

**ARE YOU  
READY  
TO VOTE  
IN 2020?**



**[VotesPA.com/ReadyToVote](https://www.votespa.com/ReadyToVote)**

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## What is #ReadyToVotePA?

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The Department of State (DOS) is working to promote public confidence in elections and educate voters about some significant changes to elections in 2020. To this end, the Ready to Vote initiative aims to inform voters about key information, including:

- Changes to the PA primary in response to public health concerns over the novel coronavirus.
- How the passage of election reforms in PA will impact elections this year and beyond.
- What voters can expect when they use the new, more secure voting systems that will be in place in every PA county by the primary election.

## How You Can Help

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As a partner of DOS, you can help by spreading the word about the changes via your communications channels, including social media, websites, newsletters, emails, etc. Specifically:

- Position official and verified PA DOS accounts as the trusted source for voting-related information:
  - Web: [votesPA.com](http://votesPA.com)
  - Twitter: [@PASStateDept](https://twitter.com/PASStateDept)
  - Facebook: [@PADepartmentofState](https://www.facebook.com/PADepartmentofState)
- Inform voters about the date change of the PA primary election from April 28<sup>th</sup> to June 2<sup>nd</sup>.
- Explain how the new election reform laws will make voting easier and more accessible for millions of Pennsylvanians. Voters will have more options, including:
  - Mail-in voting
  - Longer voter registration period
  - Online request form for mail-in ballots
  - Mail-in ballots can be returned to the county office until 8 p.m. election day
- Highlight the fact that new voting systems are more secure, accessible and auditable.

## General #ReadyToVotePA Material

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You can use general #ReadyToVotePA material to let people know the voting experience in PA has changed and to direct them to [VotesPA.com/ReadyToVote](https://www.votespa.com/ReadyToVote) for an easy-to-follow checklist. A timeline of suggested social media posts is included at the end of this document.

All graphic materials are available in Spanish. Download materials at:  
<https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx>

### Sample Social Media Posts:

General



Are you #ReadyToVotePA? Find out if you're all set to cast your vote in the #PAPrimary on June 2, 2020: [votesPA.com/ReadyToVote](https://www.votespa.com/ReadyToVote) #votesPA #2020election

Are you #ReadyToVotePA? Find out if you're all set to cast your vote in the November 3, 2020 general election: [votesPA.com/ReadyToVote](https://www.votespa.com/ReadyToVote) #votesPA #2020election

📄 Register. 🗳️ Plan. 🗳️ Vote! Make sure you're #ReadyToVotePA at: [votesPA.com/ReadyToVote](https://www.votespa.com/ReadyToVote) #votesPA

## 2020 PRIMARY ELECTION IMPORTANT DATES


**MAY 18** Last day to register to vote for the primary election.  
[register.votesPA.com](https://register.votesPA.com)

**MAY 26** Last day to apply for a mail-in or absentee ballot.  
[votesPA.com/ApplyMailBallot](https://votesPA.com/ApplyMailBallot)

**JUNE 02** Voted mail-in and absentee ballots must be received by the county by 8 PM.  
[votesPA.com/County](https://votesPA.com/County)

**JUNE 02** Primary election day. Polls are open from 7 AM to 8 PM.  
[votesPA.com/Polls](https://votesPA.com/Polls)

**VotesPA.com** 

 Mark your calendars with these important dates for the #PAPrimary. Visit [votesPA.com/ReadyToVote](https://votesPA.com/ReadyToVote) to learn about mail-in voting, new voting systems and how you can get involved. #votesPA #ReadytoVotePA

## 2020 GENERAL ELECTION IMPORTANT DATES


**OCT 19** Last day to register to vote for the general election.  
[register.votesPA.com](https://register.votesPA.com)

**OCT 27** Last day to apply for a mail-in or absentee ballot.  
[votesPA.com/ApplyMailBallot](https://votesPA.com/ApplyMailBallot)

**NOV 3** Voted mail-in and absentee ballots must be received by the county by 8 PM.  
[votesPA.com/County](https://votesPA.com/County)

**NOV 3** General election day. Polls are open from 7 AM to 8 PM.  
[votesPA.com/Polls](https://votesPA.com/Polls)

**VotesPA.com** 

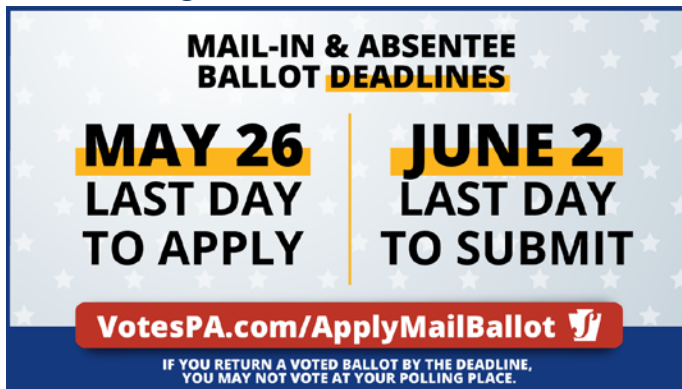
 Mark your calendars with these important dates for the general election. Visit [votesPA.com/ReadyToVote](https://votesPA.com/ReadyToVote) to learn about mail-in voting, new voting systems and how you can get involved. #votesPA #ReadytoVotePA

## Mail-in Voting



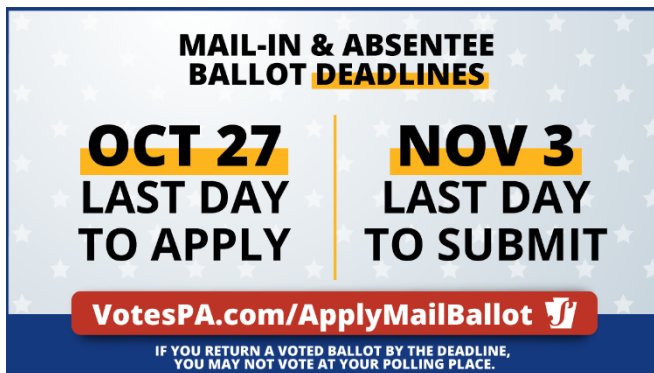
The new voting reform law creates an option to mail your ballot without the need to provide a reason. Voters can skip the lines on election day with mail-in voting. Read more about this convenient way to vote: [votesPA.com/mailballot](https://votesPA.com/mailballot) #votesPA #ReadyToVote

## Mail-in Voting Deadlines



May 26 is the LAST DAY to apply for a mail-in ballot. Applications must be RECEIVED by your county election office by 5 pm on May 26. Voted Ballots must be RECEIVED by 8 pm on June 2.

Apply online: [votesPA.com/ApplyMailBallot](https://votesPA.com/ApplyMailBallot) #votesPA #ReadyToVotePA



Oct 27 is the LAST DAY to apply for a mail-in ballot. Applications must be RECEIVED by your county election office by 5 pm on Oct 27. Voted Ballots must be RECEIVED by 8 pm on Nov 3.

Apply online: [votesPA.com/ApplyMailBallot](https://votesPA.com/ApplyMailBallot) #votesPA #ReadyToVotePA

### Voter Registration Deadline – Primary



The deadline to register to vote is now 15 days before an election. The voter registration deadline for the PA Primary is May 18. Register today: [register.votesPA.com](https://register.votesPA.com) #votesPA #ReadyToVotePA

### Voter Registration Deadline – General



The deadline to register to vote is now 15 days before an election. The voter registration deadline for the November general election is October 19. Register today: [register.votesPA.com](https://register.votesPA.com) #votesPA #ReadyToVotePA

### New Voting Systems



Pennsylvania voters, have you used your county's new voting system? Get #ReadyToVotePA by learning how your county's new voting system works: [votesPA.com/ReadyToVote](https://votesPA.com/ReadyToVote)

All graphic materials are available in Spanish. Download materials at:  
<https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx>

## Web Graphics

Banner graphics in different sizes (160x600px, 300x250px, 300x600px and 728x90px) can be used on websites and linked to: [votesPA.com/ReadyToVote](https://votesPA.com/ReadyToVote) or [votesPA.com](https://votesPA.com).



All graphic materials are available in Spanish. Download materials at: <https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx>

# THERE ARE **BIG** VOTING CHANGES.

Historic election reforms will change the way you vote beginning with the 2020 primary.



**MAIL-IN  
VOTING**



**MORE TIME  
TO REGISTER  
TO VOTE**



**NEW  
VOTING  
SYSTEMS**

1-877-VOTESPA (1-877-868-3772)

Apply for your ballot online and learn more about these voting changes at:

[VotesPA.com/ReadyToVote](https://www.VotesPA.com/ReadyToVote) 

# ¿ESTÁ LISTO PARA VOTAR EN EL 2020?

Las reformas electorales históricas cambiarán su forma de votar a partir de las elecciones primarias de 2020.



**LA PAPELETA  
DE VOTO  
POR CORREO**



**PLAZOS EXTENDIDOS  
PARA INSCRIBIRSE  
PARA VOTAR**



**NUEVOS  
SISTEMAS DE  
VOTACIÓN**

1-877-VOTESPA (1-877-868-3772)

Solicite la papeleta en línea e infórmese sobre los cambios en:

[VotesPA.com/ReadyToVote](https://www.VotesPA.com/ReadyToVote) 



**THERE ARE  
BIG  
VOTING  
CHANGES.**

Historic election reforms will change the way you vote beginning with the 2020 primary.


- ✓ Vote by mail-in ballot without providing a reason.
- ✓ Return your ballot by mail or at your county office.
- ✓ Ask to be placed on an annual mail-in voter list.
- ✓ Mail-in or absentee ballots accepted until 8 pm on election day.
- ✓ Register to vote up to 15 days before an election.

Apply online:  
**VotesPA.com/ApplyMailBallot**

**VOTE**  
**NEW  
VOTING  
SYSTEMS**

By April 2020, all counties will have new voting systems. New voting machines offer:

- ✓ Increased security features
- ✓ Greater accessibility for all voters
- ✓ Paper record of every ballot cast, so that:
  - ✓ Voters can verify their votes before casting the ballot.
  - ✓ Officials can use the ballot's plain text for recounts and post-election audits.

  
**VotesPA.com**

**¿ESTÁ  
LISTO  
PARA  
VOTAR?**

Las reformas electorales históricas cambiarán su forma de votar a partir de las elecciones primarias de 2020.

- ✓ Vote usando la papeleta de voto por correo sin proporcionar una razón.
- ✓ Devuelva su papeleta por el correo o en la oficina del condado.
- ✓ Solicite su inclusión en una lista anual de votantes por correo.
- ✓ Las papeletas de voto por correo o en ausencia se aceptan hasta las 8 pm el día de las elecciones.
- ✓ Inscríbese para votar hasta 15 días antes de una elección.

Solicite la papeleta en línea:  
**votesPA.com/ApplyMailBallot**

**VOTE**  
**NUEVOS  
SISTEMAS  
DE VOTACIÓN**

Para abril de 2020, todos los condados tendrán nuevos sistemas de votación. Las nuevas máquinas de votación ofrecen:

- ✓ Aumento en los mecanismos de seguridad.
- ✓ Mayor accesibilidad para todos los votantes.
- ✓ Registro en papel de cada voto emitido, de modo que:
  - ✓ Los votantes pueden verificar sus votos antes de emitir la papeleta.
  - ✓ Los funcionarios podrán usar las papeletas de papel para los recuentos y auditorías postelectorales.

  
**VotesPA.com**

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<https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx>

**ARE YOU  
READY  
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IN 2020?**

**VotesPA.com**

**GET READY  
TO VOTE  
IN 2020**

**VISIT:**  
**VotesPA.com**

**GET READY  
TO VOTE  
IN 2020**

**Vote by Mail-in Ballot**

If you are a registered voter in Pennsylvania, you have a **new option to vote by mail-in ballot**. This is a great option for voters who prefer the convenience of voting at home. You do not have to provide a reason for requesting a mail-in ballot.

If you decide to vote by mail-in ballot, keep in mind:

- You must apply for a ballot by **5:00 p.m. on the Tuesday before the election**.
- You can apply using an **online application** at [votespa.com/ApplyMailBallot](https://votespa.com/ApplyMailBallot), by mailing in a paper application, or by submitting a paper application in person at the county election office.
- When you apply in person, you can ask for your ballot **immediately** if the ballot is available; you can complete it in the office and return it to the county election staff.
- You can return your completed ballot **by mail or in person at your county election office**.
- The county must receive your completed ballot by **8:00 pm on election day** in order to count it.

It's important to know **your vote is final** once your county receives your voted mail-in ballot, and you are not allowed to go to the polling place to change your vote on election day. If you do not return your voted ballot to your county election office by 8:00 p.m. on election day, you can vote by provisional ballot at your polling place.

**More Time to Register**

You now have more time to register to vote. The deadline to register for the primary election is **May 18, 2020**, and the deadline to register for the November general election is **October 19, 2020**. Keep in mind that you must submit a voter registration application to update your address, change your party affiliation, or change your name.

Check your voter registration status at [VotesPA.com/Status](https://votespa.com/Status). Register or update your information at [VotesPA.com/Register](https://votespa.com/Register).

**Annual Mail-in Request List**

When you apply for a mail-in ballot, you can ask to have the ballots for every election that you mailed to you. Simply check the box for "annual mail-in request."

Learn more about mail-in voting at [VotesPA.com/MailBallot](https://votespa.com/MailBallot).

**New Voting Systems**

If you vote in person on election day, you may use **new voting equipment for the first time**. These new systems provide a paper record to ensure accuracy, and you will have the opportunity to **confirm your choices on a paper record** before casting your vote. Plus, the new systems are easy to use and have accessible features to make voting easy and convenient for voters with disabilities.

Go to [VotesPA.com/ReadyToVote](https://votespa.com/ReadyToVote) to explore your county's voting system. Do your part by being a prepared voter before you head to your polling place. This will help things run smoothly on election day.

**No Straight-Party Voting**

You no longer have the option to check just one box to vote for all the candidates of one political party. You can **still select all candidates from one party**, but you must select them individually in each contest.

**VotesPA.com**

**¿Está listo  
para votar  
en el 2020?**

**La papeleta de voto por correo**

Si es un votante inscrito en Pennsylvania, tiene una nueva opción de votar por correo. La papeleta de voto por correo es una muy buena opción para aquellos que prefieren votar desde casa. No debe proporcionar un motivo para la solicitud de una papeleta de voto por correo.

Si decide votar por correo, tenga en cuenta:

- Debe solicitar la papeleta antes de las **5:00 p.m. del martes antes de la elección**.
- Puede hacer la solicitud en línea en [votespa.com/ApplyMailBallot](https://votespa.com/ApplyMailBallot), enviándola por correo postal o entregándola en persona en la oficina electoral del condado.
- Si entrega la solicitud personalmente, puede pedir que le entreguen la papeleta de **inmediato**. Si **está está disponible, puede llenarla en la oficina** y devolverla al personal de elección del condado.
- Puede devolver la papeleta llena por correo o entregarla en persona en la oficina electoral del condado.
- El condado debe recibir su papeleta llena antes de las **8:00 p.m. del día de las elecciones** para que sea válida.

Es importante que entienda que su voto es definitivo una vez que su condado recibe su papeleta de voto por correo con su voto, y que no tiene permitido ir al centro de votación para cambiar su voto el día de las elecciones. Si no devuelve su papeleta con el voto a la oficina electoral de su condado antes de las 8:00 p.m. el día de las elecciones, puede votar por medio de una papeleta provisional en su centro de votación.

**Inscripción de votantes**

Ahora tiene más tiempo para inscribirse y votar. El plazo de inscripción para las primarias es el **18 de mayo de 2020** y para las elecciones generales de noviembre es el **19 de octubre de 2020**. Recuerde que debe presentar una solicitud de inscripción de votante para actualizar su dirección, cambiar su afiliación a algún partido o cambiar su nombre.

Revise el estado de su inscripción en [VotesPA.com/Status](https://votespa.com/Status). Inscribirse o actualice sus datos en [VotesPA.com/Registrar](https://votespa.com/Registrar).

**Nuevos sistemas de votación**

Si vota en persona el día de las elecciones, podrá utilizar por primera vez el nuevo equipo de votación. Estos nuevos sistemas proporcionan una papeleta de papel para asegurar la veracidad, y usted tendrá la posibilidad de **confirmar su elección en el papel antes de confirmar su voto**. Además, los nuevos sistemas son fáciles de usar y tienen características de accesibilidad para hacer el proceso de votación sencillo y cómodo para los votantes con discapacidades.

Vote [VotesPA.com/ReadyToVote](https://votespa.com/ReadyToVote) para conocer el sistema de votación de su condado. Cumpla con su parte de ser un votante preparado antes de asistir al centro de votación. Esto permitirá que todo salga de la mejor manera el día de las elecciones.

**Solicitud anual de voto por correo**

Al solicitar la papeleta de voto por correo, puede pedir que le envíen por correo todas las papeletas para las elecciones del año. Solo marque la casilla "solicitud anual por correo".

Infórmese sobre el voto por papeleta de voto por correo en [VotesPA.com/MailBallot](https://votespa.com/MailBallot).

**Se elimina el voto de partido único**

Ya no existe la opción de marcar solo una casilla para votar por todos los candidatos de un partido político. Si bien aún puede elegir todos los candidatos del mismo partido, debe hacerlo de forma individual.

**VotesPA.com**

All graphic materials are available in Spanish. Download materials at:  
<https://www.votespa.com/readytovote/Pages/ReadytoVoteToolkit.aspx>

## Newsletter Sample - English

*NOTE: The count for all the content below is 703 words. If you have limited space, we recommend using the “Are you Ready to Vote in 2020?” and the first part of the “Voting Reforms” sections (105 words) alone or with another section from the text below in order to fit your content needs.*

### Are You Ready to Vote in 2020?

Most Pennsylvania voters know that 2020 is an important election year. What you may not know is that there are BIG changes to our election laws that will make your voting experience different this year. Here’s what you need to know to be an informed and prepared voter in 2020.

### Voting Reforms

Some important changes to Pennsylvania election laws were passed in 2019. These changes include:

- Extended deadlines for voter registration
- A NEW option to vote by mail-in ballot
- An end to straight-party voting
- Extended deadlines to return your mail-in ballot

Visit [VotesPA.com/readytovote](https://votespa.com/readytovote) to learn more.

#### Voter Registration

You now have more time to register to vote. The deadline to register for the June 2<sup>nd</sup> primary election is May 18, 2020, and the deadline to register for the November general election is October 19, 2020. Keep in mind that you must submit a voter registration application to update your address, change your party affiliation, or change your name.

- Check your voter registration status at [VotesPA.com/status](https://votespa.com/status).
- Register or update your information at [VotesPA.com/register](https://votespa.com/register).

#### Vote by Mail-in Ballot

If you are a registered voter in Pennsylvania, you have a new option to vote by mail-in ballot. This is a great option for voters who prefer the convenience of voting at home. You do not have to provide a reason for requesting a mail-in ballot.

If you decide to vote by mail-in ballot, keep in mind:

- You must apply for a ballot by 5:00 p.m. on the Tuesday before the election.
- You can apply using an online application at [votesPA.com/ApplyMailBallot](https://votespa.com/ApplyMailBallot), by mailing in a paper application, or by submitting a paper application in person at the county election office.
- When you apply in person, you can ask for your ballot immediately. If the ballot is available, you can complete it in the office and return it to the county election staff.
- You can return your completed ballot by mail or in person at your county election office.
- The county must **receive** your completed ballot by 8:00 pm on election day in order to count it.

It’s important to know your vote is final once your county receives your voted mail-in ballot, and you are not allowed to go to the polling place to change your vote on election day. If you do not return your

voted ballot to your county election office by 8:00 p.m. on election day, you can vote by provisional ballot at your polling place.

When you apply for a mail-in ballot, you can ask to have the ballots for every election that year mailed to you. Simply check the box for “annual mail-in request.”

Learn more about mail-in voting at [VotesPA.com/mailballot](https://www.VotesPA.com/mailballot).

### No straight-party voting

You no longer have the option to check just one box to vote for all the candidates of one political party. You can still select all candidates from one party, but you must select them individually in each contest.

### **New Voting Systems**

If you vote in person on election day, you may use new voting equipment for the first time. These new systems provide a paper record to ensure accuracy, and you will have the opportunity to confirm your choices on a paper record before casting your vote. Plus, the new systems are easy to use and have accessible features to make voting easy and convenient for voters with disabilities.

Go to [VotesPA.com/readytovote](https://www.VotesPA.com/readytovote) to explore your county’s voting system. Do your part by being a prepared voter before you head to your polling place. This will help things run smoothly on election day.

### **Spread the Word!**

Follow the Pennsylvania Department of State on Facebook @PADepartmentofState and Twitter @PAStateDept. Help your fellow Pennsylvanians get #ReadytoVote2020 by sharing content about the 2020 elections from THE trusted source for Pennsylvania election information.

## **Newsletter Sample - Spanish**

### **¿Está listo para votar en el 2020?**

La mayoría de los votantes en Pennsylvania saben que 2020 es un año electoral importante. Lo que puede desconocer es que hay GRANDES cambios en nuestras leyes electorales que cambiarán su experiencia como votante este año. Le mostramos lo que debe saber para ser un votante preparado e informado este 2020.

### **Reformas electorales**

Se han aprobado cambios importantes en las leyes electorales de Pennsylvania en 2019. Entre ellos se incluyen:

- Plazos extendidos para la inscripción de los votantes
- Una NUEVA opción de votar por papeleta de voto por correo
- Se pone fin al voto de partido único
- Se extienden las fechas límite para devolver su papeleta de voto en ausencia o por correo.

Para conocer más, visite: [VotesPA.com/readytovote](https://www.VotesPA.com/readytovote)

### Inscripción de votantes

Ahora tiene más tiempo para inscribirse y votar. El plazo de inscripción para las primarias es el 13 de abril de 2020 y para las elecciones generales de noviembre es el 19 de octubre de 2020. Recuerde que debe presentar una solicitud de inscripción de votante para actualizar su dirección, cambiar su afiliación a algún partido o cambiar su nombre.

- Revise el estado de su inscripción en [VotesPA.com/status](https://www.votespa.com/status).
- Inscribese o actualice sus datos en [VotesPA.com/register](https://www.votespa.com/register).

### La papeleta de voto por correo

Si es un votante inscrito en Pennsylvania, tiene una nueva opción para votar por correo. La papeleta de voto por correo es una muy buena opción para aquellos que prefieren votar desde casa. No debe proporcionar un motivo para la solicitud de una papeleta de voto por correo.

Si decide votar usando la papeleta de voto por correo, tenga en cuenta:

- Debe solicitar la papeleta antes de las 5:00 p.m. del martes antes de la elección.
- Puede hacer la solicitud en línea en [VotesPA.com/ApplyMailBallot](https://www.votespa.com/ApplyMailBallot), enviándola por correo postal o entregándola en persona en la oficina electoral del condado.
- Si entrega la solicitud personalmente, puede pedir que le entreguen la papeleta de inmediato. Si esta está disponible, puede llenarla en la oficina y devolverla al personal de elección del condado.
- Puede devolver la papeleta llena por correo o entregarla en persona en la oficina electoral del condado.
- El condado debe **recibir** su papeleta llena antes de las 8:00 p.m. del día de las elecciones para que sea válida.

Es importante que entienda que su voto es definitivo una vez que su condado reciba su papeleta de voto por correo con el voto, y que no tiene permitido ir al centro de votación para cambiar su voto el día de las elecciones. Si no devuelve su papeleta llena a la oficina electoral de su condado antes de las 8:00 p.m. el día de las elecciones, puede votar por medio de una papeleta provisional en su centro de votación.

Al solicitar la papeleta de voto por correo, puede pedir que se le envíen por correo todas las papeletas para las elecciones del año. Solo marque la casilla “solicitud anual por correo”.

Infórmese sobre el voto por papeleta de voto por correo en [VotesPA.com/mailballot](https://www.votespa.com/mailballot).

### Se elimina el voto de partido único

Ya no existe la opción de marcar solo una casilla para votar por todos los candidatos de un partido político. Si bien aún puede elegir todos los candidatos del mismo partido, debe hacerlo de forma individual.

### **Nuevos sistemas de votación**

Si vota de en persona el día de las elecciones, podrá utilizar por primera vez el nuevo equipo de votación. Estos nuevos sistemas proporcionan una papeleta de papel para asegurar la veracidad, y usted tendrá la posibilidad de confirmar su elección en el papel antes de confirmar su voto. Además, los

nuevos sistemas son fáciles de usar y tienen características de accesibilidad para hacer el proceso de votación sencillo y cómodo para los votantes con discapacidades.

Visite [VotesPA.com/readytovote](https://VotesPA.com/readytovote) para conocer el sistema de votación de su condado. Cumpla con su parte de ser un votante preparado antes de asistir al centro de votación. Esto permitirá que todo salga de la mejor manera el día de las elecciones.

### **¡Corra la voz!**

Siga en Facebook al Departamento de Estado de Pennsylvania, @PADepartmentofState, y en Twitter, @PAStateDept. Ayude al resto de los habitantes de Pennsylvania a que estén #ListosParaVotarEn2020 compartiendo el contenido de las elecciones de 2020 desde LA fuente confiable de información sobre las elecciones de Pennsylvania.

## **Suggested Timeline #ReadyToVotePA**

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### **January-February 2020**

- Voter registration
- Learn about new voting systems

### **March-June 2020**

- Promote new voter registration deadline (May 18)
- Mail-in ballot deadlines (apply & return ballots)
- #PAPrimary June 2

### **July-August 2020**

- Voter registration
- Learn about new voting systems

### **September 2020**

- National Voter Registration Month

### **October-November 2020**

- Promote new voter registration deadline (October 19)
- Mail-in ballot deadlines (apply & return ballots)
- Election Day – November 3