What Are Your Goals?

• Build Voter Confidence
• Build Voter Competence
• Raise Awareness
• Recruit Poll Workers
### Assess Your Timelines

#### 2023 Ohio Elections Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 1-5</td>
<td>Early In-Person Voting 8:30 a.m.-7:30 p.m.</td>
</tr>
<tr>
<td>Aug 1-5</td>
<td>Absentee Ballot Postmark Deadline</td>
</tr>
<tr>
<td>Aug 1-12</td>
<td>Military and Overseas Absentee Voting</td>
</tr>
<tr>
<td>Aug 1-12</td>
<td>Absentee Voting by Mail*</td>
</tr>
<tr>
<td>Aug 1-12</td>
<td>Special Election Polls Open 6:00 p.m.</td>
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*Absentee ballots may be returned by mail or personally delivered to the county board of elections.*
Assess Your Timelines

- Candidate Filing Deadlines
- Voter Registration Deadlines
- Absentee Deadlines
- Logic & Accuracy Testing
- Poll Worker Trainings
- Early Voting Deadlines
- Election Day Voting
- Results Certification
- Election Audits

**AUGUST 2023**

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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<td>Military and Overseas Absentee Voting</td>
<td>Absentee Voting by Mail*</td>
<td>Early In-Person Voting</td>
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<td></td>
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<td></td>
<td>Special Election</td>
<td>Poll Open</td>
<td></td>
<td>Last day for boards of elections to receive absentee ballots that have been postmarked on or before August 7.</td>
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<tr>
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</tr>
</tbody>
</table>

*Absentee ballots may be returned by mail or personally delivered to your county board of elections.
1. Internal Staff Resources:
   • Field Team
   • Veterans / Minority / Community Outreach
   • Communications Staff
   • Local Elections Officials
   • Principal

2. External Relationships:
   • Press
   • Elected Officials
   • Community Groups
   • Local Elections Officials

3. Monetary Resources
1. Consider Audience, Tactics, Resources, Timelines
2. Develop Key Message
   • “Ohioans have three secure and convenient ways to make their voice heard.”
3. Build a Brand
4. Find Synergies
Build A Brand

Ohio Military Votes
Ohio Military Votes gives Ohioans serving our nation everything they need to vote while overseas.

- I Vote in Honor of a Veteran (sub-brand of Ohio Military Votes) - I Vote in Honor of a Veteran recognizes the service of our brave veterans by allowing Ohioans to dedicate their votes to a special veteran on Election Day. Participants can share a tribute and photo of their honored veteran on the Secretary of State’s website and receive a pin to wear on Election Day.

Font used for headings and accents
Liberator

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890(,.!?)

Brand Colors

<table>
<thead>
<tr>
<th>Color</th>
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<th>RGB</th>
<th>Hex</th>
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<tr>
<td>Brown</td>
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</table>

Default Image - Army National Guard

Frank LaRose
Ohio Secretary of State
Possible Planning Documents

- Social Media Calendar
- Travel Earned Media Plan
- Poll Worker Recruitment Plan
- Outreach Partner Plans & Toolkits
- UOCAVA Voting Campaign
- Public Service Announcement Campaign
2020 General Election Voter Education

Let's Vote, Ohio!

1.5M views • 2 years ago

Ohioans have 3 safe & convenient ways to vote

VOTE OHIO

Frank LaRose
Ohio Secretary of State
Secure Elections

Ohio’s Elections are Secure

Voting Equipment is Certified
- Secure, reliable, and accurate
- Requirements and standards are maintained

SAFELY STORING VOTING EQUIPMENT
- Voting machines are stored in secure locations
- Access is restricted to authorized personnel

TESTING
- Regular testing is conducted to ensure equipment functionality
- Audits conducted to verify equipment accuracy

Balloons Stay Secure
- Proper handling and transportation of ballots
- Ballots stored securely to prevent tampering

Voter List Maintenance
- Regular updates to voter rolls
- Accurate and up-to-date information

Audits Ensure Accuracy
- Comprehensive audits conducted
- Verification of election results
- Transparency and accountability

LAROSE RELEASES RESULTS OF COUNTY BOARDS’ POST-ELECTION AUDITS

Ohio Audits Every Election, Every Time

COLUMBUS – Ohio’s county boards of elections have finalized their post-election audit of the November 2022 general election. The results show a 99.9% accuracy rate.

See the full 99 county-by-county audit results here.

Upon taking office, Ohio Secretary of State Frank LaRose directed all county boards of elections to conduct a post-election audit after each and every election. Doing so ensures our elections are secure, boosts voter confidence in the results, and holds each board accountable for the integrity and accuracy of the election results.

Learn more about Ohio’s post-election audit process by clicking here or on the image below.

Frank LaRose
Ohio Secretary of State
Poll Worker Toolkits

Fellow Ohioan,

This election we need your help to defend democracy. If you have a favorite charity or non-profit, consider serving as a poll worker and donating your pay to better your community in two ways!

Lawyers!
Serve as a poll worker this election and receive CLE credits!
Sign up today at VoteOhio.gov/DefendDemocracy

Frank LaRose
Ohio Secretary of State
Final Takeaways

1. Build a Plan that Suites Your Needs and Capabilities
2. Don’t Neglect the “Off Year”
3. Build External Relationships Early
4. Leverage Community Resources