

The background features a large, faint, circular seal of the State of Minnesota. The seal contains the text "THE GREAT SEAL OF THE STATE OF MINNESOTA" around the perimeter and "MNI SOTA MAKOCE" in the center. In the center of the seal is a figure holding a bow and arrow, with a star above its head.

# Minnesota Voter Engagement and Education

*Melanie Hazelip*  
*Voter Outreach Director*

# AGENDA



Here We Vote



Business Partnerships



High Schools



Colleges

# HERE WE VOTE



# Voter outreach and education campaign challenging Minnesotans to reclaim #1 spot in voter turnout

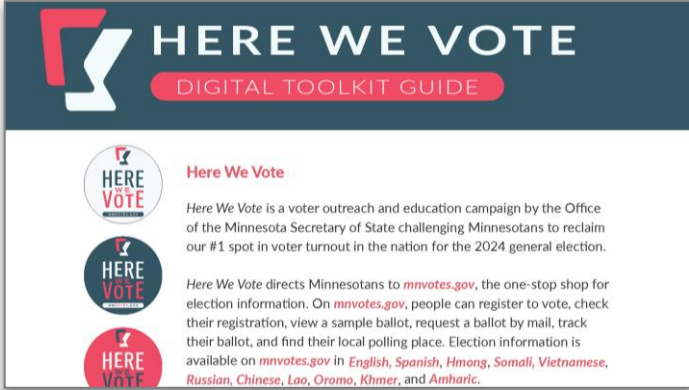
## VIDEO



## VOTER OUTREACH TOOLKIT



## DIGITAL TOOLKIT



# BUSINESS PARTNERSHIPS



**EVENTS WITH SOS**



**CUSTOMIZED OUTREACH MATERIALS**



**INTERNAL COMMUNICATIONS**

# BUSINESS PARTNERSHIPS



## **CITZENS@TARGET:**

- “Civic participation is the backbone of a healthy democracy. We inspire a culture of civic engagement by encouraging participation in government and politics among our team members and guests.”

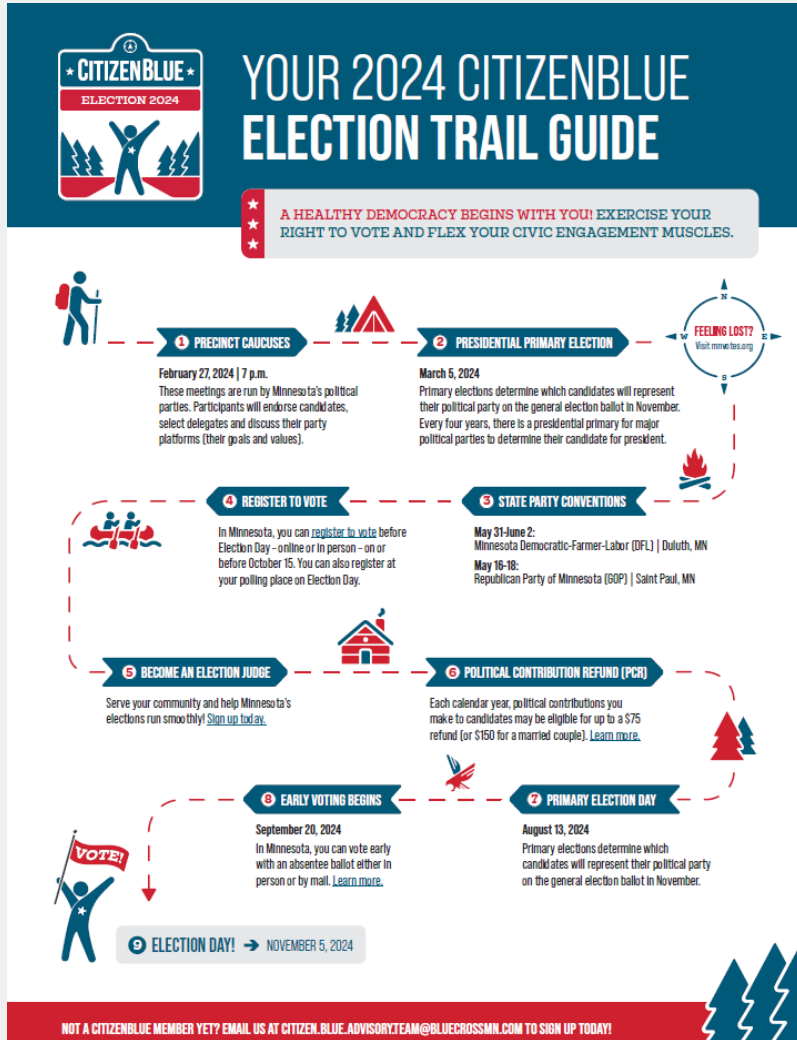
# BUSINESS PARTNERSHIPS



## **THINK BLUE:**

- Events with SoS
- Customized materials
- In-person tabling

# BUSINESS PARTNERSHIPS



**CITIZENBLUE**  
ELECTION 2024

## YOUR 2024 CITIZENBLUE ELECTION TRAIL GUIDE

A HEALTHY DEMOCRACY BEGINS WITH YOU! EXERCISE YOUR RIGHT TO VOTE AND FLEX YOUR CIVIC ENGAGEMENT MUSCLES.

- 1 PINGPONG CAUCUSES**  
February 27, 2024 | 7 p.m.  
These meetings are run by Minnesota's political parties. Participants will endorse candidates, select delegates and discuss their party platforms (their goals and values).
- 2 PRESIDENTIAL PRIMARY ELECTION**  
March 5, 2024  
Primary elections determine which candidates will represent their political party on the general election ballot in November. Every four years, there is a presidential primary for major political parties to determine their candidate for president.
- 3 FEELING LOST?**  
Visit [mnvotes.org](http://mnvotes.org)
- 4 REGISTER TO VOTE**  
In Minnesota, you can register to vote before Election Day – online or in person – on or before October 15. You can also register at your polling place on Election Day.
- 5 STATE PARTY CONVENTIONS**  
May 31-June 2: Minnesota Democratic-Farmer-Labor (DFL) | Duluth, MN  
May 16-18: Republican Party of Minnesota (GOP) | Saint Paul, MN
- 6 BECOME AN ELECTION JUDGE**  
Serve your community and help Minnesota's elections run smoothly! [Sign up today.](#)
- 7 POLITICAL CONTRIBUTION REFUND (PCR)**  
Each calendar year, political contributions you make to candidates may be eligible for up to a \$75 refund (or \$150 for a married couple). [Learn more.](#)
- 8 EARLY VOTING BEGINS**  
September 20, 2024  
In Minnesota, you can vote early with an absentee ballot either in person or by mail. [Learn more.](#)
- 9 PRIMARY ELECTION DAY**  
August 13, 2024  
Primary elections determine which candidates will represent their political party on the general election ballot in November.
- 9 ELECTION DAY! → NOVEMBER 5, 2024**

NOT A CITIZENBLUE MEMBER YET? EMAIL US AT [CITIZEN.BLUE.ADVISORYTEAM@BLUECROSSMN.COM](mailto:CITIZEN.BLUE.ADVISORYTEAM@BLUECROSSMN.COM) TO SIGN UP TODAY!



**BlueCross.**  
**BlueShield.**

## CITIZEN BLUE:

- Nationally recognized
- Events with SoS
- Internal communications and reminders
- Voting and election SWAG
- Selfie contests and photo booths

# COLLEGES

**DEMOCRACY CUP**

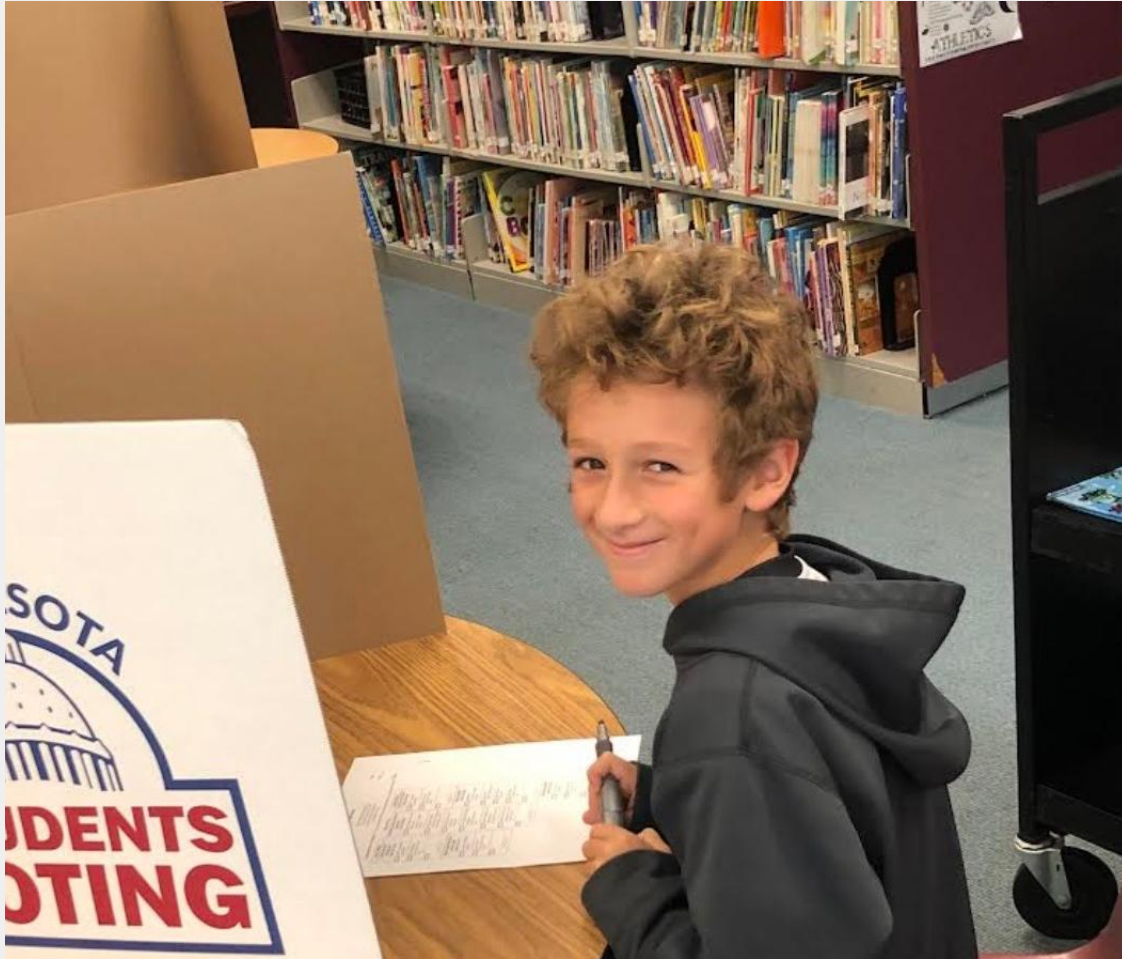
**CAMPUS VOTE  
COORDINATORS**

**VOTER  
ENGAGEMENT  
PLANS**





# HIGH SCHOOLS



- SoS Visits
- Students Voting
- National Voter Registration Day
- Youth Day at the Capitol



# QUESTIONS?

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