

IOWA

RECRUITING A NEW GENERATION OF POLL WORKERS

PAUL D. PATE



[POLLWORKER.IOWA.GOV](https://pollworker.iowa.gov)





POLL WORKERS ARE OUR SECRET WEAPON

OUR MESSAGE TO IOWA VOTERS:

- Poll workers are part of our layered approach to election security
- They are just as important to our election integrity as our cyber and physical security measures, pre-election testing and post-election audits
- They are trusted faces in your community
- Each precinct has bipartisan teams of poll workers

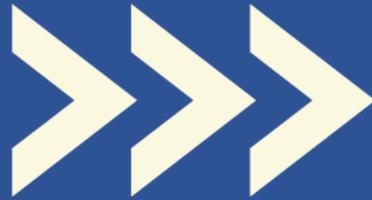
**PART OF OUR CHOIR –
BUILDING TRUST IN ELECTIONS**

LOOMING POLL WORKER SHORTAGE

NATIONWIDE POLL WORKER SHORTAGE

- COVID-19 impact
- Aging poll workers planning on retiring

RECRUITING THE NEXTGENERATION OF POLL WORKERS





IOWA SECRETARY OF STATE
Paul D. Pate

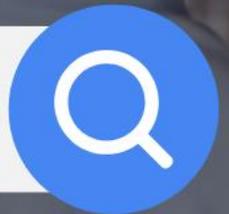
Become a Precinct Election Official



Precinct election officials are
the key ingredient in
running our polling places
on election day.

Become a Precinct Election Official

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So what would you do as a precinct election official?

On Election Day, you would check in voters and issue them ballots. Most counties use a computer to walk precinct election officials through the steps. Designated precinct election officials give instructions on how to use special ballot marking devices for people with disabilities. Voters also may vote their ballots from their cars, so you might be sent outside with another precinct election official to assist with curbside voting. You also may help maintain proper social distancing at the polling place.

Your overall boss would be your County Auditor, who runs local elections. Auditors hire, train and deploy precinct election officials on Election Day. Each polling place has a precinct chair who will assign your specific tasks at the direction of the Auditor.

It's a long day! Polls are open from 7:00 am-8:00 pm, and precinct election officials start setting up at 6:00 am.

It takes commitment and dedication.

You would be paid for your training session and for your work on Election Day. Rates vary from county to county.



SIGN UP FORM

If you are interested, please complete this form.

We will send it to your County Auditor, who will follow up with you. By filling out this form, you are expressing your interest in becoming a precinct election official. Filling out this form does not commit you to serving, and it does not commit the County Auditor to hiring you. It will put you in direct contact with your County Auditor.

* indicates required fields

Name *

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
First	Middle / Initial	Last	Suffix

Email *

Phone *

Preferred number

Home Street Address *

City *

State *

Zip Code *

County *

Party Affiliation *

- Democratic
- Republican
- Libertarian
- No Party
- Non-Party Political Organization

How did you hear about being a precinct election official? *

Check all that apply

- Secretary of State
- County Auditor
- Legislator
- Precinct election official
- Social Media
- Friend
- Other

CAPTCHA

 I'm not a robot 
reCAPTCHA
Privacy Terms

Submit

AT A GLANCE

- Iowans sign up to be poll workers via the website
- Information is automatically shared with local county election officials for follow up
- 21,000+ poll workers identified to date
- more than twice the amount needed to run a typical election in Iowa
- Launch coverage
 - Hundreds of print stories
 - Millions of social media impressions



LAUNCH STRATEGIES

- Radio and TV ads
 - 9,442 radio spots
 - 1,708 TV spots
- Traditional media
 - 100+ earned print stories, combined readership of 1.2 million and estimated Ad Equivalence of \$100k
- Partnerships
 - Disability groups, civic groups, news organizations, Facebook



COVID-19

CAPITAL CLICKS

Iowa seeks young, healthy poll workers

MAN - APRIL 29, 2020 12:24 PM



CORONAVIRUS

Iowa Secretary of State Urging Younger People to Work the Polls for Upcoming Primary



Oskaloosa News

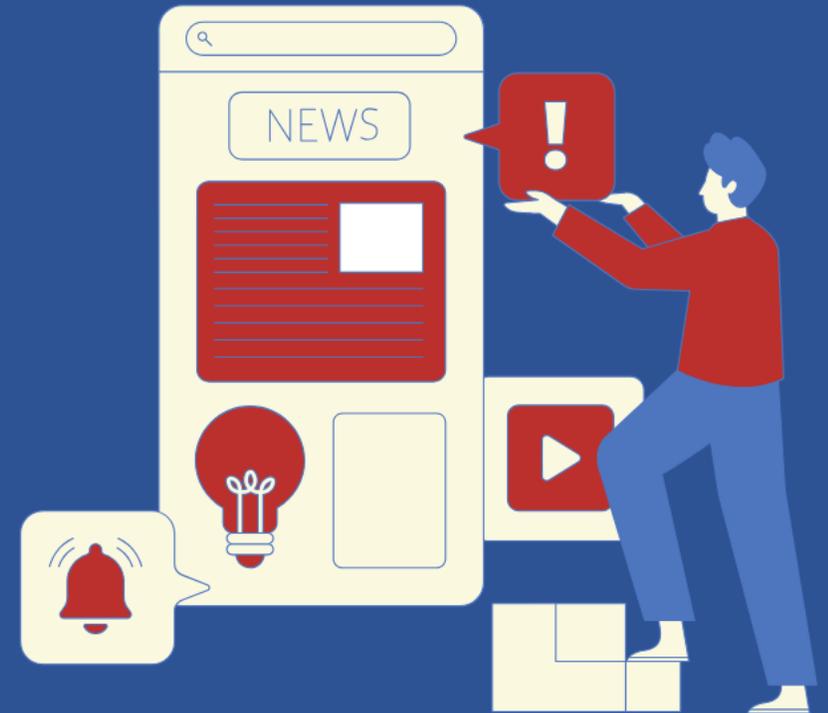
HOME NEWS SPORTS AND ACTIVITIES EDITORIAL

ABOUT OSKYNEWS.ORG LOCAL RESOURCES

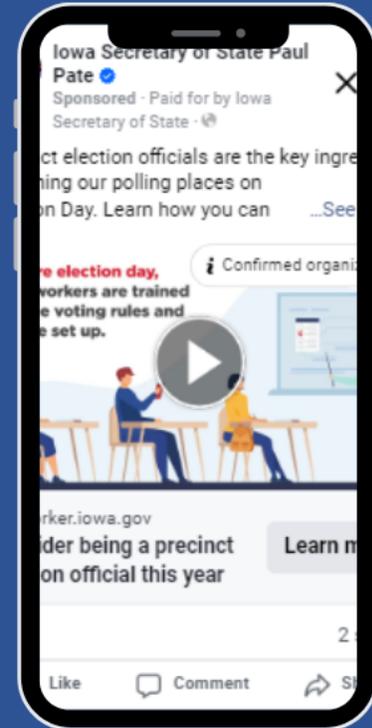
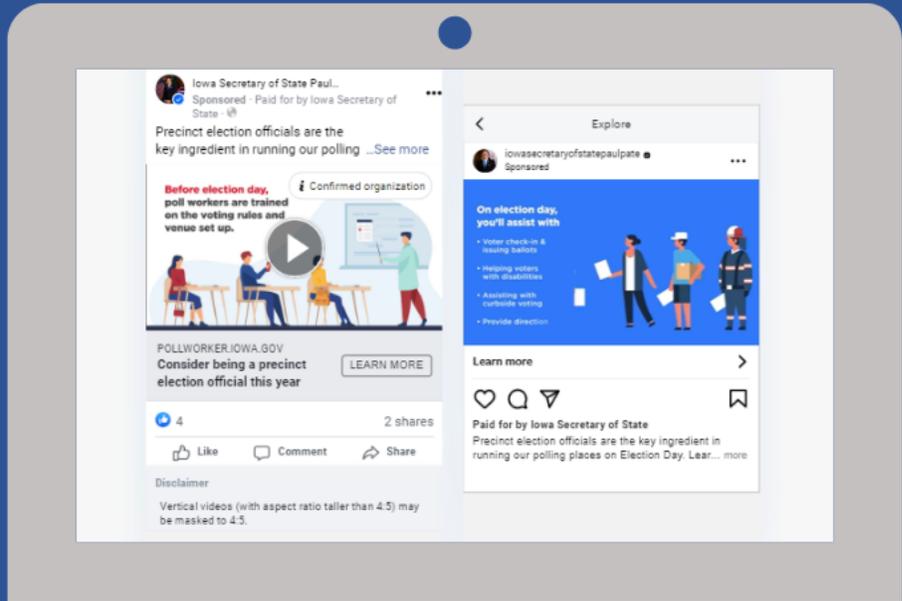
Secretary Pate launches statewide poll worker recruitment for June primary

LAUNCH STRATEGIES

- Digital ads
 - TOTAL IMPRESSIONS: 3.5 million
 - Geofenced and matched to list that matched Iowa voter profiles
 - TOTAL AMOUNT INVESTED: \$40,000
- Facebook ads
 - TOTAL REACH: 2.9 million
 - TOTAL IMPRESSIONS: 10.5 million
 - TOTAL AMOUNT INVESTED: \$58,563
- Facebook partnership on home page with 2,300 website submissions over 2 days



LAUNCH STRATEGIES



LAUNCH RESULTS

- **21,000** new poll workers identified to date
- **100+** earned media hits
- **1.5 M** reach on traditional media for launch
- **14 M** ad impressions on social media
- **ONGOING** communications efforts



Why I choose to be a poll worker



Chuck, Precinct Election Official
Johnson County



Doug, Precinct Election Official
Madison County



Sharlot, Precinct Election Official
Audubon County



Katie, Precinct Election Official
Muscatine County

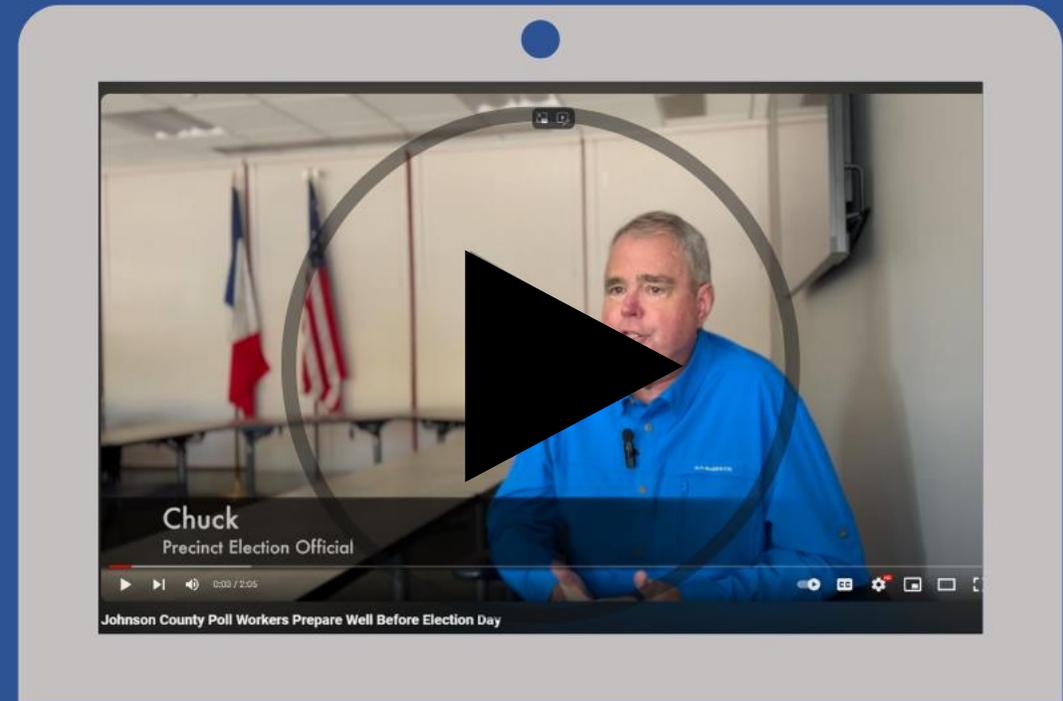


Mario, Precinct Election Official
Muscatine County

CONTINUED OUTREACH AND EVOLVING INITIATIVES

2023–2024 Poll Worker Storytelling Project

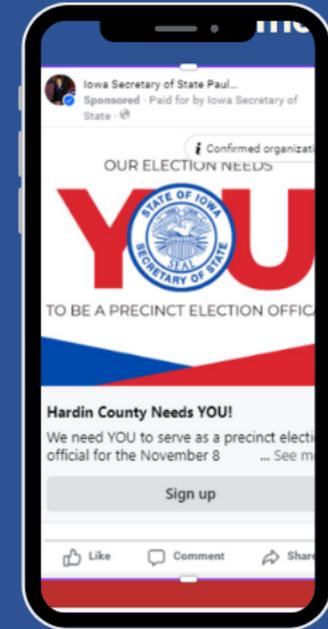
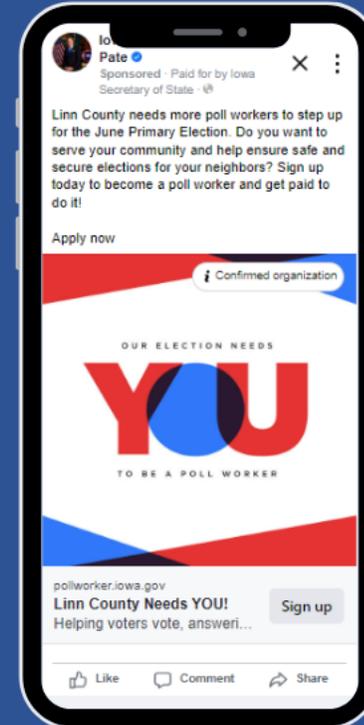
- Media Day launch
 - Reached quarter of a million lowans through TV and print
 - estimated Ad Equivalence of more than \$20,000



CONTINUED OUTREACH AND EVOLVING INITIATIVES

Recruitment ads on behalf of local county election officials

- Ongoing ads to help local county auditors recruit poll workers
- Audiences to match voter file in their county or to county at large
- Ads promote Pollworker.Iowa.Gov sign up form
- Counties come to us with requests
- 13 M impressions since 2020





PART OF OUR CHOIR

POLL WORKERS and their role in Iowa elections

- Ensuring Iowa's elections are safe and secure
- Building trust in their communities
- Ambassadors that help us address mis-, dis-, and mal-information
- Share first hand experiences on the frontlines of elections

**TRUSTED FACES IN YOUR COMMUNITY
BIPARTISAN TEAMS
FRIENDS AND NEIGHBORS**

EASILY REPLICATE

- Post-pandemic, we see continued shortage of poll workers
- Election threats against local election workers and poll workers have intensified this
- Address the aging poll worker population
- Replicable media opportunities and public information campaigns
- Pollworker.Iowa.Gov is instrumental in filling poll worker needs across 1,600 precincts
- Another tool to combat misinformation
- Our choir builds trust in our election systems



TOGETHER WE CAN
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GENERATION
OF POLL WORKERS
BUILD TRUST IN ELECTIONS
COMBAT MISINFORMATION

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