latino Network brought this tradition to Cleveland and provided voter registrations, census forms, voter educational resources all while playing popular Latinx music in the Clark-Fulton community. Learn more [here](#) and [here](#). Similarly, the OCA Greater Cleveland Chapter also conducted culturally specific events in Asiatown to get the AAPI community civically engaged. Learn more [here](#).

### Academia and Schools

Young adults and children are the future of our democracy. With civics no longer in our schools, contact your schools and voice that you want your students to learn about civic education. Explore programs such as [Alliance for Youth Action](#).



## Faith-Based Community

Cleveland has an extensive history of a powerful faith-based community. Consider using your faith-based community to help encourage your community to get registered to vote and host vote registration drives in your parking lot.

## Divine 9/Black Letter Greek Organizations

The Divine 9 continues to serve our community through the power of community service and activism. Consider reaching out to a local chapter and their social action chairperson to conduct voter registration drives or forums.



## Public and Government Partners

Public/Government stakeholders are there to serve us! Don't be afraid to voice your concerns to your representative and seek answers about how they are showing up in your community.

### CASE STUDY: U.S REPRESENTATIVE SHONTEL BROWN

U.S Representative Shontel Brown participated in the 2020 Get Counted Challenge. She flawlessly rapped about the 2020 Census on [YouTube](#) and why you get counted. Remember, there can be joy and levity in civic engagement.



## Research and Data and Think Tank Partners

Research/Think Tank Partners, Research Firms such as the [Center for Community Solutions](#) and Policy Matters Ohio. Sometimes we hear, well I don't engage with the public so what can I do? TONS!



### CASE STUDY: POLICY MATTERS OHIO

Daniel Ortiz, Outreach Director Policy Matters Ohio and Cleveland VOTES conducted Facebook Live Conversations. Exploring and leveraging different ways to bring context to facts and statistics> partnering with CDCs for [Facebook live conversations](#).

### CASE STUDY: MASKS4COMMUNITY

Cleveland VOTES and our partners also lean into responsive efforts, such as [Masks4Community](#). The partners had a goal of distributing 60k mask kits to our community. While the washable mask was the impetus of this effort, collectively the partners agreed that this was a great opportunity to also distribute information pertaining to the Census, Election, COVID-19 safety, and outdoor safety tips. Learn about Masks4Community [here](#).



### Engaging Multimedia Platforms

While we love and have engaged in many digital and social media strategies, we would be remiss not to acknowledge digital redlining. There are many community members that do not have internet access and the devices to access the internet. To that end, we must also leverage our more traditional methods of communication, such as The power of the story + narrative, Opinion Editorials, roundtable discussions, print/online articles, TV, Radio, Podcasts, Forums, and blogs.

### CASE STUDY: STORYVINE



## CASE STUDY: CITY CLUB OF CLEVELAND

The City Club of Cleveland is another platform to share your questions and concerns about the current affairs in our city. In 2021, Cleveland VOTES's Erika Anthony, spoke about the City Club of Cleveland to discuss our work and more. Even if you can't serve as a speaker, consider attending an upcoming forum in-person or virtually.



## CASE STUDY: INDI MEDIA

[Indi Media](#): During the 2018 Midterm Election, Cleveland VOTES partnered with Indi Media and [Shooting Without Bullets](#) to create and launch the Wake-Up campaign and Aphiniti Ft. JB's - "Wake Up" [video](#)

## CASE STUDY: WOVU RADIO STATION

[Burten, Bell, Carr Development Corporation's](#) WOVU [Radio Station](#): The Cleveland VOTES team joined WOVU on a number of occasions to discuss the Census, voting, and equitable civic engagement in general!



### CASE STUDY: RADIO ONE/z107.9

Radio One/z107.9's One Vote is Better Than No Vote Campaign: On July 30th z107.9 hosted a [virtual summit](#) to discuss the power of the vote! Watch the [Live Broadcast](#).

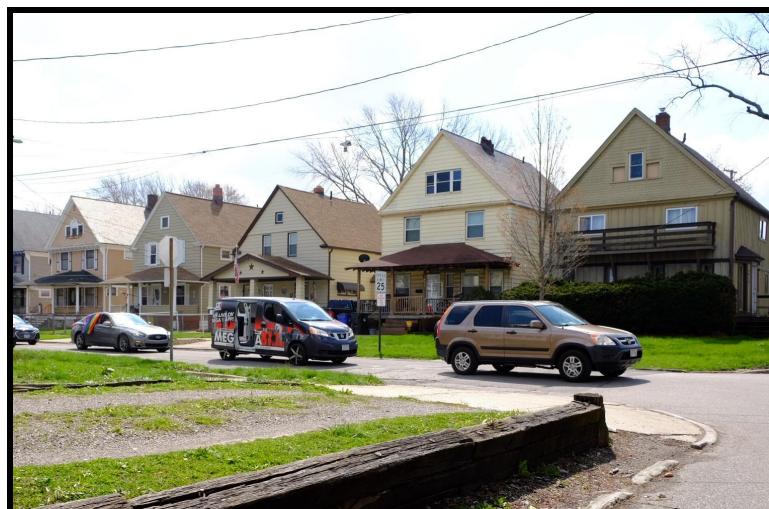


## In-Person Engagement

We've seen numerous examples of partners adapting in-person strategies. Some examples such as drive-thrus events can be done by leveraging parking lots or closed-off streets to safely engage folks. We do recommend that if you are hosting a safely distanced event, still ensure all participants have a mask, gloves, and sanitizer. Another strategy is a Caravana. Young Latino Network hosted ;La Caravana de la Democracia! in [Cleveland](#) and [Lorain](#) and [Lorain: El Centro brings traditional caravana to the city](#). Lastly, the NAACP - Cleveland Branch celebrated Juneteenth on [Buckeye](#). Remember, to leverage sidewalks and storefronts to amplify messaging and if space permits, perhaps host a drive-in film screening or concert

### CASE STUDY: YOUNG LATINO NETWORK

Young Latino Network spearheaded culturally specific communications and events such as La Caravana de la Democracia. A cultural tradition in Puerto Rico, Young Latino Network brought this tradition to Cleveland and provided voter registrations, census forms, voter educational resources all while playing popular Latinx music in the Clark-Fulton community. Learn more [here](#) and here.



## CASE STUDY: TAMIR RICE FOUNDATION'S WE VOTE 4 TAMIR VOTER TURNOUT DAY



## CASE STUDY: INFORMATIVE ACTION COMMITTEE

Community Residents in Wards 4 and 6 mobilized to accomplish the following: Please allow us to take a quick second to introduce ourselves. We are the Informative Action Committee (IAC). In 2019, with the assistance of Cleveland Votes, this committee charged itself with a mission to inspire and increase civic engagement, particularly in communities of color, through authentic, relatable, and creative campaigns designed to educate and call-to-action residents within Cleveland's wards 4 and 6.



## Celebrate Civic Holidays: National Voter Registration Day and Vote Early Day

[National Voter Registration Day](#) is September 20, 2022. Cleveland VOTES partners with the Cuyahoga County Board of Elections and numerous organizations over the years to host events and galvanize energy for National Voter Registration Day. If you are newer to this work, this is a GREAT way to get involved. We convene partners and support the development of their events. In addition to the local organizing for National Voter Registration Day, our national partner also has a plethora of [toolkits and resources](#). While the events will look a little different this year, we have great confidence that folks will get their creative juices flowing and host amazing virtual and safely distanced in-person events.

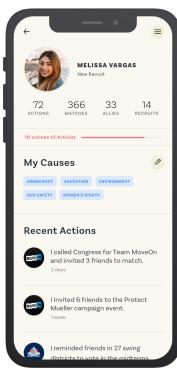


## Digital Organizing and Engagement

During the 2020 elections, we partnered with a few of our state partners to extend SMS texting and virtual phone banking to our partners. Consider phone banking and SMS Text campaigns.

### SMS/TEXT CAMPAIGN

As civic engagement evolves and changes at every turn of the COVID-19 pandemic, voter messaging and methods of contact are shifting towards peer-to-peer communication as we focus on reenvisioning democracy through social distancing and the increased need for connectivity and information. There are 3 ways to get numbers to text or call voters: Obtain lists from our state partners, Friend-to-Friend, or ThruTalk Virtual Phone Bank



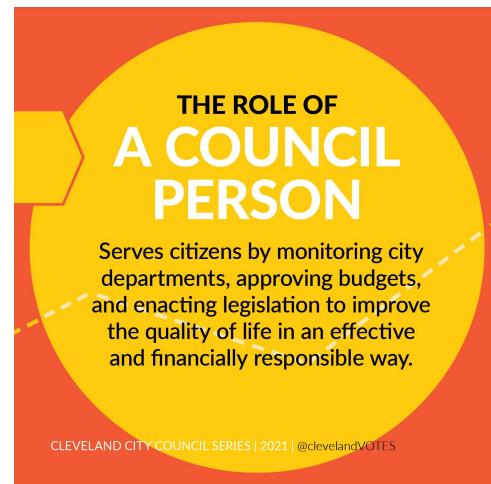
**ThruTalk**

## Visually-Centric Engaging Graphics

Throughout this toolkit, we've provided numerous examples of visually engaging graphics. Create graphics for your networks encouraging them to get activated. Play with colors and have fun with the information you want to share.

### CASE STUDY: GET TO KNOW YOUR CITY COUNCIL

Cleveland VOTES released a social media campaign about our city council members and which neighborhoods they represent. Review the complete #C2C graphic collection, click [here](#).



Cleveland City Council Member  
**Rebecca Maurer, Ward 12**



**Documenters**  
POWERED BY CITY BUREAU & NEIGHBOR UP

**Committees**

**Member**, Health, Human Services & the Arts  
**Member**, Municipal Services & Properties  
**Member**, Transportation & Mobility  
**Member**, Rules

**CONTACT:**  
rmaurer@clevelandcitycouncil.org  
Office: 216.664.4233

**Fun Fact:** "I have two cats named Pierogi and Rhubarb. I have strong opinions about the television show, 'Survivor'."



### QR Codes (Quick Response Codes)

We encourage ALL of our partners to leverage our graphics on their own social media and digital communications. While QR Codes are not new per se, we've seen a HUGE uptick of folks leveraging them to allow for folks to safely scan their phone and get directed to either the Census website or voter registration. To use the QR codes, simply point to the phone camera, click, and complete. We are currently using and seeing folks change their social media or zoom profiles with the QR code, adding to their signature or printing larger signs and displaying them in storefronts.



### Voter Education Guides and Reports

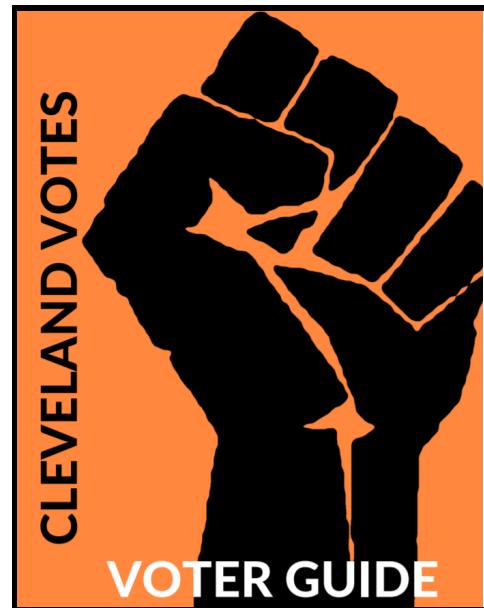
After doing ALL the above, we must provide fair, equitable, and nonpartisan sources of information to our constituents so they are ready to VOTE! Cleveland VOTES has been producing a voter guide for the last couple of years, click here to access [our guide](#). The [League of Women Voters of Greater Cleveland](#) also releases thorough voter guides and post-election reports annually.

#### CASE STUDY: TEENS GET OUT TO VOTE

[Teens Get Out to Vote](#): Teens Get Out the Vote was created by Thomas Smyers, a senior at Shaker Heights High School in Ohio. Thomas was inspired by two of his heroes, Congressman John Lewis and his grandfather Steve Minter, who marched together across the Edmund Pettus Bridge in Alabama for voting rights in 1965. With the recent passing of Congressman Lewis and his grandfather, Thomas believes the torch has been passed to his generation, which must foster democracy by ensuring the right to vote in America.

#### CASE STUDY: ELECTOR OF CLEVELAND

[The Electors of Cleveland](#) is a love of labor project to provide factual information and data that educates, empowers, and sparks civic engagement in Cleveland, OH. The mission is to create an informational collage of multiple sectors to prepare new leadership.



### CASE STUDY: CLEVELAND FOOD BANK

As the pandemic began in early 2020, many residents relied on the Cleveland Food Bank. With that said, the Food Bank leveraged its platform to not only provide food to residents but also voter registration and engagement resources. The Food Bank developed and released a toolkit for each food delivery of theirs.

Learn more about their toolkit [here](#).

### CASE STUDY: LEAGUE OF WOMEN VOTERS

The League of Women Voters is voter registration and election advocacy organization. Annually, the League releases voter guides about upcoming elections. Learn more about their resources here: [Vote 411](#) + [Spanish Version](#) + [PDF version of full guide](#)



Greater Cleveland  
Food Bank

#### Voter Registration & Engagement Toolkit



General Election  
November 3, 2020

Created by Jenna Thomas  
Advocacy Intern

### CASE STUDY: REPRESENT JUSTICE

[Free Our Vote Toolkit](#): The toolkit is a guide to voting for and by people impacted by the justice system. This guide offers historical context for disenfranchisement, explains who may be on your ballot and why they are important, as well as how to find out if you're eligible to vote in your state and what your rights are once you are registered. The toolkit will go live on the Represent Justice website at <http://rejustice.org/vote> and is available in a digital and a downloadable/printable version. Along with the launch of this toolkit, Represent Justice will release shareable content for social media, host virtual conversations about how to use the toolkit as well as urgent discussions about voting rights restoration such as on Prop 17 in California. In addition, they'll have content in Spanish available in the coming weeks. Find out more with our social media toolkit [step-by-step overview](#) and [graphics](#).



## Ride Share Programs

Getting registered to vote is only part of the voting journey. Unfortunately, not everyone has reliable transportation to get and from their polling locations. Because of that reason, consider amplifying free rides to your community. Below are some recommendations.

### CASE STUDY: LYFT and UBER

Lyft's Ride to Vote: 2020VOTE\* and Uber: In-app poll finding feature & discounted rides to the polls: We know that in 2016, [14% of eligible voters](#) noted transportation as a barrier to voting. That's why we're helping people find their polling locations with an in-app poll-finding feature and 50% off roundtrip rides to and from the polls (up to \$7 each trip), or up to \$14 for the two trips. It also applies to bikes and scooters.



### CASE STUDY: RideShare2VOTE

In 2021, Cleveland VOTES worked with RideShare2VOTE to provide free rides to residents in Cleveland VOTES. We worked with community partners to translate ways that community members can request a ride to and from their polling locations. Additionally, each driver was trained upon election and voter education so they can answer questions from their riders. Learn more about RideShare2VOTE [here](#).



## Election Protection

In all we do, it is important to remember that we have a right to exercise our right to protest and equitable access to the polls. To that end, we highly encourage you to check out the [ACLU of Ohio's 'Know Your Right: Protestors Rights'](#)

The screenshot shows the ACLU of Ohio website. At the top, there is a navigation bar with links to About, Issues, Our work, News, Take action, and a black 'Donate' button. Below the navigation bar, the title 'KNOW YOUR RIGHTS' is displayed in bold capital letters, followed by 'Protesters' Rights'. A subtext below the title reads: 'The First Amendment protects your right to assemble and express your views through protest. However, police and other government officials are allowed to place certain narrow restrictions on the exercise of speech rights. Make sure you're prepared by brushing up on your rights before heading out into the streets.' There is a 'Español' link and social sharing icons (Twitter, Facebook, etc.) at the bottom of the page.

### CASE STUDY: ELECTION PROTECTION

[Election Protection:](#) The national, nonpartisan Election Protection coalition works year-round to ensure that all voters have an equal opportunity to vote and have that vote count. Made up of more than 100 local, state, and national partners, Election Protection uses a wide range of tools and activities to protect, advance, and defend the right to vote. Election Protection provides Americans from coast to coast with comprehensive information and assistance at all stages of voting – from registration to absentee and early voting, to casting a vote at the polls, to overcoming obstacles to their participation. Election Protection helps voters make sure their vote is counted through a number of resources, including:

- English: 866-OUR-VOTE – Lawyers' Committee for Civil Rights Under Law
- Spanish/English: 888-VE-Y-VOTA – NALEO Educational Fund
- Arabic/English: 844-YALLA-US – Arab American Institute (AAI)
- Asian Languages/English: 888-API-VOTE – APIAVote & Asian Americans Advancing Justice (AAJC)
- Voter protection field programs: legal – managed by the Lawyers' Committee for Civil Rights Under Law and grassroots managed by Common Cause



## Tremendous Gratitude to You!

The Cleveland VOTES team humbly enters democracy building to first and foremost, honor our ancestors. We often reject being referenced as the experts, not because we do not feel knowledgeable about this work. We do so to level set power. We are residents of this community, humble servants committed to affecting change. More importantly, we cannot do this work in isolation. Every day we are challenged and energized by the residents and partners we engage and have cultivated authentic relationships over the years. There is tremendous curiosity, creativity, courage, resilience, and a voracious spirit to realize true equitable democracy. And for that, this team continues to stay encouraged and hopeful that together we can in fact create the change we all so desire.

Before there was a 'Cleveland VOTES' - we engaged in amplifying the importance of voting for a specific audience - returning citizens. Through this work, they soon realized that there was a gap in supporting nonpartisan engagement in the city of Cleveland. As such, they evolved to focus on engaging nonprofits that were serving/supporting historically disenfranchised and marginalized communities

It is clear that democracy is suffering both locally and nationwide. And while the polarization of democracy and civility may seem more pronounced since the 2016 Presidential election, we contend that what we are witnessing is emblematic of this country's deep-seated entangled history. At its core, our country and its attempt to realize democracy is predicated on truth and reconciliation. Our inability to identify and acknowledge the root causes continues to create racial inequity and power imbalances. As we begin to reflect on our own evolution, we would be remiss not to also challenge the practices of democracy building, as well as civic engagement. After a few years of engaging with nonprofits and supporting their nonpartisan engagement - we began to reflect and ponder how we could further refine our efforts.. As we began to explore and research different models - we came across a report produced by the Kirwan Institute. The report was a guide for transformative change and very much aligned with our aspirations of realizing an equitable democracy.

Reflecting over the last year, the team ended 2021 with much appreciation and gratitude. Grounding and centering ourselves with a spirit of hopefulness is critically important - especially since our country, the state, and our beloved city have been through much turmoil in the last year and a half. Living and managing through multiple pandemics necessitates that we pause and focus on our purpose. We remain driven, encouraged, and honored to work with such amazing partners who are working diligently to realize equitable democracy for themselves and our community at large.

## Our Funders

The Cleveland VOTES team is honored for the investments we have received to make this work possible. Please see below for a list of current funders (as of March 1st, 2022). We also have a host of individual donors that continue to support our work.

**THE  
GEORGE  
GUND  
FOUNDATION**



