# 2017 NASS IDEAS AWARD APPLICATION

### **NOMINATING OFFICIAL:**

Ohio Secretary of State Jon Husted 180 East Broad Street, 16th Floor • Columbus, Ohio 43215

### POC FOR FOLLOW-UP:

Matt Damschroder, Assistant Secretary of State & Chief of Staff 614.728.9132 • MDamschroder@OhioSecretaryofState.gov

### TITLE OF PROGRAM/PROJECT:

Day for Democracy

### **PROJECT LEADS:**

Karine Aswad, Marketing & Outreach Manager 614.387.0854 • KAswad@OhioSecretaryofState.gov

### **DESCRIPTION OF PROGRAM/PROJECT:**

Day for Democracy is a statewide program launched by Ohio Secretary of State Jon Husted in 2015 that seeks to help county boards of elections recruit poll workers by partnering with businesses, nonprofits and other organizations. The program specifically asks partners to help by distributing information to their employees and members about dedicating a "day for democracy" by volunteering to become a poll worker on Election Day.

### **SUBJECT AREA:**

**Elections** 

""FREEDOM AND DEMOCRACY ARE RIGHTS WE ENJOY AS AMERICANS, BUT THEY ARE NOT WITHOUT THEIR RESPONSIBILITIES. IN ORDER TO BE SUCCESSFUL, WE NEED A BIPARTISAN ARMY OF DEDICATED INDIVIDUALS TO SIGN UP TO MAKE A DAY FOR DEMOCRACY BY VOLUNTEERING TO BE A POLL WORKER ON ELECTION DAY AND IT'S TIME TO ENLIST."

- JON HUSTED, OHIO SECRETARY OF STATE

### **EXECUTIVE SUMMARY**

### **HISTORY**

Each Election Day, it takes roughly 35,000 Ohioans to serve as poll workers to ensure a well-run election. The importance of finding qualified individuals to serve cannot be understated, especially in a presidential election. For this reason, Secretary Husted expanded his office's poll worker recruiting efforts in 2015 to create partnerships with businesses and nonprofits around the state to help.

Since taking office in 2012, Secretary Husted has worked tirelessly to assist county boards of elections in recruiting poll workers. Each year, the secretary of state's office encourages Ohioans to serve by producing public service announcements, sending out a letters to the editor and distributing other promotional materials at schools and through government websites.

In 2015, Secretary Husted expanded these efforts to encourage working professionals and volunteers to make a "Day for Democracy" by serving as poll workers. The office encouraged corporations around the state to expand their "Corporate Days of Service" programs to allow their employees to take time off to serve and encourage non-profit volunteers to donate the pay they received as a poll worker to the charities of their choice. The Secretary of State's Office asked major corporations and non-profits to help raise awareness for the program and to commit to getting the word out to their employees and members. Between large corporations and nonprofit, the office's ability to reach qualified applicants grew significantly.

### **SIGNIFICANCE**

Ohio being one of the most important and watched swing states in the nation, it is important for each polling location to be appropriately staffed so voters have a great experience on Election Day. The Secretary of State's staff began traveling around Ohio in December 2015 meeting with various organizations, specifically asking them to become a partner by distributing information to members and employees on how they can dedicate a day for democracy by serving as a poll worker.

The meetings with various organizations resulted in nearly 100 partners, reaching more than 200,000 individuals. The Secretary's office partnered with several charities, distributed materials to hundreds of churches and designed, printed and distributed bookmarks with information about the need for poll workers through the Ohio Library Council to libraries around the state. We also partnered with eight major corporations whose reach spanned multiple counties and held a press conference with some of the participants to encourage more corporations to partner before the November election. The office even partnered with Starbucks to place posters about the program in all of their 180 Ohio locations. Secretary Husted also traveled to several schools around the state to encourage young adults to register to vote, cast their ballot and serve the community as a poll worker. The office reached state employees through advertisements on the Ohio Administrative Knowledge System. The Secretary of State's regional staff also engaged in grassroots efforts by presenting to service organizations and local chambers about the program.

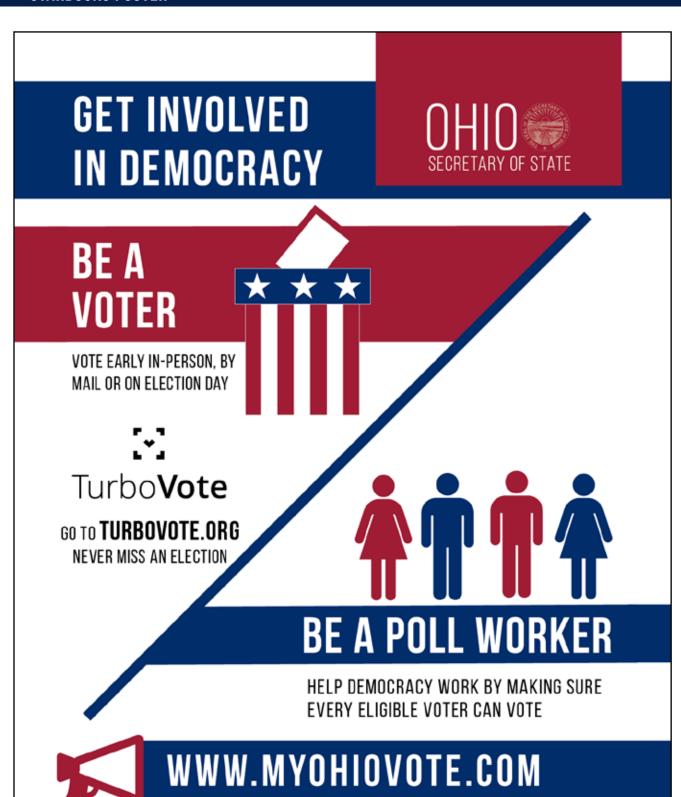
### **IMPACT**

On Election Day, thousands of Ohioans played an important role in our democracy by helping to operate neighborhood polling places. Ohio's poll workers worked hard to ensure their neighbors had a positive experience when casting a ballot. These individuals helped safeguard the process so all Ohioans could have confidence in the results. The Day for Democracy program and our partners contributed to the success of the 2016 Presidential Election and the success of administering it by each county board of elections. Partner support helped ensure that Ohio's nearly 9,000 precincts were fully staffed and that voters had a great experience.

This program was administered at no cost to the boards of elections or partners and only required staffing costs for the Secretary of State's office.

### SUPPORTING MATERIALS

### **STARBUCKS POSTER**



## A Day For DEMOCRACY



Be a Precinct Election Official

### As a Precinct Election Official

- Get a front row seat to democracy on Election Day by staffing a polling place
- Do your part for your country, state and local community
  - Earn extra spending money in the process

### www.DayforDemocracy.com

\*Disclaimer: County boards of elections are responsible for hiring precinct election officials for their own counties, determining the hours precinct election officials will work on Election Day and the compensation they will receive.





Follow OhioSOSHusted:









12/2015

## A Day For DEMOCRACY

Be a Precinct Election Official

Apply to be a Precinct Election Official in Ohio

- Get a front row seat to democracy on Election Day by staffing a polling place
- Do your part for your country, state and local community
- Earn extra spending money in the process

### Who can participate? -

You can serve as a precinct election official (P.E.O.) in Ohio if you:

- Are a U.S. citizen
- Are at least 18 years old and registered to vote
- Are a resident of the county in which you plan to serve
- Are not running as a candidate for the election in which you are working
- Have not been convicted of a felony

### Why participate?

- Earn more than \$100 for the day in most counties.
- Gain a better understanding of the election and voting process.
- Serve your community and help democracy work by making sure every eligible voter can vote.

### Find out more on www.DayforDemocracy.com

Sign up to receive more information, or contact your county board of elections (a complete directory is posted on this site).

\*Disclaimer: County boards of elections are responsible for hiring precinct election officials for their own counties, determining the hours precinct election officials will work on Election Day and the compensation they will receive.

### ADDITIONAL RESOURCES FOR GETTING INVOLVED

Ohio Secretary of State | www.OhioSecretaryofState.gov



Follow OhioSOSHusted:











01/2016



### A Day For DEMOGRACY

Be a Precinct Election Official

- Get a front row seat to democracy on Election Day by staffing a polling place
- Do your part for your country, state and local community
  - Earn extra spending money in the process

Every Election Day, thousands of Ohioans play an important role in our democracy by helping to operate polling places. Ohio's precinct election officials (P.E.O.s) work hard to ensure their neighbors can vote with ease on Election Day, while helping to safeguard the process so all Ohioans can have confidence in the results.

### Want to join Ohio's P.E.O. ranks?

Simply review the requirements on the flip side of this card and sign up online at www.DayforDemocracy.com OR complete the postcard below and return it to the Ohio Secretary of State's office. Someone from your county board of elections will be in touch soon.

### Thank you for your interest in being a P.E.O. in O-HI-O!

Name (please print clearly):
Street Address:
City:
ZIP Code:
County where I am registered to vote:
Phone:()
E-mail:
Party Affiliation:
☐ I am fluent in a language other than English
Language:
How did you hear about the P.E.O. program?
Please check this box if you would like to receive information and P.E.O. updates from the Secretary of State's office

### DAY FOR DEMOCRACY RECRUITMENT CARD (BACK)

### You can serve as a P.E.O. in Ohio if you:

- Are a U.S. citizen
- Are at least 18 years of age and registered to vote
- Are a resident of the county in which you plan to serve
- Are not running as a candidate for the election in which you are working
- Have not been convicted of a felony

### Keep in mind: -

- All P.E.O.s are required to attend a training session scheduled by their county board of elections prior to the election.
- You can expect to work from about 5:30 a.m. (polls are open at 6:30) until 8:30 p.m. (polls close at 7:30), though working hours vary from county to county.

For more information, visit www.DayforDemocracy.com, contact your county board of elections (a complete directory is posted at www.DayforDemocracy.com), or complete the attached postcard below and mail it back to the Secretary of State's office.



SOS 2202 (01/2016)

Disclaimer: County boards of elections are responsible for hiring precinct election officials for their own counties, determining the hours precinct election officials will work on Election Day and the compensation they will receive. After completing this postcard, you will be contacted directly by your local board of elections regarding next steps.



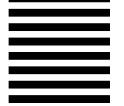
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

### **BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO.5496 COLUMBUS OH

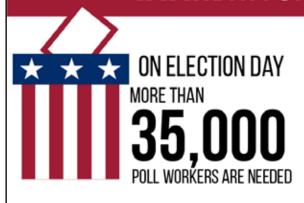
POSTAGE WILL BE PAID BY ADDRESSEE

ELECTIONS DIVISION SECRETARY OF STATE 180 E BROAD ST FL 15 COLUMBUS OH 43215-9875



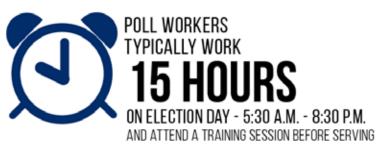


### WWW.DAYFORDEMOCRACY.COM













### TO BECOME A PRECINCT ELECTION OFFICIAL IN OHIO:

- You must be a U.S. citizen
- You must be at least 18 years of age and registered to vote
- You must be a registered voter in the county in which you plan to work as a P.E.O.
- You must not have been convicted of a felony
- · You cannot be running as a candidate for the election in which you are working

### DAY FOR DEMOCRACY PARTNERS (PAGE 1 OF 2)

## A Day For DEMOCRACY Be a Precinct Election Official



Each Election Day, it takes roughly 35,000 Ohioans to serve as Precinct Election Officials (P.E.O.) – or poll workers – to ensure a well-run election. The importance of finding qualified individuals to serve as P.E.O.s in 2016 cannot be understated. For this reason, Ohio Secretary of State Jon Husted is looking to partner with businesses, nonprofits and other organizations around the state to help with recruiting efforts.

Our 88 partners listed below have committed to helping recruit P.E.O.s this year by encouraging their employees and members to sign-up to serve this November during what will be one of the highest voter turn-out days in one of the most influential states in a presidential election. Their support will help to ensure that Ohio's nearly 9,000 precincts are fully staffed on Election Day so voters have a positive experience.

### **CORPORATIONS**

American Electric Power Ohio Nationwide Sherwin-Williams Company Big Lots Starbucks State Auto Insurance Companies AT&T Ohio Employee Resource Groups

### **NONPROFITS**

Cleveland Clinic Akron General National Association of Women **Business Owners Columbus** National Federation of Independent Business Ohio Ohio Association of Nonprofit Organizations Ohio Grocers Association Ohio Library Council Ronald McDonald House Charities Central Ohio YWCA of Greater Cincinnati Ohio Insurance Institute FOP Lodge 9 **Ohio History Connection** Ohio Society of CPAs

### CHAMBERS

African-American Chamber of Greater Cincinnati & Northern Kentucky Anderson Area Chamber of Commerce Aurora Chamber of Commerce & Visitors Bureau Beavercreek Chamber of Commerce Brookville Area Chamber of Commerce Brown County Ohio Chamber of Commerce Cambridge Area Chamber of Commerce Canton Regional Chamber of Commerce Carroll County Chamber of Commerce Celina-Mercer County Chamber of Commerce Champaign County Chamber of Commerce Chillicothe Ross County Chamber of Commerce Cincinnati USA Regional Chamber Columbiana Area Chamber of Commerce Coshocton County Chamber of Commerce Dayton Area Chamber of Commerce **Dublin Chamber of Commerce** Erie County Chamber of Commerce Fairfield Chamber of Commerce Franklin Area Chamber of Commerce Greater Akron Chamber of Commerce Greater Ashtabula Chamber of Commerce Greater Hamilton Chamber of Commerce Greater Powell Area Chamber of Commerce Greater Sprinafield Chamber of Commerce Hardin County Chamber & Business Alliance

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### DAY FOR DEMOCRACY PARTNERS (PAGE 2 OF 2)

Hilliard Area Chamber of Commerce

Hocking Hills Chamber of Commerce

Holmes County Chamber of Commerce & Tourism Bureau

**Huber Heights Chamber of Commerce** 

**Huron County Chamber of Commerce** 

Indian Lake Area Chamber of Commerce

Jefferson County Chamber of Commerce

Kent Area Chamber of Commerce

Kettering Moraine Oakwood Chamber of Commerce

**Knox County Chamber of Commerce** 

Lancaster Fairfield County Chamber

Lebanon Area Chamber of Commerce

Logan County Chamber of Commerce

Marion Area Chamber of Commerce

Massillon Chamber of Commerce

Monroe County Chamber of Commerce

Mt. Washington Community Development Corporation

North Canton Area Chamber of Commerce

Perry County Chamber of Commerce

Pike County Chamber of Commerce

Piqua Area Chamber of Commerce

Preble County Chamber of Commerce

Richland Area Chamber of Commerce

Salem Area Chamber of Commerce

Southern Columbiana Regional Chamber of Commerce

Southwestern Auglaize Chamber of Commerce

Springboro Chamber of Commerce

St. Clairsville Area Chamber of Commerce

St. Marys Area Chamber of Commerce

Streetsboro Area Chamber of Commerce

The Chamber of Commerce serving Middletown, Monroe and Trenton

Tipp City Chamber of Commerce

**Trotwood Chamber of Commerce** 

Troy Area Chamber of Commerce

Tuscarawas County Chamber of Commerce

Twin City Chamber of Commerce

Union County Chamber of Commerce

Vandalia-Butler Chamber of Commerce

Wadsworth Chamber of Commerce

Wapakoneta Area Chamber of Commerce

Wilmington-Clinton County Chamber of Commerce

Worthington Area Chamber of Commerce

Youngstown-Warren Regional Chamber

### WWW.DAYFORDEMOCRACY.COM

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