

## Sample Emails: Reminders to Register to Vote and Vote

An email from leadership, such as an Executive Director, board member, or CEO sends an important message to staff about how much your nonprofit values voting and civic participation. It encourages staff to make their voice heard and provides helpful election information.

### Timing

Send an initial email 2-3 weeks in advance of the Voter Registration Deadline and Election Day. You can follow that email up with a reminder the day before the deadline. The samples can be modified for primary or local elections by changing the date.

### Content

Typical content will include a short reason why voting is important and information that helps people register to vote, and vote such as a reminder of your “time off to vote” policy or information about casting your ballot on or in advance of Election Day.

## Voter Registration Ask – Sample Email

### **Subject Line**

Register to Vote for the Upcoming Election

### **Email Draft**

Dear Colleagues,

We at [Organization Name] are asking all our staff and volunteers who are eligible to register to vote. If you're already registered, now is the time to make sure your voter registration is up-to-date at your current address. Our goal is to have 100% of eligible staff registered by the week of [Insert Date]. Will you help us reach that goal?

When we ask elected officials to support our issues and funding for services like ours, having our staff, board, and volunteers be registered voters makes our voice that much stronger. [Insert org. specific or election-specific information].

#### *Option 1: Direct*

[Employee Name] will be coming around the office with registration forms asking you if you need to register or update your registration [Insert timeframe]. They can help you fill it out and return it.

#### *Option 2: Indirect*

You can learn more about registering and voting using Rock the Vote's Voter Registration. Visit [rockthevote.org](http://rockthevote.org)

We appreciate your service to [Organization Name]. Thank you for being a registered voter!

Sincerely,

[Insert sender]

## Get Out the Vote Ask – Sample Email

### Sample #1: Provide a Reminder to Vote and Helpful Voting Information

**Subject line** - Make Your Voice Heard Tuesday, November [X] – helpful voting information

Dear Colleagues,

As you are likely aware, there is an important election Tuesday, ([Insert Date] for [Insert offices and ballot measure]). We depend on elected officials to support our issues, services, and funding. It makes a difference if we can say our staff and community are voting.

There are important issues at stake such [Insert one or two]. We encourage you to cast your ballot. Polls are open [Insert time]. If you need help finding your poll, check with the New York State Board of Elections.

Find information about where, when, and how you can vote at [canivote.org](http://canivote.org). Thanks again for your service to [Our nonprofit/local community] and for being a voter!

Should you have any questions, contact – [Insert name and email of someone on staff who can help folks navigate voting concerns].

Signed,

[Insert name of sender]

### Sample #2: Reminder of Your Policy on Time Off to Vote

**Subject line:** Election Day is [Insert date] – Take Time to Vote on Election Day

There is an important election Tuesday, [Insert date] for [Insert offices and ballot measure]. We encourage all staff who are eligible to vote to cast their ballot.

#### **Add reason – for example**

- Voting creates stronger communities for us, our members, our clients, and everyone that is a part of communities we live in.
- As civically engaged leaders in our community, we can set a good example by voting.

Here is a reminder of our time off to vote policy and helpful voting information.

You are allowed to take up to two hours off to vote on Election Day without loss of pay. We recommend taking time off at the beginning or end of your regular shift, whichever allows for more free time to vote. We also acknowledge that sometimes lines at the poll can be unpredictable. Should it take you longer to cast your ballot, please let your supervisor know.

If you experience issues at the polls, please call the election protection hotline at 866-OUR-VOTE.

Thanks again for your service to [Our nonprofit/local community] and for being a voter.

Signed,

[Insert name of sender]

Source: [Nonprofit VOTE](#)