

2021 Election Toolkit

#COMMIT TO CLEVELAND

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Welcome!

Peace Comrades,

Thank you for checking out our #Commit2CLE toolkit. For those we have not yet met, Cleveland VOTES is a nonpartisan democracy building and mobilization entity that aims to strengthen civic muscle and power to ensure we have a more informed, participatory, and cohesive community. We strive to curate equitable civic engagement experiences and opportunities that reflect our community. Our work is communal and co-created with fellow democracy builders.

As stated in the report [*Building Civic Capacity in an Era of Democratic Crisis*](#), 'civic engagement must be understood as a constant, sustained practice that outlives election cycles and stretches beyond voting or formal channels for citizen input'. This practice must be constantly cultivated and nurtured. Every day we are confronted with practices and policies that stand to compromise or jeopardize the viability of ourselves and our community. To affect change, we must be informed so we know how to exercise our power. Educating, connecting and empowering our collective communities across Northeast Ohio is a huge step towards equitable civic engagement that we, Cleveland VOTES, believe needs to be taken seriously by ourselves as democracy-builders.

We truly believe that we all have a role in nonpartisan democracy building. We encourage you to find your lane and lean in! We are encouraging any and all folks committed to affecting change, undesigning oppressive and systemic policies/practices and creating pathways for equitable civic engagement to keep reading! This toolkit is designed for both individuals and organizations (private and/or public). While the lens and focus of this toolkit is for four elections in 2021, it is very much a living and breathing document that will be continuously updated.

In peace, power+ equity,

Erika Anthony, Crystal Bryant, Devontá Dickey + Jennifer Lumpkin

Contact Information:
General Inquiries: info@clevotes.com
Donations: donate@clevotes.com
[Facebook](#)
[Instagram](#)

2021 Elections Fast Facts!

May 4th Primary (Suburbs)

Voter Registration Deadline: **APRIL 5th, 2021**
Early Voting Starts: **APRIL 6th, 2021**

August 3rd - Special Election (District 11 Congressional Race)

Voter Registration Deadline: **JULY 6th, 2021**
Early Voting - **JULY 7th, 2021**

September 14th Primary (Cleveland & Suburbs)

Voter Registration Deadline: **AUGUST 6th, 2021**
Early Voting Starts: **AUGUST 17th, 2021**

November 2nd General Election

Voter Registration Deadline: **OCTOBER 4th, 2021**
Early Voting Starts: **OCTOBER 5th, 2021**

Voter Registration

Head to <https://olvr.ohiosos.gov/> to:

1. Check your voter registration status
2. Pledge and make a plan to vote Register to vote
3. Explore your voting options

Vote-by-Mail/Vote from Home

Request your Vote-by-Mail/Absentee Ballot!.

- 1) Request and complete your vote-by-mail application NOW by heading to <https://boe.cuyahogacounty.gov/en-US/vote-by-mail.aspx>
- 2) Don't have a printer, no worries - grab a blank piece of paper and write all the necessary information from the application on the paper.
- 3) Once you complete your application, you can mail it to your local **BOARD OF ELECTIONS (BOE)**. (Cuyahoga County - 2925 Euclid Avenue Cleveland, Ohio 44115) OR drop it off to the secure ballot box at the BOE.
- 4) Once you have your ballot, complete ASAP - you can return via mail OR drop off to the secure ballot box at your local BOE.
- 5) You may track your ballot [here](#)

Early Voting

We want everyone to **SAFELY** cast their ballot this fall. If you do not vote from home, we encourage you to **VOTE EARLY** at the **BOARD OF ELECTIONS**.

- 1) The complete early voting schedule for the May 4th election may be found [here](#)
- 2) The complete early voting schedule for the August 3rd election may be found [here](#)

The General Election is **Tuesday, November 2, 2021**. Review your sample ballot [here](#) and confirm your polling location [here](#). We encourage you to sign up to be a **Poll Worker** - learn more [here](#).

#Commit2CLE Overview

Cleveland VOTES is pleased to release our #Commit2CLE 2021 Election Toolkit. Together WE can Educate, Connect + Empower OUR Community towards equitable civic engagement.

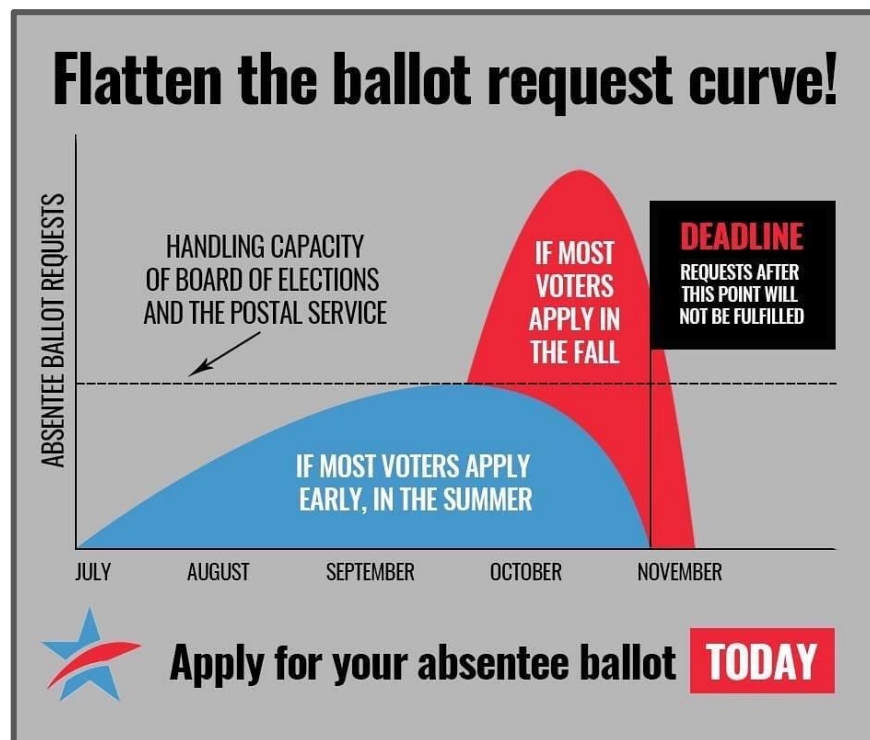
Our Primary GOALS Include:

- 2021 Elections
 - Elevate the importance of nonpartisan engagement
 - Conduct (safe) voter registration
 - Encourage requesting of vote by mail applications EARLY!
 - Provide tactile 'how to' steps to access your ballot and polls
 - Celebrate democracy (e.g. National Voter Registration Day)
 - Provide suggestions for dope GOTV efforts

The Cleveland VOTES is honored to work in partnership with a multitude of individuals and organizations collectively striving to elevate the elections in 2021.

Election

- Elections
 - [Ohio Secretary of State](#)
 - [Cuyahoga County Board of Elections](#)
 - ACLU of Ohio's [Vote Center](#)
 - [Check/Update Voter Registration/Register to Vote](#)
 - Even if you think your voter registration is up to date - we **HIGHLY** encourage you to verify your voter registration!
 - [Request Vote-from-Home Application](#)
 - Help Flatten the Ballot Curve (image below) and request your absentee ballot ASAP
 - Please note, the following terms are interchangeable:
 - Vote-by-mail
 - Vote-from-home
 - Absentee ballot



VOTING RIGHTS FOR OHIOANS WITH DISABILITIES ACLU Ohio

CAN I VOTE IF I HAVE A DISABILITY?

- Yes, you can vote! If you're at least 18 years old and a U.S. citizen, you have the right to vote.
- If you have a guardian, you can still vote.
- If you cannot read or write, you can still vote.
- If you cannot leave a hospital, nursing home, or your house you can still vote.
- The only time you may not be able to vote is if a judge in probate court decided that you do not have the "capacity" to vote. "Capacity" refers to the ability to understand voting information.

CAN I VOTE IF I HAVE BEEN ARRESTED OR CONVICTED OF A CRIME?

- Yes, you can still vote:
- If you have been convicted of a misdemeanor.
- If you have been arrested for a felony but not convicted.
- If you are on parole or probation for a felony that did not involve jail time.

HOW DO I KNOW IF I'M REGISTERED TO VOTE?

- To find out if you are registered to vote, go to www.myohiovote.com. Once you are on the website, go to [Check My Voter Registration] and type in your name and the county you live in.

HOW DO I SIGN UP (REGISTER) TO VOTE?

- To vote, you must first fill out a voter registration form. You can ask for help filling it out.
- OPTION 1: Print the form from www.myohiovote.com.
- OPTION 2: Go in person to the Board of Elections, the Ohio Bureau of Motor Vehicles office, a public high school, or library and ask for a voter registration form.
- The deadline to register to vote is 30 days before Election Day.
- You need to fill out a new voter registration form if you:
- Have a new address, even if it's in the same city.
- Have changed your legal name.

DO I HAVE TO SHOW MY ID WHEN I VOTE?

- Yes, you must show an ID that has your name and address.
- Your ID does not need to have your photo on it.
- You can use for an ID: An Ohio driver's license; a state ID; a current utility bill; a cell phone bill; a bank statement; a government check or a government assistance letter that has your name and address.

- [Find Your Polling Location](#)
- [Sample Ballot](#)
- [Sign up to be a Poll Worker](#) - State of Ohio
- [Sign Up to be a Poll Worker](#) - Cuyahoga County
- Please note, in some counties - the term 'poll worker' and 'Precinct Election Officials' are used interchangeably
- Why may you ask? Most poll workers tend to be senior citizens and retired persons. Due to the coronavirus, high risk individuals cannot risk being in physical proximity at the polling locations.
- [Power to the Polls Toolkit](#): This partnership toolkit includes sample messaging and other assets - you should feel free to adapt any and all of these and share them widely to promote our campaign to recruit poll workers.
- [Future of Democracy - High School Student Election Official Program](#)
- [Lawyers called upon to work the polls](#)
- Learn more about becoming a poll worker - [ACLU of Ohio Vote Center](#)

- As you think about applying to be a poll worker, please do account for the time commitment required:
 - Training Class: 3 1/2 to 4 hours
 - Monday Night Set-Up before an election: 7 to 9 p.m.
 - Election Day Tuesday: 5:30 a.m. to 8:30 p.m. usually
- For reference: [Cuyahoga County Board of Elections training presentation](#) + additional [training materials](#)

Request Voter Information Cards from the ACLU of Ohio

A variety of ACLU of Ohio voter cards are available for free to any person or group wanting to distribute them. They present information to voters in an easy, digestible format. Please contact us by email at contact@acluohio.org or by phone at (614) 586-1958 if you would like copies mailed to you. You can also request an ACLU of Ohio speaker to visit your group to discuss voting rights.

Key Date to Remember!

- September 21: [National Voter Registration Day](#)

September 14, 2021 Primary Election Early In-Person Voting Hours



Weekdays*	August 17 - September 3	8:00 a.m. - 5:00 p.m.
Weekdays*	September 6 - September 10	8:00 a.m. - 7:00 p.m.
Saturday	September 11	8:00 a.m. - 4:00 p.m.
Sunday	September 12	1:00 p.m. - 5:00 p.m.
Monday	September 13	8:00 a.m. - 2:00 p.m.

*Weekdays are denoted as Monday through Friday.

2925 Euclid Avenue, Cleveland, OH 44115 | (216) 443-VOTE (8683) | www.443vote.us

Elección Primaria del 14 de septiembre 2021 Horas de Votación Adelantada en Persona



días de la semana*	17 de agosto - 3 de sept.	8:00 a.m. - 5:00 p.m.
días de la semana*	6 de sept. - 10 de sept.	8:00 a.m. - 7:00 p.m.
sábado	11 de sept.	8:00 a.m. - 4:00 p.m.
domingo	12 de sept.	1:00 p.m. - 5:00 p.m.
lunes	13 de sept.	8:00 a.m. - 2:00 p.m.

*Los días de la semana se denotan como de lunes a viernes

2925 Euclid Avenue, Cleveland, OH 44115 | (216) 443-VOTE (8683) | www.443vote.us

August 3, 2021 Special Election Early In-Person Voting Hours



Weekdays*	July 7 - July 23	8:00 a.m. - 5:00 p.m.
Weekdays*	July 26 - July 30	8:00 a.m. - 7:00 p.m.
Saturday	July 31	8:00 a.m. - 4:00 p.m.
Sunday	August 1	1:00 p.m. - 5:00 p.m.
Monday	August 2	8:00 a.m. - 2:00 p.m.

*Weekdays are denoted as Monday through Friday.

2925 Euclid Avenue, Cleveland, OH 44115 | (216) 443-VOTE (8683) | www.443vote.us

Elección Especial del 3 de agosto de 2021 Horas de Votación Adelantada en Persona



días de la semana*	7 de julio - 23 de julio	8:00 a.m. - 5:00 p.m.
días de la semana*	26 de julio - 30 de julio	8:00 a.m. - 7:00 p.m.
sábado	31 de julio	8:00 a.m. - 4:00 p.m.
domingo	1 de agosto	1:00 p.m. - 5:00 p.m.
lunes	2 de agosto	8:00 a.m. - 2:00 p.m.

*Los días de la semana se denotan como de lunes a viernes

2925 Euclid Avenue, Cleveland, OH 44115 | (216) 443-VOTE (8683) | www.443vote.us

November 2, 2021 General Election Early In-Person Voting Hours



Weekdays*	October 5 - October 22	8:00 a.m. - 5:00 p.m.
Weekdays*	October 25 - October 29	8:00 a.m. - 7:00 p.m.
Saturday	October 30	8:00 a.m. - 4:00 p.m.
Sunday	October 31	1:00 p.m. - 5:00 p.m.
Monday	November 1	8:00 a.m. - 2:00 p.m.

*Weekdays are denoted as Monday through Friday.

2925 Euclid Avenue, Cleveland, OH 44115 | (216) 443-VOTE (8683) | www.443vote.us





Elección General del 2 de noviembre 2021 Horas de Votación Adelantada en Persona



días de la semana*	5 de octubre - 22 de octubre	8:00 a.m. - 5:00 p.m.
días de la semana*	25 de octubre - 29 de octubre	8:00 a.m. - 7:00 p.m.
sábado	30 de octubre	8:00 a.m. - 4:00 p.m.
domingo	31 de octubre	1:00 p.m. - 5:00 p.m.
lunes	1 de noviembre	8:00 a.m. - 2:00 p.m.

*Los días de la semana se denotan como de lunes a viernes

2925 Euclid Avenue, Cleveland, OH 44115 | (216) 443-VOTE (8683) | www.443vote.us

<div>CLEVELAND VOTES</div> <div>2020 TO-DO LIST COMPLETE YOUR 2020 CENSUS NOW - Oct. 31 Complete your 2020 Census online [https://my2020census.gov/], by phone [844-330-2020], or by mail BECOME A CENSUS AMBASSADOR NOW REGISTER TO VOTE NOW - Oct. 5th VOTE! You can: Vote early in-person: Oct. 6th-Nov. 2nd Vote early by mail: Request an absentee ballot mailed right to your house! Vote on Election Day: Go to your polling location on Nov. 3rd</div> <div>YOU MATTER. BE COUNTED.</div>	<div><div></div><div>Cleveland VOTES</div><div>1814 East 40th St., Suite 4D</div><div>Cleveland, OH 44103</div><div>CLEVELAND VOTES</div><div>OHIO CENSUS ADVOCACY COALITION </div></div>
<div>CLEVELAND VOTES</div> <div>PLEDGE TO COMPLETE THE 2020 CENSUS Text PLEDGE to 614-295-9592 <div><div> Register to Vote</div><div> Complete the 2020 Census</div></div></div> <div>YOU MATTER. BE COUNTED.</div>	<div>www.clevotes.com <p>If you and your household are counted in the 2020 census, you will be properly represented in the US House of Representatives and in the Ohio Statehouse. Getting a full and complete count of the state is vital to keeping the power at the federal level.</p><p>First Name: <input type="text"/></p><p>Last Name: <input type="text"/></p><p>Street: <input type="text"/></p><p>City: <input type="text"/></p><p>Zip: <input type="text"/></p><p>Cell: <input type="text"/></p><p>Email: <input type="text"/></p><p><input type="checkbox"/> Yes! Send me updates on opportunities for equitable civic engagement!</p><div>OHIO CENSUS ADVOCACY COALITION </div></div>

Strategies + Tactics

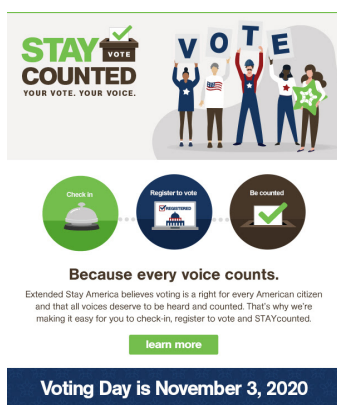
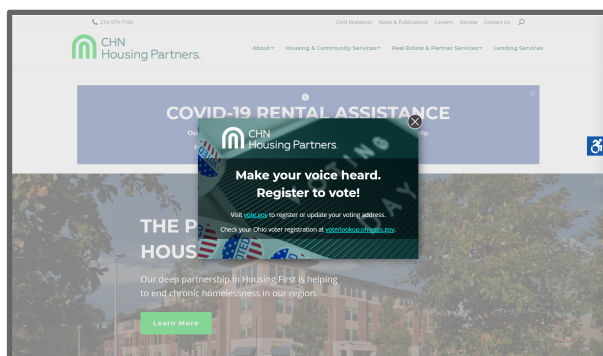


Part A > Understanding Your Existing Assets

Before an organization begins to consider external strategies for equitable civic engagement, we always recommend looking inward first. Organizations and even individuals often have many existing assets that you may be able to use when looking to elevate the Census and/or the Election. Always think of communication strategies as an opportunity to educate and activate. Please see below for some options:

- **Website**

- During the Primary Election, [Midtown Inc.](#) created a [dedicated page](#) filled with pertinent information related to the Election
- Here's a great example from Cleveland Housing Partners leveraging a [light box](#) prompting you to register to vote [Cleveland VOTES also has a lightbox on our [website](#)]



- **Newsletter** - This is a great way to communicate key information, dates and reminders to your constituents. You also want to consider creating a graphic that can be easily repeated in recurring newsletters. See below for an example from the Brooklyn Museum's newsletter:



Make Your Vote Count

Real change often starts at the ballot box. That's why we're proud to once again serve as a polling site for New York's primary election. New Yorkers can also cast their votes safely from home by applying for a primary absentee ballot. Be sure to postmark, apply online, email, or fax completed applications by Tuesday, June 16.

[Apply for a Ballot](#)



Complete the 2020 Census

As of now, less than half of Brooklyn has been accounted for in the 2020 Census. If you haven't yet, please fill out the Census today to ensure your community is properly represented and funded. The Census is completely anonymous and can shape many different aspects of your community, including federal funding for education, health, housing, and more.

[Fill out the 2020 Census](#)

- **Membership List Integration & Strategy:** It's always important to start with existing constituent lists you may have and message to that audience first before engaging in external strategies. Using reminders like birthdates to provide a gentle reminder about voter registration status has been helpful for some partners.
- **Internal influencers** - Who is a trusted voice within the organization? People listen to those they trust. Who is trusted within your organization and has a connection to the constituents you engage? Encourage them to do a short PSA! Also feel free to contact us if you would like to leverage our new platform > [Storyvine](#).
- **Let's take Election Day off** (tips for companies and organizations to consider):
 - Organizations may also consider ways to support their employees on Election Day such as:
 - [Giving employees the day off](#)
 - [Apple Will Give Employees Paid Time Off to Vote, Including Retail Workers, Report Says](#)
 - If you plan to be back to the office in the next couple of weeks, perhaps consider having voter registration or vote by mail applications on site.

- Encouraging employees to use that day off to serve as a poll worker (see above for details and below for examples!)
 - [Cleveland Museum of Natural History](#), check out the coverage [here](#).



For Nonprofits



Nonprofit Staff Vote is a nonpartisan campaign with a growing list of flagship partners who have joined to launch to ensure nonprofit organizations across the country show leadership when it comes to empowering the millions who work daily to create a more equitable society. Sign up now to pledge to give paid time off

For Businesses and More

Time To Vote

Time to Vote was launched by Levis and Patagonia and is a business-led venture aiming to ensure employees across the country "don't have to choose between voting and earning a paycheck." Sign up here

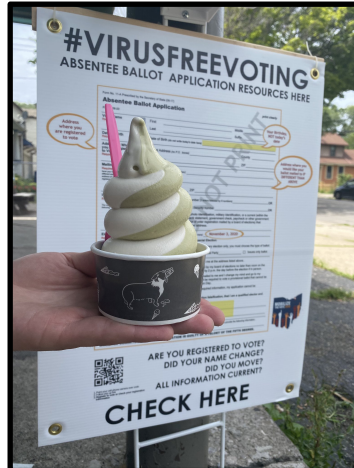


Just Vote launched by Global Citizen and Headcount, this campaign looks to sign on any organization no matter the sector (business, education, nonprofit, etc.). Join the ranks of organizations like Proctor & Gamble, Verizon, Delta airlines and more. [Sign up here](#)

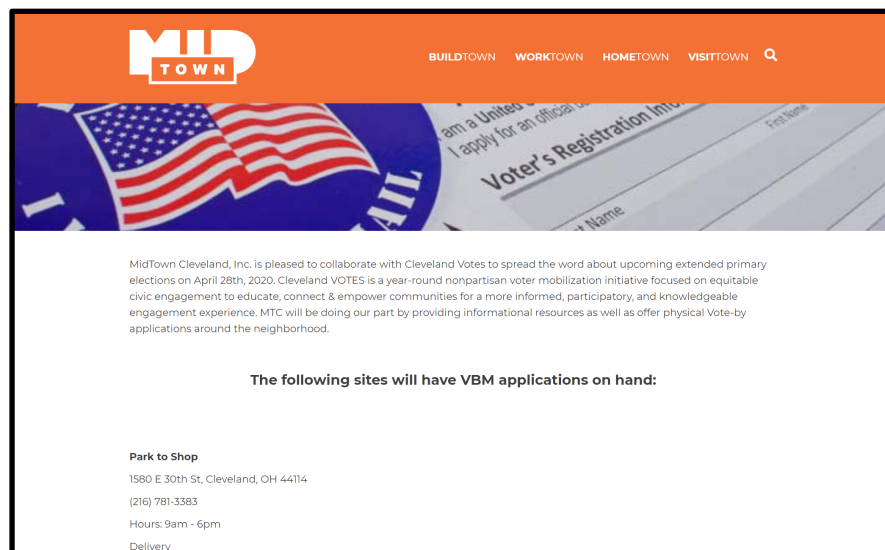
- **Different sectors and/or industries may have unique assets that can be leveraged**
 - **Libraries:** Even with limited physical proximity due to COVID-19, consider displaying a prominent sign near the book return box.
 - **Food based businesses:** During the Primary Election, our grantees partnered with many local businesses. Local businesses have displayed information in their windows and/or included critical Census or Election information with delivery/takeout orders.
 - Over the last few weeks, Cleveland VOTES has been a partner for the Biscuit Jubilee events hosted at [ThirdSpace Action Lab](#). [Shawnda Moye](#), Founder of [Cle Biscuit Head](#) is leveraging her influence (yummy biscuits!) to encourage folks to take the Census, register to vote and request their absentee ballot. The event also includes the amazing [DJ Red-I](#).



- [Mason Creamery](#) provides another great example of how local businesses can capture the attention of their customers with critical civic engagement information.



- **Hospitals + Healthcare Centers:** While the health and privacy of patients is of the utmost importance, we have observed innovative ways healthcare professionals are elevating equitable civic engagement.
 - [Vote Health 2020](#)
 - [My Vote, My Health](#) + My Vote Health Civic Engagement [toolkit](#)
 - [VotER](#) > Healthy Democracy [Toolkit](#)
- **Community Development Corporations (CDCs):** We've partnered with a number of CDCs in the City of Cleveland. Here's one example of how Midtown Inc. created a landing page to direct community members to locations to pick up a vote by mail application (during the 2020 Primary)



Part B > Leveraging Social Media

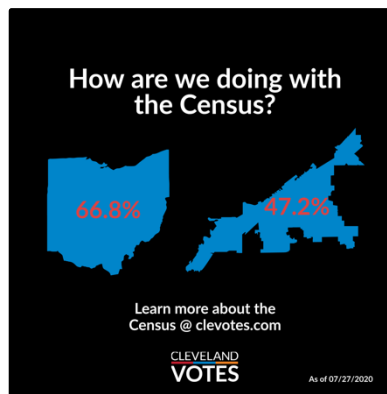
Now more than ever, to maintain everyone's health and safety - we are leveraging our engagement via social media platforms. Cleveland VOTES and our partners have leveraged the following strategies:

- **Facebook + Instagram**

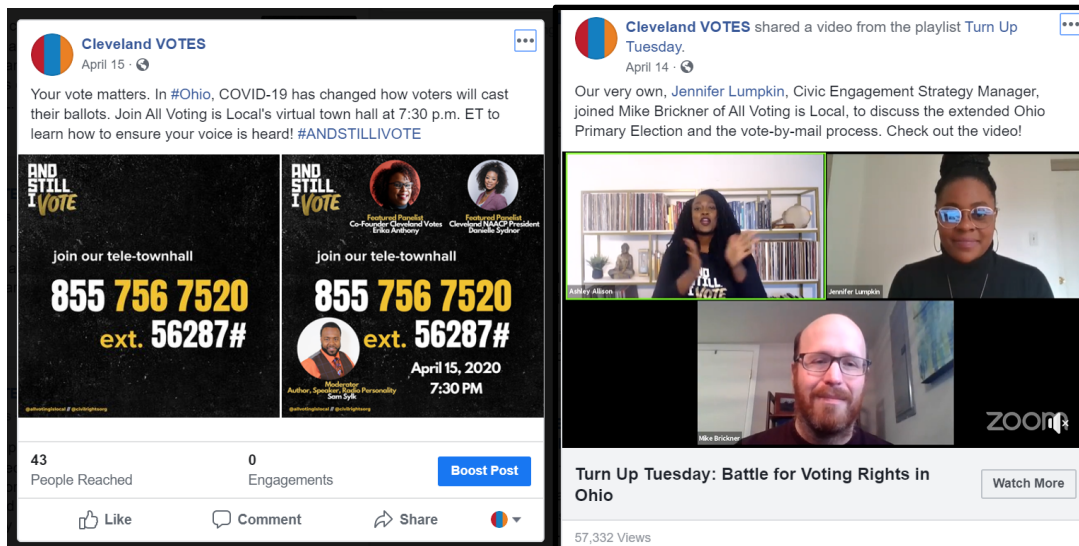
- Fact based posts > simplified messages about the facts, i.e. 'voter registration deadline', 'Election Day'
 - Please do not take for granted that everyone has or knows this information. Repetition is also key!



- Reminder posts (important dates/deadlines)
- Visually appealing graphics or videos



- LiveStories
- Virtual Discussions/Townhalls
 - Tips for hosting online engagements from the [Movement Voter Project](#)
- Here a few virtual and tele-townhalls we've participated in:



- o Organic and [paid ads](#), such as the one Danielle Sydnor, President of [NAACP - Cleveland Branch](#) did for the Primary Election



- Twitter

- While similar to Facebook + Instagram, the one caveat we do provide is acknowledging the time commitment and need to be very responsive.
- You may want to consider one time engagements such as > [Twitterchats](#)/storms



We have also seen partners leverage YouTube for digital engagement. Other digital engagement opportunities include:

- Live DJ sets: While sheltering at home, we've seen great examples of both local and world-renowned DJs elevate the importance of taking the Census or Voting.
 - [When We All Vote + DJ D-Nice](#)
 - Juan Goodwin's Soundtrack to the Streets



- [Netflix Virtual Party](#)

- While engaging an audience for an entire film may be challenging, you may identify a short clip (5-10 minutes) of a film and create a program with panelists to discuss the film.
- Select a film that relates to racial equity and inclusion, democracy, civic engagement, and/or community organizing and have scheduled discussion questions (e.g. like Twitterstorm format). Some films to consider:
 - 13th
 - American Son
 - When they See Us
 - Becoming
 - Knock Down | The House
 - The Great Hack
 - Patriot Act Episodes
 - The Edge of Democracy

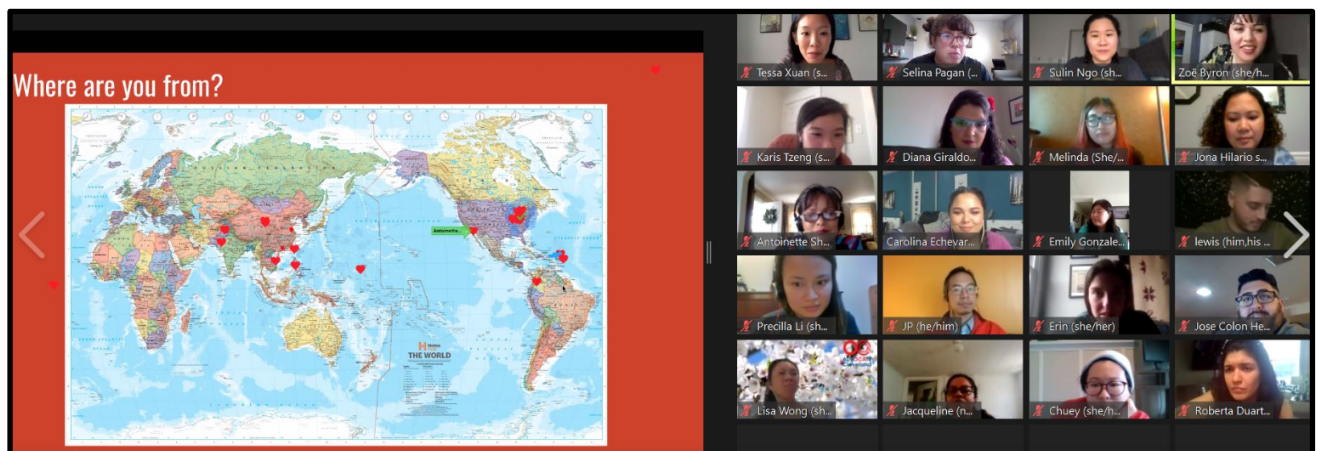


NETFLIX PARTY *hosted by*  **LGBT
LIFE
CENTER**



Part C > Engaging Multimedia Outlets + Local Influencers

- Understanding the value of local influencers:
 - Always lead from the perspective of where and how YOU get information. It will most certainly look different for everyone.
 - From there, think about the primary audience(s) you engage and imagine who do they want to hear from?
 - As you have seen and will continue to see in this toolkit - Cleveland VOTES does our work in partnership and often playing 'matchmaker' to amplify efforts.
 - Below you will find a few examples of local influencers we've engaged in our efforts (please note this list is not exhaustive of all our partners)
- Census Complete Count Committee/Ohio Census Advocacy Coalition Grantees ([OCAC](#)):
 - Ohio Progressive Asian Women's Leadership ([OPAWL](#)) launched a collaborative effort entitled [#IWILLEATWITHYOU](#), featuring another OCAC partner + Young Latino Network ([YLN](#))



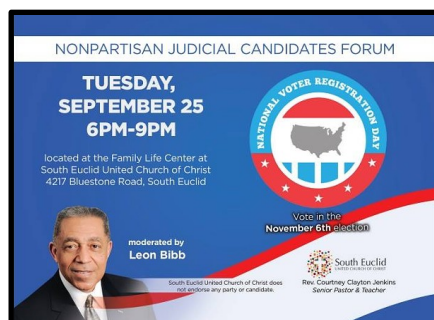
- Famicos Foundation has leveraged their van to elevate [2020 Census messaging](#)



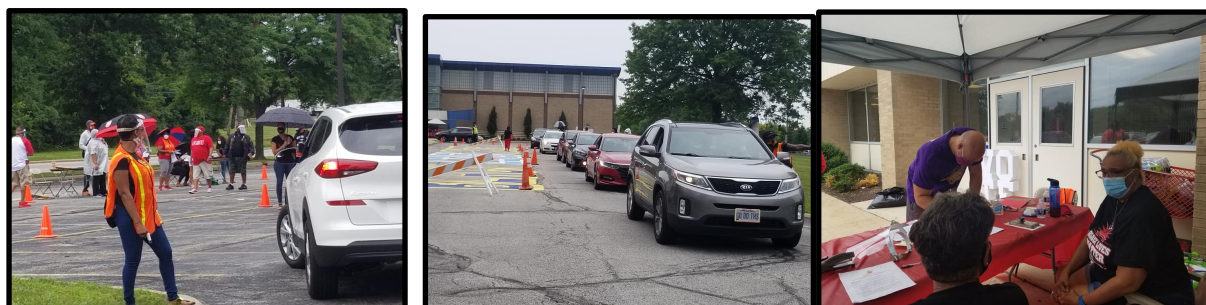
- Legacy Organizations, such as the NAACP-Cleveland Branch partnered with a few organizations on April 25, 2020 to host a vote-by-mail drive. This was done at the University Circle United Methodist Church + free breakfast + masks + census information + voter registration > all the while maintaining physical distancing
 - [NAACP's Voter-by-Mail Drive](#)
 - [#IGot5OnItChallenge](#)
- Culturally Specific communication such as:
 - [La Caravana de la Democracia](#)
 - [Our Power, Our Census](#)
- Issue Specific
 - [Bike the Block for Black Lives](#)
- Schools
 - Castle High School East Campus > Registration Day VR Tabling + Car Wash



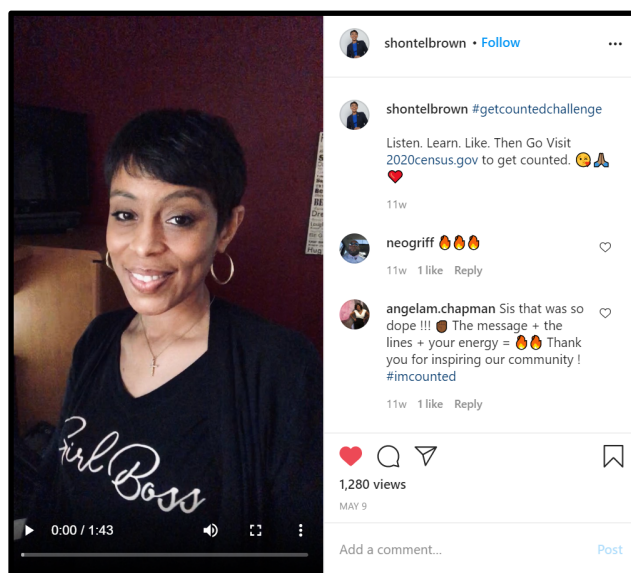
- Cleveland VOTES' Democracy Lunch and Learn Series
 - Videos of Presentations
 -
- Faith Leaders, such as South Euclid United Church of Christ



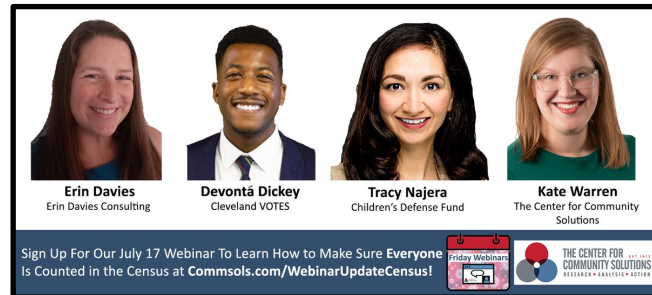
- Fraternities + Sororities



- Public/Government Partners such as Councilwoman Shontel Brown's 2020 Get Counted Challenge [video](#)



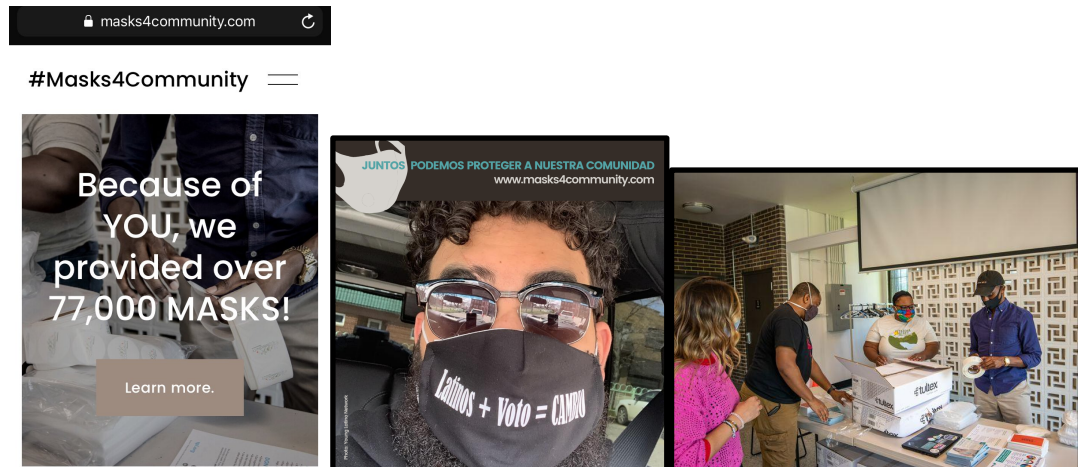
- Research/Think Tank Partners, such as the [Center for Community Solutions](#) and Matters Ohio. Sometimes we hear, well I don't engage with the public so what can I do? TONS!



- We've also enjoyed working with Daniel Ortiz and the folks at Policy Matters Ohio. Exploring and leveraging different ways to bring context to facts and statistics> partnering with CDCs for [Facebook live conversations](#).
- We also partnered with Daniel and many others to elevate the importance of voting (in English and Spanish) last year for Convencion Hispana!



- Cleveland VOTES and our partners also lean into responsive efforts, such as [Masks4Community](#)
 - The partners had a goal of distributing 60k mask kits to our community. While the washable mask was the impetus of this effort, collectively the partners agreed that this was a great opportunity to also distribute information pertaining to the Census, Election, COVID-19 safety and outdoor safety tips. [[Article from The Land](#)]



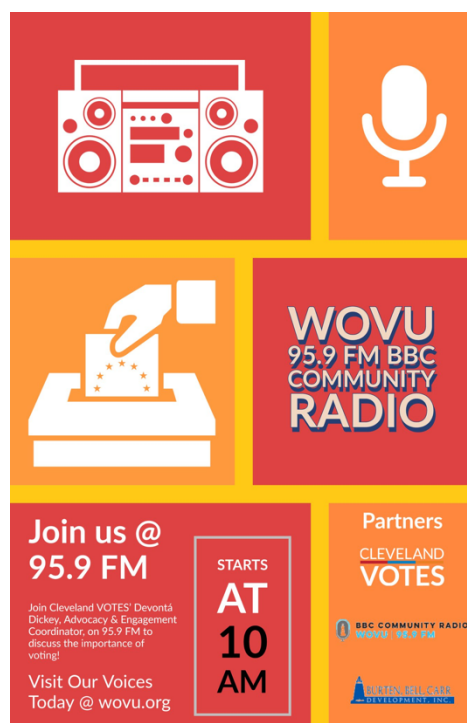
- Engaging Multimedia Platforms: While we love and have engaged in many digital and social media strategies, we would be remiss not to acknowledge digital redlining. There are many community members that do not have internet access and the devices to access the internet. To that end, we must also leverage our more traditional methods of communication, such as:
 - The power of the story + narrative: While we sure do love data, research and statistics - we also value the power of the narrative and story. As noted earlier, the Cleveland VOTES team is piloting a new program > Storyvine. It's a simple and concise way to capture stories.
 - OpEds
 - Roundtable Discussions
 - Print/online articles
 - TV
 - Radio



- When considering these strategies, think about the intended audience. Both mainstream and localized media are encouraged!
 - [Indi Media](#): During the 2018 Midterm Election, Cleveland VOTES partnered with Indi Media and [Shooting Without Bullets](#) to create and launch the Wake Up campaign and Aphiniti Ft. JB's - "Wake Up" [video](#)



- o [Burten, Bell, Carr Development Corporation's WOVU Radio Station](#): The Cleveland VOTES team joined WOVU on a number of occasions to discuss the Census, voting and equitable civic engagement in general!

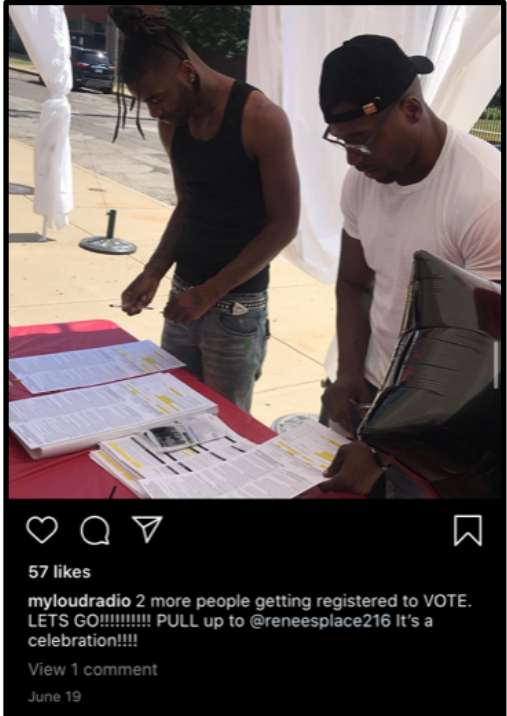
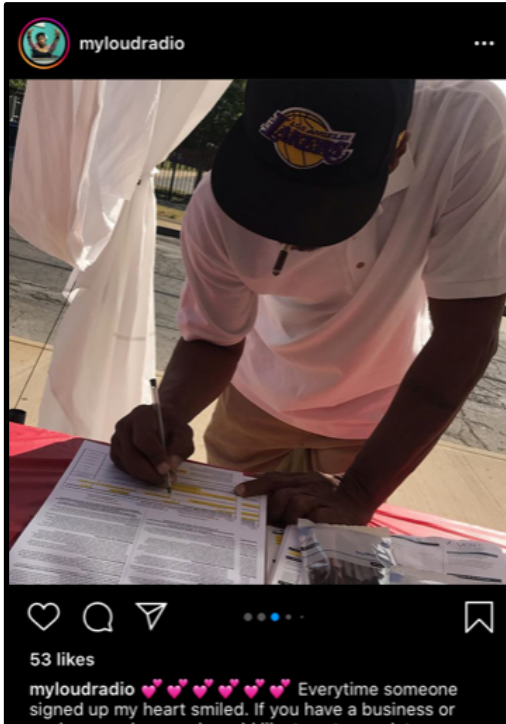
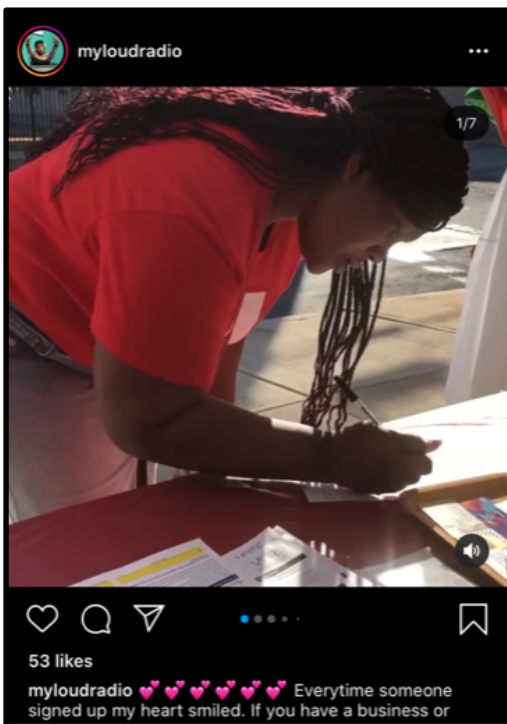


- o Radio One/z107.9's One Vote is Better Than No Vote Campaign: On July 30th z107.9 hosted a [virtual summit](#) to discuss the power of the vote!



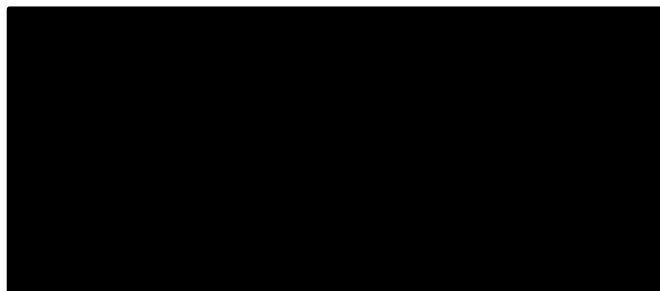
[Live Broadcast](#)

●



Part D > Adapted In-Person Strategies

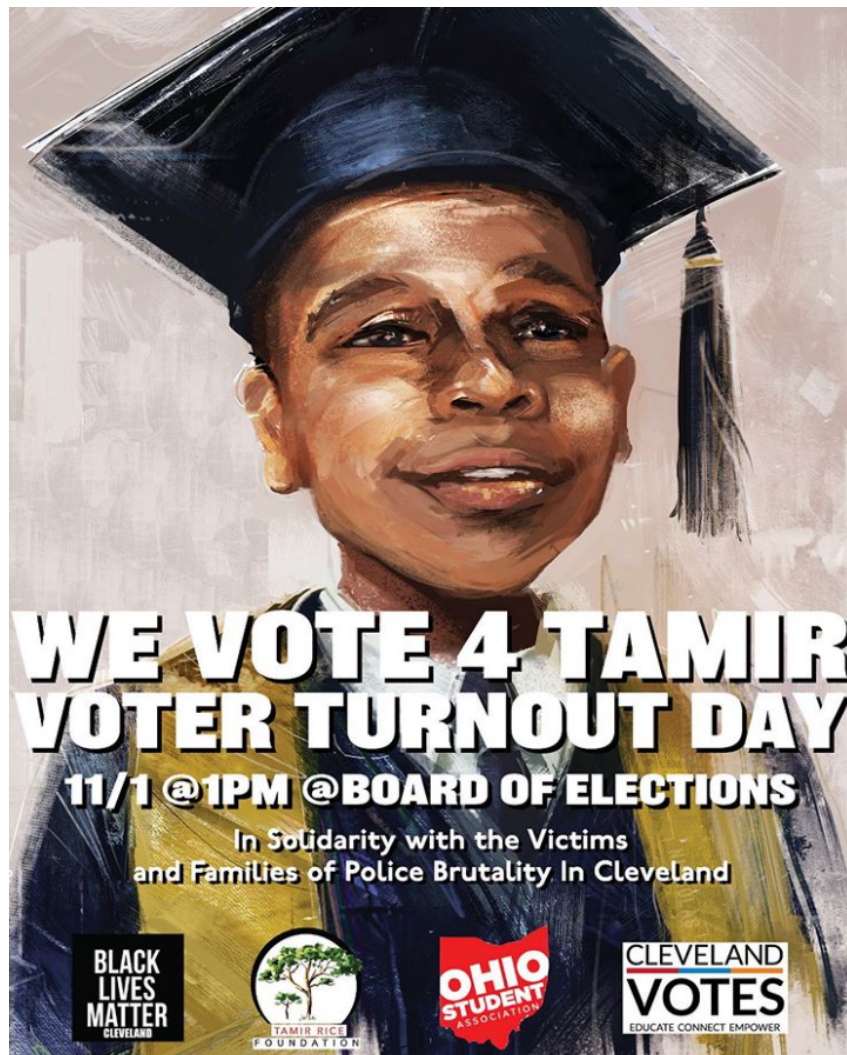
- We've seen numerous examples of partners adapting in-person strategies
 - a. Drive thru > leveraging parking lots or closed off streets to safely engage folks.
 - i. We do recommend that if you are hosting a safely distanced event, still ensure all participants have a mask, gloves and sanitizer
 - b. Caravana
 - i. ¡La Caravana de la Democracia! - [Cleveland](#) + [Lorain](#)
 - ii. Juneteenth > [Buckeye](#)
 - c. Leverage sidewalks and storefronts to amplify messaging
 - d. If space permits, perhaps host a drive-in film screening or concert





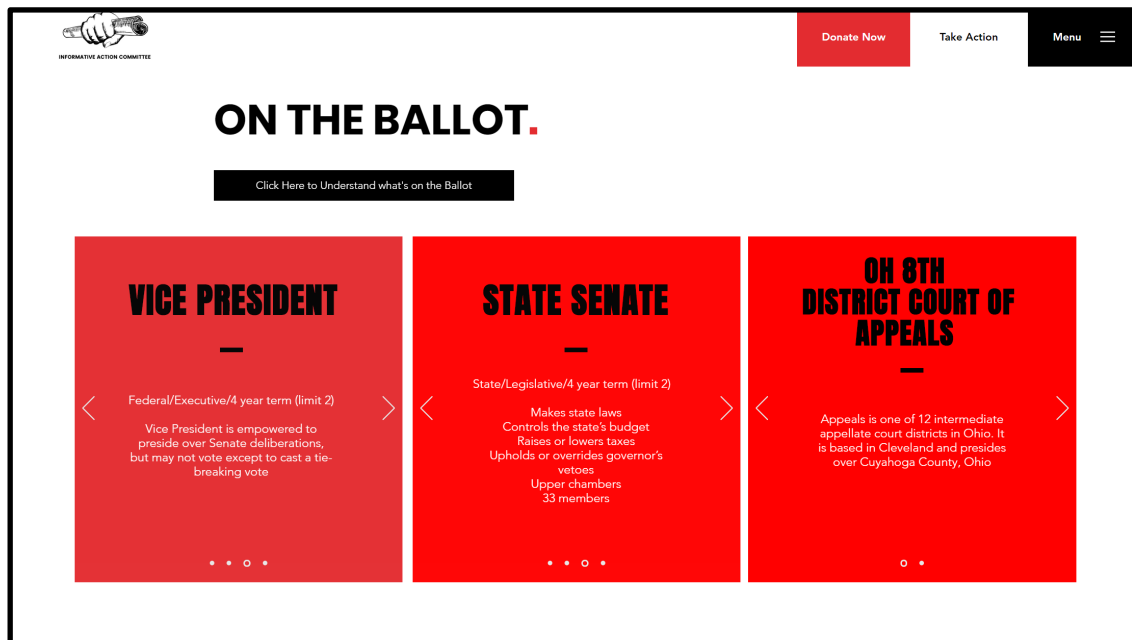
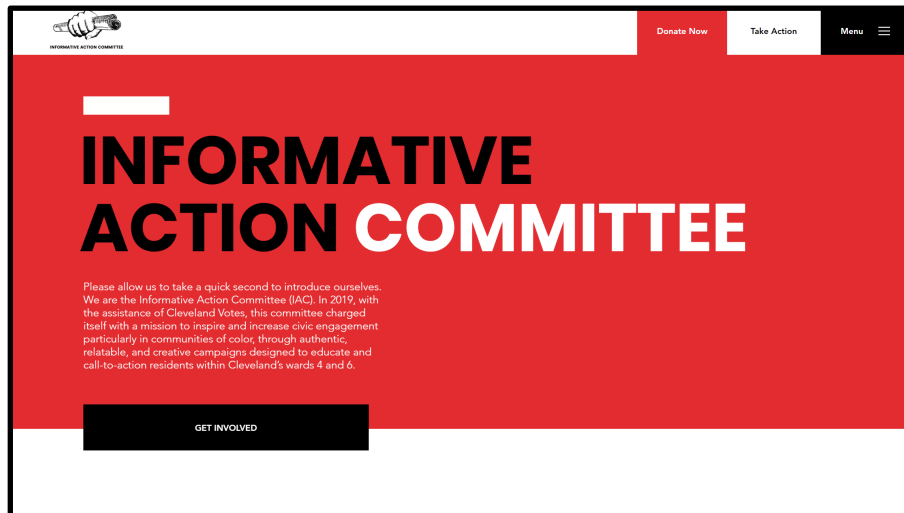
[Lorain: El Centro brings traditional caravana to city](#)

Tamir Rice Foundation's We Vote 4 Tamir Voter Turnout Day



Wards 4 and 6, Informative Action Committee

- Community Residents in Wards 4 and 6 mobilized to accomplish the following: Please allow us to take a quick second to introduce ourselves. We are the Informative Action Committee (IAC). In 2019, with the assistance of Cleveland Votes, this committee charged itself with a mission to inspire and increase civic engagement particularly in communities of color, through authentic, relatable, and creative campaigns designed to educate and call-to-action residents within Cleveland's wards 4 and 6.
- Using digital media and the arts to mobilize residents

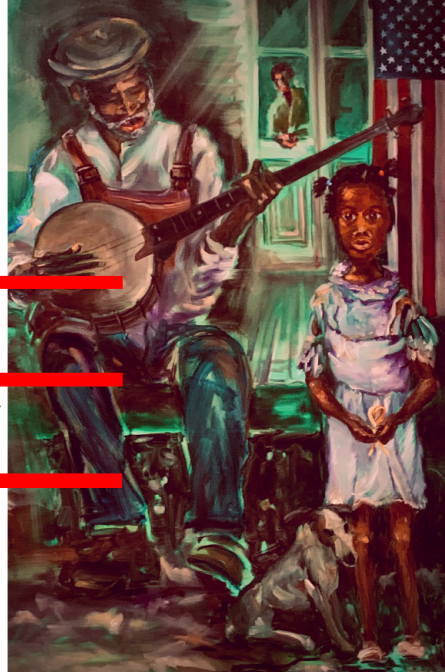



The Informative Action Committee curated an in person and virtual gallery, called I See Voices in the Buckeye neighborhood.

I SEE VOICES GALLERY

11917 BUCKEYE RD. CLEVE, OH 44120

WWW.INFORMATIVEACTION.COM





INFORMATIVE ACTION COMMITTEE

[Donate Now](#)[Take Action](#)[Menu](#)

Immersive 3D Gallery Experience

This 3D immersive experience is a collaboration by Joshua Perkins McHammm (@jayepinot) and @reynaldo.zabala with hardware support and engineering assistance from local [CLEVR Community](#) (Cleveland's Virtual + Augmented Reality Community) founding companies [CHANNEL XR](#) and [RazorEdge](#). Together we can #extendtheworld.

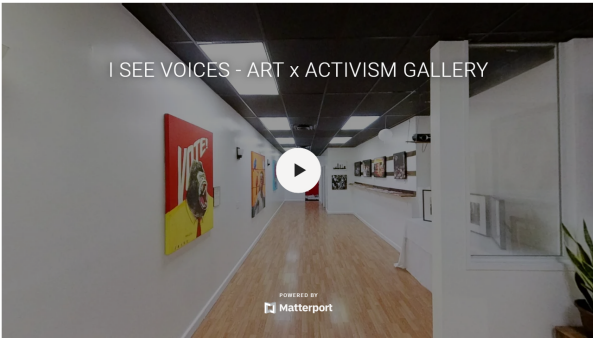
On a phone or a tablet? Just click on the image below and it will open the gallery in full screen on your phone


On a desktop or laptop computer? Just click play below.

On a virtual reality headset? Put on your headset and browse to <https://tinyurl.com/isacr>

How to Navigate the Gallery:

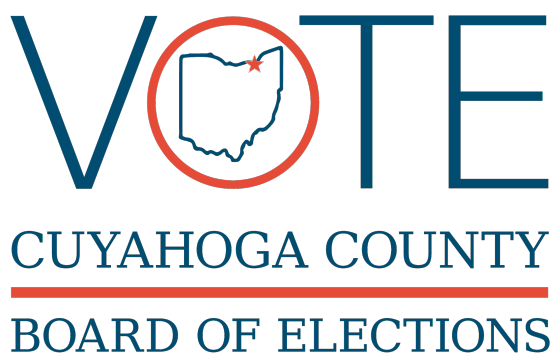
1. You can use the (n) button to flythrough the gallery or jump around the space at your own pace by clicking throughout the space.
2. Click on the circle next to each piece to learn more about the artist, the mediums they work in and their commentary



POWERED BY


Part E > National Voter Registration Day

- [National Voter Registration Day](#) is September 22, 2020.
- Cleveland VOTES has been partnering with the Cuyahoga County Board of Elections and numerous organizations over the years to host events and galvanize energy for National Voter Registration Day.
- If you are newer to this work, this is a GREAT way to get involved. We convene partners and support the development of their event.
 - The next planning meeting is August 20, 2020. For more information, please contact Jennifer Lumpkin at Jennifer@CLEVOTES.com.
- In addition to the local organizing for National Voter Registration Day, our national partner also has a plethora of [toolkits and resources](#).



- While the events will look a little different this year, we have great confidence that folks will get their creative juices flowing and host amazing virtual and safely distanced in person events.

#Commit to Cleveland 2021 Election Toolkit





National Voter Registration Day

September 24, 2019

Greater Cleveland Events

Midtown Tech Hive Race 2 Democracy Gaming with Mario Kart
September 24 | Noon - 8 p.m.
6815 Euclid Avenue, Cleveland

NVRD Phone Bank at Midtown Tech Hive
September 24 | Noon - 8 p.m.
6815 Euclid Avenue, Cleveland

Voter Education Forum for Justice Involved Individuals
September 24 | 5:30 - 7:15 p.m.
North Star Reentry Community Resource Center, 1834 E. 55th Street, Cleveland

Voter Registration Month at ADAMHS
September 1 - 27 | 8 a.m. - 5:30 p.m.
2012 W. 25th St., 6th Floor, Cleveland

Voter Registration at Quincy Place
September 24 | 9 a.m. - 4 p.m.
8111 Quincy Ave., Cleveland, OH 44104

Lakewood Community Service Center
September 24 | 10 a.m. - Noon
14230 Madison Ave., Lakewood

Western Reserve Historical Society
September 24 | 11 a.m. - 2 p.m.
10825 East Blvd., Cleveland

Chagrin Falls Candidate Forum
September 24 | 7 p.m.
The Hamlet Retirement Community

Lemonade & Voter Registration for Cleveland Ward 12, Precinct Q
September 24 | 5:30 - 8:30 p.m.
3788 W. 22nd Pl., Cleveland

Cleveland Public Libraries
September 24 | All Branch Locations

Dave's Supermarket Voter Registration & Remarks from Cuyahoga County Executive
September 24 | 12 - 1:30 p.m.
Dave's Supermarket, Midtown
1929 East 61st Street, Cleveland

Voter Registration at Life Exchange Center
September 24 | 10 a.m. - 2 p.m.
13407 Kinsman Rd., Cleveland

Mt. Pleasant Now Development Corporation
September 24 | 7 a.m. - 7:30 p.m.
13815 Kinsman Rd., Cleveland

Voter Registration at Kappa House Plaza
September 24 | Noon - 3 p.m.
12450 Shaker Blvd., Cleveland

Cleveland Institute of Music
September 24 | 11:30 a.m. - 3:30 p.m.
Pogue Atrium, 11021 E. Blvd., Cleveland

Parma Village Apartments
September 24 | 1 - 3 p.m.
15500 Huffman Rd., Parma Heights

Voter Registration at Asia Plaza
September 24 | 10 a.m. - 4 p.m.
2999 Payne Ave., Cleveland

Euclid Library Voter Registration Drive
September 24 | Noon - 8 p.m.
631 E. 222nd Street, Euclid

Voter Registration at Men's Shelter
September 24 | 11:30 a.m. - 3:30 p.m.
2100 Lakeside Ave., Cleveland

Voter Registration at Riverview Towers
Through October 5 | 9 a.m. - 1 p.m.
1795 W. 25th Street, Cleveland

Norma Herr Women's Center
September 24 | 2 - 4:30 p.m.
2227 Payne Avenue, Cleveland

Bishop Cosgrove Center
September 24 | 9:30 a.m. - 1:30 p.m.
1736 Superior Avenue, Cleveland

Public Square Voter Registration Drive
September 24 | 11:30 a.m. - 2 p.m.
Public Square, Downtown Cleveland

Euclid Candidates Night / Shore Culture
September 24 | 6 - 7 p.m.
Shore Culture Ctr., 291 E. 222nd St., Euclid

Louis Stokes/Windermere Rapid Station
September 24 | 9 - 11 a.m.

Voter Registration at Life Exchange Center
September 24 | 10 a.m. - 2 p.m.
13407 Kinsman Rd., Cleveland

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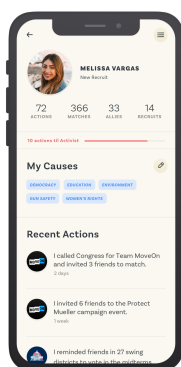
Euclid Candidates Night / Shore Culture
September 24 | 6 - 7 p.m.
Shore Culture Ctr., 291 E. 222nd St., Euclid

Louis Stokes/Windermere Rapid Station
September 24 | 9 - 11 a.m.

Register Online: www.voteregistry.gov

Part F > Leveraging SMS Texting + Virtual Phonebanking

- During the primary election we partnered with a few of our state partners to extend SMS texting and virtual phone banking to our partners. We will update this guide once we have the details to participate in a few weeks. Until then, please see below for some background information.
- Phonebanking ([ThruTalk](#)) + SMS Text ([Outvote](#))
 - **SMS/TEXT CAMPAIGN:** As civic engagement evolves and changes at every turn of the COVID-19 pandemic, voter messaging and methods of contact are shifting towards peer-to-peer communication as we focus on reenvisioning democracy through social distancing and the increased need for connectivity and information.
 - There are 3 ways to get numbers to text or call voters:
 - Obtain lists from our state partners
 - Friend-to-Friend
 - ThruTalk Virtual Phone Bank



Thrutalk

Stay tuned for more details in a few weeks!

Part F > Visually Engaging Graphics

- Throughout this toolkit we've provided numerous examples of visually engaging graphics.
- Cleveland VOTES will soon release a set of graphics:
 - What is Equitable Civic Engagement?
 - Celebrate National Voter Registration Day
 - Understanding Voter registration
 - Vote-from-Home/by Mail (absentee ballot)
 - Early Voting
 - Election Day
 - Learn what is on your ballot
 - 2020 Census
- To review the complete #C2C graphic collection, click [here](#)



- We encourage ALL of our partners to leverage our graphics on their own social media and digital communications. Stay tuned!
- While QR Codes are not new per se, we've seen a HUGE uptick of folks leveraging them to allow for folks to safely scan their phone and get directed to either the Census website or voter registration.

- To use the QR codes > point phone camera, click, and complete
 - We are currently using and seeing folks change their social media or zoom profiles with the QR code, adding to their signature or printing larger signs and displaying in storefronts.

Voter Registration QR Code



Part G > Voter Education Guides

- After doing ALL the above (we know, it's alot!), we must provide fair, equitable and nonpartisan sources of information to our constituents so they are ready to VOTE!
- Cleveland VOTES has been producing a voter guide for the last couple of years, click here to access [our guide](#).



- We also recommend checking out:
-

- [Teens Get Out to Vote](#): *Teens Get Out the Vote* was created by Thomas Smyers, a senior at Shaker Heights High School in Ohio. Thomas was inspired by two of his heroes, Congressman John Lewis and his grandfather Steve Minter, who marched together across the Edmund Pettus Bridge in Alabama for voting rights in 1965. With the recent passing of Congressman Lewis and his grandfather, Thomas believes the torch has been passed to his generation, which must foster democracy by ensuring the right to vote in America.
- [Electors of Cleveland](#): The Electors of Cleveland is a love of labor project to provide factual information and data that educates, empowers, and sparks civic engagement in Cleveland, OH. The mission is to create an informational collage of multiple sectors to prepare new leadership and invoke policy and legislative changes in the current elected officials.
- Cleveland Food Bank
- League of Women Voters - [Vote 411](#) + [Spanish Version](#) + [PDF version of full guide](#)

Ohio

Since 1920, the League of Women Voters has been a leader in empowering citizens and defending democracy.

The League:

- ★ Encourages active participation in elections by providing nonpartisan information about candidates, issues, and how to vote
- ★ Works to protect and expand people's access to elections and their government
- ★ Provides information people trust about major public policy issues
- ★ Takes positions on public policy matters and lobbies for change
- ★ Recruits and develops women and men to be members and leaders

Statement from Jen Miller, LWVO Director on gerrymandering decisions out of the Supreme Court today

Submitted by Ohio in June 2019.

- Cuyahoga County Jail Coalition's [Judicial Guide](#)
- [We Vote for Tamir Voter Guide](#): A voter guide for young adults and our community in memory of Tamir Rice. [[Full Guide](#)]

We VOTE for Tamir:

A Voter Guide for Young Adults and Our Community in Memory of Tamir Rice



○ : Voter Registration + Engagement [Toolkit](#) Ohio Student Association [Voter Guide](#)

- **Represent Justice > [Free Our Vote Toolkit](#):** The toolkit is a guide to voting for and by people impacted by the justice system. This guide offers historical context for disenfranchisement, explains who may be on your ballot and why they are important, as well as how to find out if you're eligible to vote in your state and what
- your rights are once you are registered. The toolkit will go live on the Represent Justice website at <http://repjustice.org/vote> and is available in a digital and a downloadable/printable version.
 - Along with the launch of this toolkit, Represent Justice will release shareable content for social media, host virtual conversations about how to use the toolkit as well as urgent discussions about voting rights restoration such as on Prop 17 in California. In addition, they'll have content in Spanish available in coming weeks. Find out more with our social media toolkit [step by step overview](#) and [graphics](#).
 - Also hear directly from our Surrogates and Ambassadors in our launch video on [Twitter](#), [Facebook](#) and [Instagram](#).

Part H > Rides to the Polls

From our partners at [Voter Drive!](#)

When we vote, our community wins!

Have you made your plan to vote? If you're in **need of a ride** to vote early in person, to drop off your vote by mail (absentee) ballot, or vote on Election Day at your polling place, check out VoterDrive!

VoterDrive is designed to drive Cleveland neighbors to the polls so you can vote safely and reliably. We will drive you to (1) drop off your ballot at the Board of Elections, (2) vote early in person at the Board of Elections, or (3) drive you to your polling place on Election Day.

Your safety is of highest priority to VoterDrive: each driver has undergone a background and will wear a mask while transporting you to cast your ballot. Call 216 -294-4261, email VoterDriveCle@gmail.com or visit www.voterdrivecle.com today for more information.

Cleveland is stronger when we all vote - no matter what we look like or what neighborhood we call home. When we are all in for democracy, our voices are heard and we can make the best choices for our families and our community.

CALL FOR VOLUNTEERS

When we vote, our community wins! VoterDrive is designed to drive Cleveland neighbors to the polls so you can vote safely and reliably. If you're interested in volunteering to support this effort, please visit www.voterdrivecle.com today.



UNIVERSITY SETTLEMENT'S THE VILLAGE VOTES



The Village Votes

The Village Votes is lead by University Settlement to provide a power base for this year's VITAL election. The Village Votes will **MOBILIZE SLAVIC VILLAGE COMMUNITY RESIDENTS TO BE OUT IN FORCE TO VOTE IN THE 2020 ELECTION FOR:**

- ♦ Candidates committed to fixing critical problems, mass incarceration, struggling schools and gun violence
- ♦ Candidates who CARE about the Community, City, County and the United States

WE WILL PROVIDE FREE ROUND-TRIP SHUTTLE SERVICE

TO THE BOARD OF ELECTIONS FOR EARLY VOTING

throughout the Slavic Village Community.

Cast your VOTE early ... Make your vote count

Buses will begin transporting 10:00 a.m.

Wednesday October 21, 2020
University Settlement 4800 Broadway Ave , Cleveland, Ohio 44127

Thursday October 22, 2020
Elizabeth Baptist Church 6114 Francis Ave, Cleveland, Ohio 44127

Friday October 23, 2020
A. B. Hart School 3900 East 75th Street Cleveland 44105
Mound School 5935 Ackley Cleveland ,Ohio 44105

Tuesday October 27, 2020
East End Neighborhood House, Inc. 2749 Woodhill Road, Cleveland, Ohio 44104

Monday November 2, 2020
University Settlement 4800 Broadway Ave, Cleveland, Ohio 44127

MASK WILL BE REQUIRED TO RIDE THE BUS. WE CAN PROVIDE MASKS IF YOU DO NOT HAVE ONE.



clevotes.com ■ 216-202-5468 ■ @clevelandvotes

FAMICO FOUNDATON'S SHUTTLE



Shuttle to the Polls Sign Up [Link](#)

RideShare Companies Promo Codes

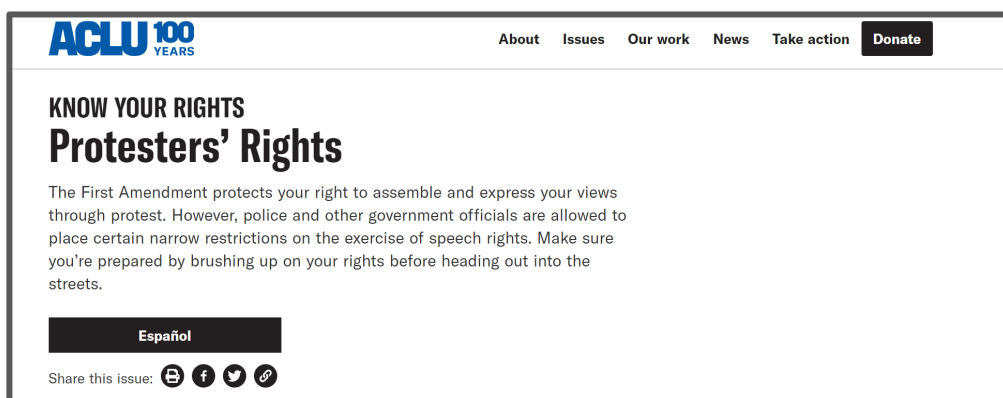
Lyft's Ride to Vote : 2020VOTE*

Uber: In-app poll finding feature & discounted rides to the polls: We know that in 2016, [14% of eligible voters](#) noted transportation as a barrier to voting. That's why we're helping people find their polling locations with an in-app poll-finding feature and 50% off roundtrip rides to and from the polls (up to \$7 each trip), or up to \$14 for the two trips. It also applies on bikes and scooters.



Part I > Know Your Rights + Protect Yourself

- In all we do, it is important to remember that we have a right to exercise our right to protest and equitable access to the polls. To that end, we highly encourage you to check out the [ACLU of Ohio's 'Know Your Right: Protestors Rights](#)



[Election protection](#): The national, nonpartisan Election Protection coalition works year-round to ensure that all voters have an equal opportunity to vote and have that vote count. Made up of more than 100 local, state and national partners, Election Protection uses a wide range of tools and activities to protect, advance and defend the right to vote. Election Protection provides Americans from coast to coast with comprehensive information and assistance at all stages of voting – from registration, to absentee and early voting, to casting a vote at the polls, to overcoming obstacles to their participation. Election Protection helps voters make sure their vote is counted through a number of resources, including:

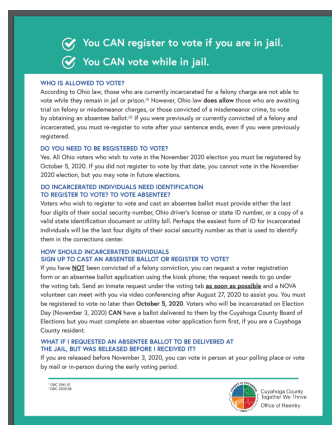
- A suite of voter helplines administered by coalition members:
 - English: 866-OUR-VOTE – Lawyers’ Committee for Civil Rights Under Law
 - Spanish/English: 888-VE-Y-VOTA – NALEO Educational Fund
 - Arabic/English: 844-YALLA-US – Arab American Institute (AAI)
 - Asian Languages/English: 888-API-VOTE – APIAVote & Asian Americans Advancing Justice (AAJC)
 - Voter protection field programs: legal – managed by the Lawyers’ Committee for Civil Rights Under Law and grassroots managed by Common Cause



ACLU of Ohio's - [VOTER COMPLAINT FORM](#)

This form is designed to assist the ACLU in the evaluation of your grievance. Please be as specific and detailed as possible. It is important that all questions be answered completely. Unfortunately, their resources are limited. They will take cases that raise significant constitutional or civil liberties issues and which impact others in the same situation. **They cannot take all the cases offered them.** They are unable to take many cases, even those concerning real injustices. If your complaint is not pursued by our office, it does not mean it is without merit. You may wish to consult their Resources page for information on how to get other help. If they need further information, they have your address and/or telephone number and can request any documents necessary. They dispose of our files after six months.

Cuyahoga County's Office of Reentry - You CAN Vote While In Jail [Brief](#)



The work of Cleveland VOTES is deeply rooted in history and honoring those Freedom Fighters before us. We are incredibly thankful for the life of Congressman John Lewis. He penned his final essay days before his passing. One phrase in particular resonates with us, *"Democracy is not a state. It is an act, and each generation must do its part to help build what we called the Beloved Community, a nation and world society at peace with itself."* May these words and this entire essay inspire you to carry his legacy.

Together, You Can Redeem the Soul of Our Nation

[Source: New York Times](#)

While my time here has now come to an end, I want you to know that in the last days and hours of my life you inspired me. You filled me with hope about the next chapter of the great American story when you used your power to make a difference in our society. Millions of people motivated simply by human compassion laid down the burdens of division. Around the country and the world you set aside race, class, age, language and nationality to demand respect for human dignity.

That is why I had to visit Black Lives Matter Plaza in Washington, though I was admitted to the hospital the following day. I just had to see and feel it for myself that, after many years of silent witness, the truth is still marching on.

Emmett Till was my George Floyd. He was my Rayshard Brooks, Sandra Bland and Breonna Taylor. He was 14 when he was killed, and I was only 15 years old at the time. I will never ever forget the moment when it became so clear that he could easily have been me. In those days, fear constrained us like an imaginary prison, and troubling thoughts of potential brutality committed for no understandable reason were the bars.

Though I was surrounded by two loving parents, plenty of brothers, sisters and cousins, their love could not protect me from the unholy oppression waiting just outside that family circle. Unchecked, unrestrained violence and government-sanctioned terror had the power to turn a simple stroll to the store for some Skittles or an innocent morning jog down a lonesome country road into a nightmare. If we are to survive as one unified nation, we must discover what so readily takes root in our hearts that could rob Mother Emanuel Church in South Carolina of her brightest and best, shoot unwitting concertgoers in Las Vegas and choke to death the hopes and dreams of a gifted violinist like Elijah McClain.

Like so many young people today, I was searching for a way out, or some might say a way in, and then I heard the voice of Dr. Martin Luther King Jr. on an old radio. He was talking about the philosophy and discipline of nonviolence. He said we are all complicit when we tolerate injustice. He said it is not enough to say it will get better by and by. He said each of us has a moral obligation to stand up, speak up and speak out. When you see something that is not right, you must say something. You must do something. Democracy is not a state. It is an act, and each generation must do its part to help build what we called the Beloved Community, a nation and world society at peace with itself.

Ordinary people with extraordinary vision can redeem the soul of America by getting in what I call good trouble, necessary trouble. Voting and participating in the democratic process are key. The vote is the most powerful nonviolent change agent you have in a democratic society. You must use it because it is not guaranteed. You can lose it.

You must also study and learn the lessons of history because humanity has been involved in this soul-wrenching, existential struggle for a very long time. People on every continent have stood in

your shoes, through decades and centuries before you. The truth does not change, and that is why the answers worked out long ago can help you find solutions to the challenges of our time. Continue to build union between movements stretching across the globe because we must put away our willingness to profit from the exploitation of others.

Though I may not be here with you, I urge you to answer the highest calling of your heart and stand up for what you truly believe. In my life I have done all I can to demonstrate that the way of peace, the way of love and nonviolence is the more excellent way. Now it is your turn to let freedom ring.

When historians pick up their pens to write the story of the 21st century, let them say that it was your generation who laid down the heavy burdens of hate at last and that peace finally triumphed over violence, aggression and war. So I say to you, walk with the wind, brothers and sisters, and let the spirit of peace and the power of everlasting love be your guide.



Gratitude to our Fellow Democracy Builders



The Cleveland VOTES team humbly enters democracy building to first and foremost, honor our ancestors. We often reject being referenced as the experts, not because we do not feel knowledgeable about this work. We do so to level set power. We are residents of this community, humble servants committed to affecting change. More importantly, we cannot do this work in isolation. Everyday we are challenged and energized by the residents and partners we engage and have cultivated authentic relationships over the years. There is tremendous curiosity, creativity, courage, resilience and a veracious spirit to realize true equitable democracy. And for that, this team continues to stay encouraged and hopeful that together we can in fact create the change we all so desire. #Onward

Gratitude to our Funders + Donors

The Cleveland VOTES team is humbly honored for the investments we have received to make this work possible. Please see below for a list of our major funders. We also have a host of individual donors that continue to support our work.

The George Gund Foundation



