

**Oregon Secretary of State**  
LaVonne Griffin-Valade

# *Civic Engagement Toolkit*

## 2024

Download the toolkit assets: [2024 Civic Engagement Toolkit](#).

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April 9, 2024

Dear partners,

I want to thank you for your participation in the 2024 Civic Engagement program of the Oregon Secretary of State's Office. Your work will help ensure that more eligible voters have their voices heard at the ballot box and in our democracy.

Our hope is that this toolkit will make it easy for everyone to participate in civic engagement. The tools below are official, non-partisan, research-backed and free to use with or without attribution to our office.

In this toolkit, you'll find social media assets, sample emails, scripts and other tools to help you reach voters in Oregon. Many of you may have the ability to create materials of your own, and we welcome that. Please don't hesitate to reach out to our office if you have any questions or need additional assistance with your own communications.

Thank you again. Together we can make our democracy stronger!

Sincerely,



LaVonne Griffin-Valade  
Oregon Secretary of State

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## 2024 Civic Engagement Program Calendar

### April – May | Primary Election

14-Apr	15	16	17	18	19	20
Voter Registration Outreach						
21	22	23	24	25	26	27
Voter Registration Outreach						
28	29	30	1-May	2	3	4
		Registration Deadline				
Mis/Disinfo Messages - Voter Reg						
5	6	7	8	9	10	11
Voter Turnout Materials						
12	13	14	15	16	17	18
Voter Turnout Materials						
19	20	21	22	23	24	25
		Primary Election Day				
Mis/Disinfo Messages						

### Sep – Nov | General Election

15-Sep	16	17	18	19	20	21
Nat. Voter Registration Day 9/16/2024						
22	23	24	25	26	27	28
29	30	1-Oct	2	3	4	5
Voter Registration Outreach						
6	7	8	9	10	11	12
Voter Registration Outreach						
13	14	15	16	17	18	19
		Reg Deadline				
Mis/Disinfo Messages - Voter Reg						
20	21	22	23	24	25	26
GOTV						
27	28	29	30	31	1-Nov	2
GOTV						
3	4	5	6	7	8	9
		Election Day				
Mis/Disinfo Messages						

## Voter Registration

Nearly 200,000 Oregonians are eligible to vote but won't receive a ballot because they are not registered. Others may not be able to vote because they haven't updated their address, registered as a party member (primary only) or otherwise kept their information up to date.

Voter registration drives can help more people participate in our Democracy.

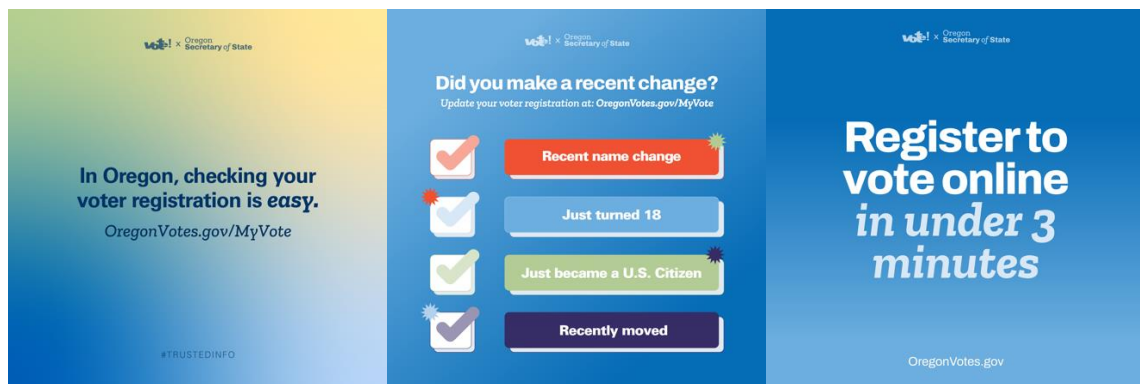
### How To Register to Vote

Many voters in Oregon are registered automatically when they go to the DMV. Any eligible person can register to vote online at [Oregonvotes.gov](https://Oregonvotes.gov), by mail using [this form](#), or in person at their [county elections office](#). Voters may also update their information such as their name, address or party affiliation at [Oregonvotes.gov/MyVote](https://Oregonvotes.gov/MyVote).

### Voter Registration Materials

The Election Division's voter registration materials are included in the assets package. Click below to access specific materials directly.

- [Social Media Materials](#)
- [Sample Email](#)



## *Voter Turnout*

In the last presidential election, nearly 800,000 eligible voters didn't cast a ballot, despite Oregon having the most convenient voting system in the country.

Our voter turnout materials include voting reminders, countdowns to election day, and materials that encourage participation based on research-backed messaging.

### **Voter Turnout Materials**

The Election Division's voter turnout materials are included in the assets package. Click below to access specific materials directly.

- [Social Media Materials](#)
- [Sample Email](#)
- [Script](#)
- [Know Your Rights Poster or Handout](#)
- [Handout](#)



## *Voter Outreach & Education Materials in Spanish, Russian, Simplified Chinese and Vietnamese*

The Oregon Elections Division provides a range of voter outreach and education materials for social media campaigns in most commonly spoken languages in Oregon.

The materials are included in the assets package. Click below to access specific materials directly.

- [Spanish](#)
- [Russian](#)
- [Simplified Chinese](#)
- [Vietnamese](#)

The Oregon State Voters Pamphlet is also available in a variety of languages and will be posted online after the voter registration deadline. Learn more about the Oregon Elections Division's language accessibility work at [Oregon.gov/Languages](https://Oregon.gov/Languages).



## *Combating False Information in Elections*

False information about elections has led to increased threats and harassment targeting elections officials, culminating in the death of 7 people during and after the events of January 6, 2021 at the U.S. Capitol. These concerns have not diminished, and we anticipate they will continue to increase during the 2024 election.

Research shows the best way to prevent the spread of false information is to proactively reach people with accurate information, inoculating them against false information they may be exposed to later. This is referred to as “pre-bunking.”

### **Voting In Oregon Feels Good Campaign**

To pre-bunk false election information in Oregon, the Oregon Secretary of State’s office created the *Voting in Oregon Feels Good* Campaign. These public service announcements (PSAs) are designed to spread a positive message about Oregon’s election system and celebrate our state’s long-held pride in being a leader on democracy reform and voting access.

The PSAs are included in the assets package. Click below to access specific materials directly.

- [Voter registration video](#)
- [Voter turnout video \(Make a plan to vote\)](#)
- [Closed primary video](#)
- [Why voting in Oregon feels good video \(voter integrity\)](#)
- [Journey of a ballot](#)
- [Postmarks video](#)

